



2009-2010 GRANTEE PROFILES

PINK CARNATION SUNDAY

ARKANSAS DEPARTMENT OF HEALTH

LOCATION: 4815 WEST MARKHAM, SLOT 11
LITTLE ROCK, AR 72205

PROJECT DIRECTOR: TATIANA SWANIGAN

PHONE NUMBER: (501) 661-2432

EMAIL: TATIANA.SWANIGAN@ARKANSAS.GOV

TYPE OF GRANT: EDUCATION

COUNTIES SERVED: ENTIRE AFFILIATE SERVICE AREA

TARGET POPULATION: WOMEN 40+ YEARS ATTENDING FAITH-BASED SERVICES

AMOUNT FUNDED: \$ 9,000

PROJECT DESCRIPTION

PINK CARNATION SUNDAY, A BREASTCARE PROGRAM, SEEKS TO INCREASE BREAST CANCER AWARENESS AND EDUCATION ABOUT THE IMPORTANCE OF ANNUAL MAMMOGRAPHY AMONG MINORITY WOMEN AGE 40 AND OLDER. THE PROGRAM PROVIDES INFORMATION ABOUT FREE SCREENING, DIAGNOSTIC AND TREATMENT SERVICES. THE EVENTS ARE CONDUCTED SEMI-ANNUALLY, DURING THE MONTHS OF APRIL AND OCTOBER, AND ARE HELD IN FAITH-BASED ORGANIZATIONS ACROSS THE STATE. TRAINED BY BREASTCARE STAFF, FAITH-BASED VOLUNTEERS GIVE AN EDUCATIONAL SPEECH TO THEIR CONGREGATIONS PROMOTING BREAST CANCER AWARENESS. WOMEN 40 AND OVER ARE GIVEN A PINK CARNATION AND PLEDGE TO GET A MAMMOGRAM, IF THEY HAVE NOT RECEIVED ONE DURING THE PAST YEAR. BREASTCARE STAFF FOLLOW-UP ON PLEDGES, ADDRESS SCREENING BARRIERS AND ENROLL WOMEN INTO THE PROGRAM. PINK CARNATION SUNDAY BEGAN IN 2000 WITH 12 CHURCHES IN THREE COUNTIES. THE PROGRAM CURRENTLY HAS 185 FAITH-BASED ORGANIZATIONS THAT PARTICIPATED IN APRIL'S EVENT OR ARE REGISTERED TO PARTICIPATE IN THIS YEAR'S OCTOBER EVENT. THIS PROJECT CONTINUES TO REACH THE HARD TO SERVE ARKANSAS WOMEN. IT HAS BEEN A VITAL TOOL FOR BREASTCARE, EMPLOYING ACTION AMONGST CITIZENS, PARTICULARLY MINORITIES, AND HAS PROVEN TO BE EFFECTIVE IN GETTING WOMEN TO COMMIT TO BREAST CANCER SCREENING.

PROJECT PINK

ASHLEY COUNTY MEDICAL CENTER

LOCATION: 1015 UNITY ROAD, P.O. Box 400
CROSSETT, AR 71635

PROJECT DIRECTOR: CHERYL RABALAIS

PHONE NUMBER: (870) 364-1432

EMAIL: CHERYL.RABALAIS@ACMCONLINE.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: ASHLEY

TARGET POPULATION: WOMEN 40+ AND WOMEN 30+ WITH A FAMILY HISTORY OF BREAST CANCER

AMOUNT FUNDED: \$ 12,152

PROJECT DESCRIPTION

CROSSETT HEALTH FOUNDATION (DBA ASHLEY COUNTY MEDICAL CENTER) WOULD LIKE TO CONTINUE THE PROJECT PINK IN AN EFFORT TO INCREASE THE NUMBER OF WOMEN IN THIS RURAL SOUTHEAST ARKANSAS COUNTY WHO SEEK REGULAR MAMMOGRAM SCREENINGS AND RECEIVE DIAGNOSTIC MAMMOGRAMS, ULTRASOUND OR MRI'S IF INDICATED. IT IS THE GOAL OF PROJECT PINK TO INCREASE THE NUMBER OF EARLY DETECTIONS, THUS RAISING A WOMAN'S CHANCE OF SURVIVAL. PROJECT PINK WILL PROVIDE FREE SCREENING AND DIAGNOSTIC MAMMOGRAMS TO ALL ASHLEY COUNTY WOMEN OVER THE AGE OF 40, AND TO THOSE AGE 30 AND ABOVE WITH A FAMILY HISTORY OF BREAST CANCER BY COVERING ALL OUT-OF-POCKET EXPENSES. IN ADDITION, PROJECT PINK WILL PROVIDE ULTRASOUNDS AND MRI'S TO WOMEN BY COVERING THE OUT-OF-POCKET EXPENSES ASSOCIATED WITH THESE PROCEDURES. EACH WOMAN WHO COMES TO ASHLEY COUNTY MEDICAL CENTER FOR A MAMMOGRAM, ULTRASOUND OR MRI WILL BE EVALUATED TO DETERMINE HOW MUCH OF THE COSTS ARE COVERED BY HER INSURANCE, MEDICARE, MEDICAID AND WHETHER SHE QUALIFIES FOR BREASTCARE. ONCE A COST COVERAGE AMOUNT IS DETERMINED, WE WILL THEN CHARGE THE REMAINDER OF THE COST OF THE SERVICE TO PROJECT PINK. ASHLEY COUNTY MEDICAL CENTER HAS PROUDLY WORKED IN COOPERATION WITH BREASTCARE IN THE PAST. PROJECT PINK IS DESIGNED TO WORK ALONGSIDE BREASTCARE TO BETTER SERVE THE WOMEN OF ASHLEY COUNTY.

BREAST SCREENING PROJECT

BAPTIST HEALTH MEDICAL CENTER

LOCATION: 9601 INTERSTATE 630, EXIT 7
LITTLE ROCK, AR 72205

PROJECT DIRECTOR: COLLEEN WOODRUFF

PHONE NUMBER: (501) 202-1839

EMAIL: COLLEEN.WOODRUFF@BAPTIST-HEALTH.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: GARLAND, HOT SPRING, JEFFERSON, LONOKE, PULASKI, PERRY, SALINE, YELL

TARGET POPULATION: UNINSURED WOMEN AND THOSE WHO DO NOT QUALIFY FOR BREASTCARE

AMOUNT FUNDED: \$ 86,000

PROJECT DESCRIPTION

THE BREAST SCREENING PROGRAM PROVIDES LIFE-SAVING SCREENING AMONG LOW SOCIO-ECONOMIC, MINORITY AND MEDICALLY UNDERSERVED WOMEN IN THE CENTRAL ARKANSAS AREA WHO DO NOT HAVE HEALTH INSURANCE OR QUALIFY FOR SERVICES PROVIDED BY BREAST CARE. DURING THE FUNDING CYCLE PERIOD APPROXIMATELY 71 WOMEN WERE SCREENED AND AN EXPECTED 120 WOMEN WILL BE SERVED BY MARCH, 2009. THIS IS AN INCREASE OF 40% FROM THE PREVIOUS YEAR. SPECIFICALLY, THE PROGRAM PROVIDES SCREENING MAMMOGRAMS, UNILATERAL DIAGNOSTICS, BILATERAL DIAGNOSTICS, ULTRASOUNDS, CYST ASPIRATIONS, CORE BIOPSIES AND EDUCATIONAL MATERIALS ALONG WITH THE CONTINUUM OF SERVICES AT THE WOMEN'S RESOURCE CENTER. THESE SERVICES ARE PROVIDED BY A BREAST HEALTH SPECIALIST WHO ASSESSES AND MONITORS THE PHYSICAL, PSYCHOLOGICAL AND SOCIAL NEEDS OF THE PATIENT AS WELL AS EDUCATE PATIENTS REGARDING TREATMENT OPTIONS, SUPPORT SERVICES AND SELF-CARE SKILLS. ON JANUARY 9, 2008, THE BH DIGITAL MAMMOGRAPHY TECHNOLOGY WAS INSTALLED AND IS AVAILABLE FOR ALL PATIENTS AND WILL MORE LIKELY IMPACT THE UNDER AGE 40 CATEGORY AND WOMEN WITH SMALL, DENSE BREASTS. DUE TO THE INCREASED COST OF DIGITAL MAMMOGRAPHY, OUR REQUEST FOR FUNDING IS HIGHER.

