

IMPLEMENTATION GUIDE

Breast Cancer Screening Among Non-Adherent Women

Using a Research-tested Intervention Program (RTIP) to develop a process model for program delivery in the practice setting

Note: Refer to “Using What Works: Adapting Evidence-Based Programs To Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Program Manager

- Provides day-to-day operation
- Controls budgets, deadlines, and supplies
- Recruits, trains, and supervises Peer Counselors
- Monitors telephone counseling calls for quality assurance and evaluation purposes

Peer Counselor

- Identifies and recruits participants from selected health system or health plan
- Administers the initial assessment to identify individual barriers to mammography and stage of modifying behavior
- Implements the telephone counseling program
- Creates a tailored mammogram action plan jointly with participant
- Generates and mails materials to participants

Data Coordinator

- Inputs data from initial assessment that informs the tailored counseling
- Generates tailored messages for peer counselors

NOTE: Tailored interventions use a combination of input data, algorithms, and a means of generating communication, drugs, or other types of treatments that are specific for an individual or a group to improve health or change behavior. This implementation guide does not include all components necessary for tailoring interventions. For more information on understanding and implementing tailored interventions, please refer to: Kreuter, M.W., Farrell, D., Olevitch, L. and

Brennan, L. (2000) *Tailoring Health Messages: Customizing Communication with Computer Technology*. Lawrence Erlbaum, Mahwah, NJ.

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page):

- **Implementation Guide**
- **Breast Cancer Screening Consortium Mammography Telephone Counseling Protocol:** A mammography telephone counseling protocol divided into three sections: 1) An opening and descriptive section; 2) A stage-related section which assesses the woman’s current state of mammography readiness and provides appropriate stage-specific messages; and 3) A section which identifies a woman’s individual barrier to getting a mammogram with a corresponding script response for overcoming the barrier.
- **Physician’s Barrier Summaries:** A summary of patient barriers to screening.
- **Women’s Health Advisor Checklist for Counselors – Year 4:** A checklist for Peer Counselors.
- **Women’s Health Advisor Telephone Counseling Checklist for Monitors – Year 4:** A Peer Counselor evaluation completed by Program Manager.
- **Women’s Health Advisor Follow-up Questionnaire for Counseling Participants – Year 4:** A follow-up questionnaire for counseling participants.
- **What You Need to Know about Breast Cancer Screening (Tailored Material for Year 1 and 2 of Intervention):** A tailored brochure on breast cancer screening.
- **Mammogram Appointment Reminder (Tailored Material for Year 1 and 2 of Intervention):** A sample mammogram appointment reminder.
- **Mailing Envelope (Tailored material for Year 1 and 2 of Intervention):** A sample mailing envelope.
- **Thank You Letter at End of Study:** A sample thank you letter given at the end of the program.
- **Mailing Envelope for Thank You Letter at End of Study:** A sample mailing envelope for thank you letter.

- **Women's Health Advisor Project Fact Sheet:** A fact sheet on breast cancer and screening.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Identify and recruit participants from selected health system or health plan.

Step 2: Recruit Peer Counselors and complete their training. See the **Breast Cancer Screening Consortium Mammography Telephone Counseling Protocol**. Adapt the counseling protocol to reflect the specific characteristics of the target population (i.e. culture, religion, language). Additional materials helpful in the training session include the **Physician's Barrier Summaries; Women's Health Advisor Checklist for Counselors – Year 4; Women's Health Advisor Follow-up Questionnaire for Counseling Participants – Year 4; What You Need to Know About Breast Cancer Screening; Mammogram Appointment Reminder; and Thank You Letter at End of Study**. Estimated training time is 20 hours.

Step 3: Administer the initial assessment to participants to identify individual barriers to mammography and their stage of modifying behavior.

Step 4: Schedule a telephone counseling session. Peer Counselors should tailor messages according to the needs of an individual participant, although a core of standard information about mammography should be given to everyone. At the end of the session, summarize key points and work with the participant to create a tailored mammogram action plan. Schedule a follow-up call and mail informational materials. Recommended number and frequency of telephone counseling sessions with a follow-up call are three per year. See the **Breast Cancer Screening Consortium Mammography Telephone Counseling Protocol; What You Need to Know about Breast Cancer Screening (Tailored Material Year 1 & 2); Mammogram Appointment Reminder (Tailored Material Year 1 & 2); Women's Health Advisor Project Fact Sheet and Mailing Envelope (Tailored Material Year 1 & 2)**.

Step 5: Record information collected from participant for a follow-up counseling session. See the **Physician's Barrier Summaries; Women's Health Advisor Checklist for Counselors – Year 4; and Women's Health Advisor Follow-up Questionnaire for Counseling Participants – Year 4**.

Step 6: Within 48 to 72 hours, make a follow-up counseling session call and send the thank you letter. See the **Women's Health Advisor Follow-up Questionnaire for Counseling Participants – Year 4; Thank You Letter at End of Study and Mailing Envelope for Thank You Letter at End of Study**.

Step 7: If desired, the Program Manager may monitor the telephone counseling calls for quality assurance and evaluation purposes. See the **Women's Health Advisor Telephone Counseling Checklist for Monitors – Year 4**.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.