

Horizons Community Solutions, Inc.

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. Patient navigators and CHW will focus outreach and education activities in Dougherty County and surrounding counties (Baker, Calhoun, Clay, Crisp, Early, Lee, Mitchell, Randolph, Sumter, Terrell, Tift, Turner, and Worth) during the nine-month timeframe to reach 1,500 women via health fairs, small group sessions, and phone outreach. Phone outreach will be focused not only on educating women on the importance of breast cancer screening but also on generating referrals for breast cancer screening for Horizons navigators to follow-up with women to schedule their breast screening. Horizons' Patient Navigator Melinda Cromie will assist 107 women in accessing no-cost mammography screening services.

Horizons' Director of Marketing Elyse Bower will design and implement a robust marketing campaign using small media (postcards), social media, speaking engagements, on-air TV, and TV PSAs to reach 250,000 residents. In October 2023, Horizons' Pink Your Pumpkin campaign will engage the public to participate in activities that focus on the importance of breast cancer screenings.

Evaluation will consist of tracking and documenting the number of women navigated for no-cost mammography services, tracking the number of individuals educated on Horizons' breast cancer screening program and breast cancer screening awareness via marketing activities, health fairs, and small group sessions, and tracking the number of women attempted to contact in phone encounters, number reached, and number referred for navigation.

Horizons' outreach and education program will potentially reach 1,500 women via health fairs, small group sessions, and phone outreach, reach 250,000 residents via marketing activities, and navigate 107 women to mammography screening services.