

**Increasing Breast Screening
Among Nonadherent Women**

**BREAST CANCER SCREENING CONSORTIUM
MAMMOGRAPHY TELEPHONE COUNSELING PROTOCOL**

A COLLABORATION OF

DUKE CANCER PREVENTION, DETECTION & CONTROL

&

KAISER FOUNDATION HEALTH PLAN OF N.C.



INTRODUCTION

| | |
|---|---|
| <p>Hello, my name is Linda James and I'm calling for the Women's Health Advisor Project of Duke University Medical Center and Kaiser Foundation Health Plan of N.C.. We spoke with you last year and are calling again this year. One of our staff called you a few weeks ago. We are very happy that you spoke with her. We know how busy women are these days and really appreciate your time. This is a special service for past and present women members of Kaiser Permanente and I want to make sure we address any questions or concerns you may have about mammograms. Do you have a few minutes to talk?</p> <p>I'd like to mention that calls may be monitored for quality assurance.</p> | |
| <p>If she says, "I don't want to answer any more questions", say</p> | <p>This is a free service endorsed by Kaiser Foundation Health Plan of NC. to give you some information about mammography. It's not a survey. It should only take 5-10 minutes. I hope you will find the discussion useful, because we've prepared some information especially for you.</p> |
| <p>If she says, "I don't want to get a mammogram", say</p> | <p>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 up your own mind. This will only take 5-10 minutes.</p> |
| <p>If she refuses to talk, say</p> | <p>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 5-10 minutes.</p> |
| <p><u>PLEASE NOTE:</u> IF AT ANY TIME WOMAN SAYS SHE HAS SYMPTOMS:</p> | <p>YOU SHOULD CALL YOUR PHYSICIAN AS SOON AS POSSIBLE. THIS IS VERY IMPORTANT!</p> |

IF WOMAN REPORTS SHE HAS HAD A RECENT ABNORMAL RESULT: STOP!

Did she find out she has breast cancer?

Is she still waiting to hear the result?

Does she say she won't go through that again?

REMEMBER: ENCOURAGE THEM TO CALL THE CIS AT 1-800-4-CANCER FOR MORE INFORMATION

I am sorry to learn that you were diagnosed with breast cancer. But, I hope that it was found early. Please be sure to get all the information you need and follow your doctor's advice. ***GO TO CLOSING***

I know this be a very difficult time for you. The good news is that most abnormal results won't be cancer. Are there any questions I can answer about mammograms? ***Address concerns, if any, and GO TO CLOSING***

It is hard going through an abnormal result. But it really is very important to keep getting regular mammograms. While many women have one abnormal mammogram, few have more than one. ***Continue with session***

HISTORY

1.1 Have you ever had a mammogram?

Yes No Refuse Don't Know

If the answer is NO, DON'T KNOW, or REFUSE, then go to QUESTION 1.4. If the answer is YES, then go to QUESTION 1.2A.

1.2A In what month, day and year was your most recent mammogram?

Month _____ Day _____ Year _____
Estimated _____ *Estimated* _____ *Estimated* _____
Seasonal _____ *Real* _____ *Real* _____
Real _____

Month, Day 97=Refuse 98=Don't Know
Year 9997=Refuse 9998=Don't Know

1.2B Did you have your most recent mammogram at a Kaiser facility?

Yes No Refuse Don't Know

1.3A Did you have a mammogram before that?

Yes No Refuse Don't Know

If the answer is NO, DON'T KNOW, or REFUSE, then go to question 1.4. If the answer is YES, then go to question 1.3B.

1.3B In what month, day and year did you have it?

Month _____ Day _____ Year _____
Estimated _____ *Estimated* _____ *Estimated* _____
Seasonal _____ *Real* _____ *Real* _____
Real _____

Month, Day 97=Refuse 98=Don't Know
Year 9997=Refuse 9998=Don't Know

1.3c Did you have this mammogram at a Kaiser facility?

Yes

No

Refuse

Don't Know

1.4 Have you ever had breast cancer that resulted in a double mastectomy?

Yes

No

Refuse

Don't Know

If NO, continue; If YES, REFUSE, or DON'T KNOW, go to appropriate closing.

PLEASE DETERMINE: ➡

● ***If never had a mammogram, don't know if had one, or refuse: (see Question 1.1)***

-ASK 1.5A, B AND 1.7A, B THEN go to STAGE A

● ***If only had one mammogram, don't know if had more than one, or refuse AND: (see Questions 1.1 and 1.3A)***

-Date of recent is > 24 ms. from date of counseling session, don't know or refuse to give recent date, ASK 1.5A, B AND 1.7A, B THEN go to STAGE B

-Date of recent is \leq 24 ms. from date of counseling session, ASK (1.5A, B OR 1.6A, B) AND 1.7A, B THEN go to STAGE C

● ***If had two mammograms AND: (see Questions 1.1 and 1.3A, B)***

****Date of recent is don't know date of recent mammogram, or refuse to give recent date AND:***

-Date of prior is \leq 48 ms. from date of counseling session, ASK 1.5A, B AND 1.7A, B THEN go to STAGE D

-Date of prior is > 48 ms. from date of counseling session, don't know or refuse to give prior date, ASK 1.5A, B AND 1.7A, B THEN go to STAGE D

****Date of recent is > 24 ms. from date of counseling session AND:***

-Date of prior is \leq 24 ms. from date of recent, ASK 1.5A, B AND 1.7A, B THEN go to STAGE D

-Date of prior is > 24 ms. from date of recent, ASK 1.5A, B AND 1.7A, B THEN go to STAGE D

-Date of prior is don't know or refuse to give prior date, ASK 1.5A, B AND 1.7A, B THEN go to STAGE D

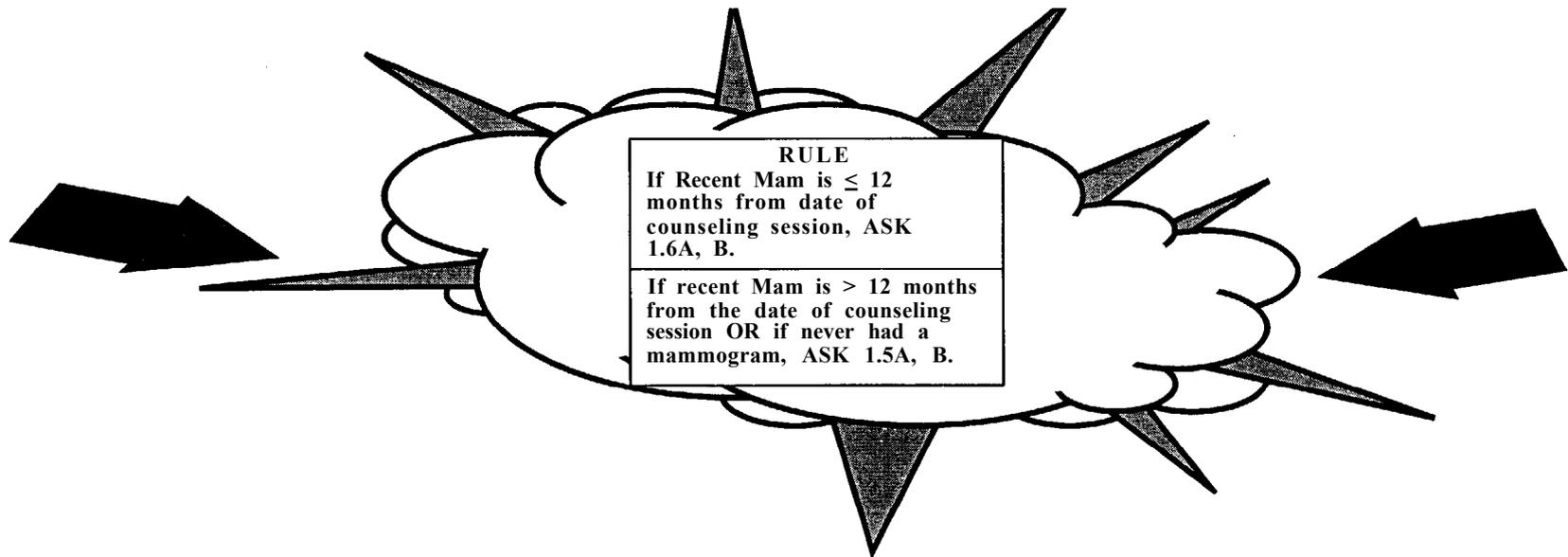
****Date of recent is \leq 24 ms. from date of counseling session AND:***

-Date of prior is > 24 ms. from date of recent, don't know or refuse to give prior date, ASK (1.5A, B OR 1.6A, B) AND 1.7A, B THEN go to STAGE E

-Date of prior is \leq 24 ms. from date of recent, ASK (1.5A, B OR 1.6A, B) AND 1.7A, B THEN go to STAGE F

PLEASE NOTE ➡ FOR THE STAGE TO BE CONTEMPLATION/DOCTOR DEPENDENT, THE WOMAN MUST CURRENTLY BE ON SCHEDULE AND IS DEPENDING ON HER DOCTOR TO TELL HER WHEN TO HAVE ANOTHER MAMMOGRAM. WHEN REFERS TO "ASK (1.5A, B OR 1.6A, B)", YOU MUST SEE RULES OF INTENTIONS TO DETERMINE WHICH QUESTIONS TO ASK.

INTENTIONS



1.5A Are you thinking about having a mammogram within the next 3 months?

Yes NO Refuse Don't Know

If the answer is NO, REFUSE or DON'T KNOW then go to question 1.7A, B. If the answer is YES, then go to question 1.5B.

1.5B Are you definitely planning on having a mammogram within the next 3 months?

Yes No Refuse Don't Know

☛ Go to question 1.7A, B.

1.6A Are you thinking about having another mammogram about 1 year after your most recent?

Yes No Refuse Don't Know

If the answer is NO, REFUSE or DON'T KNOW, then go to question 1.7A, B. If the answer is YES, then go to question 1.6B.

1.6B Are you definitely planning on having a mammogram about 1 year after your most recent?

Yes No Refuse Don't Know

☛ Go to question 1.7A, B.

1.7A Do you have an appointment for a mammogram?

Yes

No

Refuse

Don't Know

If the answer is NO, REFUSE or DON'T KNOW, then go to staging for appropriate script message.

If the answer is YES, then go to question 1.7B.

1.7B What is the date of this appointment?

