

## YWCA of Greater Atlanta

Atlanta, GA

\$50,000

### **ENCOREPlus Breast Cancer Awareness Program**

YWCA of Greater Atlanta's ENCOREplus program is a community-based program focused on reducing breast cancer mortality and morbidity rates through awareness, education and mammography screenings. The program targets medically underserved and uninsured African American and Latina women throughout the counties of Clayton, DeKalb, Douglas, Fulton and Henry where the average overall number of deaths from breast cancer exceeds the average for both Georgia and the U.S. Although women of color are diagnosed with breast cancer less frequently than their Caucasian counterparts, African American women have an almost 45% higher mortality rate than white women.

ENCOREplus was created to increase breast cancer awareness and early detection by improving access to screening and quality breast health care for medically indigent women of color. The program offers a continuum of services including: 1) Group cultural specific workshops (in Spanish and English) and one-on-one outreach focused on educating women on how increased attention to individual risk factors and early detection can exponentially save a life; 2) Coordination of free clinical and mammography screening appointments with local screening partners; and 3) Facilitating access to follow-up and support services for patients with abnormal results.

Program data is collected by using a variety of measurement tools. Pre and post-tests/surveys are administered to determine changes in participant breast cancer knowledge and behavior to detect breast cancer early. A Medical Registration Form is used to register eligible participants for a free mammogram, monitor participant screening appointments, match screening results, and case manage follow-up and diagnostics.

Expected program impact includes: 1) Increased knowledge of life-saving breast cancer information and practices; 2) Positive changes in behavior resulting in annual breast cancer exams; 3) Increased breast cancer survival rates among high risk underserved women; 4) Decreased health disparities resulting from reduced morbidity and mortality rates for underserved women.