

ACLT 2025-2026 Awardee: West Central Georgia Cancer Coalition

This project will serve uninsured, underinsured, and ineligible-for-assistance men and women, ages 45–64, who have never received a colorectal cancer screening. Colorectal cancer disproportionately affects individuals in this group, particularly within African American communities in Muscogee and Harris Counties, where screening and early detection rates remain low. The project is urgently needed to increase awareness, improve access, and ultimately reduce preventable colorectal cancer deaths.

Goals

1. Increase colorectal cancer screening rates among uninsured, underinsured, and ineligible-for-assistance adults ages 45–64 in Muscogee and Harris Counties.
2. Deliver culturally appropriate cancer education programs and outreach initiatives to improve knowledge and awareness of colorectal cancer prevention.
3. Strengthen community partnerships to create sustainable pathways for screening and navigation services.
4. Implement a public awareness campaign that increases community-wide understanding of colorectal cancer risk and the importance of early detection.

Collaborating Partners

- Glo-Smart Consulting, LLC – Support faith-based outreach, recruit community participants, and lead targeted education efforts, particularly among African American populations.
- Valley Healthcare, Inc. (FQHC) – Provide outreach education, clinical services, and/or screening support for uninsured and underinsured populations.
- WCGCC Coalition Partners – Offer complementary services, community trust, and resource alignment across the eleven-county region.

Quantifiable Outcomes

- Educate at least 500 individuals in the target population through community sessions.
- Provide navigation and screening access for at least 150 individuals who meet eligibility criteria.

- Reach at least 5,000 residents through a multimedia public awareness campaign.

WCGCC will deliver services through established recruitment and referral networks with Glo-Smart Consulting, LLC and Valley Healthcare, Inc.

The project will:

- Identify eligible participants via community-based outreach.

- Provide education on colorectal cancer risk factors, prevention, and the importance of screening.
- Navigate eligible individuals to low-cost or grant-funded screening services.
- Support follow-up care coordination for individuals with abnormal findings.