

## TAILORING VARIABLES FOR NEWSLETTER

- ❖ **Stage of mammography readiness**
  - ❖ Precontemplation
  - ❖ Contemplation
  - ❖ Contemplation-Doctor Dependent
  - ❖ Preparation
  - ❖ Action
  - ❖ Maintenance
  - ❖ Relapse Risk
  - ❖ Relapse
  
- ❖ **Intentions**
  - ❖ Thinking about having a mammogram in the next year/1-2 years
  - ❖ Definitely planning on having a mammogram in the next year/1-2 years
  - ❖ Not thinking about having a mammogram in the next year/1-2 years
  - ❖ Depends on what your doctor's recommendation/Whatever your doctor says
  - ❖ Only have a mammogram if you have symptoms
  
- ❖ **Age**
  - ❖ 40s
  - ❖ 50s
  
- ❖ **Risk factors for breast cancer that increase Gail score**
  - ❖ Biopsy(ies)
  - ❖ Mother(s)/Sister(s) diagnosed with breast cancer
  
- ❖ **Baseline Gail model estimate for developing breast cancer in the next 10 years**
  - ❖ Possible values range from 0 to 100%
  
- (If indicated a biopsy and/or mother/sister(s) diagnosed with breast cancer since baseline estimate was given)*
- ❖ **Follow-up Gail model estimate for developing breast cancer in the next 10 years**
  - ❖ Possible values range from 0 to 100%

*(If Baseline Gail score was not calculated due to missing data)*

- ❖ **Average risk estimate for developing breast cancer in the next 10 years**
  - ❖ 2% (40s)
  - ❖ 3% (50s)
  
- ❖ **Mammography history**
  - ❖ Ever had a mammogram
  - ❖ Never had a mammogram
  
- ❖ **Percentage of women in PRISM project having regular mammograms**
  - ❖ 66% (40s)
  - ❖ 64% (50s)
  
- ❖ **Whether she has enough information to make the decision to get mammograms**
  - ❖ Yes
  - ❖ No
  
- ❖ **5 reasons women in PRISM say they get regular mammograms**
  - ❖ Saves the lives of women age 40 or older / 50 or older
  - ❖ If found early, may be able to have breast-saving surgery
  - ❖ If found early, may have more treatment options
  - ❖ Mammograms help women feel in control of their health
  - ❖ Mammograms give women peace of mind that they do not have breast cancer
  
- ❖ **Benefits of mammography**
  - ❖ Chance of dying from breast cancer is reduced by about 17% (40s) or 30% (50s)
  - ❖ Mammograms can find breast cancer up to 2 years before it can be felt and when it is as small as the head on a straight pin
  - ❖ If found early, may have more treatment choices, including breast-saving surgery
  
- ❖ **Limitations of mammography**
  - ❖ 30% (40s) / 25% (50s) chance of false-positive result
  - ❖ 25% (40s) / 10% (50s) chance of false-negative result
  - ❖ Some discomfort or pain lasting a few seconds

- ❖ **Misperceptions about breast cancer risk**
  - ❖ Effectiveness of mammography by age
  - ❖ Breast cancer risk by age
  
- ❖ **Ambivalence**
  - ❖ You are torn between getting and not getting a mammogram in the next year (50s) or in the next year or two (40s).
  
- ❖ **Screening recommendations (BCBS or general if non-member)**
  - ❖ Mammography every other year for women ages 40-49
  - ❖ Mammography every year for women age 50 and older
  
- ❖ **Pros and cons of screening - 8 items, examples:**
  - ❖ Women your age need mammograms even when they have no family history of breast cancer.
  - ❖ The pain caused by a mammogram is bad enough to make you put off getting one.
  
- ❖ **Barriers to screening - 58 barriers, examples:**
  - ❖ Pain/discomfort from mammograms
  - ❖ Cost
  - ❖ Didn't get around to it
  - ❖ No family history
  
- ❖ **Study group**
  - ❖ Tailored print materials only
  - ❖ Tailored print materials + telephone counseling
  
- ❖ **Counseling call**
  - ❖ Counselor talked to woman last year
  - ❖ Counselor was not able to contact woman last year
  
- ❖ **Woman's name and preferred title**
  
- ❖ **BCBS membership**
  - ❖ Current member
  - ❖ Past member

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