

The Georgia Breast Cancer License Plate Grant Program 2025 Awardee: BPSOS-Atlanta

BPSOS-Atlanta, established in 2002, is a nonprofit community-based organization committed to improving the health and well-being of underserved families across metro Atlanta, with a focus on Asian American, Hispanic/Latina women. Our mission is to empower and uplift immigrant and refugee communities, reduce health disparities through primary and preventive care, disease management, and lifestyle education that represent cost-efficient, sustainable strategies for improving outcomes.

Since 2008, our Health Awareness Promotion Program (HAPP), has provided culturally responsive breast cancer education, preventive screenings, and navigation services. Despite statewide progress, disparities remain: Asian American women are the least likely to be screened, while Hispanic/Latina women face delayed diagnoses and lower early-stage detection rates due to systemic barriers such as cost, language, cultural stigma, and transportation challenges.

The Expanding Breast Cancer Education, Prevention, and Screening Project will, by December 2027:

- Educate 600 women in these underserved populations through multilingual workshops, digital campaigns, and health fairs. Provide 400 free clinical breast exams (CBEs) and mammograms in partnership with Northside Hospital, Emory University, and charitable clinics.
- Ensure more than 80% of women with abnormal results complete timely follow-up care, supported by bilingual navigation, telehealth consultations, and transportation assistance.
- Train 3 bilingual bicultural Peer Health Navigators from Asian American, Hispanic/Latina communities to conduct monthly outreach and sustain long-term engagement.

By combining culturally relevant education, accessible screenings, and trusted community partnership, BPSOS-Atlanta will empower women, reduce inequities, and improve survival outcomes for the communities most impacted by breast cancer disparities in metro Atlanta.

Funded by