LOOK GOOD, FEEL BETTER

BAPTIST HEALTH WOMEN'S RESOURCE CENTER

LOCATION: 9601 INTERSTATE 630, EXIT 7
LITTLE ROCK, AR 72205

PROJECT DIRECTOR: JACKIE MOODY

PHONE NUMBER: (501) 202-7386

EMAIL: JACKIE.MOODY@BAPTIST-HEALTH.ORG

TYPE OF GRANT: TREATMENT

COUNTIES SERVED: CONWAY, FAULKNER, GARLAND, GRANT, HOT SPRINGS, JEFFERSON,
LONOKE, PERRY, PULASKI, SALINE, SEARCY

TARGET POPULATION: UNDERSERVED, UNINSURED BREAST CANCER PATIENTS AGES 20-65

AMOUNT FUNDED: \$ 9,400

PROJECT DESCRIPTION

SINCE 1999, THE BAPTIST HEALTH WOMEN'S RESOURCE CENTER HAS PROVIDED OVER THOUSANDS OF WOMEN AND THEIR FAMILIES YEAR WITH SUPPORT THROUGH THE POSITIVE APPEARANCE CENTER (PAC). PAC SERVES 500 WOMEN ANNUALLY. AT THE PAC, WOMEN HAVE A PLACE TO ACCESS THE LATEST IN MEDICAL INFORMATION VIA INTERNET AT THE COMPUTER STATION, RECEIVE PROFESSIONAL CONSULTATION REGARDING THEIR TREATMENT AND THROUGH THE "LOOK GOOD FEEL BETTER" PROGRAM IMPROVE THEIR OUTWARD APPEARANCE THROUGH THE PURCHASE OF WIGS, SCARVES AND OTHER ENHANCEMENTS. STUDIES SHOW THAT WOMEN WHO RECEIVE THIS TYPE OF SUPPORT FEEL BETTER, LOOK BETTER AND LIVE BETTER. THERE IS A CONNECTION BETWEEN BODY AND MIND. THE AMERICAN CANCER SOCIETY REPORTED IN 2006 THAT 69% OF WOMEN WITH CANCER SAID THEIR APPEARANCE CHANGED DURING TREATMENT, RESULTING IN A TEMPORARY DEPRESSION WHICH CAN ADVERSELY IMPACT THE OUTCOME OF THE CANCER TREATMENTS. THE STUDY MAINTAINED THAT APPEARANCE AFFECTS THE PATIENTS' OVERALL SENSE OF WELL-BEING, WHICH AFFECTS THEIR HEALTH. APPROXIMATELY 45 WOMEN ARE BEING SERVED MONTHLY AND AS OF THIS DATE 15 WOMEN HAVE BEEN TURNED AWAY DUE TO LACK OF FUNDS. THIS IS NOT ACCEPTABLE AT BH AND WE MUST DO EVERYTHING POSSIBLE TO PROVIDE CARE FOR ALL PATIENTS WHO NEED OUR HELP. THE BH POSITIVE APPEARANCE CENTER REQUESTS \$12,000 TO PURCHASE 230 POST-SURGICAL KITS AND 125 WIGS, FOR APPROXIMATELY 355 WOMEN IN 2009 FOR THE "LOOK GOOD FEEL BETTER" PROGRAM.

LYMPHEDEMA OUTREACH VI

BAXTER REGIONAL MEDICAL CENTER

LOCATION: 624 HOSPITAL DRIVE
MOUNTAIN HOME, AR 72653

PROJECT DIRECTOR: RENEE BARNES

PHONE NUMBER: (870) 508-1556

EMAIL: RBARNES@BAXTERREGIONAL.ORG

TYPE OF GRANT: TREATMENT

COUNTIES SERVED: BAXTER, FULTON, INDEPENDENCE, IZARD, MARION, SEARCY, SHARP, STONE

TARGET POPULATION: BREAST CANCER SURVIVORS WITH LYMPHEDEMA

AMOUNT FUNDED: \$ 2,728

PROJECT DESCRIPTION

LYMPHEDEMA OUTREACH VI IS AN ONGOING PROJECT TO EDUCATE BREAST CANCER SURVIVORS ABOUT LYMPHEDEMA AND TO PROVIDE COMPRESSION GARMENTS TO SURVIVORS WHO EITHER DO NOT HAVE INSURANCE COVERAGE FOR THESE VITAL GARMENTS OR THE RESOURCES TO PURCHASE THEM. SUCH GARMENTS HAVE A LIFE SPAN OF APPROXIMATELY SIX MONTHS, AND REPLACING THEM IS OFTEN TOO COSTLY FOR THOSE SURVIVORS WHO DON'T HAVE THE FINANCIAL RESOURCES TO OBTAIN COMPRESSION SLEEVES, GLOVES OR BRAS. THIS YEAR'S GRANT IS ALSO MODIFIED TO REQUEST MORE COPIES OF THE DVD THAT WAS PRODUCED IN 2004, "LYMPHEDEMA MANAGEMENT TECHNIQUES" FOR DISTRIBUTION TO PATIENTS FOR USE AT HOME TO REINFORCE THEIR LEARNING CURVE REGARDING THEIR OWN SELF-CARE. FINALLY, AN EXERCISE CLASS AVAILABLE TO CANCER SURVIVORS WILL BE OFFERED TO THE PUBLIC. THE 2007 LYMPHEDEMA GRANT PROVIDED FOR SEVERAL THERAPISTS TO BECOME CERTIFIED LEBED METHOD INSTRUCTORS. THE LEBED METHOD IS A DANCE-BASED MEDICAL EXERCISE PROGRAM WHICH WAS DESIGNED SPECIFICALLY FOR CANCER SURVIVORS. THIS YEAR'S GRANT WILL FUND SIX -6 WEEK CLASSES FOR THE YEAR, AND WILL MAKE THESE CLASSES AVAILABLE THROUGH BRMC'S PEITZ CANCER SUPPORT HOUSE TO BREAST CANCER SURVIVORS AT NO CHARGE.

MOBILE MAMMOGRAPHY UNIT OUTREACH

BAXTER REGIONAL MEDICAL CENTER

LOCATION: 624 HOSPITAL DRIVE
MOUNTAIN HOME, AR 72653

PROJECT DIRECTOR: BONNIE FISCHER

PHONE NUMBER: (870) 508-2666

EMAIL: BFISCHER@BAXTERREGIONAL.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: BAXTER, FULTON, IZARD, MARION, SEARCY

TARGET POPULATION: UNDERSERVED FEMALE POPULATIONS

AMOUNT FUNDED: \$ 90,304

PROJECT DESCRIPTION

THE MOBILE MAMMOGRAPHY UNIT (MMU) PROGRAM OF BAXTER REGIONAL MEDICAL CENTER HAS RECOGNIZED THREE BARRIERS TO WOMEN OBTAINING YEARLY MAMMOGRAMS: 1) ACCESS, 2) AFFORDABILITY AND 3) LACK OF TIME.

THE MMU PROGRAM ADDRESS THESE PROBLEMS BY TRAVELING TO REMOTE AREAS AND WORKPLACES TO OFFER AN EFFICIENT AND REDUCED COST MAMMOGRAPHY PROGRAM TO THOSE UNDERSERVED POPULATIONS, AS WELL AS THOSE WOMEN WHO ARE LIMITED BECAUSE OF THEIR WORK SCHEDULE. EDUCATING WOMEN OF THE IMPORTANCE OF BREAST CANCER AND YEARLY MAMMOGRAMS, DISPELLING COMMON MYTHS AND UPDATING WOMEN ON THE LATEST ADVANCES IN DETECTION AND CARE ARE ALL IMPORTANT ASPECTS OF DEALING WITH EVERY PATIENT.

EXTRA SPECIAL ATTENTION IS GIVEN TO INDIVIDUALS EXPERIENCING THEIR FIRST MAMMOGRAM, AS WELL AS THOSE WHO DO NOT HAVE REGULAR MAMMOGRAMS OR TO THOSE NEW TO THE MMU. ENCOURAGING PATIENTS TO DEVELOP A ROUTINE OF YEARLY MAMMOGRAMS AND PROPER BREAST CARE IS ESSENTIAL. THE MMU IS OPEN TO ALL WOMEN IN NEED OF A YEARLY SCREENING. SUSAN G. KOMEN FOR THE CURE IS THE PRIMARY FUNDING SOURCE FOR BRMC'S MMU.

