

## **Testing Reminder and Motivational Telephone Calls to Increase Screening Mammography: A Randomized Study**

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## MAMMOGRAPHY PARTICIPATION PHONE INTERVENTION

### I. INTRODUCTION TO THE STUDY

#### WHO WILL BE CALLED?

All of the women in this study have been invited to schedule a free mammogram through Group Health's Breast Cancer Screening Program (BCSP). A random sample of those women who do not schedule a mammogram within two months of receiving their invitation letter will receive a fifteen minute personalized telephone call addressing their concerns about mammography. Some of the women will have just received their first invitations to the BCSP, some will have been invited before and have participated, and many will have been invited before and have declined to participate. The goal of the phone call is to promote participation, or the **scheduling and keeping of a mammogram appointment**.

The women who will be called are all "non-volunteers," between 50 and 79 years old. They will not have requested a phone counseling appointment, but all will have agreed to participate in this part of the study. They were informed that they might be called, and gave permission for the call. Some women may have already completed a telephone survey. (A copy of the survey is in Part II: Readings of this manual. Information from the survey will not be available to you since it is unlikely such data could be available as part of a routine intervention. Hopefully you'll get the information you need through the intervention process).

#### RESEARCH OBJECTIVES

At Group Health, only **65%** of all women invited for mammograms receive them (participate in the BCSP) within a year of receiving the invitation letter. Participation rates are lower among women being invited for the first time. Mammographic screening for breast cancer, among women ages 50 and above, reduces breast cancer mortality by 40% when **85%** of a population obtains examinations regularly. Participation needs to increase in order to achieve this full potential for saving lives.

One of the primary objectives of this study is to test whether a personalized phone call to women who do not schedule appointments in response to the invitation letter increases participation. A random sample of the women will receive this phone call intervention, and their