

## The Georgia Breast Cancer License Plate Grant Program 2025 Awardee: 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 uninsured and underinsured women. Patient navigators and CHWs will focus outreach and education activities in Dougherty County and surrounding counties (Baker, Calhoun, Clay, Colquitt, Crisp, Decatur, Early, Lee, Mitchell, Randolph, Sumter, Terrell, Tift, Turner, and Worth) to reach 3,000 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 Navigators will assist 120 women in accessing no-cost mammography screening services.

A multi-faceted marketing campaign will be implemented, specifically targeting the month of October in each year. Two billboards will be secured each year and run in October, and Horizons will partner with WALB to reach residents via PSAs run in October. Throughout the year, small media (postcards and rack cards in English and Spanish) and two social media posts per month will be utilized to educate women 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 reach in phone encounters, number reached, and number referred for navigation.

Horizons' outreach and education program will potentially reach 3,000 women via health fairs, small group sessions, and phone outreach, reach 140,000 residents via marketing activities, and navigate 120 women to mammography screening services.

*Funded by*

