



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP100096

Project Title:
Empower Her to Care

Award Mechanism:
Evidence-Based Prevention Programs and Services

Principal Investigator:
Gibbons, Dorothy W

Entity:
The Rose

Lay Summary:

The purpose of The Rose's Empower Her® to Care project is to increase mammography screening within the underserved minorities in Region 5/6 through an expanded Mobile Mammography Outreach program. Mobile health programs greatly reduce the structural barriers that impact access to care and our Empower Her® to Care project will provide underserved/uninsured populations expedient access to breast screenings in the neighborhoods and communities where these women live and work. The program provides free mammography screening to qualified women thus eliminating the financial barrier. This program will: 1) build up our relationships of quality service and patient and community trust; 2) respect family, language and cultural beliefs; 3) offer more accessible hours; and 4) minimize distance barriers. Additionally, the program will increase public awareness about the importance of identifying cancer in its earliest stages which will radically improve chances for survival. Increasing awareness will be accomplished through an expanded patient navigation program and by utilizing its many collaborating partners in coordinated efforts to publicize programs. This project will implement a proven intervention model for client reminders for initial appointments and follow-up appointments thus maximizing participation and compliance. In an effort to further boost the number of patient screenings, our aim is to actively engage personal health care providers, families and peers in this life-affirming process. The third aspect involves education and referrals to services for cervical cancer screening. The Rose's long history with successfully working with community based organizations provides an excellent platform to extend education about cervical cancer, promote screening and provide referrals to existing facilities. This funding will expand mobile services into counties without adequate mammography capacity and reach women whom have never had baseline screening or been compliant in annual screenings. The chief benefit will be the likelihood of early detection and timely access to treatment.