

## The Georgia Breast Cancer License Plate Grant Program 2025 Awardee: Prime Healthcare

Breast cancer continues to be the leading cause of death for women in the Atlanta Metropolitan area. Out of all the leading cancers, incidence and mortality rates have declined, but breast cancer rates continue to remain stagnant (Georgia Department of Public Health, 2020). Women in Clayton County face heightened risk due to socioeconomic barriers, low screening rates, and limited healthcare access. Only 37% of women in Clayton County report receiving a mammogram, compared to 41% statewide and 42% nationally (County Health Rankings and Roadmaps, 2021). The county also has one of the lowest ratios of primary care providers in the state (1 per 3,811 residents), coupled with a high uninsured rate of 17.7% (2023) and poverty affecting nearly 17% of households.

These barriers result in delayed detection, more advanced disease at diagnosis, and poorer outcomes, particularly for the county's majority African American population, who nationally experience higher breast cancer mortality rates.

In response to the stagnant breast cancer rate and the Georgia Department of Public Health's Comprehensive Cancer Control Plan for 2024 – 2029, Southern Regional Medical Center (SRMC) proposes the Breast Cancer Early Detection and Education Program. This program is designed to provide education, outreach, and free mammograms to underserved women in Clayton County. The program will deliver culturally relevant education on breast health, prevention, and the importance of early detection; expand access to free mammography screening for uninsured and underinsured women; and provide patient navigation to ensure follow-up care at Southern Regional Medical Center.

The goal is to reduce barriers to care and improve early detection, ultimately lowering mortality rates and advancing health equity in Clayton County. By investing in this program, lives will be saved, the burden of breast cancer will be reduced, and a healthier future for women in Clayton County will be promoted.

*Funded by*

