



Georgia Breast Cancer License Tag Grant 2018 - Awardees' Abstracts

Center for Black Women's Wellness

Atlanta, GA

\$25,000

Project Title: Center for Black Women's Wellness Community Breast Health Initiative

CBWW has uniquely positioned itself as a premier model for the delivery of holistic health in a culturally appropriate and community-based setting and has been able to garner the trust, respect and support from its service community, local health and social service providers, and funders alike. CBWW serves over 500 women annually through its women's health services, and nearly 5,000 individuals annually through its core programs.

Through its Community Breast Health Initiative, CBWW will build on its experience of providing low cost/no cost clinical breast exams, done onsite through its women's health clinic; and coordinate low cost/no cost screening mammograms and diagnostic services through area partners. The women who benefit from the program will be primarily African-American, uninsured or underinsured, unemployed, or low-income.

Through this grant program CBWW will increase women's access to breast health services. Through extensive outreach and the dissemination of culturally appropriate messages on prevention and screening, we will increase overall community awareness and identify 125 hard to reach women throughout Metro-Atlanta. Grant funds will also provide 30 screening mammogram services, and group education for at least 60 underserved women as well as linkages to care and treatment for those who are diagnosed with breast cancer.

The Wellness Program Manager and the Program Coordinator will track program goals and objectives by monitoring data, as well as collecting and analyzing performance and patient experience data. All data will be analyzed and reviewed with key staff to make program modifications and improve quality and efficiency.

Overall, by increasing access to vital services, the CBWW Community Breast Health Initiative will enable women to take charge of their breast health by increasing awareness and screening rates, thus reducing the likelihood that women will be diagnosed at a late stage of the disease.



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East Georgia Cancer Coalition

Athens, GA

\$25,000

Project Title: Have you been screened? Mammography

The purpose of this program is to increase community access to mammography by reducing structural barriers and out-of-pocket costs. The program will provide referrals to mammography services at no cost to the uninsured patients of Federally Qualified Health Centers (FQHC)-residents of Banks, Barrow, Burke, Clarke, Columbia, Dawson Elbert, Emanuel, Franklin, Glascock, Greene, Habersham, Hall, Hart, Jackson, Jefferson, Jenkins, Lincoln, Lumpkin, Madison, McDuffie, Morgan, Oconee, Oglethorpe, Rabun, Richmond, Screven, Stephens, Taliaferro, Towns, Union, Walton, Warren, Washington, White&Wilkes counties. Patients of FQHCs are lower income, uninsured and/or from minority or vulnerable populations. A clinic staff member or EGCC community navigator sees patients prior to appointments, administers a checklist of cancer screenings (reviewed by physician during appointment), provides education and follow-up reminders and whether they attained screenings. The clinic will recommend the screening for age appropriate patients and aid in scheduling it. Screenings&readings will be provided by hospitals&radiology groups and reimbursed by the EGCC. Evaluations will be completed through data from clinic/hospital reports and corroborated through EGCC count data from billing documents. The checklists and corresponding databases have been developed & implemented for data collection & tracking purposes. Clinics will participate in the evaluation process by administering checklists, collecting baseline data, providing follow-up to collect post-intervention data and tracking pre-and post-intervention. Formative and process evaluations will be conducted by the EGCC, clinics and hospital staff to assess the procedures for screening reminders, referrals, data collection, screening delivery and follow-up. Provider checklists were found to increase breast cancer screening rates by 12%- attributed to the uniform system for screening referrals for all patients. Evidence suggests offering reminders and reducing out-of-pocket costs further increases rates. Hospitals have reported significant drops in utilization of breast screening when our program is on hiatus and has become institutionalized. The EGCC's screening with navigation have shown increases of screening by ~60% compared to without.



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Grady's Cancer Center for Excellence

Atlanta, GA

\$50,000

Project Title: Grady's Cancer Center for Excellence's Lay Navigation Program – Providing Direct Support to Newly Diagnosed Breast Cancer Patients

Grady's Georgia Cancer Center for Excellence (GCCE) offers a Lay Navigation Program for newly diagnosed breast cancer patients to guide them through the diagnosis and treatment process. This program serves as a way for patients to connect with navigators who are breast cancer survivors, providing a common ground to receive insight, support, and guidance as they experience their new diagnosis.

GCCE serves predominantly African American women or women of other ethnicities who are under- or uninsured, or are on Medicaid or Medicare. The majority of Grady's patients come from Fulton and DeKalb Counties.