Month ____

Day ____

Year ____

Month, Day

97=Refuse

98=Don't Know

Year

9997=Refuse

9998=Don't Know

☛ *Go to staging for appropriate script message.*

STAGING

STAGE A: WOMEN WHO HAVE NEVER HAD A MAMMOGRAM OR (REFUSE/DON'T KNOW) IF EVER HAD ONE

| | |
|--|---|
| <p>PRECONTEMPLATION</p> <p><i>Refuse/Don't Know/Not thinking (Question 1.5A)</i> <i>AND</i> <i>No/Refuse/Don't Know appointment (Question 1.7A)</i></p> | <p>Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. I hope you will consider having a mammogram soon. Have you ever thought about having a mammogram? <i>If YES, GO TO BARRIERS</i> <i>If NO, respond using BARRIER "Never thought about it", then continue with other BARRIERS</i></p> |
| <p>CONTEMPLATION</p> <p><i>Thinking/Planning (Question 1.5A, B)</i> <i>AND</i> <i>No/Refuse/Don't Know appointment (Question 1.7A)</i></p> | <p>It's good that you are (thinking about/planning on) having a mammogram. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. Since you've never had a mammogram, do you have any questions about what to expect, or any concerns? <i>If YES, describe procedure and/or address concerns, then continue</i> <i>If NO, continue</i> Why don't you call today for an appointment, before you forget? <i>GO TO BARRIERS</i></p> |
| <p>PREPARATION</p> <p><i>Refuse/Don't know/Not thinking/Thinking/Planning (Question 1.5A, B)</i> <i>AND</i> <i>Has an appointment (Question 1.7A)</i></p> | <p>It's good that you have made an appointment to get a mammogram. It's important to keep your appointment. Is there anything that might get in the way of keeping your appointment? <i>If YES, respond using appropriate BARRIERS, then continue with other BARRIERS</i> <i>If NO, GO TO BARRIERS</i></p> <p>Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. Since you've never had a mammogram, do you have any questions about what to expect, or any concerns? <i>If YES, describe procedure and/or address concerns, then continue</i> <i>If NO, continue</i></p> |

STAGE B: WOMEN WITH ONLY ONE MAMMOGRAM OR (REFUSE/DON'T KNOW) IF HAD MORE THAN ONE

**MOST RECENT MAMMOGRAM IS > 24 MONTHS FROM DATE OF COUNSELING SESSION
OR
(REFUSE/DON'T KNOW) DATE OF MEMMOGRAM**

RELAPSE

Refuse/Don't know/Not thinking (Question 1.5A, B)

The fact that you have had a mammogram before is really great. But it looks like you are not on a regular schedule. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
I hope you will call for your appointment very soon. *GO TO BARRIERS*

CONTEMPLATION

*Thinking/Planning (Question 1.5A, B)
AND
No/Refuse/Don't Know appointment (Question 1.7A)*

The fact that you have had a mammogram before and are (thinking about/planning on) having another mammogram is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
Don't forget to make your appointment. It might be a good idea to make a note so you don't forget. *GO TO BARRIERS*

PREPARATION

*Thinking/Planning (Question 1.5A, B)
AND
Has an appointment (Question 1.7A)*

The fact that you have had a mammogram before is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. It's good that you have made an appointment to get a mammogram. It's important to keep your appointment. Is there anything that might get in the way of keeping your appointment?
*If YES, respond using appropriate BARRIERS, then continue with other BARRIERS
If NO, GO TO BARRIERS*

STAGE C: WOMEN WITH ONLY ONE MAMMOGRAM

RECENT MAMMOGRAM \leq 24 MONTHS FROM DATE OF COUNSELING SESSION

| | |
|---|---|
| <p>RELAPSE RISK</p> <p><i>Refuse/Don't know/Not thinking/Thinking (Question 1.5A, B or 1.6A, B) AND No/Refuse/Don't Know appointment (Question 1.7A)</i></p> | <p>The fact that you have had a mammogram before is really great. We are concerned that you could get off schedule. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.</p> <p>I hope you will consider having another mammogram soon. <i>GO TO BARRIERS</i></p> |
| <p>ACTION</p> <p><i>Planning (Question 1.5A, B or 1.6A, B)</i></p> | <p>The fact that you have had a mammogram before and are planning on having another mammogram is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.</p> <p>Be sure to have another mammogram when you are due. You'll want to make an appointment a few months before that. <i>GO TO BARRIERS</i></p> |
| <p>ACTION</p> <p><i>Refuse/Don't know/Not thinking/Thinking (Question 1.5A, B or 1.6A, B) AND Has an appointment (Question 1.7A)</i></p> | <p>The fact that you have had a mammogram before is really great. Having regular mammograms and a yearly breast exam are the best ways to find breast cancer early. It's good that you have made an appointment to get another mammogram. It's important to keep your appointment. Is there anything that might get in the way of keeping your appointment?</p> <p><i>If YES, respond using appropriate BARRIERS, then continue with other BARRIERS If NO, GO TO BARRIERS</i></p> |
| <p>CONTEMPLATION/ DOCTOR DEPENDENT</p> <p><i>Don't know - it depends if the doctor tells her (Question 1.5A, B or 1.6A, B)</i></p> | <p>It's good that you will have a mammogram if your doctor tells you. If your doctor forgets to bring it up, he/she will probably appreciate it if you ask. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. <i>GO TO BARRIERS</i></p> |

STAGE D: WOMEN WITH > 1 MAMMOGRAM

RECENT MAMMOGRAM > 24 MONTHS FROM DATE OF COUNSELING SESSION & PRIOR ≤ 24 MONTHS FROM DATE OF RECENT
OR
RECENT MAMMOGRAM > 24 MONTHS FROM DATE OF COUNSELING SESSION & PRIOR > 24 MONTHS FROM DATE OF RECENT
OR
RECENT MAMMOGRAM > 24 MONTHS FROM DATE OF COUNSELING SESSION & (REFUSE/DON'T KNOW) DATE OF PRIOR)
OR
(REFUSE/DON'T KNOW) DATE OF RECENT MAMMOGRAM & PRIOR ≤ 48 MONTHS FROM DATE OF COUNSELING SESSION
OR
(REFUSE/DON'T KNOW) DATE OF RECENT MAMMOGRAM & PRIOR > 48 MONTHS FROM DATE OF COUNSELING SESSION
OR
(REFUSE/DON'T KNOW) DATE OF RECENT MAMMOGRAM & (REFUSE/DON'T KNOW) DATE OF PRIOR

RELAPSE

Refuse/Don't know/Not thinking (Question 1.5A, B)

The fact that you have had mammograms before is really great. But it looks like you are not on a regular schedule. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
I hope you will call for your appointment very soon. *GO TO BARRIERS*

CONTEMPLATION

Thinking/Planning (Question 1.5A, B)
AND
No/Refuse/Don't Know appointment (Question 1.7A)

The fact that you have had mammograms before and are (thinking about/planning on) having another mammogram is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
Don't forget to make your appointment. It might be a good idea to make a note so you don't forget. *GO TO BARRIERS*

PREPARATION

Thinking/Planning (Question 1.5A, B)
AND
Has an appointment (Question 1.7A)

The fact that you have had mammograms before is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
It's good that you have made an appointment to get a mammogram. It's important to keep your appointment. Is there anything that might get in the way of keeping your appointment?
If YES, respond using appropriate BARRIERS, then continue with other BARRIERS
If NO, GO TO BARRIERS

STAGE E: WOMEN WITH > 1 MAMMOGRAM

**RECENT MAMMOGRAM ≤ 24 MONTHS FROM DATE OF COUNSELING SESSION & PRIOR MAMMOGRAM > 24 MONTHS FROM RECENT
OR
RECENT MAMMOGRAM ≤ 24 MONTHS FROM DATE OF COUNSELING SESSION & (REFUSE/DON'T KNOW) DATE OF PRIOR**

RELAPSE RISK

*Refuse/Don't know/Not thinking/Thinking (Question 1.5A, B or 1.6A, B)
AND
No/Refuse/Don't Know appointment (Question 1.7A)*

The fact that you have had mammograms before is really great. We are concerned that you could get off schedule. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. I hope you will consider having another mammogram soon.
GO TO BARRIERS

ACTION

Planning (Question 1.5A, B or 1.6A, B)

The fact that you have had mammograms before and are planning on having another mammogram is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
Be sure to have another mammogram when you are due. You'll want to make an appointment a few months before that. *GO TO BARRIERS*

ACTION

*Refuse/Don't know/Not thinking/Thinking (Question 1.5A, B or 1.6A, B)
AND
Has an appointment (Question 1.7A)*

The fact that you have had mammograms before is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.
It's good that you have made an appointment to get a mammogram. It's important to keep your appointment. Is there anything that might get in the way of keeping your appointment?
*If YES, respond using appropriate BARRIERS, then continue with other BARRIERS
If NO, GO TO BARRIERS*

**CONTEMPLATION/
DOCTOR DEPENDENT**

*Don't know - it depends if the doctor tells her
(Question 1.5A, B or 1.6A, B)*

It's good that you will have a mammogram if your doctor tells you. If your doctor forgets to bring it up, he/she will probably appreciate it if you ask. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. *GO TO BARRIERS*

STAGE F: WOMEN WITH > 1 MAMMOGRAM

RECENT MAMMOGRAM ≤ 24 MONTHS FROM DATE OF COUNSELING SESSION & PRIOR #24 MONTHS FROM DATE OF RECENT

| | |
|---|---|
| <p>RELAPSE RISK</p> <p><i>Refuse/Don't know/Not thinking/Thinking (Question 1.5A, B or 1.6A, B)</i> <i>AND</i> <i>No/Refuse/Don't Know appointment (Question 1.7A)</i></p> | <p>The fact that you have had mammograms before is really great. We are concerned that you could get off schedule. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.</p> <p>I hope you will consider having another mammogram soon. <i>GO TO BARRIERS</i></p> |
| <p>MAINTENANCE</p> <p><i>Planning on (Question 1.5A, B or 1.6A, B)</i></p> | <p>It's great that you have had your mammograms on schedule and are planning on having another mammogram. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.</p> <p>Be sure to have another mammogram when you are due. You'll want to make an appointment a few months before that. <i>GO TO BARRIERS</i></p> |
| <p>MAINTENANCE</p> <p><i>Refuse/Don't know/Not thinking/Thinking (Question 1.5A, B or 1.6A, B)</i> <i>AND</i> <i>Has an appointment (Question 1.7A)</i></p> | <p>The fact that you have had mammograms before is really great. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.</p> <p>It's good that you have made an appointment to get a mammogram. Is there anything that might get in the way of keeping your appointment?</p> <p><i>If YES, respond using appropriate BARRIERS, then continue with other BARRIERS</i> <i>If NO, GO TO BARRIERS</i></p> |
| <p>CONTEMPLATION/ DOCTOR DEPENDENT</p> <p><i>Don't know - it depends if the doctor tells her (Question 1.5A, B or 1.6A, B)</i></p> | <p>It's good that you will have a mammogram if your doctor tells you. If your doctor forgets to bring it up, he/she will probably appreciate it if you ask. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early. <i>GO TO BARRIERS</i></p> |

BARRIERS

**2.1 ARE THERE ANY PARTICULAR REASONS OR CONCERNS THAT HAVE KEPT YOU FROM HAVING A MAMMOGRAM, OR
COULD KEEP YOU FROM HAVING A MAMMOGRAM IN THE FUTURE?**

If YES,

Respond using appropriate barrier responses

If NO,

SEE BARRIER 54: NO BARRIERS

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Barrier 1: Afraid of finding breast cancer

Counseling Guidelines

If she is worried about finding out that she has breast cancer...

