

Central and South Jersey Community Grant Recipients (2014-2015)



For the 2014-15 grant cycle, we awarded \$1 million to 16 organizations who aim to screen 8,000 women and educate over 23,000 over the course of the year. An additional \$600,000 will go toward national research through Komen Headquarters.

AMI FOUNDATION

Utilizing the Mobile Digital Mammography Van, will provide access to mammograms and educational programs for women in Atlantic, Cape May, Cumberland, Salem, Monmouth, Ocean and Gloucester counties who are uninsured; have never had a mammogram; are from high-risk, diverse populations (such as undocumented immigrants); and/or are without financial means to pay for transportation. Outreach activities will include scheduling the mobile van in areas where transportation or financial issues are obstacles, attending community events to educate women about breast self-awareness and early detection, advertising in English and Spanish newspapers, and partnering with faith-based organizations to coordinate educational lectures. 2,750 women will be screened, which includes free screening mammograms for 950 women.

ATLANTICARE

Provides screening, education and assistance navigating the health care system to women in Atlantic County without access to screening mammography due to lack of health insurance or financial means to pay for services. This includes high-risk and minority populations (such as immigrants and those who face language barriers) and women previously seen in the AtlantiCare system. Areas of Atlantic City, Pleasantville and other communities where the highest need for services exist will be targeted. Patients will be assisted with navigating the healthcare system by a bilingual outreach coordinator. Outreach locations will include the department of health, Spanish community center, faith-based organizations, and assisted living locations. At least 400 women will receive education and 300 screening mammograms will be provided.

CAPE REGIONAL

Provides breast health education and mammograms in Cape May County for women over age 40 who are uninsured (including those classified as working poor) and/or do not regularly go for annual screenings. The program will be implemented through the Parish Nurse Program at the medical center. Parish Nurses are skilled in building a trusting rapport and conduct counseling which breaks down barriers to screening compliance. At least 300 women will be educated about breast health through churches, health fairs, women's group meetings and workplaces and 150 women will receive a mammogram and navigation through follow-up care and treatment as needed.

CLARK FAMILY BREAST CANCER SERVICES

Provides a culturally competent and familial approach to increasing awareness, knowledge, and screening behaviors in low-income, minority women in Camden, Gloucester, and Burlington counties. By delivering messages in a personal and heartfelt manner, this program addresses barriers impeding mammography screening such as cost, fear/mistrust of the health care system and language/cultural issues. Patient navigators refer uninsured women for breast cancer screenings and help navigate each patient from referral to screening. Also targets insured women to encourage utilization of insurance coverage for screenings. 175 women are expected to receive a mammogram.

COMMUNITY MEDICAL CENTER

Intends to increase mammography screenings among the uninsured (including those classified as working poor), ethnic minorities, and/or those over age 65 in Ocean County by decreasing costs, establishing reminder programs, addressing the lack of awareness about screening guidelines, improving patient and provider communication, providing comprehensive breast health resources for patients and providers, and helping patients navigate the health care system while overcoming existing barriers to obtaining regular screenings. Outreach efforts will include local social service and community-based programs as well as primary care and OB/GYN physicians. 200 mammograms will be provided.

JERSEY SHORE UNIVERSITY MEDICAL CENTER

Intends to increase annual mammograms among low-income, un/underinsured women in Monmouth County, focusing on the Asbury Park community. Specific minority groups to be targeted include Hispanic and African American and members of the LGBT community. Outreach efforts will be coordinated with health care providers, local non-profit organizations, and houses of worship. At least 600 women will receive education and 400 mammograms will be provided. Diagnostic imaging will be provided to 45 women who have abnormalities found during screening.

JEWISH FAMILY SERVICE OF ATLANTIC & CAPE MAY COUNTIES

Assists women in Atlantic County between the ages of 40 and 64 who are medically underserved due to a lack of awareness about breast health, screening guidelines, best practices and available resources. This includes women with mental health issues, disabilities, unemployment, low-income and/or a lack of insurance and care providers. Program utilizes an intensive case management structure that helps clients navigate the healthcare system and provides coordinated care to reduce gaps in services. At least 375 individuals will be educated and 110 women will receive a mammogram.