TELL YOUR MOM, SAVE A LIFE BAXTER REGIONAL MEDICAL CENTER

LOCATION: 624 HOSPITAL DRIVE
MOUNTAIN HOME, AR 72653

PROJECT DIRECTOR: RENEE GRAY

PHONE NUMBER: (870) 508-2340

EMAIL: RGRAY@BAXTERREGIONAL.ORG

TYPE OF GRANT: EDUCATION

COUNTIES SERVED: BAXTER, FULTON, INDEPENDENCE, IZARD, MARION, SEARCY, SHARP, STONE

TARGET POPULATION: HIGH SCHOOL SENIORS, THEIR MOMS, SCHOOL TEACHERS AND STAFF

AMOUNT FUNDED: \$ 2,260

PROJECT DESCRIPTION

BAXTER REGIONAL MEDICAL CENTER WILL PROVIDE NORTH CENTRAL ARKANSAS SCHOOLS WITH A SCHEDULED, "TELL YOUR MOM, SAVE A LIFE" OUTREACH PROGRAM. BRMC EMPLOYEES WILL PRESENT THE PROGRAMS AND DISTRIBUTE BROCHURES AND PRINTED INFORMATION DURING THE LATE FALL AND SPRING SEMESTERS.

FOLLOWING EACH SCHOOL PROGRAM, THE TARGET AND CENTRAL FOCUS WILL BE TO HELP ALL SENIOR FEMALE STUDENTS AND FEMALE FACULTY BECOME FAMILY AND COMMUNITY ADVOCATES FOR GOOD HEALTH AND THE THREE IMPORTANT STEPS FOR BREAST CARE. IN THE SCHOOL CULTURE, TEACHERS CAN HAVE THE STRONGEST LEADERSHIP ROLE, ESPECIALLY WITH THEIR ENDORSEMENT OF THE PROGRAM AND SUPPORT OF THE MOBILE MAMMOGRAPHY UNIT. EQUALLY IMPORTANT, THE SENIOR STUDENTS WILL TRANSITION INTO ADULT LIFE WITH RAISED AWARENESS FOR THEIR OWN BREAST HEALTH AND CANCER SCREENINGS AS THEY BECOME FAMILY AND COMMUNITY ADVOCATES.

PINK FOR LIFE

BRADLEY COUNTY MEDICAL CENTER

LOCATION: 404 S. BRADLEY ST.
WARREN, AR 71671

PROJECT DIRECTOR: CHARLOTTE LASTER

PHONE NUMBER: (870) 226-4165

EMAIL: CLASTER@BCMED.ORG

TYPE OF GRANT: SCREENING

COUNTIES SERVED: ASHLEY, BRADLEY, CALHOUN, CLEVELAND, DALLAS, DREW, LINCOLN

TARGET POPULATION: FEMALES AGE 38+

AMOUNT FUNDED: \$ 37,120

PROJECT DESCRIPTION

THIS GRANT WILL AID INDIVIDUALS WHO MAY HAVE LARGE DEDUCTIBLES, CO-PAYS, OR NO INSURANCE COVERAGE AT ALL, THAT PREVENTS THEM FROM BEING ABLE TO AFFORD A MAMMOGRAM. INDIVIDUALS IN THE FOLLOWING COUNTIES ARE ELIGIBLE: BRADLEY, DALLAS, DREW, ASHLEY, LINCOLN, CALHOUN, AND CLEVELAND. THE TARGET AGE IS 35 AND OLDER, BUT INDIVIDUALS WHO HAVE A FAMILY HISTORY OF BREAST CANCER MAY ALSO BE ELIGIBLE.

BRIDGING THE SCREENING GAP BREASTCARE

LOCATION: 4815 WEST MARKHAM, SLOT 11
LITTLE ROCK, AR 72205

PROJECT DIRECTOR: BECKY KOSOVER

PHONE NUMBER: (501) 280-4097

EMAIL: BECKY.KOSOVER@ARKANSAS.GOV

TYPE OF GRANT: SCREENING

COUNTIES SERVED: ENTIRE AFFILIATE SERVICE AREA

TARGET POPULATION: WOMEN AGE 40+ WITH LITTLE OR NO HEALTH INSURANCE, WHO ARE AT LEAST 200% FEDERAL POVERTY LEVEL AND WOULD OTHERWISE NOT BE SCREENED FOR BREAST CANCER

AMOUNT FUNDED: \$ 203,000

PROJECT DESCRIPTION

BREASTCARE, A PROGRAM OF THE ARKANSAS DEPARTMENT OF HEALTH, WAS ESTABLISHED IN 1997 WITH THE PASSAGE OF THE ARKANSAS BREAST CANCER ACT. BREASTCARE PROVIDES FREE BREAST CANCER SCREENING, DIAGNOSIS AND TREATMENT SERVICES TO ARKANSAS WOMEN 40 AND OVER WHO ARE UNINSURED OR UNDERINSURED. THE PROGRAM'S GOAL, INCLUDING THIS PROJECT, IS TO PROVIDE BREAST CANCER SCREENING AND DIAGNOSTIC SERVICES TO LOW INCOME, MEDICALLY UNDERSERVED AND MINORITY WOMEN. THE GREAT INFLUX OF HISPANICS IN ARKANSAS HAS RESULTED IN THE PROGRAM SEEING A 33% INCREASE IN ELIGIBLE HISPANIC WOMEN ENROLLED AND BEING SCREENED OVER THE LAST THREE YEARS. WITH MORE CANCERS BEING DIAGNOSED IN THIS POPULATION, THE COMMUNICATION BARRIER HAS MADE CASE MANAGEMENT PROBLEMATIC. TRANSLATION ASSISTANCE IS REQUESTED TO ALLOW REGIONAL CARE COORDINATORS TO ASSIST HISPANIC WOMEN WHO HAVE ABNORMAL RESULTS FROM A CLINICAL BREAST EXAM OR MAMMOGRAM.

IN ARKANSAS 48,140 WOMEN ARE ELIGIBLE FOR BREASTCARE*. AS REPORTED IN THE 2007 ANNUAL REPORT, BREASTCARE SCREENED 14,116 WOMEN, OR OVER 29% OF ELIGIBLE WOMEN STATEWIDE, LAST YEAR. THOUGH BREASTCARE ENROLLED 18,291 WOMEN IN 2007, INCREASED COST FOR THE PROVISION OF SERVICES HAS REDUCED THE NUMBER OF WOMEN THAT CAN BE SERVED. THE SUSAN G. KOMEN FOR THE CURE, ARKANSAS AFFILIATE, HELPED BREASTCARE BRIDGE THE SCREENING GAP FOR THE BREASTCARE PROGRAM IN 2008-2009.

A GRANT FOR FY2009-2010 WILL SUPPORT THE PROGRAM BY FUNDING CLINICAL BREAST EXAMS, MAMMOGRAMS AND DIAGNOSTIC PROCEDURES FOR 1,450 WOMEN IN THE 63-COUNTY ARKANSAS AFFILIATE SERVICE AREA AND PROVIDE TRANSLATION ASSISTANCE FOR THE BREASTCARE PROGRAM TO EFFICIENTLY AND EFFECTIVELY ASSIST HISPANIC WOMEN THROUGH DIAGNOSTIC AND TREATMENT SERVICES.

OVERCOMING TREATMENT BARRIERS: SUPPORT SERVICES FOR CARTI BREAST PATIENTS CARTI

LOCATION: P.O. Box 55011
LITTLE ROCK, AR 72215

PROJECT DIRECTOR: OLIVIA WYATT

PHONE NUMBER: (501) 312-1733

EMAIL: OWYATT@CARTI.COM

TYPE OF GRANT: TREATMENT

COUNTIES SERVED: ENTIRE AFFILIATE SERVICE AREA

TARGET POPULATION: BREAST CANCER PATIENTS

AMOUNT FUNDED: \$ 21,320

PROJECT DESCRIPTION

CARTI TREATS PATIENTS FROM ALL COUNTIES IN ARKANSAS. EVERY EFFORT IS MADE TO MAKE CANCER TREATMENT AVAILABLE FOR EVERY PATIENT REGARDLESS OF INCOME, ABILITY TO PAY, OR DISTANCE FROM A CARTI FACILITY, INCLUDING PROVIDING ASSISTANCE TO ENSURE ACCESS TO RADIATION TREATMENT. THIS GRANT ALLOWS BREAST CANCER PATIENTS TO FOCUS ON FIGHTING AND RECOVERING FROM CANCER, NOT ON THE STRESS AND ANXIETIES OF FINDING MONEY FOR HOUSING OR TRANSPORTATION TO RECEIVE TREATMENT. BY REDUCING CRITICAL BARRIERS TO TREATMENT, THIS GRANT SECURES ACCESS TO TREATMENT FOR LOW-INCOME PATIENTS. IT PROVIDES PATIENTS IN NEED THE FUNDS FOR HOUSING AND TRANSPORTATION DURING DAILY TREATMENTS, WHICH TYPICALLY LAST FOUR TO SIX WEEKS, MONDAY THROUGH FRIDAY AT ONE OF SEVEN CARTI FACILITIES AROUND THE STATE.