Suggested Counselor Responses

If it turns out that your mammogram has found breast cancer, it is likely that it has been caught at an early stage, when it has an excellent chance of being cured and you have more choices about treatment. In fact, about 9 out of 10 women whose breast cancer is found early will be cured.

The sooner you find breast cancer, the more likely the treatment can be simpler, easier, and less hassle than if you wait. A mammogram can find breast cancer as much as 1 and 1/2 to 2 years before it can be felt, giving that much of a head start in treating it.

Barrier 2: Afraid of losing breast(s)

Counseling Guidelines

“I’m afraid I might have to lose my breast(s).”

Suggested Counselor Responses

Having breast cancer does not always mean you’ll have to lose your breast. In fact today, most women with breast cancer are given the choice of surgery that saves the breast. The kinds of treatment that might be recommended depend upon many things. A lumpectomy, which involves taking out only the part of the breast with cancer is a breast- saving treatment that can be very effective if breast cancer is found early.

Most women who have to have a breast removed can have plastic surgery to rebuild the breast.

Remember, having regular mammograms is the best way to find breast cancer early. And, that often means more choices about how it is treated.

Barrier 3: Afraid of losing hair

Counseling Guidelines

“I'm afraid I might lose my hair from the treatment.”

Suggested Counselor Responses

Some kinds of chemotherapy (drugs) that are used to kill breast cancer cells also may cause hair loss. The hair loss is temporary--it will grow back once the treatment is over.

Remember, though, the earlier breast cancer is found, the more choices there are about treating it. And, it may not be necessary to use chemotherapy. The best way to find breast cancer early is to have regular mammograms. Chances are, if you have a mammogram, you'll learn that you are fine.

| Barrier 4: Anxiety (General - Nervous) | |
|---|---|
| Counseling Guidelines | Suggested Counselor Responses |
| <p>“I’m a little nervous about having a mammogram.” Help her identify why she is anxious/nervous. As she talks, she may identify some of the common concerns about mammography, e.g., pain, radiation, worry about finding something.</p> | <p>What do you think it might be about having a mammogram that makes you nervous? <i>If she says fear of pain, radiation, or worry about finding something abnormal, use barrier responses.</i></p> |
| <p>If she has never had a mammogram, find out if she is nervous about it (the procedure) because of not knowing what to expect or things she has heard other women say about it.</p> | <p>When we were talking earlier, you mentioned that you have never had a mammogram. I’m wondering if you have some questions about what it’s like to have a mammogram? Have you ever seen a video or picture of a woman having a mammogram? What have you heard other women who have had a mammogram say about what it was like? Perhaps it would help if I tell you what happens when you have a mammogram. The mammography technologist, who is a woman, will ask you to take everything off from the waist up and to put on a hospital gown that opens in the front. Then, she will take you into the room for your mammogram. At first, you will stand next to the mammography machine and the technologist will place your breast between two plastic plates, which will be pressed together to flatten your breast as much as possible. Although this may be a little uncomfortable, the squeeze (compression) usually lasts for only about 2 minute. It’s needed to get a picture of as much of the breast as possible with as little radiation as possible. A total of 4 x-ray pictures will be made, two of each breast--one from the top to the bottom of the breast and the other from the sides of the breast. After the technologist has finished taking your mammogram, she will ask you to wait while she develops and checks the films to make sure they came out well. Your mammogram will then be read by a radiologist, who is a doctor with specialized training in reading x-rays and mammograms. The results will be sent to your doctor who will let you know the results. In some cases, you may find out the result of your mammogram before you leave. In most cases, you will not get the results until later. Ask the mammography facility or your doctor how and when you will find out the result of your mammogram.</p> |
| <p>If she has had a mammogram, try to find out whether there was something about her last mammogram that is making her nervous.</p> | <p>You mentioned earlier that you have had a mammogram. What was that like for you? <i>If she says she had a painful experience, an abnormal mammogram, etc..., go to barrier responses. (Pain/Discomfort, worried about an abnormal result, etc...).</i></p> |

| Barrier 5: Care giving duties intergere | |
|---|---|
| Counseling Guidelines | Suggested Counselor Responses |
| Find out why she says she doesn't have the time. Is it because of her family or caretaking responsibilities? | Most of us these days lead very busy lives. Is there anything in particular that is making your life busier than normal? |
| If care giving duties are the problem, suggest she find someone to help her so that she can have the mammogram, and give the message that she needs to take care of herself so that she can continue to care for those who depend upon her. | Who might be able to take care of _____ for the time it will take you to have a mammogram? Having a mammogram is something you need to do for yourself so that you can continue to take care of those who depend on you. A mammogram can find breast cancer 1 and 1/2 to 2 years before it can be felt. That is early--when it has an excellent chance of being cured and when you might have more choices about your treatment. |
| Give facts. Help her see that the advantages of having a mammogram outweigh the hassles of juggling her schedule, etc..., to make time for the mammogram. | The mammogram itself usually only takes about 30 minutes from the time you walk into the facility until the time you walk out. That really isn't very much time, especially when you consider that a mammogram could save your life. |
| Finally, ask if she has some specific concerns about mammography. | In addition to being busy, are there some concerns or questions you have about mammography? <i>If so, address using barrier responses.</i> |

| Barrier 6: Concerned About Radiation | |
|---|--|
| Counseling Guidelines | Suggested Counselor Responses |
| <p data-bbox="87 237 1066 305">“I’ve had a lot of x-rays in my life... I don’t want to expose myself to any unnecessary radiation.”</p> <p data-bbox="80 354 1042 422">Find out what she has heard or read about the amount of radiation exposure received during a mammogram.</p> | <p data-bbox="1144 354 2017 422">What have you heard or read about how much radiation a woman is exposed to during a mammogram?</p> |
| <p data-bbox="80 456 1027 524">Give factual information about the radiation she will be exposed to during mammography, e.g. improved technology and equipment.</p> | <p data-bbox="1144 456 2055 638">When mammography was first used, over 20 years ago, the amount of radiation used for taking the mammogram was much higher than it is today. Today the amount of radiation used in taking a mammogram is very small (0.1-0.8 rads). In fact, your risk of getting breast cancer because of having had mammograms is one in a million.</p> <p data-bbox="1144 683 1847 711"><i>Use only if woman seems to have additional concerns:</i></p> <p data-bbox="1144 721 2076 862">Mammography machines are set so that the smallest amount of radiation is used. Facilities that are accredited by the American College of Radiology are checked often to make sure that the lowest amount of radiation possible is used.</p> <p data-bbox="1144 872 2059 1013">The risk from mammography is also extremely small when compared with other risks encountered in everyday life. The lifetime risk (of death) would be about the same as the risks involved in traveling 2,500 miles by plane or 220 miles by car.</p> |
| <p data-bbox="87 1052 1104 1120">Emphasize the message that the benefits of having a mammogram far outweigh the tiny risk associated with radiation.</p> | <p data-bbox="1144 1052 2066 1230">Experts agree that in women over 50, the benefits of mammography far outweigh the risks due to radiation. A mammogram can find breast cancer about 1 and 1/2 to 2 years before it can be felt. This is when it is in the early stages--when it has an excellent chance of being cured and when you have more choices about the treatment.</p> |

Barrier 7: Confusion Regarding Guidelines

| Counseling Guidelines | Suggested Counselor Responses |
|---|---|
| <p>“I used to hear that women 50 and older should have a mammogram every year. Now I hear some say it’s every 2 years.”</p> <p>Reflect woman’s concerns Clarify misconceptions Praise for taking desired action</p> <p>Find out what she understands the guidelines to currently be/the controversy to be.</p> | <p><i>If Kaiser member:</i> Experts agree that routine screening mammograms can save the lives of many women aged 50 and over. At Kaiser, the doctors advise yearly mammograms for women aged 50 and older.</p> <p><i>If Non-Kaiser member:</i> Experts agree that routine screening mammograms can save the lives of many women aged 50 and over. Most doctor in the U.S. advise women aged 50 and older to get mammograms every year.</p> |
| <p>“I hear that mammograms aren’t needed for women in their 40’s.”</p> | <p>Please keep in mind that all medical organizations agree that women aged 50 and over need regular mammograms. Most advise yearly mammograms. There is no disagreement about the nature of mammograms for women in their 50’s.</p> |

