



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP110110

Project Title:
Asian Breast Health Outreach Project

Award Mechanism:
Evidence-Based Prevention Programs and Services

Principal Investigator:
Cheng, Doris T

Entity:
Methodist Richardson Medical Center

Lay Summary:

The Asian Breast Health Outreach Project (ABHOP) at Methodist Richardson Medical Center empowers the Asian communities of Collin, Dallas, Denton, and Tarrant counties with the knowledge and implementation of early detection of breast cancer. The project focuses professional staff, marketing materials, educational delivery, mammography screening, diagnostic services, and follow-up referral services directly to the Asian populations. By providing educational seminars in Asian languages and screening mammograms with Asian sensitivity, ABHOP breaks the barriers of language, fear, lack of information and means which keep these women underserved. Seminars are conducted in native languages by physicians, nurses, and/or staff and our breast health literature and forms are language specific. Mammography services, clinical breast exams, and referrals are provided at no cost through the Center for Women's Health at the Methodist Richardson Medical Center for low-income, medically underserved Asian women. ABHOP was awarded the American Cancer Society Harold P. Freeman Award for diminishing suffering and improving quality of life from cancer in underserved, at-risk communities in 2009. Recently recognized as a 2010 Healthcare Hero by the Dallas Business Journal, ABHOP hopes to increase the number of women participating in the early detection so that fewer lives are lost to breast cancer.