

Promoting Informed Decision-Making About Mammography

The “PRISM” Project

Personally Relevant Information about Screening Mammography

Second Intervention Year

Telephone Counseling Protocol for Women in Their 50s

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EXAMPLE

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 50-59

EXAMPLE

Introduction of Counselor and Project:	
Introduce yourself and the project.	Hello, my name is Linda James and I'm calling from the PRISM Project of Duke University and Blue Cross and Blue Shield of North Carolina. We recently mailed you a newsletter about breast cancer and mammography. I was calling to talk with you about it. Do you have a few minutes to talk with me?
If she agrees to talk with you, say:	Great. Before we begin, I'd like to mention that calls may be monitored for quality assurance. The purpose of this call is to talk with you about the newsletter and answer any questions you may have. It should only take about 5-10 minutes. <i>GO TO the "Personalized Newsletter" section.</i>
If the participant has concerns:	
If she says, "Didn't we already do this last year?"	Yes. (As I said) Last year, we sent you a personalized booklet and then called you to talk about it. This year, we've sent you a newsletter as an update to the booklet. We are calling now to talk about the newsletter and answer any questions you may have. It should only take about 5-10 minutes.
If she says, "I don't remember receiving a booklet last year."	Last year we sent you a booklet called "Personally Relevant Information about Screening Mammography, Especially for <participant's name>". The booklet had a picture of a prism on the cover and had information about breast cancer and mammography in it. I'm sorry that you don't remember receiving it. It contained some personalized information about your chance of getting breast cancer and the benefits and limitations of mammography. This year, we've sent you a personalized newsletter as an update to the booklet. We are calling now to talk about the newsletter and answer any questions you have. It should only take about 5-10 minutes.
If she says, "I'm no longer a Blue Cross and Blue Shield member."	This project is for women who are current and past members of Blue Cross and Blue Shield. Like I said, we are calling to talk about the personalized newsletter we sent you. It should only take about 5-10 minutes.