YOU GO GIRL: DELTA BREAST HEALTH INITIATIVE CHICOT MEMORIAL HOSPITAL

LOCATION: 2729 HIGHWAY 65 & 82 SOUTH
LAKE VILLAGE, AR 71653

PROJECT DIRECTOR: MELLIE BOAGNI-WATSON

PHONE NUMBER: (870) 265-9392

EMAIL: WATSONM@CHICOTMEMORIAL.COM

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: ASHLEY, CHICOT, DESHEA

TARGET POPULATION: WOMEN OF ALL GENERATIONS IN CHICOT COUNTY AND SURROUNDING COMMUNITY; SPECIFICALLY FOR THOSE NOT QUALIFIED FOR EXISTING PROGRAMS

AMOUNT FUNDED: \$ 9,960

PROJECT DESCRIPTION

THE "YOU GO GIRL" INITIATIVE 2009-2010 WILL CONTINUE TO ENCOURAGE ALL GENERATIONS OF WOMEN IN THE COMMUNITY TO UNITE AGAINST BREAST CANCER BY BUILDING A SUPPORT NETWORK WITH FAMILY MEMBERS. THE GOAL OF THE PROJECT IS TO CONTINUE TO INCREASE BREAST HEALTH AND BREAST CANCER AWARENESS AMONG WOMEN IN CHICOT COUNTY AND SURROUNDING COMMUNITIES; SPECIFICALLY FOCUSING ON THE HARD TO REACH RURAL POPULATION. THE PROJECT WILL PROVIDE SIX EDUCATIONAL SEMINARS IN THE COMMUNITY THROUGHOUT THE GRANT CYCLE; EDUCATING AND INSTRUCTING WOMEN OF ALL GENERATIONS ON SELF-BREAST EXAMS AND THE IMPORTANCE OF YEARLY MAMMOGRAMS AFTER AGE 40. THE INITIATIVE WILL ALSO PROVIDE AN ADDITIONAL 100 FREE SCREENING MAMMOGRAMS AND 100 CLINICAL BREAST EXAMS TO WOMEN WHO DO NOT QUALIFY FOR MAMMOGRAMS OR YEARLY EXAMS DUE TO LACK OF INSURANCE COVERAGE, MEDICAID, MEDICARE, OR THE BREAST CARE PROGRAM. VOUCHERS FOR THESE SERVICES ARE AVAILABLE AT LOCAL PHYSICIAN OFFICES. IN OCTOBER 2009, THE INITIATIVE WILL RECOGNIZE BREAST HEALTH AWARENESS AND BREAST CANCER MONTH BY HOSTING A LADIES' LUNCHEON SPONSORING SPEAKERS AND RECOGNIZING LOCAL SURVIVORS OF THE DISEASE. LAST YEAR'S LUNCHEON NETTED OVER \$6,000.00 FOR A LOCAL CANCER FUND TO ASSIST LOCAL CANCER PATIENTS WITH EXPENSES.

TOUCHING LIVES II: BREAST HEALTH FOR WOMEN IN FAULKNER COUNTY CONWAY REGIONAL MEDICAL CENTER

LOCATION: 2302 COLLEGE AVENUE
CONWAY, AR 72034

PROJECT DIRECTOR: ESTHER PAGE

PHONE NUMBER: (501) 513-5771

EMAIL: LROSS@CONWAYREGIONAL.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: FAULKNER

TARGET POPULATION: WOMEN (WITH EMPHASIS ON SENIORS, AFRICAN-AMERICANS & HISPANICS)
IN OR NEAR FAULKNER COUNTY

AMOUNT FUNDED: \$ 19,050

PROJECT DESCRIPTION

THE CONWAY REGIONAL HEALTH FOUNDATION OFFERS A FULL SERVICE WOMEN'S IMAGING CENTER EQUIPPED WITH THE LATEST TECHNOLOGY INCLUDING DIGITAL MAMMOGRAPHY AND BREAST MRI. IT IS A LEADER IN BREAST CANCER AWARENESS EVENTS IN FAULKNER COUNTY. TOUCHING LIVES II IS A BREAST HEALTH CARE PROGRAM FOR WOMEN IN CONWAY AND SURROUNDING FAULKNER COUNTY. IN TOUCHING LIVES, CRHF WILL ADDRESS WOMEN'S MOST IMMEDIATE AND SERIOUS BREAST HEALTH NEEDS AS IDENTIFIED IN THE KOMEN 2006 COMMUNITY PROFILE FOR THIS GEOGRAPHIC AREA. TOUCHING LIVES WILL PROVIDE THESE SERVICES:

(1) BREAST HEALTH EDUCATION (BHE) FOR WOMEN AT VARIOUS ACCESSIBLE SITES IN FAULKNER COUNTY AND A FEW NEARBY AREAS. SEVERAL BHE SESSIONS WILL TARGET SENIORS AND SPECIFIC MINORITY GROUPS. MANY COMMUNITY ENTITIES WILL HELP PROMOTE AND/OR HOST THE BHE SESSIONS.

(2) SCREENING MAMMOGRAMS AND OTHER FOLLOW-UP DIAGNOSTIC PROCEDURES FOR ELIGIBLE UNINSURED/ELIGIBLE WOMEN WHO LIVE IN THE TARGET SERVICE AREA. WOMEN WILL LEARN ABOUT BREAST HEALTH SCREENINGS FUNDED BY THIS GRANT WHEN THEY ATTEND A BHE SESSION, VISIT THEIR LOCAL PHYSICIAN, AND OTHER HEALTHCARE PROFESSIONALS, OR OBSERVE LOG CABIN DEMOCRAT ARTICLES/PRINT PROMOTIONS OR PROMOTIONAL ACTIVITIES WHICH CRHF WILL CONDUCT.

(3) SOME PATIENTS WILL RECEIVE LIMITED INTERPRETIVE SERVICES AND/OR PATIENT TRANSPORTATION STIPENDS.

BREAST CANCER AWARENESS PROGRAM

CORNING AREA HEALTHCARE, INC.

LOCATION: P.O. Box 83
CORNING, AR 72422

PROJECT DIRECTOR: BRIGITTE McDONALD

PHONE NUMBER: (870) 857-3399

EMAIL: BRIGMCDONALD@YAHOO.COM

TYPE OF GRANT: SCREENING

COUNTIES SERVED: CLAY, LAWRENCE, RANDOLPH

TARGET POPULATION: RURAL, LOW-INCOME, MEDICALLY UNDERSERVED WOMEN

AMOUNT FUNDED: \$ 13,050

PROJECT DESCRIPTION

THE BREAST CANCER AWARENESS PROGRAM IMPROVES ACCESS AND AVAILABILITY OF SERVICES TO RURAL, LOW INCOME, MEDICALLY UNDERSERVED WOMEN. WOMEN ARE ASSESSED CLINICALLY FOR BREAST CANCER RISK FACTORS. CLINICAL BREAST EXAM AND SELF-BREAST EXAM EDUCATION IS PROVIDED TO ALL WOMEN WHO ARE USERS OF CORNING AREA HEALTHCARE, INC (CAHI). WITH THIS GRANT, CAHI IS ABLE TO PROVIDE MAMMOGRAMS, BREAST ULTRASOUNDS, SURGICAL CONSULTS AND BIOPSIES TO OUR INDIGENT PATIENTS AND UNDERINSURED PATIENTS. ALL OF THESE SERVICES ARE COVERED AT NO COST TO THE PATIENTS THROUGH THIS GRANT.

MAKING BREAST HEALTH A PRIORITY IN CROSS COUNTY CROSSRIDGE COMMUNITY HOSPITAL

LOCATION: 310 SOUTH FALLS BLVD.
WYNNE, AR 72396

PROJECT DIRECTOR: JOY SHEPHERD

PHONE NUMBER: (870) 208-2117

EMAIL: JSHEPHERD@SBRMC.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: CROSS, ST. FRANCIS, WOODRUFF

TARGET POPULATION: WOMEN OVER 40

AMOUNT FUNDED: \$ 12,450

PROJECT DESCRIPTION

OUR PRIMARY GOAL IS TO INCREASE THE NUMBER OF WOMEN OVER 40 IN CROSS, WOODRUFF, AND ST. FRANCIS COUNTIES WHO RECEIVE A MAMMOGRAM AT CROSSRIDGE COMMUNITY HOSPITAL. CROSS COUNTY HAS THE THIRD HIGHEST BREAST CANCER MORTALITY RATE OF ANY COUNTY IN THE STATE OF ARKANSAS. THE INCREASE IN MAMMOGRAPHY SCREENING WILL REDUCE THE NUMBER OF WOMEN DYING OF BREAST CANCER BY IMPROVING EARLY DETECTION AND TREATMENT AND PROVIDING REDUCED COST MAMMOGRAMS.