Barrier 9: Current Illness

| Counseling Guidelines | Suggested Counselor Responses |
|--|---|
| <p>If medical... Show understanding for her problem(s).</p> <p>If appropriate, give message about the importance of mammography.</p> | <p>I'm sorry to hear that you're not feeling well...that you're <i>(describe what the woman tells you)</i>.</p> <p>I hope you'll make an appointment to have a mammogram when you're feeling better. Having a mammogram is very important because it can help you find a problem--breast cancer--early, giving you a 1 to 2 year head start on treating it. Finding it early greatly increases your chances of a cure and often means that you have choices about the kind of treatment you can have.</p> |
| <p>If you are unsure about her medical status, suggest that she talk to her doctor about having a mammogram. If her problem(s) seems very temporary, e.g., flu or recovering from surgery, suggest she think about having a mammogram when she feels better.</p> | <p>I'm very sorry to hear about the hard time you're having right now and I hope things will start getting better for you very soon. When you feel better, you might want to talk with your doctor about a breast cancer screening program that is right for you.</p> |

| Barrier 10: Didn't get around to it | |
|--|---|
| Counseling Guidelines | Suggested Counselor Responses |
| Find out why she has not gotten around to it. Is it because of her family...job...caretaking responsibilities...recent personal/family crises...transportation time to the closest facility? | Most of us these days lead very busy lives. Is there anything in particular that is making your life busier than normal? <i>If so, address using barrier responses.</i> |
| If she had an appointment, but had to cancel it, or has been intending to make an appointment, but put it off.. Reinforce intention to have a mammogram. Help her develop a concrete, immediate plan for making the appointment for her mammogram, i.e., what will she do to make sure she makes it and keeps it. For example, she might pencil it in on her calendar. | I'm happy to hear you have been planning to have a mammogram. We all get busy and it is easy to forget to call to make an appointment. Do you have the number for a (Kaiser) mammography facility? <i>If so, suggest she make a note to herself there along with the phone number. If not, give her a number to call if she is a Kaiser member. If a non-Kaiser member, suggest she call her doctor or health care organization for a list of facilities and phone numbers. Help her come up with a way to remind herself about the appointment.</i> So you don't forget, why don't you call the mammography facility or your doctor about an appointment when we are finished talking? The advice nurses for Kaiser are there to answer your questions from 7am-9pm - 7 days a week. And you can schedule appointments up to 6 weeks in advance. The clinics close at 5:00pm. <i>Give telephone number for the call center if needed.</i> |
| If situation seems time-limited, suggest she make the appointment now for a time when she will be less busy. | We all have a way of putting things off. Just so you don't forget, when we are finished talking, why don't you call your mammography facility or your doctor about an appointment for a time when you will be less busy? The advice nurses for Kaiser are there to answer your questions from 7am-9pm - 7 days a week. And you can schedule appointments up to 6 weeks in advance. The clinics close at 5:00pm. <i>Give telephone number for the call center if needed.</i> |
| Give facts. Help her see that the advantages of having a mammogram outweigh the hassles of juggling her schedule, etc..., to make time for the mammogram. | The mammogram itself usually only takes about 30 minutes from the time you walk into the facility until the time you walk out. That really isn't very much time, especially when you consider that a mammogram could save your life. |
| If the mammography facility's hours are a problem, suggest the woman call to find out about evening and/or weekend hours. | <i>Not available in NC Kaiser facilities. Encourage her to call other facilities if non-Kaiser member.</i> |
| Finally, ask if she has some specific concerns about mammography. | In addition to being busy, are there some concerns or questions you have about mammography? <i>If so, address using barrier responses.</i> |

Barrier 11: Dislikes Specific Doctor/Provider**Counseling Guidelines**

If she doesn't like the doctor she usually sees, it may be appropriate to suggest she find another doctor.

Suggested Counselor Responses

Have you thought about going to another clinic or going to see another doctor? You might feel better with someone else.

Barrier 12: Doctor/Provider Does CBE (Clinical Breast Exam)

Counseling Guidelines

“My doctor examines my breasts for me every year when I go for a check-up and that’s enough.”

Reinforce the importance of both a mammogram and a CBE.

Suggested Counselor Responses

Having a yearly breast exam by a health professional is important but so is mammography. You need both mammograms and exams by a doctor. Mammograms can find most breast cancers about 1 and 1/2 to 2 years before either you or your doctor can feel a lump. A mammogram can see the breast cancer as small as the size of the head on a straight pin; a breast exam can’t usually feel the cancer until it’s grown to the size of a pea. The smaller the breast cancer is when it’s found, the greater the chances that it can be cured. Breast exams also are needed because they act as a check on the mammogram. You need regular mammograms, a yearly breast exam by your doctor, and a monthly BSE to protect yourself against breast cancer.

Barrier 13: Doctor/Provider Never Recommended

Counseling Guidelines

“My doctor never said anything about having a mammogram.”
“My doctor has not talked to me about getting a mammogram recently.”

Find out whether or not she has a doctor she usually sees for her health care.

It could be that the woman’s doctor has not told her to get a mammogram because he/she forgets due to the woman’s other medical problems.

Emphasize woman’s need to take care of herself.

Encourage the woman to ask her doctor about mammograms.

Find out if she needs help practicing how to ask her doctor about a mammogram.

Suggested Counselor Responses

Do you have a doctor or clinic where you go when you have health problems or want a check-up?

If she has a regular doctor: When did you last a doctor for a regular check-up? Did he/she suggest you get a mammogram?

If check-up within past year: Don’t assume that just because your doctor hasn’t told you to have a mammogram, he or she doesn’t believe it’s important. Studies have found that most doctors say they recommend regular mammograms for their women patients 50 years of age and over. It might have slipped your doctor’s mind in the past to talk to you about it-particularly if you had some other medical problems. You should call your doctor’s office and speak to the secretary or the nurse about sending you a mammogram referral, or call the advice nurse at Kaiser. If you’d prefer, you could always talk to your doctor about it too. Most doctors appreciate being reminded about their patients’ need for mammograms. How do you feel about doing this? When do you think you might be able to do this?

If no check-up within past year: Since it has been more than a year since your last check-up, it would be a good idea for you to make an appointment with your doctor anyhow. At that time, he/she can examine your breasts, which you need to have done every year, and you can talk with your doctor about having a mammogram. Even if your doctor doesn’t bring up the subject of mammography, you should. It might have slipped your doctor’s mind in the past to talk to you about it, particularly if you had some other medical problems.

If she does not have a regular doctor: *Discussion should focus on obtaining routine care in her specific setting.*

If her doctor recommends mammograms every other year and she is a Kaiser member with no major health problems:

You may want to check with your doctor again regarding his/her mammography recommendations. At Kaiser, the doctors advise yearly mammograms for women aged 50 and older.

| Barrier 14: Does own BSE (Breast Self Exam) | |
|--|---|
| Counseling Guidelines | Suggested Counselor Responses |
| <p>“I examine my breasts myself regularly.”</p> <p>Give the message that while breast self-examination is important, mammograms find breast cancer earlier.</p> | <p>Examining your breasts yourself and your doctor’s examination of your breasts are very important but mammograms can find most breast cancers about 1 and 1/2 to 2 years before either you or your doctor can feel a lump. A mammogram can see the breast cancer as small as the size of the head on a straight pin; a self breast exam can’t usually feel the cancer until it’s grown to the size of a pea. The smaller the breast cancer is when it’s found, the greater the chances that it can be cured. You need regular mammograms, a yearly breast exam by your doctor, and a monthly BSE to protect yourself against breast cancer.</p> |
| <p>“I do a BSE every day.”</p> | <p>It’s really best to do a BSE only once a month. That way you’re most likely to find something that’s changed. We tend not to notice small changes in things we see every day.</p> <p>Many people mention seeing a family member every day and not noticing that they have changed. Then, an out-of-town relative visits and immediately notices a difference.</p> |
| <p>The best time to do a BSE:</p> | <p>The best time to do a BSE if you still have periods is a few days after your period ends. If your periods have stopped, just pick a regular day you can remember every month.</p> |

Barrier 15: Doesn't know purpose of mammograms

| Counseling Guidelines | Suggested Counselor Responses |
|--|--|
| The purpose of a mammogram: | The purpose of a mammogram is to find breast cancer early, before it spreads outside the breast and before there are any symptoms. When breast cancer is found early, women have more choices about the kind of treatment they receive and they have an excellent chance of being cured. Nine out of ten women with early breast cancer will be cured. |
| If necessary, describe the procedure itself. | <i>If she wants want to know more about what it's like to have a mammogram, use the mammography procedure description under Suggested Counselor Responses for Barrier 4: Anxiety (General - Nervous).</i> |

Barrier 16: Doesn't know who needs mammograms

| Counseling Guidelines | Suggested Counselor Responses |
|--|---|
| Who needs mammograms? | All women 50 and older need to have regular mammograms. That is because as women get older, their chances of getting breast cancer are greater. Mammograms are very important for women 50 and older because they can find breast cancers early - often 1 and 1/2 to 2 years before there are any symptoms. |
| If necessary, describe the procedure itself. | <i>If she wants want to know more about what it's like to have a mammogram, use the mammography procedure description under Suggested Counselor Responses for Barrier 4: Anxiety (General - Nervous).</i> |

Barrier 17: Doesn't like to go to doctors/providers

Counseling Guidelines

Find out if there is a reason she does not like to go to doctors.

Listen carefully and show empathy.

If she expresses the idea, **“I only go to doctors when I’m really sick.”**, then point out the value of mammograms.

Suggested Counselor Responses/Questions

Is there a reason why you don’t like going to the doctor?

You’re not alone in feeling that way. Many women feel the way you do. Since you don’t like going to doctors, taking good care of yourself and finding little problems before they become big problems is very important. If you don’t find problems when they are small, they will need a lot more time and attention and even more visits to the doctor. That’s one reason why getting mammograms is so important. (It’s just like taking care of a car or a house.)

Barrier 18: Doesn't think she'll get breast cancer

| Counseling Guidelines | Suggested Counselor Responses |
|---|--|
| <p>“I don’t think I’m going to get breast cancer.”</p> | <p>Can you tell me more about why you don’t think you’ll get breast cancer? I’ve talked to some women who think that. But the fact is there is no way to tell who will get breast cancer. No woman is immune. We do know that 1 out of 8 women will get breast cancer sometime by the time they are 85. And, most breast cancer occurs in women 50 and older.</p> <p>Have you ever heard that? (Did you know that?) About 9 out of 10 women who get breast cancer can be cured, IF their breast cancer is found early before it has a chance to spread outside the breast to other parts of the body.</p> <p>Mammograms can find the most early breast cancers--often as much as 1 and 1/2 to 2 years before they can be felt. Breast cancer small enough that it can only be seen on a mammogram usually has not had a chance to spread. And, it has an excellent chance of being cured.</p> <p>That’s why mammograms are so important--particularly for women aged 50 and older.</p> |

Barrier 19: Doesn't want to know

Counseling Guidelines

“If I have breast cancer I don’t want to know anyhow.”

Suggested Counselor Responses

Maybe you think you would rather not know if you have breast cancer. Maybe you prefer not to deal with the hassle that may come with breast cancer treatment. Some women feel that as long as they feel fine they don’t want to look for trouble. Other women say something else, which is very true: **If you have cancer, you’ll find out eventually, so why not know now, when you can do more about it.** That way, you’d also be more in control. Unless you have regular mammograms, you don’t know your breasts are “in trouble” until you start having symptoms such as a lump, discharge, or dimpling of the breast--which might be signs of breast cancer. It’s better to find breast cancer before there are any symptoms. Breast cancer does not go away on its own. When breast cancer is present and is found by a mammogram, you sometimes have as much as a 1 and 1/2 to 2 year head start on treating it. Breast cancer that is found early has an excellent chance of being cured. And, the sooner you do something about breast cancer, the more likely the treatment can be simpler, easier, and less hassle than if you wait.

Barrier 20: If it ain't broke, don't fix it

Counseling Guidelines

“I believe if it ain’t broke, don’t fix it.”

