



5-YEAR IMPACT of Georgia's Breast Cancer License Tag

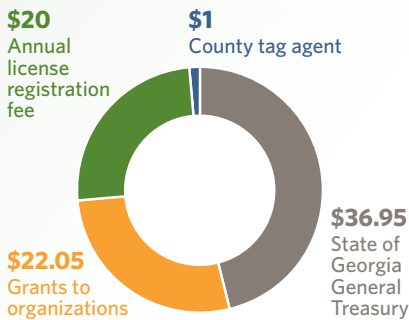
PURPOSE: Generate funds to provide education, screening and treatment to underserved Georgians.

NEED: Breast cancer accounts for 3 out of 10 new cancers in Georgia women, making it most prevalent of all cancers. Rural women and minority women have less access to care and are a priority of the program.

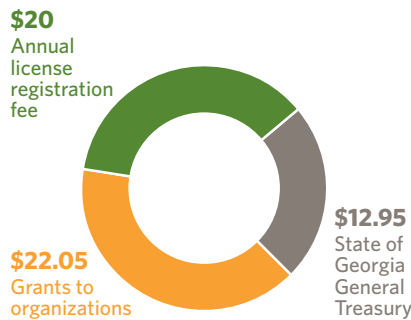
BACKGROUND: Kaiser Permanente and the Georgia Center for Oncology Research and Education (Georgia CORE) worked with the Georgia General Assembly to create the Breast Cancer License Tag program in 2002. Georgia CORE and the State Office of Rural Health have jointly administered the program since 2013.

PROCEEDS: The program receives 28% of "first tag" revenues and 40% of annual renewal revenues.

INITIAL COST OF TAG: **\$80**

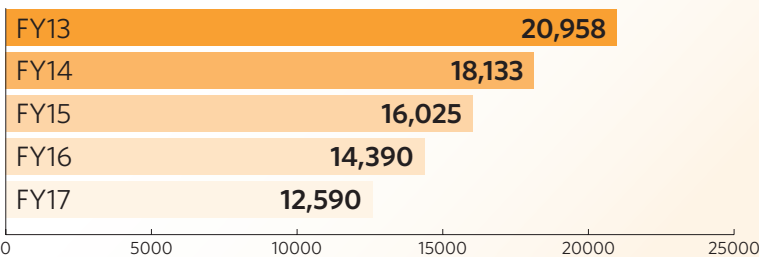


ANNUAL RENEWAL OF TAG: **\$55**



PARTICIPATION: The number of Georgians purchasing the Breast Cancer License Tag is declining. Cost increases and lack of awareness are two driving factors. Georgia CORE has developed a strategy to boost awareness of the tag to increase funds for the program.

NUMBER OF TAGS SOLD EACH YEAR



ALLOCATION: Through a peer-review process, Georgia CORE has awarded \$3.5 million in grants to 24 organizations over the past five years. The recipients – located across the state – provide screening, education and treatment to underserved women in Georgia. Georgia CORE has also contracted with two other funding recipients to provide services statewide.

ORGANIZATIONS RECEIVING GRANTS

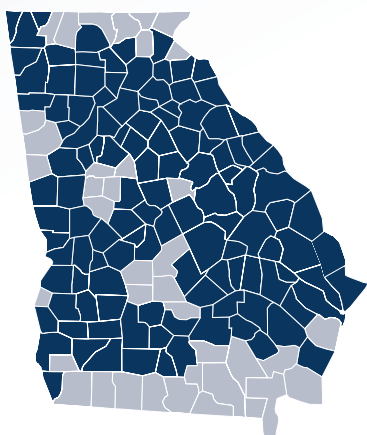
- Athens Regional Foundation (Athens)
- Boat People SOS, Inc. (Atlanta)
- Center for Black Women's Wellness* (Atlanta)
- Central Georgia Cancer Coalition (Macon)
- Center for Pan Asian Community Services (Atlanta)
- East Georgia Cancer Coalition* (Athens)
- Georgia Breast Cancer Coalition Fund (Atlanta)
- Grady Health Foundation* (Atlanta)
- Grady Memorial Hospital (Atlanta)
- Gwinnett Medical Center (Lawrenceville)
- Hearts & Hands Clinic (Statesboro)
- Horizons Community Solutions* (Albany)
- Susan G. Komen* (Atlanta)
- Meadows Regional Medical Center* (Vidalia)
- Memorial Health (Savannah)
- Northside Hospital Cancer Institute (Atlanta)
- Northwest Georgia Regional Cancer Coalition (Rome)
- Northwest Healthcare Partnership (Dalton)
- Southwest GA Area Health Education Center (Albany)
- St. Joseph's/Candler Hospital (Savannah)
- St. Joseph's Mercy Care Services, Inc. (Atlanta)
- University Hospital System (Augusta)
- West Central Georgia Cancer Coalition* (Columbus)
- Young Survival Coalition (Atlanta)
- YWCA of Greater Atlanta* (Atlanta)

*Received grant funding in FY2018

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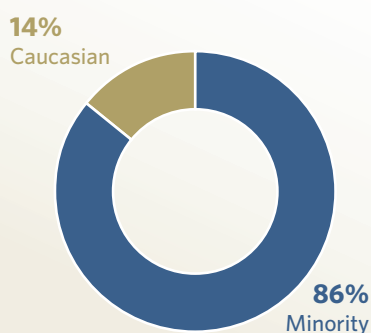
REACH: Georgians in 3 out of every 4 counties have benefited in some way through screening, education and treatment services.

COUNTIES SERVED BY GRANTEE ORGANIZATIONS, FY 2013-2018



POPULATION: Nearly 9 out of every 10 Georgians benefiting from services through the program are non-white.

GEORGIANS RECEIVING SERVICES, 2013-2018

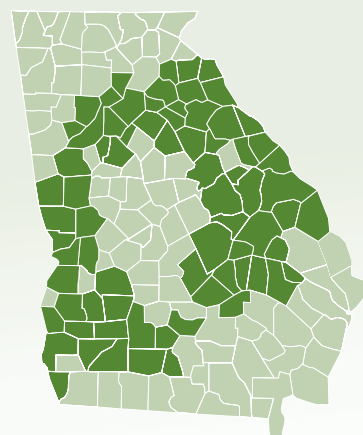


At a Glance: Fiscal Year 2018

Grants Awarded: **\$275,000**

50 percent of each grant is awarded after the recipient organization returns the executed contract and required supporting documents. The remaining half is awarded after each organization submits a 6-month progress report.

COUNTIES SERVED, FY 2018



SERVICES: Thousands of Georgians have received screenings and mammograms in the past five years. Hundreds have benefited from treatment — all thanks to proceeds from the tag.

HOW GRANTS HAVE HELPED GEORGIANS IN NEED, 2013-2018

Screenings / Mammograms / Advanced Exams	10,687
Clinical Breast Exams	5,423
Ultrasounds	1,740
Biopsies	245
Consultations	433
Navigation / Case Management	5,916
Patients Treated	956
Genetic Testing, Risk Assessment, Counseling	166

ABOUT THE PARTNERS: Georgia CORE is a public-private partnership that connects cancer care providers, leaders, organizations, and advocates. The **State Office of Rural Health** works to improve access to health care in rural and underserved areas and to reduce health status disparities.

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RESEARCH & EDUCATION

SORH
State Office of Rural Health
A Division of the Georgia Department of Community Health