LINK TO LIFE BREAST HEALTH PROJECT

DELTA MEMORIAL HOSPITAL

LOCATION: 811 Hwy 65 S. / P.O. Box 887
DUMAS, AR 71639

PROJECT DIRECTOR: SARAH PICKENS

PHONE NUMBER: (870) 382-8228

EMAIL: RADDR@DELTAMEM.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: ARKANSAS, DESHA, DREW, LINCOLN

TARGET POPULATION: UNINSURED, UNDERINSURED, LOW-INCOME AND MINORITY WOMEN

AMOUNT FUNDED: \$ 29,350

PROJECT DESCRIPTION

DELTA MEMORIAL HOSPITAL IS A RURAL NON-PROFIT FACILITY IN SOUTHEAST ARKANSAS, WHICH IS COMMITTED TO PROVIDING THE MEDICALLY UNDERSERVED WOMEN IN OUR COMMUNITY THE TOOLS TO FIGHT AGAINST BREAST CANCER. THROUGH THE "LINK TO LIFE BREAST HEALTH PROJECT" WE WILL MAKE AVAILABLE BREAST HEALTH EDUCATIONAL MATERIALS, SCREENING MAMMOGRAMS, DIAGNOSTIC EXAMS, AND RESOURCES FOR BETTER BREAST HEALTH. THIS ENDEAVOR WILL REACH OUT TO THE UNINSURED, UNDERINSURED, LOW-INCOME AND MINORITY WOMEN AT THE 250% AND BELOW POVERTY LEVEL IN ARKANSAS, DESHA, DREW AND LINCOLN COUNTIES.

DIRECT FINANCIAL ASSISTANCE ENCORE FOR WOMEN'S HEALTH

LOCATION: 1200 WESTPARK DRIVE, SUITE 400
LITTLE ROCK, AR 72204

PROJECT DIRECTOR: RUTH BYRN

PHONE NUMBER: (501) 225-4589

EMAIL: RUTH@ENCOREFORWOMENSHEALTH.ORG

TYPE OF GRANT: TREATMENT

COUNTIES SERVED: ENTIRE AFFILIATE SERVICE AREA

TARGET POPULATION: MEDICALLY UNDERSERVED WOMEN

AMOUNT FUNDED: \$ 4,700

PROJECT DESCRIPTION

THIS PROJECT WILL ADDRESS FOUR PROBLEMS IDENTIFIED AS PRIORITIES BY THE ARKANSAS AFFILIATE. THE FIRST IS THE COST BARRIER THAT LIMITS UNDERSERVED WOMEN'S ACCESS TO MEDICAL SERVICES FOR DIAGNOSIS AND TREATMENT AS WELL AS REGULAR YEARLY SCREENING MAMMOGRAMS AND CLINICAL BREAST EXAMS. THE SECOND IS THE NEED FOR EDUCATION ABOUT BREAST CANCER AND THE IMPORTANCE OF EARLY DETECTION. THE THIRD IS LACK OF ACCESS AND TRANSPORTATION TO BREAST MEDICAL CARE, INCLUDING ALSO SURVIVORS' ACCESS TO TREATMENT AND SUBSEQUENT EXAMS. THE FOURTH IS THE NEED FOR SURVIVORS TO HAVE SOCIAL AND FINANCIAL SUPPORT SERVICES. THE PROJECT PROVIDES BREAST CANCER EDUCATION AND SUPPORT SERVICES, HELPS WOMEN GET REPEAT YEARLY MAMMOGRAMS AND CLINICAL BREAST EXAMS, HELPS THOSE WHO HAVE SYMPTOMS THAT COULD BE BREAST CANCER OBTAIN DIAGNOSIS, AND HELPS THOSE DIAGNOSED TO ACCESS TREATMENT WITHOUT DELAY. FOLLOW-ALONG SUPPORT IS PROVIDED TO SURVIVORS. SERVICE METHODS INCLUDE INDIVIDUAL SCREENING REMINDERS, REFERRAL TO OUTSIDE SOURCES FOR TRANSPORTATION AND FINANCIAL HELP, AND REFERRAL TO REDUCED COST AND FREE MEDICAL PROVIDERS.

SCREENING NAVIGATION ENCORE FOR WOMEN'S HEALTH

LOCATION: 1200 WESTPARK DRIVE, SUITE 400
LITTLE ROCK, AR 72204

PROJECT DIRECTOR: RUTH BYRN

PHONE NUMBER: (501) 225-4589

EMAIL: RUTH@ENCOREFORWOMENSHEALTH.ORG

TYPE OF GRANT: EDUCATION, SCREENING, TREATMENT

COUNTIES SERVED: ENTIRE AFFILIATE SERVICE AREA

TARGET POPULATION: MEDICALLY UNDERSERVED WOMEN

AMOUNT FUNDED: \$ 71,510

PROJECT DESCRIPTION

ENCORE FOR WOMEN'S HEALTH IS A NONPROFIT PROGRAM THAT OPERATES STATEWIDE TO HELP REDUCE THE DEATH RATE AND THE IMPACT OF BREAST CANCER ON THE LIVES OF ARKANSAS WOMEN AND THEIR FAMILIES. THIS PROJECT PROVIDES SMALL AMOUNTS OF DIRECT FINANCIAL HELP TO MEDICALLY UNDERSERVED WOMEN IN THE ARKANSAS AFFILIATE AREA WHO NEED EMERGENCY ASSISTANCE FOR REASONS RELATED TO BREAST HEALTH. MOST OF THE WOMEN HAVE BEEN DIAGNOSED WITH BREAST CANCER AND AS A DIRECT OR INDIRECT RESULT OF THE DISEASE HAVE EXPERIENCED DRASTIC FINANCIAL HARDSHIPS. THEY WILL USE THE MONEY FOR SUCH EXPENSES AS TRANSPORTATION TO TREATMENT OR FOLLOWUP CARE, MEDICINE, OVERDUE UTILITY BILLS OR RENT, OR SOMETIMES TO PAY SMALL AMOUNTS ON EXISTING MEDICAL BILLS. THE MONEY AWARDS ARE MADE ONLY AFTER OTHER RESOURCES FOR HELP ARE EXHAUSTED AND/OR ARE INSUFFICIENT TO MEET AN URGENT NEED.

PINK FRIDAY HEALTHY CONNECTIONS, INC.

LOCATION: 1201 SOUTH MENA STREET
MENA, AR 71953

PROJECT DIRECTOR: DOREEN TAPLEY

PHONE NUMBER: (479) 437-3449

EMAIL: D.TAPLEY@HEALTHY-CONNECTIONS.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: POLK, MONTGOMERY

TARGET POPULATION: LOW-INCOME, UNINSURED WOMEN

AMOUNT FUNDED: \$ 9,510

PROJECT DESCRIPTION

THE GOAL OF THIS PROJECT IS TO INCREASE THE PROBABILITY OF EARLY DETECTION OF BREAST CANCER FOR LOW-INCOME, UNINSURED WOMEN IN WESTERN ARKANSAS. THE PROJECT WILL PROVIDE 50 SCREENING MAMMOGRAMS AND 25 FOLLOW-UP BILATERAL DIAGNOSTIC MAMMOGRAMS TO PATIENTS REFERRED TO THE MENA REGIONAL HEALTH SYSTEMS FACILITY BY HEALTHY CONNECTIONS, INC. MEDICAL PROVIDERS WORKING AT THE FEDERALLY QUALIFIED COMMUNITY HEALTH CENTER. EVALUATION OF THE PROJECT WILL BE ACCOMPLISHED THROUGH ESTABLISHED REFERRAL LOGS, ELECTRONIC FOLLOW-UP BY THE CLINIC MANAGER AND PATIENT MEDICAL HISTORIES. DETECTION RATES WILL BE TRACKED BY RETURNED DIAGNOSES AND PATIENT FOLLOW-UP VISITS. BECAUSE LATINA WOMEN COMPRISE THE LARGEST MINORITY GROUP IN WESTERN ARKANSAS AND MANY HAVE CHOSEN HEALTHY CONNECTIONS COMMUNITY HEALTH CENTER AS THEIR "MEDICAL HOME" DUE TO ITS SLIDING FEE COST STRUCTURE AND AVAILABILITY OF BI-LINGUAL STAFF, ALL FORMS AND QUESTIONNAIRES USED IN THE EVALUATION WILL BE IN ENGLISH AND SPANISH. THIS PROJECT COVERS A CRITICAL GAP FOR THOSE WOMEN WHO ARE INELIGIBLE FOR BREASTCARE AND REMOVES THE MOST SIGNIFICANT BARRIER TO SCREENING MAMMOGRAPHY – COST.

