

## TAILORING VARIABLES FOR BOOKLET

- ❖ **Stage of mammography readiness**
  - ❖ Precontemplation
  - ❖ Contemplation
  - ❖ Contemplation-Doctor Dependent
  - ❖ Preparation
  - ❖ Action
  - ❖ Maintenance
  - ❖ Relapse Risk
  - ❖ Relapse
  
- ❖ **Intentions**
  - ❖ Thinking about having a mammogram in the next year/1-2 years
  - ❖ Definitely planning on having a mammogram in the next year/1-2 years
  - ❖ Not thinking about having a mammogram in the next year/1-2 years
  - ❖ Depends on what your doctor's recommendation/Whatever your doctor says
  - ❖ Only have a mammogram if you have symptoms
  
- ❖ **Age**
  - ❖ 40s
  - ❖ 50s
  
- ❖ **Race**
  - ❖ Caucasian
  - ❖ African American
  
- ❖ **Risk factors for breast cancer**
  - ❖ Age at menarche
  - ❖ Age at first live birth
  - ❖ Number of biopsies (and atypical hyperplasia)
  - ❖ Number of first degree relatives [mother, sister(s)] diagnosed with breast cancer

- ❖ **Gail model estimate for developing breast cancer in the next 10 years**
  - ❖ Possible values range from 0-100%
- ❖ **Perceived risk of developing breast cancer in the next 10 years**
  - ❖ Possible values range from 0-100%
- ❖ **Difference between Gail estimate and perceived risk**
- ❖ **Preference for brief vs. more detailed information on mammography**
- ❖ **Mammography history**
  - ❖ Ever had a mammogram
  - ❖ Never had a mammogram
- ❖ **Benefits of mammography**
  - ❖ May reduce risk of dying of breast cancer by 17% or 30%, depending on age
  - ❖ May find breast cancer early before there are symptoms
  - ❖ May have more treatment choices
- ❖ **Limitations of mammography**
  - ❖ False negative results
  - ❖ False positive results
- ❖ **Misperceptions about breast cancer risk**
  - ❖ Effectiveness of mammography by age
  - ❖ Breast cancer risk by age
- ❖ **BCBS Screening recommendations**
  - ❖ Mammography every other year for women aged 40-49
  - ❖ Mammography every year for women age 50 and older
- ❖ **Pros and cons of screening - 20 items, examples:**
  - ❖ Having mammograms every year or two would give you peace of mind about your health.
  - ❖ The pain caused by a mammogram is bad enough to make you put off getting one.

- ✦ **Barriers to screening - 58 barriers, examples:**
  - ❖ Pain/discomfort from mammograms
  - ❖ Cost
  - ❖ Didn't get around to it
  
- ✦ **Study group**
  - ❖ Tailored print materials only
  - ❖ Tailored print materials + telephone counseling
  
- ✦ **Woman's name and preferred title**
  
- ✦ **BCBS membership**
  - ❖ Current member
  - ❖ Past member

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