

# Promoting Informed Decision-Making About Mammography

## The “PRISM” Project

*Personally Relevant Information about Screening Mammography*

### First Intervention Year

Telephone Counseling Protocol for Women in Their 40s

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# **MAMMOGRAPHY TELEPHONE COUNSELING PROTOCOL**

**A COLLABORATION OF**

**DUKE CANCER PREVENTION, DETECTION & CONTROL  
RESEARCH PROGRAM**

**&**

**BLUE CROSS and BLUE SHIELD OF N.C.**



# **INTRODUCTION**

## **Version for Women Aged 40-49**

EXAMPLE

<b>Introduce yourself and the project.</b>	Hello, my name is Linda James and I'm calling for the PRISM Project of Duke University Medical Center and Blue Cross and Blue Shield of North Carolina. If you recall in our initial letter to you, we said we would mail you some information and call you to talk about breast cancer and mammography. Do you have a few minutes to talk?
<b>If she agrees to talk with you, ask:</b>	Great. I'd like to mention that calls may be monitored for quality assurance. <i>GO TO the "Personalized Booklet" section.</i>
<b>If she says, "I don't want to answer any more questions," say</b>	This is a free service endorsed by Blue Cross and Blue Shield of N.C. to give you some information about mammography. It's not a survey. It should only take about 10-15 minutes. I hope you will find the discussion useful because we've prepared some information especially for you.
<b>If she says, "I'm getting regular mammograms," say</b>	This project is for women who are getting mammograms as well as for those who aren't. I'd like to give you some facts to help you be informed about breast screening. That way, you can make your own decisions about mammography. This will only take about 10-15 minutes.
<b>If she says, "I've already made a decision about mammography," say</b>	This project is for women who are getting mammograms as well as for those who aren't. I'd like to give you some facts about breast cancer and mammography so that you are aware of the latest information on screening. That way, you will be sure to be informed of all the issues. This will only take about 10-15 minutes.
<b>If she says, " I don't want to get a mammogram," say</b>	I don't want to force you to get a mammogram. I'd just like to give you some facts to help you be informed about breast screening. That way, you can make your own decisions about mammography. This will only take about 10-15 minutes.
<b>If she refuses to talk, say</b>	Is there another time I could call that would be more convenient for you? We've prepared some information especially for you and it should only take about 10-15 minutes.