REACH EVERY WOMAN V

JEFFERSON REGIONAL MEDICAL CENTER

LOCATION: 1600 WEST 40TH
PINE BLUFF, AR 71603

PROJECT DIRECTOR: WENDY TALBOT

PHONE NUMBER: (870) 541-7661

EMAIL: TALBOTW@JRMCC.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: ASHLEY, ARKANSAS, BRADLEY, CHICOT, CLEVELAND, DALLAS, DESHA,
DREW, GRANT, JEFFERSON, LINCOLN

TARGET POPULATION: UNDERINSURED/UNINSURED WOMEN NOT QUALIFIED FOR BREASTCARE

AMOUNT FUNDED: \$ 59,260

PROJECT DESCRIPTION

THE JRMCC REACH EVERY WOMAN PROGRAM IS COMMITTED TO INCREASING BREAST CANCER AWARENESS AND MAMMOGRAPHY UTILIZATION ACROSS SOUTH ARKANSAS BY PROVIDING SCREENING MAMMOGRAMS, DIAGNOSTIC MAMMOGRAMS, ULTRASOUNDS AND BIOPSY ASSISTANCE TO WOMEN IN NEED. PROGRAM PARTICIPANTS INCLUDE WOMEN WHO ARE NOT ELIGIBLE FOR THE BREASTCARE PROGRAM DUE TO AGE OR INCOME GUIDELINES, AND WOMEN WHO ARE UNINSURED OR UNDERINSURED. THE PROGRAM ALSO FOCUSES ON BREAST HEALTH EDUCATION AND INCLUDES VISITS TO FOUR MAIN HIGH SCHOOLS IN JEFFERSON COUNTY AS WELL AS PARTICIPATION IN NUMEROUS SOUTH ARKANSAS HEALTH FAIRS THROUGHOUT THE YEAR.

CHOOSE HOPE

LAWRENCE MEMORIAL HOSPITAL

LOCATION: 1309 WEST MAIN ST.
WALNUT RIDGE, AR 72476

PROJECT DIRECTOR: STEVEN HOWE

PHONE NUMBER: (870) 886-1245

EMAIL: SHOWIE@LAWRENCEHEALTH.NET

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: LAWRENCE, RANDOLPH

TARGET POPULATION: LOW INCOME, UNDERINSURED WOMEN UNDER AGE 40

AMOUNT FUNDED: \$ 11,700

PROJECT DESCRIPTION

LAWRENCE MEMORIAL HEALTH FOUNDATION, IN PARTNERSHIP WITH SUSAN G. KOMEN FOR THE CURE, WILL SEEK TO PROVIDE DIAGNOSTIC SERVICES, EDUCATIONAL OUTREACH AND GENERAL INFORMATION TO THE CITIZENS OF LAWRENCE AND RANDOLPH COUNTIES THROUGH A PROGRAM CALLED "CHOOSE HOPE." MORE SPECIFICALLY, THE FOUNDATION HOPES TO REACH WOMEN WHO FALL INTO CATEGORIES WHICH MAY LIMIT THEIR ACCESS TO BREAST HEALTH SERVICES, SUCH AS MAMMOGRAMS AND DIAGNOSTIC RADIOLOGY. THESE CATEGORIES INCLUDE, BUT ARE NOT LIMITED TO, LOW INCOME, UNDERINSURED AND UNDER AGE 40. LAWRENCE MEMORIAL HOSPITAL'S RADIOLOGY TEAM WILL WORK WITH LOCAL HEALTHCARE PROVIDERS TO TARGET INDIVIDUALS WHO NEED MAMMOGRAPHY SERVICES, BUT MAY NOT BE ELIGIBLE FOR ASSISTANCE FROM OTHER SOURCES, SUCH AS BREASTCARE OR INSURANCE. IN ADDITION TO THIS SERVICE, THE "CHOOSE HOPE" PROGRAM WILL PROVIDE MONTHLY EDUCATIONAL EVENTS TO A VARIETY OF ORGANIZATIONS AND GROUPS IN THE SERVICE AREA. SIGNIFICANT EFFORTS WILL BE MADE TO CELEBRATE AND PROMOTE BREAST HEALTH DURING BREAST CANCER AWARENESS MONTH IN OCTOBER 2009.

WOMEN IN THE DELTA

LEE COUNTY COOPERATIVE CLINIC

LOCATION: 530 W. ATKINS BLVD.
MARIANNA, AR 72360

PROJECT DIRECTOR: DENISE PURNELL

PHONE NUMBER: (870) 295-5225

EMAIL: DENISEPWALKER@SBCGLOBAL.NET

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: LEE, PHILLIPS, ST. FRANCIS

TARGET POPULATION: UNDERINSURED/UNINSURED WOMEN

AMOUNT FUNDED: \$ 25,104

PROJECT DESCRIPTION

LEE COUNTY COOPERATIVE CLINIC, A HEALTH CLINIC LOCATED IN THE ARKANSAS DELTA, PROPOSES THE PROJECT, "WOMEN OF THE DELTA": REDUCING CANCER-RELATED HEALTH DISPARITIES AMONG ALL WOMEN IN A RURAL AREA. OUR GOAL IS TO WORK WITH COMMUNITY PARTNERS TO REDUCE BREAST CANCER HEALTH DISPARITIES. WE AIM TO BUILD AN INFRASTRUCTURE OF COMMUNITY PARTNERS TO (1) PROMOTE CANCER AWARENESS AND EDUCATION EFFORTS; (2) ESTABLISH A SYSTEM TO RECRUIT WOMEN TO PARTICIPATE IN CANCER PREVENTION PROJECTS; AND (3) DEVELOP COMMUNITY-BASED PREVENTION PROJECTS TO ADDRESS SPECIFIC CANCER DISPARITIES.

PHILLIPS COUNTY, LOCATED IN THE SERVICE AREA OF LCCC, REPORTS THE HIGHEST RATE OF CANCER IN ARKANSAS. THE RESIDENTS OF OUR SERVICE AREA CONFRONT FINANCIAL, STRUCTURAL, AND PERSONAL BARRIERS THAT LIMIT THEM IN ACCESSING HEALTH CARE. PERSONAL BARRIERS INCLUDE CULTURAL DIFFERENCES, LANGUAGE BARRIERS, NOT KNOWING WHAT TO DO OR WHEN TO SEEK CARE, CONCERNS ABOUT CONFIDENTIALITY OR DISCRIMINATION, LACK OF EDUCATION, AND LACK OF TRANSPORTATION. LCCC FACES A CHALLENGING HEALTH CARE ENVIRONMENT AND A POPULATION WITH NUMEROUS INDICATORS OF NEEDS. MORE THAN HALF THE POPULATION OF THE AREA (55.8%) HAVE INCOMES BELOW 200% OF POVERTY.

SEVERAL MAJOR MANUFACTURING EMPLOYERS IN THE AREA HAVE CLOSED THEIR PLANTS. THE LOSS OF THESE JOBS, THRUST A SIGNIFICANT NUMBER OF FAMILIES INTO THE RANKS OF THE UNINSURED. THE SCALE OF THESE JOB LOSSES IS STAGGERING. BETWEEN 2000 AND 2005, TOTAL PRIVATE NON-FARM EMPLOYMENT FELL BY 8.5% IN LEE COUNTY, 10.0% IN PHILLIPS AND 33.0% IN ST. FRANCIS COUNTY.

AN ADDITIONAL FACTOR AFFECTING ACCESS AND UTILIZATION OF PRIMARY HEALTH CARE IS THE HIGH % OF HOUSEHOLDS WHO DON'T HAVE ACCESS TO A VEHICLE. WHILE A RURAL TRANSIT PROVIDES LIMITED SERVICE IN PARTS OF THE AREA, SERVICES ARE GENERALLY LIMITED TO ONE OR TWO ROUND TRIPS PER DAY AND REQUIRE RIDERS TO SCHEDULE THEIR RIDES AHEAD OF TIME. SIMILARLY, STATE MEDICAID TRANSPORTATION REQUIRES RIDERS TO SCHEDULE THEIR TRIP 24 HOURS PRIOR TO THE DESIRED TRAVEL TIME. DUE TO LACK OF EDUCATION AND POOR UNDERSTANDING, RESIDENTS ARE LESS INFORMED ABOUT VARIOUS HEALTH PREVENTION AND TREATMENT IN THE AREA. ACCORDING TO RESEARCH, MORE THAN 40% OF ADULTS IN THE SERVICE AREA, 25 AND OLDER, HAD LESS THAN A HIGH SCHOOL EDUCATION IN 2000, WHILE ONLY 7.3% HAD A BACHELORS DEGREE OR GREATER.

