



Susan G. Komen for the Cure
Greater Atlanta Affiliate
Atlanta Breast Cancer
Community Profile Report

COMMUNITY'S INABILITY TO AFFORD BREAST HEALTH SERVICES LEADS TO DEADLY BREAST CANCER DIAGNOSES

Through a broad-reaching community assessment, Komen Atlanta has discovered that cost is a barrier to receiving breast health services, which could ultimately result in late-stage diagnoses and even death. The Affiliate recently completed its Community Profile Report, a rigorous qualitative and quantitative study of the breast cancer landscape in Atlanta. The study is the only one of its kind in Atlanta and was conducted to find the needs and gaps in breast health services in the 10-county metro area*.

Findings

- Cost is a top barrier preventing women from seeking regular breast screenings.
 - No insurance was ranked as the number one cost-related barrier
 - Insurance co-pay is too high and lack of knowledge of free or low cost services were both ranked second
 - Cannot afford to take off work (lost wages) was ranked third
- 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.
- Cobb, Rockdale, DeKalb, and Fulton counties have the highest incidence*** rates in the Komen Atlanta service area.

Needs and Priorities

Komen Atlanta has selected Rockdale, Fulton, DeKalb and Cobb counties as areas of priority based on incidence of late-stage diagnosis and mortality rates. The following are a sample of the needs found in Atlanta's breast cancer community. Komen Atlanta will work to fulfill these needs through its grants, education and advocacy programs.

- Increase access to and improve affordability of screening and diagnostic procedures for underserved populations
- Population-wide awareness and information about breast cancer to women of all-ages, including at-risk, newly diagnosed and co-survivors
- Culturally-relevant programs
- Maintain or increase Georgia's budget and policy initiatives that impact detection and access to care for breast cancer.

For more information on the Community Profile Report, contact Eryn Marchiolo, Komen Atlanta Community Outreach and Grants Manager at 404-459-8700.

* The 10-county metro area includes 44% of Georgia's population and is comprised of the following counties: Cherokee, Clayton, Cobb, DeKalb, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale.

**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.