



2011 Community Needs Assessment Fact Sheet

The purpose of the Komen Atlanta Community Needs Assessment is to provide current and comprehensive information about the status of breast health, breast cancer, and related services within the Affiliate's 10-county service area. **Findings from the 2011 report are instrumental in identifying specific strategies to address the gaps and barriers to accessing care and supporting Komen Atlanta's mission to enable women to detect and survive breast cancer.**

The 2011 Community Needs Assessment revealed the following pertinent data:

- Komen Atlanta's service area is comprised of 44 percent of the total state population serving more than 4.1 million people. The ten-county service area includes: Cherokee, Cobb, Clayton, DeKalb, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale counties.
- Fulton, DeKalb and Rockdale counties have higher percentages of late stage diagnosis and mortality* rates when compared to the averages of Georgia and the United States.
- Both the Komen Atlanta service area and Georgia have higher percent averages of late stage diagnoses when compared to the United States.
- Cobb, Rockdale, DeKalb, and Fulton counties have the highest incidence** rates in the Komen Atlanta service area.
- Rockdale, Fulton, DeKalb and Cobb counties have the highest breast cancer mortality* rates in the Komen Atlanta service area.
- Among women 40 years and older residing in the Komen Atlanta service area, 35.2 percent have not received a mammogram in the past 12 months.
- Qualitative interviews were conducted with breast health service providers and various community members. Both groups ranked cost and fear as the top barriers preventing women from seeking regular breast screenings.
- When surveyed, the majority of community members were unsure of the correct ages to begin receiving routine breast health screenings.
- Seventy-five percent of all funds raised by Komen Atlanta remain in the local community to address needs discovered by this assessment, which translates to funding breast cancer screening, treatment and education programs for the medically underserved. Twenty-five percent of funds raised support national research efforts to find the cure.

*Mortality: The number of deaths attributed to a specific disease in a given period of time.

**Incidence: The number of new cases of a specific disease during a given period of time. It is important to note that incidence rates alone are not always an indication of a problem, but can be a result of high screening rates, thus more cancers detected.

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