Suggested Counselor Responses

In the case of breast cancer, it’s not always easy to tell whether or not something is broken, that is, whether or not you have breast cancer. Women can have breast cancer without having any symptoms or feeling ill. A mammogram can find breast cancer as much as 1 and 1/2 to 2 years before there are any symptoms. And, it has an excellent chance of being cured. That’s why mammograms are so important--particularly for women 50 and older.

Barrier 21: Embarrassed about CBE (Clinical Breast Exam)

Counseling Guidelines

If the problem is going to a doctor for the mammogram referral and/or embarrassment about having a breast exam:

Suggested Counselor Responses

You may not be able to get a mammogram referral without going to see your doctor. Having a yearly breast examination, in addition to regular mammograms, is very important and many doctors like to do this before their patients go for a mammogram.

If Kaiser member:

Call the advice nurse at Kaiser to ask whether you can schedule your mammogram first. If you've had your breasts checked in the last year, usually you can do this. The advice nurses for Kaiser are there to answer your questions from 7am-9pm - 7 days a week. And you can schedule appointments up to 6 weeks in advance. The clinics close at 5:00pm.

Give telephone number for the call center if needed.

Would you feel better if your breast exam was done by a woman doctor or nurse? If so, this is something you might look into.

Barrier 22: Embarrassed about mammogram

Counseling Guidelines

If embarrassment about having the mammogram is the issue:

Suggested Counselor Responses

Some women say they would feel embarrassed about having a mammogram. But keep in mind that all the technologists who do mammograms are women and most are sensitive to women's concerns about the procedure. Since you'll only have to take off the clothing above your waist during the mammogram, you might want to wear pants or a skirt rather than a dress. (That way the rest of you will be covered.) Most women say that once they went, it wasn't embarrassing.

Barrier 23: Facility hours are limited

Counseling Guidelines

If the mammography facility's hours are a problem, suggest the woman call to find out about evening and/or weekend hours.

If she is having problems getting a mammogram due to a conflict with her schedule (work, etc...) and the facility hours, give her positive feedback. Suggest ways she can fit getting a mammogram into her schedule. Help her see that the advantages of having a mammogram outweigh the hassles of juggling her schedule, etc..., to make time for the mammogram.

If she is a Kaiser member:

If the problem is scheduling an appointment, since Kaiser only allows their members to call 6 weeks prior to the time they wish to schedule it:

For West Raleigh radiology (includes members of New Bern Avenue and Cary):

Suggested Counselor Responses

Not available in NC Kaiser facilities. Encourage her to call other facilities if non-Kaiser member.

The mammogram itself usually only takes about 30 minutes from the time you walk into the facility until the time you walk out. That really isn't very much time, especially when you consider that a mammogram could save your life.

Kaiser is currently working on their scheduling procedures to allow members to call and schedule their appointments more than 6 weeks in advance. Until then, please make a note of when your next mammogram is due and begin calling the Kaiser facility 6 weeks prior to that date so you can get your mammogram on time.

If a member of the Community Physician Option: You should call your physician for information on the facilities designated for you to use.

The W. Raleigh radiology facility has a same day mammogram program. You can call Radiology at 881-5300. Kaiser is trying to make it as easy as possible to get a mammogram. If you do not use the W. Raleigh, New Bern Avenue or Cary facilities, contact yours to check on their programs.

Barrier 24: Family History of Breast Cancer

Counseling Guidelines

If there is anxiety about procedure related to **family history of breast cancer** and perhaps increased personal risk of breast cancer.

Encourage woman to talk about this concern with her doctor. (In view of her family history, her doctor may tell her to have mammograms more often.)

Give message about importance of mammography:

Suggested Counselor Responses/Questions

It is true that if other members in your family have had breast cancer, you may be more likely to get it than the average woman your age. You should discuss this with your doctor. Knowing your medical history, he/she may be able to give you more information about your risk of getting breast cancer. He/she can also tell you how often you should have a mammogram. Regular mammograms are even more important for women with a family history.

Having regular mammograms for any woman your age is so important because the risk of getting breast cancer increases with age for all women. A mammogram can find breast cancer often 1 and 1/2 to 2 years before it can be felt, and that means a 1 and 1/2 to 2 year head start on treating it. Breast cancer that is found early has an excellent chance of being cured.

Barrier 25: Forgot appointment

Counseling Guidelines

For Kaiser W. Raleigh office members:

For others:

Brainstorm with her ideas on how to keep track of appointments -- e.g. keep calendar, ask someone to remind her, write it on the refrigerator magnet we mailed them, etc....

Suggested Counselor Responses

The Kaiser W. Raleigh office will remind you about your next appointment. That way, you won't have to worry about forgetting.

Try to think of some ways you can keep track of your appointments -- e.g. keeping a calendar, asking someone to remind you, etc....
Also try calling your facility to see if they have a reminder system.

Barrier 26: Has Symptoms or is Having Problems with Breast(s)

Counseling Guidelines

If she has some breast symptoms, e.g. lump, discharge, etc... urge her to call her doctor right away!

Suggested Counselor Responses

The fact that you are having a breast problem(s) does not mean that you have cancer. Most breast problems aren't cancer. **But, you should have it checked out by your doctor right away.** You should call your doctor's office today, explain your problem, and make an appointment. About 8 out of 10 abnormal mammograms do not turn out to be cancer, but something like noncancerous tumors, cysts, or changes in the breast. These things are usually harmless and may not even require treatment.

Barrier 27: Knows nothing about mammograms

Counseling Guidelines

“What exactly is a mammogram?”

Explain what a mammogram is:

Additional info.:

Suggested Counselor Responses/Questions

A mammogram is an x-ray of the breast. The x-ray itself is taken by a technologist who has special training in doing mammograms. Usually, two pictures are taken of each breast--one from the top and one from the side. After the x-rays are developed, they are read by a doctor (a radiologist) whose specialty is reading x-rays and the results are sent to your regular doctor or health care center. How you will find out the results of your mammogram will depend upon the facility and your doctor. Be sure to ask your doctor or the place where you have your mammogram how you will find out your results.

In some cases, women are told the results of their mammogram at the time of their appointment. Others may be called by their doctor's office or receive a letter in the mail. Some women may have to call their doctor's office for the results.

Barrier 28: Looking for Trouble

| Counseling Guidelines | Suggested Counselor Responses |
|---|---|
| <p>“Having a mammogram just means looking for trouble.”</p> <p>Explain that breast cancer is one kind of trouble you DO want to look for while it is still early.</p> | <p>Some women do feel that having a mammogram is just looking for trouble. But, unless you have regular mammograms, you won't know that your breasts are “in trouble” until the trouble begins to show up in the form of symptoms, such as a lump, discharge, or dimpling of the breast. At that point, if you have breast cancer, it may have already spread outside your breast. After breast cancer starts to spread, it is much harder to control and to cure. It's much better to find breast cancer before there are any symptoms. In fact, you might say, it's much better to go looking for breast cancer, before it comes looking for you.</p> |
| <p>Point out value of having regular mammograms:</p> | <p>Having regular mammograms is the best way to find breast cancer early. They can often find breast cancer as much as 1 and 1/2 to 2 years before you or your doctor can feel a lump. Finding breast cancer that early gives you a 1 and 1/2 to 2 year head start on treatment and an excellent chance of being cured. In some situations, it may also mean you have choices about the kind of treatment you receive.</p> |

Barrier 29: Mastectomy (Single)

Counseling Guidelines

If had a single mastectomy:

Suggested Counselor Responses/Questions

Your breast health is very important. Even if you've had a single mastectomy, you still need a mammogram on the other breast. Please be sure to check with your doctor about the schedule you should follow for checkups each year. Ask your doctor for advice about breast health.
(Only if woman had breast cancer: This is especially important since you have had breast cancer.) Call your doctor if you need to schedule an appointment.

| Barrier 30: Never Thought About It | |
|---|--|
| Counseling Guidelines | Suggested Counselor Responses/Questions |
| Find out what the woman knows about mammography. Explain what a mammogram is if needed: | Have you heard or read anything about mammograms? A mammogram is an x-ray of the breast. Its purpose is to find breast cancer early before there are any symptoms. That's when the chances for cure are greatest and women have more choices about their treatment. |
| Find out if there is some particular reason the woman has never thought about having a mammogram. | Are there any reasons that come to mind about why you might not want to have a mammogram? <i>(If specific barriers are identified, go to those Counseling Guidelines and Responses).</i> |
| Give messages about why mammography is so important and encourage her think about it and talk to her doctor about it. Also encourage her to get more information - talk to friends, call Cancer Information Service at 1-800-4-CANCER, be open to media messages. | As women get older, they are more likely to get cancer. In fact, about 1 out of 8 women will get breast cancer sometime in their lives. And, the majority (75%) of breast cancer cases are in women over the age of 50. Mammograms can find breast cancer very early--often 1 and 1/2 to 2 years before it can be felt or before there are any symptoms. That's the reason why women aged 50 and older should have regular mammograms. Why don't you talk to your doctor about having a mammogram? You can also call the Cancer Information Service at 1-800-4-CANCER if you have any questions or concerns. |

Barrier 31: No Family History

Counseling Guidelines

“Breast cancer doesn’t run in my family”

Suggested Counselor Responses

Some women believe that they don’t need mammograms because no one in their family has had breast cancer. But, did you know that 3 out of 4 women who get breast cancer do not have a strong family history of breast cancer or other risk factors for breast cancer?* As women get older, their chances of getting breast cancer increase whether or not anyone in their family has had breast cancer. Most breast cancers occur in women aged 50 and older. That’s why it’s so important for them to have regular--to find breast cancer early, when it has an excellent chance of being cured and a woman has more choices about the way it is treated, The sooner you find breast cancer, the more likely the treatment can be simpler, easier, and less of a hassle than if you wait.

**Note to Counselor: ‘Strong’ family history means having a mother, sister, or daughter who had breast cancer before age 50.*

Barrier 32: No Doctor/Provider

Counseling Guidelines

Kaiser member:

Probe-Are you clear on the procedure for selecting a doctor?

Non-Kaiser member:

Suggested Counselor Responses

For Kaiser members, you are required to select a doctor at one of the Kaiser facilities. Your doctor will write a referral to radiology for a mammogram appointment.

If you are a member of the Community Physician Option, you are required to select a physician from a list of those participating through Kaiser. Once you have selected a physician, he/she will tell you which radiology facilities you can go to have a mammogram.

For more information call Member Services at 1-800-755-1925 or 403-4717 in the Triangle area.

Discussion should focus on obtaining routine care in her specific setting.

Barrier 33: No symptoms or Problems with breasts

Counselor Guidelines

Give the message that the purpose of a mammogram is to find breast cancer before there are any symptoms.

