

IMPLEMENTATION GUIDE

Maximizing Mammography Participation

Using a Research-tested Intervention Program (RTIP) to develop a process model for program delivery in the practice setting

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at:

http://cancercontrol.cancer.gov/use_what_works/start.htm.

I. Program Administration (Type of Staffing and Functions Needed)

Program Manager (*Recommended: clinical psychologist/health educator*)

- Provides day-to-day operation
- Controls budgets, deadlines, and supplies
- Recruits, trains, and supervises telephone counselors
- Monitors telephone counseling calls for quality assurance and evaluation purposes

Telephone Counselor(s) (*Recommended: A master’s-level in psychology with experience in health counseling*)

- Identifies women from selected health systems or health plans who are due for a mammogram and who haven’t scheduled a mammogram within two months of receiving a mailed recommendation to schedule one.
- Implements the telephone counseling program
- Schedules mammograms
- Generates and mails materials to participants

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Using What Works”.

A. Program Materials (*All listed materials can be viewed and/or downloaded from the Products Page*):

- **Implementation Guide**
- **Maximizing Mammography Participation Training Manual**

- **Call Script**
- **Call Instructions**
- **Caller Documentation Description**
- **Caller Documentation**

B. Program Implementation:

The steps used to implement this program are as follows:

This program is designed to be used as part of an existing breast cancer screening program that uses a computer data base to identify women eligible for breast cancer screening and to determine the appropriate screening intervals. These systems generate appointment reminder letters to encourage the scheduling of mammograms.

Step 1: The program manager recruits and trains telephone counselors, introduces them to the program protocols and how to conduct motivational interviews. (See the **Maximizing Mammography Participation Training Manual, Call Script, Call Instructions, Caller Documentation Description, and Caller Documentation.**) Estimated training time is two days plus one-hour weekly meetings between telephone counselors and program manager to review taped sessions and reinforce program protocol.

Step 2: Identify women between 50 and 79 years of age, with no history of breast cancer and are due to receive a mammogram from a selected health system or health plan and have not scheduled a mammogram in the two months following receipt of a post card reminder. In the tested program this was done through an automated record. (See a sample of the mammogram reminder letter in the Resources section of the **Maximizing Mammography Participation Training Manual.**)

Step 3: Schedule a call with eligible woman, during which it is possible to schedule a mammogram. The purpose of the call was to give women an opportunity to ask questions and discuss concerns about mammography with a supportive and knowledgeable health educator, while also being able to schedule a mammogram. Telephone counselors could target messages according to the needs of an individual participant using the motivational interviewing protocols outlined in the **Maximizing Mammography Participation Training Manual, but a simple reassuring call with the capacity to schedule the examination may be equally effective.**

The focus of the call will vary, although a core of standard information about mammography should be given to everyone. At the end of the session, schedule a mammogram appointment and a follow-up call. Mail a resource guide and educational brochures found in the Resources section of the **Maximizing Mammography Participation Training Manual.** For additional materials about scheduling, conducting and documenting motivational calls, see the **Call Script, Call Instructions, Caller Documentation Description, and Caller Documentation.**

Step 4: Record information collected from the participant. Encourage participants to schedule a mammogram if they have not done so or keep the appointment they have made already.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Using What Works”.

http://cancercontrol.cancer.gov/use_what_works/start.htm

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI’s Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoReality.cancer.gov/discussions>.