

Center for Black Women's Wellness

Atlanta, GA

\$50,000

Center for Black Women's Wellness Community Breast Health Initiative

The Center for Black Women's Wellness, Inc. (CBWW) directly serves over 500 women annually through its women's health services, and nearly 3,500 individuals annually through its core programs. Through its Community Breast Health Initiative, CBWW will build on its capacity and 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 200 hard to reach women throughout Metro-Atlanta. Grant funds will also provide 60 screening mammogram services, and group education for at least 75 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. Assisted by the Clinic Coordinator, they will also collect and analyze performance and patient experience data. All data will be 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.