GCCE's Lay Navigation Program uses Clinic Navigators and Individual Patient Navigators, under the direction of the Breast Nurse Navigator, to provide newly diagnosed patients with emotional and educational support. These navigators interact with patients in-person and over the telephone, letting them know what to expect, encouraging appointments, providing resources, and advocating for patients during appointments. Navigators will also identify barriers to care, including transportation and financial barriers.

The effectiveness of Grady's Lay Navigators will be evaluated through surveys conducted before and after a patient is assigned to a navigator to determine a patient's satisfaction and timeliness of care. Program outcomes will also be measured to determine if there has been an increase in access to care, increase in patient satisfaction and increase in utilization of psychosocial/support services. Long-term outcomes will include patient outcomes and survival rates. Any patient-centered interventions, such as interaction with a patient navigator, will be monitored with specific performance indicators.

Grady anticipates that through the expansion of the Lay Navigation Program, GCCE will experience a growth in volume among patients being retained and completing treatment in a timely manner. These navigators will assist the Registered Nurses with helping patients through



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the continuum of care, helping to ensure timely treatment for each patient. By providing funding for transportation and direct treatment, this project will improve access to needed treatment.

Komen Atlanta

Atlanta, GA

\$50,000

Project Title: Treatment Assistance Program for Medically Indigent Women Currently in Breast Cancer Treatment in Metro Atlanta

Komen Atlanta's Treatment Assistance Program (TAP) provides financial assistance to address barriers that may prevent low-income, medically indigent individuals from receiving breast cancer treatment, thus contributing to reducing breast cancer deaths. The program serves women in Komen Atlanta's 13-county service area, with a focus on minority women.

While breast cancer knows no boundaries, be it age, gender, socio-economic status or geographic location, the health outcomes for those diagnosed with breast cancer differ greatly for women with limited financial resources. Unfortunately, the road to poor outcomes frequently begins with significant barriers to care.

Moved to action by those for whom breast cancer is not just a medical crisis, TAP provides real-time help for women who are 1) in active breast cancer treatment; and 2) have income at or below 250% of the federal poverty line. By awarding individual grant awards of \$300 and offering wrap-around services to low-income families, TAP fills the financial gaps to make treatment accessible in order to reduce the chances of treatment being delayed or avoided because of the cost.

TAP improves breast cancer outcomes by keeping women in the continuum of care by providing financial assistance for the out-of-pocket costs associated with the following: transportation; oral chemotherapy; hormone therapy; child and elder care; lymphedema care and supplies; oral pain and anti-nausea medication; and durable medical equipment.



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To promote TAP, we work with navigators and hospital and clinic partners, and we deploy robust marketing and social media campaigns to reach patients or caregivers directly. Evaluation of TAP includes a client satisfaction survey and the collection of data points associated with how the assistance was used and how the assistance affected the continuation of treatment.

Meadows Regional

Vidalia, GA

\$50,000

Project Title: Meadows Health Breast Cancer Prevention Program

Meadows Regional Medical Center (MRMC) proposes to continue a successful breast health program established in January 2011. The Meadows program has helped many women and men from a 30 county region of Southeast Georgia obtain breast health education, prevention screening, diagnostic testing, and treatment. An established partnership with multiple community agencies and medical providers will assure the continuation of a regional safety net for improved access to breast health education and care.

Program goals are to continue to enhance and expand the local infrastructure for outreach education and access to screening, diagnosis, and treatment of breast cancer and to increase knowledge and awareness of breast health to effect change among vulnerable populations. Specific activities will focus on providing low income, uninsured women, and men of Toombs and surrounding counties resources for breast health education and care.

Community Breast Health Seminars and an ongoing media campaign will enhance prevention education. Also, free mammogram screening will be offered at Meadows Regional Medical Center to serve at least 150 qualified participants. Participants in need of additional diagnostic tests will be referred to a care coordinator to assist with follow-up procedures, education, and community resources.

Process measures will identify service region and numbers served in education, screening, and treatment program. Outcome measures will identify the percentage of participants that



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improved knowledge and satisfaction with education programs, the number of positive breast cancer cases identified, staging and outcome, as well as service linkage for care, financial program resources utilized, community resource programs utilized, identified barriers to care and satisfaction with care coordination services.

The proposed continuation program will maintain a strong network of partners and allow increased participation in a program that is vital to decrease health disparity and improve access to breast health care.

West Central Georgia Cancer Coalition

Columbus, GA

\$25,000

Project Title: Breast Health Connection Program

Several years ago this initiative was developed by the West Central Georgia Cancer Coalition (WCGCC) to address the breast health needs of medically under and uninsured women throughout our region who are ineligible for other breast cancer screening services. The Breast Health Connection Program: "Breast Health Link" proposes to work with our faith-based community in our region to link under and uninsured women with the resources for breast cancer education and screening. Lay health workers are a proven resource in connecting hard-to-reach populations (low SES, uninsured, uneducated) with screening services. This initiative uses a navigator and Community Health Advisors (CHAs) designated by local churches as a mechanism to reach out to underserved communities. The Breast Health Connection Program: "Breast Health Link" will also continue to partner with the Department of Public Health to leverage resources.

