



CANCER PREVENTION & RESEARCH  
INSTITUTE OF TEXAS

Award ID:  
PP110154

Project Title:  
Navigating Rural Highways: Increasing Access to Breast Cancer Care for  
Underserved Women in Southeast Texas

Award Mechanism:  
Cancer Prevention Microgrants

Principal Investigator:  
Joseph, Bernice

Entity:  
The Rose

Lay Summary:

The Rose's pilot program, Navigating Rural Highways: Increasing Access to Breast Cancer Care for Underserved Women in Southeast Texas, seeks to help uninsured women living rural areas to access breast cancer screening and follow-up services. Many Texas rural women lack access to quality breast health services because they do not know where to go for a mammography screening, have limited funds and no health insurance, and other barriers such as childcare and transportation issues which hinder them from taking action to get the care they need. Through this pilot project, a Community Patient Navigator will be hired to connect uninsured rural women to breast health services in and around their own community. The Community Patient Navigator will increase breast cancer screenings in rural areas through the use of The Rose's Mobile Mammography Outreach Program and help to get uninsured women connected to diagnostic and treatment services as quickly as possible to increase each woman's chances for survival should she have breast cancer. Through this effort, The Rose will be able to expand mammography services in rural areas, serve more uninsured women, and identify breast cancer in its earliest stages which will ultimately save lives and families from this devastating disease.