

LRB-FISCAL REVIEW SECTION ANALYSIS

PUBLIC SAFETY COMMITTEE

ITEM 5, FILE # 041302

JANUARY 20, 2005

MARK A. RAMION

File # 041302 is a resolution relative to the application, acceptance and funding of the Milwaukee Breast Cancer Awareness Program Outreach Grant.

Background

1. This resolution authorizes the Milwaukee Health Department (MHD) to apply for, accept and fund the Milwaukee Breast Cancer Awareness Program (MBCAP) Outreach Grant project from the Susan G. Komen Foundation.
2. This is a continuing grant.

Discussion

1. The purpose of the Breast Cancer Awareness Program is to educate and motivate women to take decisive actions that will prevent premature death and disability due to breast cancer.
2. This project focuses upon high-risk (40 years of age and older) and economically disadvantaged women in the City of Milwaukee. Six minority groups, Laotian, Hmong, Vietnamese, Native American, Hispanic and African American, have been effectively served in this program.
3. This particular grant will be used to provide education to 200 women on breast health, breast health exam and breast cancer screening guidelines with breast cancer screening provided for up to 150 women. All women who eligible for this program will be offered screening for other chronic diseases including diabetes, hypertension and heart disease.
3. In 2003, the MHD Breast Cancer Awareness Program served approximately 1400 women through local community clinics, the Northwest, Southside and Martin Luther King health centers, and the program outreach mammography screening van.
4. This grant encompasses the period of January 1, 2005 through December 31, 2005.

Fiscal Impact

1. The total amount of this grant is \$50,000, entirely from the grantor. No city matching funds are required.
2. This grant will fund the following:
 - Educational Materials and Program Supplies - \$19,500

- Services, including advertising and promotion, van maintenance and repair and client transportation- \$9,780
- Contractual Services for a health promoter - \$20,720. The role of this contracted position is to motivate women to participate in the breast cancer screening program as well as to educate regarding the benefits of breast cancer screening.

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LRB-Fiscal Review Section
January 19, 2005

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