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MD ANDERSON CANCER CENTER AT COOPER

Provides breast cancer education and outreach to underserved, uninsured women in Camden County and screening, diagnostic follow-up services and patient navigation for participants with abnormal findings. Women will be recruited for screening through community canvassing, educational sessions, and other outreach venues such as health fairs and community organized events. Due to the difficulties and costs of traveling in and out of the city, transportation costs for taxis and city parking will be reimbursed as needed to remove this potential barrier to attending appointments. At least 2,500 women will be educated and 300 mammograms will be provided.

MONMOUTH MEDICAL CENTER

Targets un/underinsured (including those classified as working poor), minority women over age 40, including those who do not go for regular screenings, in Monmouth and northern Ocean counties. Outreach at educational events will ensure attendees schedule annual screening mammograms and follow-up care. Comprehensive patient navigation services offered will include appointment scheduling, reminders, and seamless follow-up care such as diagnostic, treatment, rehabilitative services. Care is offered in a comfortable, convenient, and supportive environment. Intends to educate over 7,000 and provide mammograms for 850 women.

OCEAN MEDICAL CENTER

Targets women who are over the age of 65, at-risk (African American, Hispanic, and hearing impaired), or uninsured/underinsured in Ocean County. Utilizing a nurse navigator to lead group discussions about breast health and the importance of mammograms, the goal is to address screening guidelines and misperceptions that prevent older women from receiving annual screenings. Programs will be conducted for senior living communities, women's social clubs, and other community organizations. Education will be provided to at least five primary care practices as a reminder to screen and educate patients on breast health practices. Intends to educate at least 1,000 women and ensure 250 receive a mammogram.

PRINCETON HEALTHCARE SYSTEM

Provides screening, clinical breast exams and breast health education for Hispanic, Asian, and those over age 65 in Mercer and Middlesex counties. Intends to reduce barriers and promote access to care by utilizing bilingual outreach staff that are trusted resources within their community and by providing programs in familiar venues such as churches, senior centers and community centers. Offers appointments on weekends and evenings to allow access for uninsured working women. Intends to educate at least 2,500 women and provide 125 mammograms.

ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL

Provides breast health education and routine mammography screening to women ages 40 to 64 that are un/underinsured and live in New Brunswick or nearby communities within Middlesex County. Program strategies include providing culturally sensitive and bilingual breast health education, motivational phone calls, and offering free screening mammography, diagnostic testing, and transportation assistance as needed. Intends to educate at least 450 women, provide mammograms for 175 women and follow-up diagnostic services for 50 women. It is anticipated that 50 percent of those reached will be Hispanic.

SOMERSET MEDICAL CENTER

Community outreach initiative designed to promote breast health and mammograms to women ages 65 and over and noncompliant women age 50-64 in Somerset, Middlesex, and Hunterdon counties. A health educator will conduct group education sessions about age-specific risk factors for breast cancer and the importance of annual mammograms. Staff will conduct follow-up phone interventions and send reminder materials to program attendees and mammography patients of the medical center who have gone more than 24 months without a screening. Intends to educate at least 600 women and expects 120 women to receive a mammogram.

SOUTHERN JERSEY FAMILY MEDICAL CENTERS, INC.

Targets African American, Hispanic and other minority/immigrant women over age 40 in Atlantic and Salem counties. Health promoters, called Promotoras, will decrease barriers to care such as language/cultural, cost, fear/mistrust, and transportation. Promotoras are representative of the target population, active in their communities, and know where to reach underserved populations. They will encourage, educate, and navigate patients through the screening and diagnostic process. Expects to educate at least 2,160, refer at least 1,000 for mammography screening, and ensure 800 women receive a mammogram.

ST. FRANCIS MEDICAL CENTER

Intends to improve breast health and increase access to mammography for women between ages 40 and 65 who are low-income and uninsured in the Greater Trenton community of Mercer County. To be eligible for assistance, women must have incomes at or below 350% of the federal poverty guidelines, have no health insurance and have not had a mammogram in the last two years. Reminder calls are placed to patients to increase screening compliance. Patients are connected with available clinical, supportive, and financial resources as needed. 250 women will benefit from breast health education sessions and 375 mammograms will be provided.

VIRTUA

Targets women who are un/underinsured who have incomes at or below 250% of the federal poverty guidelines, including minorities and those who have not been going for regular screenings in Burlington, Camden, and Gloucester counties. Through targeted counseling, will identify and address barriers to routine screening for at least 600 women and assist clients in overcoming these barriers so regular screening can be achieved. 500 mammograms will be provided.