BREAST HEALTH AWARENESS IN THE DELTA

MID-DELTA HEALTH SYSTEMS, INC.

LOCATION: 401 MIDLAND ST.
CLARENDON, AR 72029

PROJECT DIRECTOR: ANGELA COTE

PHONE NUMBER: (870) 747-3381

EMAIL: ANCOTE04@CENTURYTEL.NET

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: LEE, MONROE, PHILLIPS, PRARIE

TARGET POPULATION: UNINSURED FEMALES AGE 35-64, WHO DO NOT QUALIFY FOR BREASTCARE

AMOUNT FUNDED: \$ 17,384

PROJECT DESCRIPTION

THE GOAL OF "BREAST HEALTH AWARENESS IN THE DELTA" IS TO REDUCE THE NUMBER OF WOMEN AFFECTED BY BREAST CANCER IN OUR PATIENT POPULATION BY INCREASING AWARENESS, EDUCATION, AND ACCESS TO CARE. FORTY-NINE PERCENT OF MID-DELTA'S PATIENT POPULATION IS UNINSURED THEREFORE THE NEED FOR ASSISTANCE IS GREAT. OUTREACH, EDUCATION, TESTING, AND FINANCIAL SUPPORT FOR FOLLOW-UP TREATMENT WILL BE PROVIDED FOR WOMEN IN THE TARGET GROUP. CARE WILL BE PROVIDED AT A LOCAL LEVEL AND IN COLLABORATION WITH COUNTY HEALTH UNITS AND HOSPITALS. EDUCATION, BOTH IN THE CLINICAL SETTING AND AS A PART OF COMMUNITY OUTREACH PROGRAMS, IS A KEY TO IMPROVING FUTURE BREAST HEALTH OUTCOMES.

BREASTASSURED V

ST. BERNARDS MEDICAL CENTER

LOCATION: 400 EAST STREET
JONESBORO, AR 72401

PROJECT DIRECTOR: TERESA ADAMS

PHONE NUMBER: (870) 336-5009

EMAIL: MHUMMELSTEIN@SBRMC.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: FULTON, LEE, MONROE, POINSETT, PRARIE, WOODRUFF

TARGET POPULATION: INDIGENT WOMEN IN NORTHEAST ARKANSAS

AMOUNT FUNDED: \$ 84,130

PROJECT DESCRIPTION

SOME WOMEN IN NORTHEAST ARKANSAS CANNOT AFFORD BREAST HEALTH SCREENING AND DIAGNOSTIC SERVICES. THEY ARE LOW-INCOME AND/OR UNINSURED OR THEY DO NOT QUALIFY FOR OTHER FINANCIAL RESOURCES. THIS PROJECT IDENTIFIES AND PROVIDES INDIGENT WOMEN WITH DIGITAL SCREENING AND DIAGNOSTIC MAMMOGRAMS, BREAST ULTRASOUNDS, BREAST CORE BIOPSIES, AND STEREOTACTIC BIOPSIES. BREASTASSURED V ALSO PROVIDES ENHANCED EDUCATION INCLUDING KOMEN PUBLICATIONS FOR ALL WOMEN IN THE TARGET AREA DIAGNOSED WITH BREAST CANCER. BREASTASSURED V ADDS THREE COUNTIES, LEE, PHILLIPS, AND PRARIE, TO ITS TARGET AREA. IN TWO OF THESE COUNTIES, ST. BERNARDS IS THE ONLY PROVIDER OF MAMMOGRAPHY SERVICES. WITH THE ADDITION OF THESE COUNTIES, ELIGIBLE WOMEN FROM ANY ONE OF 20 NORTHEAST ARKANSAS COUNTIES MAY RECEIVE BREAST HEALTH SCREENING AND EDUCATION THROUGH BREASTASSURED V. MANY ENTITIES WILL PROMOTE THIS PROJECT. THEY INCLUDE THREE CRITICAL ACCESS HOSPITALS, NINE PRIMARY CARE CLINICS LOCATED IN RURAL AND/OR MEDICALLY UNDERSERVED AREAS, MANY LOCAL PHYSICIANS, ST. BERNARDS MEDICAL CENTER, AND THE ST. BERNARDS MOBILE UNIT (MMU).

ON THE ROAD TO DIGITAL BREAST HEALTH ST. BERNARDS MEDICAL CENTER

LOCATION: 400 EAST STREET
JONESBORO, AR 72401

PROJECT DIRECTOR: TERESA ADAMS

PHONE NUMBER: (870) 336-5009

EMAIL: MHUMMELSTEIN@SBRMC.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: CLAY, CRITTENDEN, CROSS, FULTON, GREENE, INDEPENDENCE, JACKSON,
LAWRENCE, LEE, MISSISSIPPI, MONROE, PHILLIPS, POINSETT, PRARIE,
RANDOLPH, SHARP, ST. FRANCIS, WHITE, WOODRUFF

TARGET POPULATION: INDIGENT WOMEN IN NORTHEAST ARKANSAS

AMOUNT FUNDED: \$ 24,204

PROJECT DESCRIPTION

THOUSANDS OF NORTHEAST ARKANSAS WOMEN DO NOT GET BREAST CANCER SCREENINGS TO DETECT POTENTIAL CANCER EARLY. WITH VERY FEW BREAST HEALTH PROVIDERS IN THIS PRIMARILY RURAL REGION, OBTAINING BREAST CARE IS OFTEN NOT CONVENIENT OR EASILY ACCESSIBLE. EVEN IF A WOMAN IS ABLE TO GET A SCREENING MAMMOGRAM, SHE MAY NOT BE ABLE TO AFFORD IT OR HAVE INSURANCE TO COVER IT. ON THE ROAD TO DIGITAL BREAST HEALTH WILL USE ST. BERNARDS MOBILE MAMMOGRAPHY UNIT (MMU) TO OFFER DIGITAL SCREENING MAMMOGRAMS AND BREAST HEALTH EDUCATION TO 1,400 WOMEN AT OUTREACH SITES IN 20 COUNTIES. ON THE ROAD WILL PROVIDE 100 FREE SCREENING MAMMOGRAMS FOR ELIGIBLE UNINSURED WOMEN. IT WILL ALSO SUPPLY 25 CLINICAL BREAST EXAMS TO ENABLE WOMEN WITHOUT A PERSONAL DOCTOR TO OBTAIN A SCREENING MAMMOGRAM. TO MAINTAIN THE DIGITAL MMU, ON THE ROAD FUNDS A SERVICE CONTRACT, RESULTING IN SAVINGS FOR AN ADDITIONAL 130 WOMEN TO OBTAIN A MAMMOGRAM. ST. BERNARDS WILL COLLABORATE WITH THE WITNESS PROJECT, HISPANIC COMMUNITY SERVICES, INC., AND OTHERS TO REACH WOMEN MOST IN NEED. ST. BERNARDS OPERATES THE ONLY MMU IN NORTHEAST ARKANSAS. IT IS THE ONLY MAMMOGRAPHY SOURCE, FIXED OR MOBILE, FOR WOMEN IN SIX NORTHEAST ARKANSAS COUNTIES.

TO SAVE A LIFE

ST. EDWARD MERCY MEDICAL CENTER

LOCATION: P.O. Box 17000
FORT SMITH, AR 72917

PROJECT DIRECTOR: MICHELLE BONDS

PHONE NUMBER: (479) 314-1118

EMAIL: DIANA.RAMBO@MERCY.NET

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: FRANKLIN, LOGAN, SCOTT, YELL

TARGET POPULATION: ECONOMICALLY DISADVANTAGED INDIVIDUALS

AMOUNT FUNDED: \$ 17,200

PROJECT DESCRIPTION

ST. EDWARD MERCY HEALTH SYSTEM'S TO SAVE A LIFE PROGRAM OFFERS FREE MAMMOGRAMS AND BREAST DIAGNOSTIC PROCEDURES TO RESIDENTS OF FRANKLIN, LOGAN, SCOTT, AND YELL COUNTIES WHO ARE UNINSURED OR UNDERINSURED, AND HAVE A LOW INCOME AND OTHERWISE WOULD NOT BE ABLE TO RECEIVE THESE LIFE-SAVING SERVICES. MAMMOGRAM SCREENINGS ARE PROVIDED TO THESE RURAL ARKANSAS COUNTIES VIA THE ST. EDWARD MERCY MOBILE MAMMOGRAPHY UNIT. PATIENTS REQUIRING FURTHER BREAST DIAGNOSTIC PROCEDURES ARE TREATED AT ST. EDWARD MERCY MEDICAL CENTER. THE TO SAVE A LIFE PROGRAM ALSO PROVIDES EDUCATIONAL RESOURCES THROUGH PARTICIPATING IN LOCAL HEALTH FAIRS, HOSTING VARIOUS EDUCATIONAL EVENTS, AND PARTNERING WITH EMPLOYERS, CHURCHES, AND COMMUNITY ORGANIZATIONS. FINALLY, REALIZING THE DIFFICULTY FOR MANY INDIVIDUALS IN NAVIGATING HEALTH CARE SERVICES, TO SAVE A LIFE PROVIDES PERSONAL ASSISTANCE IN ACCESSING VARIOUS SUPPORT SERVICES, INCLUDING SCHEDULING APPOINTMENTS, MAKING TRAVEL ARRANGEMENTS, AND LOCATING OTHER COMMUNITY SOCIAL SERVICES.

