

Mission Action Plan

Breast Health and Breast Cancer Findings of the Target Communities

In order to focus the organization's resources and goals over the next four years, Komen Greater Atlanta has chosen five target communities within the service area. Target communities are those that are at the greatest risk for experiencing gaps in breast health services, barriers in access to care, or those that are home to populations most vulnerable to experiencing poor breast health outcomes.

The selection of Komen Greater Atlanta's target communities was based primarily on data from Healthy People 2020, a comprehensive United States federal government initiative that sets measurable objectives for improving community health outcomes, which showed that all of the five target counties would need 13 or more years to meet the Healthy People 2020 standards relating to breast cancer incidence and death. While Healthy People 2020 measures a variety of health outcomes, Komen Greater Atlanta reviewed goals relating to reducing late-stage breast cancer diagnosis (defined as regional and distant stages) and breast cancer deaths. Target communities were chosen based on the amount of time communities are anticipated to need in order to meet Healthy People 2020 breast cancer targets.

Based on these criteria, Komen Greater Atlanta has chosen the following target communities:

- Cherokee County
- Clayton County
- DeKalb County
- Fulton County
- Henry County

The Health Systems Analysis found that Cherokee, Clayton and Henry counties lack adequate numbers of breast health care providers who see uninsured or underinsured women. While there are several providers in Fulton and DeKalb Counties, these counties continue to see high breast cancer death rates. While services are widely available within these areas, structural and social barriers are preventing women from accessing available services.

The qualitative data gathered from focus groups and key informant interviews in all of the target counties highlighted several key problems in accessing quality care throughout the breast cancer continuum of care including:

- Finances and the inability to pay for services
- Attitudes towards breast cancer, such as fear and stigma
- Factors related to culture and race/ethnicity, such as a lack of culturally appropriate information and providers
- Challenges navigating the health care system for services and resources
- Lack of prioritization of breast cancer as an urgent health issue affecting their community
- Lack of free or low cost transportation to health care facilities

Based on the findings of the three investigative sections in the Community Profile, the Mission Action Plan was developed in order to guide Komen Greater Atlanta's mission work over the next two years. The Mission Action Plan seeks to address the greatest deficits in access to high quality breast health care in the service area and is comprised of problem statements, priorities and measurable program goals to address each priority.

Mission Action Plan

Problem Statements

- According to the Quantitative Data, nine out of 13 counties within the service area are 13 or more years away from meeting either the Healthy People 2020 breast cancer death rate target or the late-stage diagnosis target. Of these, four counties (Clayton, DeKalb, Fulton and Henry) are projected to need more than 13 years to meet both targets. Cherokee County is projected to need more than 13 years to meet the late-stage diagnosis target and more than seven years to meet the death rate target.
- According to the Quantitative Data, despite mammography rates at or above the national average, women in the service area experience high late-stage breast cancer diagnosis rates and high breast cancer death rates.
- According to the Qualitative Data, individuals in the service area have difficulty accessing affordable mammography and other breast health services.
- According to the Qualitative Data, culturally competent education and care are not widely available for all people seeking breast health services. Women of color, LGBT individuals, recent immigrants and individuals living below 250 percent of the federal poverty level may be disproportionately impacted and may delay or be denied care due to their socioeconomic status.
- According to the Qualitative Data, breast cancer survivors in the service area have limited access to navigation and support services after their active treatment phase is completed.

Health Systems Change

Priority 1: Increase the number of free or affordable breast health services available in the service area with a focus on Cherokee, Clayton, DeKalb, Fulton and Henry counties.

- *Objective 1:* By December 2015, recruit at least two new grant applicants focused on providing services in one or more of the target counties.
- *Objective 2:* Beginning with the FY2017 Community Grant Request for Application (RFA), programs that provide breast screenings serial and other as well as diagnostic services in the target counties will be a funding priority.
- *Objective 3:* Programs that offer co-pay assistance to under-insured women in the target communities will be a funding priority beginning with the FY2018 Community Grant Request for Application (RFA).

Priority 2: Reduce non-financial socioeconomic barriers to screening and diagnostic services in the target communities.

- *Objective 1:* By December 2015, host a conversation for grant applicants and grantees to discuss transportation and translation challenges.
- *Objective 2:* By the end of FY 2017, ensure that grantees in all counties have transportation and translation service plans in place as indicated by the Community Grant RFA.
- *Objective 3:* By the close of FY19, develop a strategy to build trust in the Black/African-American community to alleviate fear and increase the number of women screened from the highest need communities by 5%.

Education and Outreach

Priority 1: Provide only evidence based breast health education in target communities.

- *Objective 1:* By the end of FY 2016, eliminate broad education funding to other organizations and bring overall education funding to below ten percent of total grant expenses. Provide education grants only to grantees that show specific education needs in their target communities.
- *Objective 2:* By December 2015, through site visits and reporting confirm that all grantees are in compliance with Komen Breast Self-Awareness messages.
- *Objective 3:* By the end of FY 2017, hold at least three Komen Greater Atlanta survivorship events in different target communities in the service area.
- *Objective 4:* In cooperation with grantees or community partners, present ten educational programs to members of Black/African-American, Hispanic/Latina, LGBTQ or recent immigrant communities by December 2016.

Partnerships

Priority 1: Increase access to the breast health continuum of care through developing partnerships in the target communities.

- *Objective 1:* By the end of FY 2019, establish two partnerships outside of the grant making process to maximize the reach & expertise of each organization to increase the impact on target communities.

Public Policy

Priority 1: Develop and utilize partnerships to enhance public policy efforts in order to improve breast health outcomes in the service area.

- *Objective 1:* By December 2016, have five meetings or co-sponsored events with state and/or federal lawmakers in order to encourage policy that supports access to breast health services.
- *Objective 2:* By the end of FY 2016, partner with one other Komen or local organization to host an event highlighting Komen Greater Atlanta public policy efforts and priorities.
- *Objective 3:* By the end of FY 2019, collaborate with two organizations that have an established advocacy program that supports Komen's public policy priorities.