Suggested Counselor Responses

I'm glad to hear that you are not having any symptoms or problems. The purpose of a mammogram is to find breast cancer early--before a woman has symptoms. That's when there is the best chance for a cure. A mammogram can find breast cancer very early--about 1 and 1/2 to 2 years before it can be felt. The sooner you do something about breast cancer, the more likely the treatment can be simpler, easier, and less of a hassle than if you wait.

Barrier 34: Not Interested

| Counseling Guidelines | Suggested Counselor Responses/Questions |
|--|---|
| <p>Find out why she is not interested in having a mammogram. Probe for barriers. <i>(Go to barrier responses if mentioned)</i></p> | <p>Have you ever thought about having a/another mammogram? Are there any reasons that come to mind about why you might not want to have a mammogram? Has anyone you know ever had a mammogram? What did she have to say about it? Has your doctor ever talked with you about having a mammogram? What did he/she have to say about it?</p> |
| <p>If she does not mention any barriers, give some reasons other women have said about why they are not interested in mammography.</p> | <p>Some women have said that they were not interested in having a mammogram because they were concerned about the cost, being exposed to radiation, finding something abnormal, or they just didn't have the time. Do any of these things sound like you? <i>If barriers are noted, go to those responses. If not, continue with message below about the importance of mammography.</i></p> |
| <p>If there are no barriers mentioned, explain purpose for and importance of mammography.</p> | <p>As women get older, their chances of getting breast cancer increase. In fact, about 1 out of 9 women will be diagnosed with breast cancer before the age of 85. And, most of the breast cancer cases are in women over the age of 50. Mammograms can find breast cancer very early--often 1 and 1/2 to 2 years before it can be felt or before there are any symptoms. That's why Kaiser Permanente, the National Cancer Institute and several other medical organizations say that women aged 50 and older should have regular mammograms. When breast cancer is found early, it has an excellent chance of being cured and a woman often has more choices about the way it is treated.</p> |

Barrier 35: Not Necessary Due to Age

Counseling Guidelines

“I’m too old to worry about it...At my age, I don’t need to worry about breast cancer.”

Emphasize that the risk of breast cancer increases with age.

Suggested Counselor Responses

As women get older, their chances of getting breast cancer increase. The majority of breast cancer occurs in women over the age of 50 and about half the women with breast cancer are 65 years of age and older. Did you know that women are living much longer these days? On the average, a 65 year-old woman will live another 18 years, and a 75 year-old woman another 12 years. That’s why it’s so important for all women 50 and older to have regular mammograms. That is the best way to find breast cancer early, when the chances of it being cured are excellent and when women have more choices about treatment.

Barrier 36: One past mammogram is enough

Counseling Guidelines

If she believes that having one mammogram is enough:

Suggested Counselor Responses

I'm glad to hear that you have had a mammogram. That's a great start. But, in order to find breast cancer early, women need to have regular mammograms. Breast cancer can develop at any time. You need to have regular mammograms, so that you can find it as early as possible, if it does develop.

| Barrier 37: Pain/Discomfort from Mammogram | |
|---|--|
| Counseling Guidelines | Suggested Counselor Responses |
| <p>“I heard that a mammogram hurts.”</p> <p>Find out why the woman is worried about pain/discomfort. <i>(If mentions discomfort due to having large breasts, see Barrier 55)</i></p> <p>If she has never had a mammogram, what has she heard other women say about their mammograms?</p> | <p>Have you heard other women say their mammograms were painful?</p> |
| <p>If she has had a mammogram, is she worried because she had a bad experience?</p> | <p>If you have had a painful mammogram in the past, you might mention this to your technician so she can be more sensitive to you.</p> |
| <p>Explain why there is some discomfort with having a mammogram.</p> | <p>Some women do say that having a mammogram is uncomfortable - for just a few moments. That is because the breast must be squeezed (compressed) to an even thickness. This squeezing (compression) helps get a good picture of your breast and lowers the amount of radiation needed. Most women say the mammogram is not painful. In fact, most women we talk to say the mammogram didn't hurt like they thought it would. Thinking about it was worse than the mammogram.</p> |
| <p>Recommend scheduling at a time when breasts are likely to be less sensitive.</p> | <p>There are some things you might do to make the mammogram less uncomfortable. If you are still having periods, it is best to have the mammogram right after your period. Women taking hormones may also notice certain times of the month when their breasts are less tender and should have their mammogram during those times.</p> |
| <p>If she mentions having breast implants and is worried about pain/discomfort:</p> | <p>Special techniques must be used to image women with breast implants. It should not hurt. It is very important that the radiology center know ahead of time that you have implants.</p> |
| <p>In some cases, you might encourage the woman to go to a different mammography facility, if that is possible. This is a last ditch option!</p> | <p>Is there another facility in your area where you could go for your mammogram? You might think about going to another center. It might be a good idea to talk to your doctor to find out what he/she thinks about that. Your doctor can refer you to another facility for the mammogram.</p> |

Barrier 38: Questions Accuracy of Mammograms

Counselor Guidelines

“I know a woman who had breast cancer and the mammogram didn’t find it.”

“I heard that mammograms can make you think you have cancer when you don’t and you end up having a lot of unnecessary tests.”

Give information about the accuracy of mammograms.

For **mammograms don’t find every cancer...**

Suggested Counselor Responses

No medical test is perfect, but a mammogram can find about 80-85% of all breast cancers present at the time of the exam in women age 50 and over. A breast exam by your doctor or health professional can find another 5-10% of the cancers. Together, the mammogram and breast exam will find more than 90% of all cancers present, even the smallest ones. Having a yearly breast exam, examining your breasts yourself, and having regular mammograms will increase the chance that breast cancer will be found early, if it is present.

New regulations from the FDA have made tougher standards for mammography facilities. The regulations cover not only the equipment but the personnel. Although mammograms are not perfect, the accuracy of reading is very high. *(If Kaiser:)* Kaiser facilities have very rigorous quality standards.

Barrier 39: Questions Effectiveness of Mammograms

| Counseling Guidelines | Suggested Counselor Responses |
|---|---|
| For mammograms sometimes find something that isn't cancer... | Sometimes, mammograms will find abnormalities in the breast. In this case, a woman would need to have more tests to find out whether or not the abnormality was cancer. Most often these abnormalities turn out to be non-cancerous. |
| Reinforce advantages of mammography. | Has this ever happened to you or anyone you know? The period of time while you're waiting to find out the results of these tests can be very hard. But, keep in mind that breast cancers found early can often give women a 1 and 1/2 to 2 year head start on treating the cancer. That greatly increases the chances that the breast cancer will be cured and often gives a woman some choices about the kind of breast cancer treatment she'll have. |

Barrier 40: Questions Quality of Mammograms

Counseling Guidelines

Give information about factors that influence mammography quality.

Suggested Counselor Responses

When you have a mammogram, it will be in a facility that has been accredited by the American College of Radiology (ACR). This sort of approval is required and now it's a U.S. law, as well. That means that your mammogram is done on the safest, most modern equipment and by expert professionals.

If you have had a mammogram in the past at another mammography facility, make sure you tell the technologist and complete the paper work requesting that your last mammogram be mailed to your current facility. This is the only way the radiologist can compare your mammogram result. Having your old mammogram improves the accuracy of the test. (By comparing the 2 mammograms, the radiologist can find changes in the breast more easily.)

Barrier 41: Radiology Facility Environment

| Counseling Guidelines | Suggested Counselor Responses |
|--|--|
| <p>Doesn't want to go where she went the last time. Wants to go to a different facility.</p> <p>Explore options she has in selecting a new facility. Remind her that she should request her previous mammogram be sent to the new facility.</p> | <p><i>If Kaiser Member:</i> Kaiser Permanente will only cover mammograms done at a Kaiser facility. Perhaps going to a different Kaiser facility will solve the problem. (If participating in the Community Physicians Option, Kaiser only covers those facilities designated by your physician.) You'll need to request that your previous mammogram report and X-rays be mailed to the new site you select.</p> <p><i>If Non-Kaiser member:</i> Perhaps going to a different facility will solve the problem. Check with your health care organization/insurance to see which facilities will cover your mammograms. You'll need to request that your previous mammogram report and X-rays be mailed to the new site you select.</p> |
| <p>Complains about facility - e.g. cold and sterile:</p> | <p>You may want to ask your doctor about going to a different facility for your mammogram.</p> |

Barrier 42: Social/Emotional problems

Counseling Guidelines

If financial, social, emotional, family, personal, etc...

If financial, and appropriate, provide name of low cost mammography facilities.

Suggested Counselor Responses

I hope you'll make an appointment to have a mammogram (when things get a little better or when you have a chance). Having a mammogram is something very important that you can do for yourself. It might help you find a problem, breast cancer, early before it becomes bigger and adds to the problems you already have. A mammogram can find breast cancer as much as 1 and 1/2 to 2 years before there are any symptoms. Finding it this early greatly increases your chances of cure and often means that you have choices about the kind of treatment you have.

| Barrier 43: Time Limited (Not Enough Time) | |
|--|---|
| Counseling Guidelines | Suggested Counselor Responses/Questions |
| <p>Too much to do/ Not enough time Find out why the woman says she doesn't have the time. Is it because of her job...caretaking responsibilities...recent personal/family crises...transportation time to the closest facility?</p> | <p>Most of us these days lead very busy lives.</p> <p>! Is there anything in particular that is making your life busier than normal?</p> |
| <p>If situation seems time-limited, suggest she make the appointment now for a time when she will be less busy.</p> | <p>We all have a way of putting things off. Just so you don't forget later, why don't you call today or tomorrow and make your mammogram appointment for a time when you will be less busy?</p> |
| <p>Give facts --e.g., mammogram itself usually takes no longer than 30 minutes from the time the woman walks through the door of the facility until she walks out.</p> | <p>The mammogram itself usually only takes about 30 minutes from the time you walk into the facility until the time you walk out. That really isn't very much time, especially when you consider that a mammogram could save your life.</p> |
| <p>Help woman see that the advantages of having a mammogram outweigh the hassles juggling her schedule, etc. to make time for the mammogram.</p> | |
| <p>If the mammography facility's hours are a problem, suggest the woman call to find out about evening and/or weekend hours.</p> | <p><i>Not available in North Carolina Kaiser facilities. Call and check other facilities if non-Kaiser member.</i></p> |
| <p>Finally, ask if she has some specific concerns about mammography.</p> | <p>In addition to being busy, are there some concerns or questions you have about mammography?</p> |

Barrier 44: Transportation Problems

Counseling Guidelines

e.g. facility is far away, has no way to get there - e.g., doesn't drive, no public transportation, etc..

