

Horizons Community Solutions

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. Horizons' Director of Marketing Elyse Bower will design and implement a robust marketing campaign using small media (posters, newsletters, church fans, etc.) and social media. Horizons' patient navigators will attend community events to promote Horizons' breast screening program and educate residents on breast cancer awareness. Patient navigators 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 1,000 women. Horizons' Patient Navigator Melinda Cromie will assist 115 women in accessing no-cost mammography screening services.

Evaluation will consist of tracking and documenting the number of women navigated for no-cost mammography services in Dougherty County and surrounding counties and tracking the number of individuals educated on Horizons' breast cancer screening program and breast cancer screening awareness. 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 Horizons' Patient Navigators 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.