Our coalition members and partners are committed to providing the necessary support for screening and patient navigation services. Working together we are able to provide a safety net for women and navigate them through the continuum of care within the WCGCC region. The WCGCC's navigator will schedule appointments for screening and/or diagnostic mammograms and provide timely follow-up services for women with abnormal results, to ensure a continuum



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of care. The program will be evaluated based on whether we were able to successfully screen and educate 150 eligible women about breast cancer and also provide follow-up services for those ultimately diagnosed with breast cancer. We focus our resources on our community partnerships, engaging promising practices by providing innovative cancer education programs and striving for non-duplication of services through prevention, screening efforts, and coordination of care with the local Department of Public Health.

YWCA of Greater Atlanta

Atlanta, GA

\$25,000

Project Title: ENCOREplus Breast Cancer Awareness Program

YWCA of Greater Atlanta's ENCORE plus program is a community-based program focused on reducing breast cancer mortality and morbidity rates in the communities it serves through awareness, education and mammography screenings. The program targets medically underserved and uninsured African American and Latina women primarily in Fulton and DeKalb counties where the average overall number of deaths from breast cancer exceeds the average for both Georgia and the U.S. Although women of color are diagnosed with breast cancer less frequently than their Caucasian counterparts, African American women have an almost 45% higher mortality rate than white women.

ENCOREplus was created to increase breast cancer awareness and early detection by improving access to screening and quality breast health care for medically indigent women of color. The program offers a continuum of services including: 1) Group cultural specific workshops (in Spanish and English) and one-on-one outreach focused on educating women on how increased attention to individual risk factors and early detection can exponentially save a life; 2) Coordination of free clinical and mammography screening appointments with local screening partners; 3) Facilitating access to follow-up and support services for patients with abnormal results.



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Program data is collected by using a variety of measurement tools. Pre- and post-tests/surveys are administered to determine changes in participant breast cancer knowledge and behavior to prevent and early detect breast cancer. A Medical Registration Form is used to register eligible participants for a free mammogram, monitor participant screening appointments, match screening results, and case manage follow-up and diagnostics.

Expected program impact includes: 1) Increased knowledge of life-saving breast cancer information and practices; 2) Positive changes in behavior resulting in annual breast cancer exams; 3) Increased breast cancer survival rates among high risk underserved women; 4) Decreased health disparities resulting from reduced morbidity and mortality rates for underserved women.

Northwest Georgia Healthcare Partnership

Dalton, GA

\$25,000

Project Title: Promotoras de Salud/Community Health Workers Breast Health Initiative

Northwest Georgia Healthcare Partnership (NGHP) improves the health of and access to health services for underserved populations through multi-sector community collaboration, case management services, health care navigation, cancer screenings, and health education. Our Promotoras de Salud/Community Health Worker (CHW) program seeks to create a cultural shift among indigent and minority populations regarding breast health knowledge, annual screening access, early identification of cancer, and their ability to navigate the American healthcare system effectively.

Service Recipients

Predominately serving indigent Hispanics in Murray and Whitfield counties (15.2% and 35.5% of population, respectively), we also serve low-income and non/under insured women of any ethnicity. These individuals face barriers to health resources such as poverty, transportation, English language deficiencies, lack of education, and cultural bias/taboo.



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Key Activities

Our CHWs provide breast health education and outreach, transportation assistance, translation services, health system navigation and case management, and free or reduced-cost clinical breast exams, screening and diagnostic mammograms, breast ultrasounds, and breast biopsies.

Evaluation

Our evaluation plan incorporates qualitative and quantitative data collection instruments to successfully assess each aspect of the program model. It is critical to not only evaluate project outcomes (summative measures), but also assess project strategies and activities (formative measures) to ensure the program is operating effectively and efficiently. At regular intervals, data drawn from participant surveys and provider reports will form the basis for a meeting of the full implementation team, who will review evaluation findings and strategize solutions to any challenges confronting the program.

Impact

Our CHWs help increase access to screening and diagnostic services, minimize late-stage breast cancer diagnosis, provide non-clinical psychosocial breast cancer support services, and ultimately decrease breast cancer mortality rate among low-income Hispanics. The impact is also systemic, as participants' self-efficacy increases, so does their ability to pass on knowledge to their children, sisters, and mothers.