Ask if she has a friend, neighbor, or relative who might be willing to give her a ride to her mammography appointment.

Using information about transportation to the facilities in your area, help her make a plan for how to overcome this problem.

Suggested Counselor Responses/Questions

The Red Cross (489-6541) provides transportation to and from medical appointments for persons over age 60, from Durham to other locations within the Triangle. The minimum fee is \$3.00 round trip, or \$2.00 one way. Round trip charges may be as much as \$40.00, depending on the distance involved, with priority given to shorter local trips. Advance notice is required, as only four vans are in operation.

Triangle Transit Authority (549-9999) provides public transportation within Triangle cities (Raleigh, Durham, Chapel Hill, Cary, and some Morrisville stops). For personalized assistance with routes and city bus connections, call the main number and choose menu selection A1 for the dispatcher. *(If Kaiser:)* Triangle Transit routes go directly to some Kaiser locations, such as the Durham - Chapel Hill Office. Persons over age 65 pay one-half fare, with \$2.00 being the highest fare.

Barrier 45: Uncomfortable asking for referral

Counseling Guidelines

If problem is with going to a doctor for the mammogram referral:
Kaiser member:

Non-Kaiser member:

Suggested Counselor Responses

If you've had a physical exam within the last year, call the advice nurse at your local Kaiser office for a referral, or call your doctor.

If you have not had a physical exam within the last year, you should call your Kaiser office for an appointment with your doctor so you can ask him/her about a mammogram.

You may not be able to get a mammogram referral without going to see your doctor. Having a yearly breast examination, in addition to regular mammograms, is very important. Call or ask your doctor after your next physical about a mammogram referral.

Barrier 46: Worried about Abnormal Result

| Counseling Guidelines | Suggested Counselor Responses/Questions |
|---|--|
| Find out if there are any particular reasons the woman is worried about an abnormal result. | Are there any particular reasons you're worried about your mammogram showing something abnormal? |
| If she is concerned about having an abnormal result and needing additional tests: | <p>Sometimes, mammograms will find abnormalities in the breast. In this case, a woman would need to have more tests to find out whether or not the abnormality was cancer. Most often these abnormalities turn out to be non-cancerous.</p> <p>Has this ever happened to you or anyone you know?</p> <p>The period of time while you're waiting to find out the results of these tests can be stressful usually. If your mammogram does show a problem, this doesn't always mean you have breast cancer. In fact 8 out of 10 abnormal mammograms do not turn out to be cancer, but something like noncancerous tumors, cysts, or changes in the breast. These abnormalities are usually harmless and may not even require treatment.</p> |

| Barrier 47: Worried about Having a Mammogram | |
|---|--|
| Counseling Guidelines | Suggested Counselor Responses/Questions |
| <p>If woman does not know why she is nervous, encourage her to have the mammogram in spite of it and do something that might help to lessen the anxiety. Some women feel better if a close friend or family member goes with them to the appointment. (Some women combine having a mammogram with lunch or some other social activity--suggest something like this, if it seems appropriate).</p> | <p>For some women, thinking about having a mammogram reminds them about the chance that they could get breast cancer some time and that is very upsetting----so upsetting that it makes it hard for them to do what they need to do to stop worrying----have the mammogram.</p> <p>One woman said she felt calmer and more in control after having a mammogram. She said she couldn't decide never to get breast cancer, but, she could try to beat it if she did get it. A mammogram can find breast cancer 1 and 1/2 to 2 years before it can be felt, and that means a big head start on treating it. Remember, breast cancer that is found early has the best chance of being cured.</p> <p>Some women find it makes them feel less nervous if they take a friend to their appointment or talk with their doctor about mammography.</p> |
| <p>Two other suggestions to make to the woman are:</p> <p>To talk with her doctor about her anxiety/worries</p> <p style="text-align: center;">And/Or</p> <p>To talk with someone from the Cancer Information Service at 1-800-4-CANCER</p> | <p>Another thing that might make you feel better is to talk with your doctor about having a mammogram. How does that sound?</p> <p>You might also want to call the Cancer Information Service at 1-800-4-CANCER and talk with one of their counselors about mammography. They talk with many women like yourself who are nervous about having a mammogram.</p> |

Barrier 48: Radiology Facility Personnel

Counseling Guidelines

If she complains about personnel at facility:

Suggested Counselor Responses

I hope you will tell your doctor how you feel so he/she can communicate with the facility. In the meantime you may want to request a different technician when you make your appointment, or call another facility that covers your mammograms.

Barrier 49: General Not Necessary (General)

Counseling Guidelines

Try to find out why she feels that she does not need to have a mammogram. Several of the common reasons include age, doing BSE regularly, having a breast physical exam regularly, not having a family history of breast cancer, and not having any symptoms.

Suggested Counselor Responses

Can you tell me more about why you feel mammograms are not necessary? Are there some particular reasons that come to mind about why you think you do not need to have mammograms?

If it's because she has breast implants:

Women who have breast implants still need mammograms. Special techniques must be used to image women with breast implants. It is very important that the radiology center know ahead of time that you have implants.

If woman can't give you any particular reasons, try a probe:

Some women I've talked to think that they don't need to have a mammogram because they're not having any symptoms or breast problems, or because they don't have a family history of breast cancer. Sometimes women who examine their breasts regularly themselves or have their breasts examined by their doctors feel that they don't need to have mammograms. Still others think they don't need mammograms because they're too old or because they just don't think they'll get breast cancer.

Do you think any of these reasons sound like you?

If YES, proceed with responses to those barriers.

If NO, give this core message about the importance of mammography:

About 1 out of 8 women will get breast cancer by the time they are 85. Most breast cancers occur in women aged 50 and older and as women get older, they are more likely to get breast cancer. Breast cancer that is found early has an excellent chance of being cured. In fact, about 9 out of 10 women whose breast cancer is found early will be cured. A mammogram is the best way to find breast cancer in the early stages. A mammogram can find breast cancer 1 and 1/2 to 2 years before a woman or her doctor would be able to feel a lump. Finding breast cancer this early means a choice about the kind of treatment a woman has.

Barrier 50: Forgot to schedule an appointment

Counseling Guidelines

Find out if she keeps a calendar. If she isn't due for awhile, suggest she make a note in her calendar. If she doesn't keep a calendar, suggest other ways to remember. If she's due immediately/past due, suggest she call a (Kaiser) facility or her doctor today or tomorrow.

Scheduling appointments

Kaiser member:

Non-Kaiser member:

Suggested Counselor Responses

Life can get so hectic it's easy to forget to make an appointment. Could you call a (Kaiser) facility, or your doctor today (tomorrow) to schedule an appointment? That way, you'll know you have one.

If a Kaiser doctor decides that a member is due for or should have a mammogram, or if the member requests it and the doctor agrees, the doctor will send the x-ray referral paperwork to radiology to authorize the member to schedule a mammogram. Once Radiology receives the proper paperwork, the Radiology receptionist will book the appointment into the system.

Another way a member may schedule a mammogram is by contacting an advice nurse via the Kaiser Call Center. They are open from 7am-9pm - 7 days a week. You can schedule appointments up to 6 weeks in advance.

Cary: 233-5500

Durham/Chapel Hill: 942-9263-for all Chapel Hill residents

Durham/Chapel Hill: 490-8700-for all Durham residents

New Bern Avenue: 319-4770

North Durham: 403-4770

West Raleigh: 881-5300

Toll free outside local calling area: 1-800-547-4770

If the advice nurse determines that a member should have a mammogram, he or she will book the appointment onto the system and send the paperwork to the Radiology department. Radiology will perform mammograms on members who have requested the appointments through the advice nurse, and therefore have not yet had a breast exam.

Regardless of whether the appointment is scheduled through a doctor or an advice nurse, if the member requests, radiology will try and see her in the same day if the member is currently in the building, or if the member feels that the mammogram needs to be done immediately.

If participating in the Community Physicians Option through Kaiser, contact your physician for a list of participating facilities and additional information.

Contact your facility or health care organization for information on scheduling mammogram appointments.

Barrier 51: Mammograms Cause Cancer

Counseling Guidelines

Some women will say that compression causes cancer.

If she has concern about radiation, go to that barrier response.

Suggested Counselor Responses

Modern mammograms are safe. Many, many studies have been done, and none have found that the compression causes cancer.

Barrier 52: Puts faith in God

Counseling Guidelines

Some women will say that they don't believe in screening because they put their faith in God.

Suggested Counselor Responses

It's great that you put your faith in God. Mammograms are one way to use the wisdom and knowledge God gives us to help ourselves. Many people feel that God helps those who help themselves.

Barrier 53: Only get mammogram when doctor/provider recommends

Counseling Guidelines

“I only have mammograms when my doctor recommends them.”

Suggested Counselor Responses

You mentioned that you only get a mammogram when the doctor recommends it. You might want to ask your doctor about mammograms. Sometimes doctors forget to remind women.

Barrier 54: NO BARRIERS MENTIONED

Barrier 96: OTHER BARRIERS MENTIONED...

Counseling Guidelines

If she mentions **No Barriers**:

Reflect information from staging and ask if she has any concerns (base the question on her mammography history):

If she mentions **Other Barrier(s)**, try to fit it closely with one of the mentioned barriers. Else, try to help her overcome her barrier(s) and use above messages if needed.

Suggested Counselor Responses

So, there isn't anything that could get in the way of getting a mammogram?

OR

So, are there any concerns you have about mammograms?

If has concerns, respond using appropriate BARRIERS

If no concerns, continue with MISPERCEPTIONS

| Barrier 55: Breast size | |
|---|---|
| Counseling Guidelines | Suggested Counselor Responses |
| For women who say they have very large or very small breasts (<i>general</i>): | All women aged 50 and over need regular mammograms, along with clinical breast exams and breast-self exams, regardless of breast size. |
| For women who say they have small breasts and therefore feel that abnormalities are just as easy to detect by breast-self examinations: | Some women do not feel they need mammograms due to having small breasts. They believe they can just as easily find lumps by breast-self exams. There is no evidence that it is easier to find lumps in smaller breasts. All women aged 50 and over need regular mammograms, along with clinical breast exams and breast-self exams, regardless of breast size. |
| For women who say they have large breasts and therefore find mammograms very uncomfortable: | Some women who have large breasts mention that having a mammogram is uncomfortable. This temporary discomfort occurs due to the breast being squeezed to an even thickness. This squeezing helps get a good picture of the breast and lowers the amount of radiation needed. Let the technologist know your concern and she will try to reduce your discomfort. |

MISPERCEPTIONS

What do you think are your chances of getting breast cancer in the next ten years?

