

UB Family Medicine Inc., dba Gold Choice, PCMP IIA -- \$29,677.00

Improving Mammographic Screening Rates in Women with Mental Health and Substance Abuse Issues by Partnering with Counseling Agencies

This project will target women over age 40 diagnosed with a mental illness and/or chemical dependency who have not received a mammogram in one year or more. It will involve an intervention aimed at educating mental health counselors to encourage their patients to obtain preventative screenings.

International Institute of Buffalo -- \$25,128.65

Arab Women's Health Education Project

Arab immigrant women in Erie County will be educated about breast cancer and the importance of regular screening. The program will also facilitate detection of breast abnormalities or suspicious findings. Cultural and linguistic barriers will be addressed through interpreters and culturally competent health educators.

LEWAC Associates of Western New York, Inc. -- \$30,000.00

"A Pink Carnation – Because You're Worth It": An Early Detection and Mammogram Program

This project aims to provide Buffalo's underserved African American, Hispanic and Native American women with free a convenient access to breast health education and cancer screening services. Collaborators include Sheehan Health Network, Roswell Park Cancer Institute and seven community sites, where education sessions will be conducted.

Catholic Health System -- \$10,532.00

Moms & Teens for Breast Health

The overall purpose of this project is to save lives through early detection and treatment of breast cancer among African American and other medically underserved women in Western New York. This will be accomplished by educating and motivating high school girls in the targeted communities to inform and encourage their adult female family and friends to get a breast health exam and mammogram. The Catholic Health System Health Connection in collaboration with Partners for Prevention and Sisters of Charity Hospital Imaging Services and Primary Care Centers will facilitate access to breast health exams and mammography services.

Allegany County Department of Health -- \$16,000.00

Komen Kares – Breast Cancer Support Services

"Komen Kares" is a community based support program that will help lessen the burden that breast cancer has on the Allegany and Cattaraugus County area. The program provides education and awareness about screening and detection through material distribution, presentations and awareness events. In addition, Komen Kares provides assistance for those who have been diagnosed with breast cancer including transportation assistance, wigs and breast forms

WCA Hospital -- \$31,075.00

Chautauqua County Witness Project

The hospital's Patient Navigation Program in collaboration with the United Way of Southern Chautauqua County will bring the Witness Project to their community. Sessions will be presented during church services by Witness Role Models, who "witness" or talk about their experiences with breast cancer, stressing the importance of early detection.

American Cancer Society -- \$100,000

"Mammogram Gift Card Program"– Collaboration with Komen WNY, Cancer Services Program of the State Department of Health, and the National Cancer Institute Cancer Information Services - Education and Outreach Program to women identified "in need of screening" in all 8 Counties of Western New York

This project, which started in 2007, involves a direct mail campaign designed to increase awareness about breast cancer and motivate women to take charge of their own breast health by getting a mammogram. The target population is women who are in need of screening and who are uninsured and underinsured. Women are directed to the participating Cancer Service Program to get a mammogram and asked to complete a reply card and have it stamped by the mammography center. The woman then receives a \$20 gift card to either Walmart or Tops.