

Horizons Community Solutions, Inc.

Albany, GA

\$50,000

Horizons Lay Health Advisor Program to Reduce Breast Cancer Disparities

Horizons Community Solutions Breast Cancer Outreach and Education Program is designed to reduce breast cancer disparities by increasing breast cancer screening and education among low-income, uninsured women. Trained Lay Health Advisors (LHAs) will conduct outreach and education activities in Dougherty County. Horizons will partner with a local sorority, Delta Sigma Theta, Inc., to deliver an evidence-based, research-tested program utilizing LHAs to promote breast cancer screening among at least 200 low-income women in small group sessions.

Horizons staff will work closely with the trained LHAs to conduct outreach and education activities in specific Dougherty County neighborhoods where poverty and healthcare access pose the greatest risk to women's health. The LHAs not only will educate women in priority neighborhoods, but they also will link eligible women (those living in up to 250% of poverty) to Horizons' professional cancer screening navigators who will assist them in accessing no-cost mammography screening services. A robust marketing campaign will be designed and implemented using small media (posters, newsletters, church fans) and social media. Short testimonial videos will be produced in partnership with Albany Technical College's student film program, featuring some of the LHAs as well as a couple women who have been served by the program.

Evaluation will consist of tracking and documenting the number of women educated, change in knowledge, and the number of women screened. These efforts will allow Horizons to reach women who may not be reached through Horizons' primary care network; however, women without a primary care physician will be assisted in establishing a medical home. The community will benefit from the ongoing efforts of LHAs who will educate women about breast cancer screening; assist them in establishing a medical home, if needed; enroll those in need of a mammogram into the proposed program; and provide transportation assistance, if needed.