1. Lower than average
2. About average
3. Higher than average

7=Refuse 8=Don't know

If answered 1=Lower than average:

You rated your chances of getting breast cancer as being lower than average. Can you tell me why you think that?

Listen for incorrect attributions and reply based on examples below. Use barrier responses if necessary.

No family history - We hear that from a lot of women we talk to. But what many women don't know is that 3 out of 4 women who get breast cancer do not have a strong family history?* All women's risk for breast cancer increases with age. In fact, your risk increases whether or not anyone in your family has had breast cancer. So, it's very important for you to have regular mammograms, and it's even more important as you get older. What do you think about that?

***Note to Counselor:** *'Strong' family history means having a mother, sister, or daughter who had breast cancer before age 50.*

Regular exercise/Healthy diet - It's great that you exercise regularly and/or try to eat healthy, and that's great if you can combine those good habits with regular mammograms! All women's risk for breast cancer increases with age. So, it's very important for you to have regular mammograms, and it's even more important as you get older. What do you think about that?

Positive thinking/Faith in God - We would all like to think that we will not get breast cancer, but the truth is, all women's risk for breast cancer increases with age. So, it's very important for you to have regular mammograms, and it's even more important as you get older. What do you think about that?

General statement for other responses - We hear that from a lot of women, but the truth is, all women's risk for breast cancer increases with age. So, it's very important for you to have regular mammograms, and it's even more important as you get older. What do you think about that?

FACILITATORS

WHAT IS (ARE) THE MAIN REASON(S) YOU MIGHT WANT TO GET MAMMOGRAM?

| | |
|---|--|
| 1. Your doctor recommended it | It's good that you see some positive reasons to get a mammogram. Having a mammogram because your doctor recommended it is a good reason to get one. All doctors advise women aged 50 and over to get regular mammograms. Your doctor will welcome your asking him/her about getting a mammogram. |
| 2. To feel more at ease | Most women say they feel at ease and have the peace of mind that comes from taking good care of themselves. It's great that you feel that way too! |
| 3. To find out if you have breast cancer | You mentioned that finding out whether you have breast cancer would be a good reason to get a mammogram. That is a very important reason. Don't forget that most women who have mammograms don't have breast cancer. |
| 4. Precautionary measures (to be on the safe side, make sure things are okay) <i>Includes those who have/had cancer or a family history of cancer, but not breast cancer.</i> | It is really good that you believe in preventive health care. Getting a mammogram is one of the best things you can do for your health -- and your self! |
| 5. Has a family history of breast cancer | It's good that you see a reason to get a mammogram. But mammograms are really important for women with a family history, especially if your relative was diagnosed with breast cancer before age 50. |
| 6. Has/Had breast cancer (at a higher risk) | It's good that you realize the need to have mammograms. This is especially important since you've had breast cancer in the past. |
| 7. No reason(s) | <i>No response given</i> |
| 8. At high risk for some other reason(s) | <i>Ask what is/are the reason(s). If no message(s) closely fits the reason(s), tell them you will get back to them. We will have to do some checking.</i> |
| 9. To keep from getting breast cancer | Please keep in mind that while mammograms can find breast cancer early, they cannot prevent breast cancer. |
| 96=Other 97=Refnse 98=Don't Know | <i>No response given</i> |
| NOTE: If she is off schedule, you may want to have a lead statement like: "Even though you are not getting mammograms on a regular schedule, . . ." | |

CBE
CLINICAL BREAST
EXAMINATION

CBE (Clinical Breast Examination)

Counseling Guidelines

Find out if she is off schedule. If she has had a CBE within the past year, ask her if anything is keeping her from getting a CBE and address. Support her if she's on schedule.

Reinforce the importance of a yearly CBE (clinical breast exam) and monthly BSE (breast self-exam).

Suggested Counselor Responses

In addition to having regular mammograms, you need a yearly breast exam by your doctor, and a monthly breast self exam to protect yourself against breast cancer. This is very important and many doctors like to do a breast exam before their patients go for a mammogram. Having regular mammograms and yearly breast exams are the best ways to find breast cancer early.

CLOSING

CLOSING/SUMMARY

Counseling Guidelines

CLOSING:

SUMMARY:

Focus as much as possible on specific behaviors.

Suggested Counselor Responses

Are there any other concerns or questions I can address?

If YES, continue with appropriate barrier responses

If NO, continue

Don't forget now to...(call your doctor and discuss mammography, ask a friend/relative for a ride to a mammography facility, make an appointment for a mammogram, etc...).

Thank you for taking the time to talk about this important topic.

You may receive a call within 2-3 days to get your impression of this discussion. Thank you again.

Counseling Guidelines

POSSIBLE PLANS/GOALS:

For a woman who is very resistant to having a mammogram:

For a woman who is resistant, but agrees to talk with her doctor or nurse:

For a woman who needs to see her doctor, a doctor, or a health care provider:

For a woman who seems unsure about having a mammogram, but is willing to talk about it with her doctor:

Suggested Counselor Responses

I hope you will think about some of the things we talked about today (this evening). I appreciate your taking the time to talk with me about mammography and I hope that you will change your mind about having a mammogram.

I'm glad to hear you're going to talk with your doctor about having a mammogram the next time you see him/her. I appreciate your taking the time to talk with me about mammography and hope that you will have one in the near future.

I hope you will call your doctor (etc...) for an appointment. *For someone who's really agreed to do this:* It's great that you're going to call your doctor for an appointment. As I mentioned, it's important to see your doctor every year to have your breasts examined as part of your regular checkup. At that time, don't forget to talk to your doctor about having a mammogram and get a referral.

It's great that you want to talk to your doctor/nurse about having a mammogram. Why don't you call the office in the next couple of days to talk to your doctor about having a mammogram.

For a woman who wants to have a mammogram and she has seen her doctor within the past year for a check-up and breast exam:

For a woman who wants to have a mammogram, but has not seen a doctor within the past year for a checkup and breast exam:

Reinforce movement towards having a mammogram (e.g. going to think about it, call doctor, make appointment):

Make sure to give message about importance of mammography and recommendation for a mammogram every year, and a yearly clinical breast examination.

It's great that you've decided to have a mammogram, You will need to call your doctor's office to get a mammogram referral to take when you go to the mammography (radiology) center for your mammogram. I'd like to suggest that you do this within the next couple of days while it is still on your mind. *(Make sure she knows where to go for a mammogram and be prepared to answer factual information about what centers are in her area, how much they charge for a mammogram, their hours, and how she will find out the results of her mammogram.)*

That's great that you've decided to have a mammogram. You will need to get a doctor's referral for your mammogram. You will need to call your doctor's office for a referral. Since it has been more than a year since your last check-up and breast exam, your doctor will probably want to see you and exam your breasts before you have a mammogram. *(If she does not have a doctor, direct her to a resource for finding a doctor in her area.)* **Note:** *Once a woman says she is interested in having a mammogram, move to a discussion of how to go about having one, as outlined above, i.e., obtaining a referral from the doctor, deciding where to go, making the appointment, etc...*

If she wasn't thinking about a mammogram, try to get her to think about one.

If she said she was thinking about a mammogram, try to get her to take a step toward action, e.g., getting more information, asking a friend to go with her, making an appointment.

If she is in action and has had one mammogram, our goal should be to get her to have the next one.

Resource Phone Numbers

Kaiser Offices:

| | |
|------------------------------|---|
| Cary | 233-5500 |
| Durham/Chapel Hill | 490-8700 (Durham residents) 942-9263 (Chapel Hill residents) |
| New Bern Ave. | 319-4770 |
| North Durham | 403-4770 |
| West Raleigh | 881-5300 |
| Toll free outside local area | 1-800-547-4770 |

These numbers can be called from 7:00am-9:00pm - 7 days a week for advice or help. All clinics close at 5:00pm.

For additional information on Kaiser, contact Member Services:
1-800-755-1925 or 403-4717.

Please note that members of the Cary or New Bern Avenue sites should have their mammograms done at the West Raleigh radiology clinic. Those at the North Durham site should have their mammograms done at the Durham/Chapel Hill radiology facility. They are the only 2 sites in the Triangle which have radiology facilities.

For additional information on cancer, call the Cancer Information Service:
1-800-4-CANCER

EXAMPLE

| Counseling Guidelines | Suggested Counselor Response |
|--|--|
| <u>Other Closings</u> | |
| C2 Wrong Number | I'm sorry to have bothered you. I must have dialed the wrong number. Can I verify the number? I was trying to reach _____. |
| C3 Unavailable, Call Back Later (CB) | When would be a good time to call? <i>Record date and time on call record.</i> |
| C4 Inconvenient Time to Talk, Call Back Later | Sorry to have caught you at a bad time. I would be happy to call back. When would be a good time for me to call, within the next day or two? |
| C5 Refusal (REF) | 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 5-10 minutes. <i>If so, reschedule her for another date and time. If not, thank her for her time.</i> |
| C6 Out of Local Area | N/A |
| C7 Male | I'm sorry to have troubled you. I called to speak with a woman about the importance of breast cancer screening. |
| C8 Wrong Age, Woman Under Age 50 | N/A - No women under age 50 in sample |
| C9 Deceased | I am very sorry to have troubled you. Please excuse my call. |
| C10 Double Mastectomy | I'm very sorry to hear that. I was calling to talk about the importance of breast cancer screening. We would not want to interfere with any advice your doctor gives you about breast screening. |
| C11 Current Life Threatening Illness | I'm very sorry to hear that. I apologize for bothering you. |

HELP!

SUGGESTIONS FOR WHAT TO DO WHEN YOU'RE STUCK

Use questions selectively:

Have you ever thought about that? **OR**
Have you ever thought about things that way? **OR**

Turn a factual statement into a question, e.g., Did you know that most breast cancer cases occur in women 50 and older? **OR**
Did you know that 1 out of every 8 women will get breast cancer sometime during their lifetime?

Use messages that might arouse more concern:

Mammograms find the greatest number of breast cancers that have not yet spread beyond the breast and they often find them 1 and 1/2 to 2 years before there are any symptoms. Having regular mammograms and a breast examination by your doctor every year are the best ways to find breast cancer early---before it has a chance to spread.

OR

Did you know that if breast cancer is not found early, it can spread outside the breast to other parts of the body?Once it spreads outside the breast, it is much more difficult to treat and cure. I might have mentioned earlier that about 9 out of 10 women can be cured when their breast cancer has not spread beyond the breast. If it has spread to the area around the breast, about 7 out of 10 women can be cured. But, once it has spread to other parts of the body, less than 2 out of 10 women can be cured.