NEW OUTLOOK: SERVICES FOR BREAST CANCER SURVIVORS ST. VINCENT HEALTH SYSTEM

LOCATION: 2 ST. VINCENT CIRCLE
LITTLE ROCK, AR 72205

PROJECT DIRECTOR: ALESA GARNER

PHONE NUMBER: (501) 552-3900

EMAIL: AGARNER@STVINCENTHEALTH.COM

TYPE OF GRANT: TREATMENT

COUNTIES SERVED: ENTIRE AFFILIATE SERVICE AREA

TARGET POPULATION: UNDERINSURED/UNINSURED WOMEN DIAGNOSED WITH CANCER

AMOUNT FUNDED: \$ 56,100

PROJECT DESCRIPTION

NEW OUTLOOK: THE WOMEN'S CANCER RECOVERY PROGRAM OF ST. VINCENT HEALTH SYSTEM OFFERS ALL ARKANSAS WOMEN DIAGNOSED WITH CANCER A FULL RANGE OF SUPPORTIVE, NON-MEDICAL SERVICES TO STRENGTHEN THE WHOLE WOMAN—BODY, MIND AND SPIRIT—REGARDLESS OF HER ECONOMIC SITUATION OR WHERE SHE IS RECEIVING TREATMENT. NEW OUTLOOK SERVICES INCLUDE PROSTHESIS FITTING AND WARDROBE CONSULTATION, WIG AND HAIR STYLING (WIGS PROVIDED), MAKEUP CONSULTATION, EDUCATIONAL MATERIALS, PRINT AND DVD LIBRARY, NUTRITIONAL AND EXERCISE COUNSELING, SUPPORT GROUPS AND REFERRAL SERVICES. WITH ASSISTANCE FROM THE ARKANSAS AFFILIATE OF KOMEN FOR THE CURE, NEW OUTLOOK PROVIDES MASTECTOMY BRAS AND PROSTHESES AT NO CHARGE TO WOMEN ACROSS THE STATE OF ARKANSAS WHO DO NOT HAVE INSURANCE COVERAGE FOR THESE ITEMS AND THUS CANNOT AFFORD TO PAY FOR THEM. FUNDS FROM KOMEN FOR THE CURE WILL ALSO BE USED TO ASSIST WOMEN IN DEALING WITH LYMPHEDEMA, PROVIDING FREE MASSAGE THERAPY AND LYMPHEDEMA SLEEVES TO WOMEN WHO NEED THEM AND HAVE NO INSURANCE OR WHO ARE UNDERINSURED, AND OFFERING MASSAGE TECHNIQUES PRE- OR POST-SURGERY THAT WILL HELP PREVENT LYMPHEDEMA.

KOMEN PROJECT

WHITE RIVER HEALTH SYSTEM, INC.

LOCATION: 1710 HARRISON ST.
BATESVILLE, AR 72501

PROJECT DIRECTOR: ANGELA DUGGER

PHONE NUMBER: (870) 262-1927

EMAIL: ADUGGER1@WRMC.COM

TYPE OF GRANT: SCREENING, TREATMENT

COUNTIES SERVED: CLEBURNE, FULTON, INDEPENDENCE, IZARD, JACKSON, LAWRENCE, SHARP,
STONE, WHITE, VAN BUREN

TARGET POPULATION: MEN & WOMEN OF NORTH CENTRAL AR WHO CANNOT AFFORD
SCREENING & DIAGNOSTIC SERVICES

AMOUNT FUNDED: \$ 40,972

PROJECT DESCRIPTION

WRHS'S PROJECT WILL PROVIDE FREE CLINICAL BREAST EXAMS, MAMMOGRAPHY SERVICES (SCREENING, DIAGNOSTIC & ULTRASOUND) AND NEEDLE GUIDED BIOPSIES TO MEDICALLY UNDERSERVED INDIVIDUALS IN THE NORTH CENTRAL DELTA REGION OF ARKANSAS 40-45 YEARS OLD. FUNDING WILL ALSO PROVIDE TRANSPORTATION ASSISTANCE TO BREAST CANCER PATIENTS SEEKING RADIATION TREATMENT AT THE WRMC CANCER CARE CENTER IN BATESVILLE. WRHS'S 2 MAMMOGRAPHY FACILITIES AND 6 RURAL HEALTH CLINICS ARE AVAILABLE TO PROVIDE SERVICES CLOSE TO THE PATIENT'S HOME. TO BE ELIGIBLE FOR SERVICES, PATIENTS MUST BE UNINSURED, UNDERINSURED AND NOT QUALIFIED FOR BREASTCARE. INDIVIDUALS OUTSIDE OF THE TARGET AGE RANGE WILL NOT BE TURNED AWAY IF THEY HAVE A GENETIC HISTORY AND/OR THEIR PHYSICIAN DEEMS THEIR RISK SIGNIFICANT. WRHS WILL COLLABORATE WITH ENCOREPLUS, ADH, AND PHYSICIANS THROUGHOUT THE SERVICE ARE TO ACCOMMODATE REFERRALS FOR FREE SERVICES. THIS PROJECT WILL SAVE LIVES BY DETECTING BREAST CANCER EARLIER FOR BEST TREATMENT OUTCOMES, WHILE ENSURING QUALITY AND EFFICIENT CARE WITH COMPASSION, RESPECT, AND DIGNITY.

WHITE RIVER BREAST CARE ALLIANCE

WHITE RIVER RURAL HEALTH CENTER, INC.

LOCATION: 623 NOTH 9TH,P.O. BOX 497
AUGUSTA, AR 72002

PROJECT DIRECTOR: BRENDA KENNEDY

PHONE NUMBER: (870) 347-3320

EMAIL: BRENDA.KENNEDY@WRRHC-AR.ORG

TYPE OF GRANT: EDUCATION, SCREENING

COUNTIES SERVED: CLEBURNE, CRAIGHEAD, CROSS, JACKSON, INDEPENDENCE, LONOKE,
MONROE, PRAIRIE, WHITE, WOODRUFF

TARGET POPULATION: LOW-INCOME, UNINSURED WOMEN UNDER AGE 40

AMOUNT FUNDED: \$ 70,692

PROJECT DESCRIPTION

THE WHITE RIVER BREAST CARE ALLIANCE IS A PROGRAM ADMINISTERED BY WHITE RIVER RURAL HEALTH CENTER, INC. (WHITE RIVER) TO MEET THE NEEDS OF UNINSURED OR UNDERINSURED WOMEN WHO ARE IN NEED OF BREAST CARE SERVICES. THE PROGRAM WILL PROVIDE FREE CLINICAL BREAST EXAMS, BREAST CARE EDUCATION, MAMMOGRAMS, AND SURGICAL CONSULTATION TO WOMEN WHO HAVE NO COVERAGE FOR THESE SERVICES. IN ADDITION, WOMEN WHO RECEIVE A RECOMMENDATION FOR BREAST BIOPSY OR EXCISION FROM THE SURGEON WILL BE PROVIDED A FREE OR REDUCED COST BIOPSY OR EXCISION. THE TARGET POPULATION WILL INCLUDE WOMEN WHO ARE LIVING IN OR CAN TRAVEL TO THE WHITE RIVER RURAL HEALTH CENTER, INC. SERVICE AREA AND MEET INCOME AND INSURANCE COVERAGE GUIDELINES. THE SERVICE AREA CONSISTS OF THE FOLLOWING COUNTIES: WHITE, WOODRUFF, CROSS, JACKSON, CRAIGHEAD, PRAIRIE, LONOKE, MONROE, INDEPENDENCE, AND CLEBURNE.