



Not Just Once

The Bimonthly Newsletter of HCFA's National Medicare Mammography Campaign

Volume 3, Issue 3 May-June 2001

WELCOME!

This issue features several Mother's Day-related activities to promote breast cancer screening. HCFA Regional Offices, Peer Review Organizations (PROs) and others took the opportunity to "get the message out" in May. We even discovered a new partner – in the comics! On Sunday May 13, "Cathy" reminded her mother to get a mammogram. The comic strip is reprinted on page 3. Our thanks to Raegan Carmona at Universal Press Syndicate and Gina Gerken at UClick, as well as Cathy's creator, Cathy Guisewite!

Other articles describe the work of the PROs to improve mammography rates in minority communities and upcoming conferences. Mark your calendar:

- June 26 – A Breast Cancer Satellite Videoconference addressing barriers for older women
- July 31-August 2 – HCFA's Customer Service Conference in St. Louis

As we increase the focus of the Newsletter on activities of the Medicare Mammography Campaign, contractors and other partners, we encourage YOU to submit ideas or stories. Please send suggestions and feedback to Newsletter editor Maribeth Fonner at (816) 426-5039 or MFonner@hcfa.gov

Sincerely,

Annette E. Kussmaul, MD, MPH

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A Mother's Day Media Splash

-Vanessa M. Smith

The Kansas Foundation for Medical Care, Inc. (KFMC), the Peer Review Organization (PRO) in Kansas, implemented a successful media campaign to promote mammogram screenings as a Mother's Day gift. Using interventions produced by the Virginia Health Quality Center (the Breast Cancer Clinical Area Support PRO), developing complementary media pieces and local partnerships, KFMC achieved statewide exposure in time for Mother's Day.

The major news aspect used to gain access and coverage in newspapers and television stations was Kansas Governor Bill Graves signing a proclamation declaring May "Mammograms for Mothers" Month. KFMC also worked with the Topeka office of the American Cancer Society to develop a complementary press release that

1) focused on the Governor signing the proclamation, 2) promoted mammography screening, and 3) provided contact information for KFMC and the American Cancer Society.

Television Results

The press release and video news release (produced by the CASPRO) were sent to all local affiliates of the major networks, including Fox, CBS, NBC and ABC. At the time of article publication, 40% of the stations, representing over 70% of Kansas viewers, had run all or parts of the video news release, or used the information provided along with local footage.

Print Results

KFMC provided the same press release sent to television stations to all newspaper outlets in the state. At the time of article publication, the press release generated over 40

inches of coverage in newspapers all over the state. Additionally, the event was featured in KFMC's beneficiary- and provider-focused newsletters. The beneficiary newsletter, *To Your Health!*, reaches over 20,000 individuals in Kansas, and the provider newsletter, *The Quality Improvement Journal*, reaches over 6,000 providers in the state.

According to KFMC Project Manager Jenny Eisenbarth, RN, BSN, "The materials provided by the CASPRO coupled with the proclamation signing by Governor Graves and partnership with the local American Cancer Society enabled us to reach a large portion of the state population. The series of events was positive and energizing."

Ms. Smith is a Communications/Marketing Specialist with the Kansas Foundation for Medical Care, Inc.



Seated: Kansas Governor Bill Graves.
 Standing: KFMC Project Manager, Janet Leiker; KFMC Outreach Coordinator, Linda VanderPloeg; Breast Cancer Survivors: Unknown, Marion Liby, Laura Delrymole, Rita Miller, Linda Gray, and Pauline Ricks; KFMC Project Manager, Jenny Eisenbarth; KFMC Communications/Marketing Specialist, Vanessa Smith.
 Not Pictured: American Cancer Society Government Relations, Stephanie Sharp.

Breast Cancer Awareness Part of National Women's Health Week Celebration in Dallas

-Sandra Mason

On May 16, 2001, the Region VI Health Care Financing Administration (HCFA) celebrated National Women's Health Week with a "brown bag" lunch discussion on breast cancer. This event was part of a weeklong series of women's health programs sponsored by the Department of Health and Human Services (DHHS) in the Dallas Regional Office.

HCFA's keynote speaker was Joyce Cremer, RN, Nurse Administrator at the University of Texas Southwestern Center for Breast Care. She gave a very informative presentation on breast cancer awareness for men and women. Ms. Cremer discussed types and rates of breast cancer, risk

factors, myths and misconceptions, screening, diagnosis, breast cancer treatment and research, along with psychosocial and other resources. Her talk was well-received, and followed by numerous questions from the audience. Ms. Cremer also showed a video on conducting breast self-examination (BSE) and brought breast models for attendees to test their skills in identifying lumps.

Two HCFA employees, Ms. Annette Robles and I, served on a Breast Cancer Survivor Panel. We shared our personal experiences and made recommendations which tied into Ms. Cremer's presentation.

Approximately 65 DHHS employees attended; many wore pink or purple

in support of the program. After the presentations, the attendees received pink ribbon pins and enjoyed cake which was inscribed, "Health Care Financing Administration Celebrates Women's Health Week" and surrounded by two large pink ribbons. They were able to get more information about breast cancer screening, cardiovascular health and other topics from a women's health exhibit sponsored by HCFA and the American Cancer Society.

Ms. Mason is a Health Insurance Specialist with the Division of Beneficiaries, Health Plans and Providers in HCFA's Dallas Regional Office.

The Mammography Campaign Salutes "Cathy"

Our newest partner in this important educational effort is "Cathy." In the Mother's Day 2001 strip, Cathy reminded her mom of the importance of regular screening mammography: "...The risk of breast cancer goes up with age. A five-minute screening can save your life..."



Taken from a CATHY cartoon by Cathy Guisewite. Distributed by UCLICK. Used with permission. All rights reserved. Posted until September 7, 2001

Reducing Disparities in Mammography Rates — A Focus for the Peer Review Organizations

-Steven D. Preston, PhD, MPH, Dawn M. Fitzgerald, MS and Christina Blanchard-Horan, MA

Across the nation, from Alaska to Maine and Michigan to Mississippi, minority women with Medicare are receiving attention as Peer Review Organizations (PROs) undertake efforts to improve mammography rates. During the PROs' current three-year contract, one task is to reduce the disparity in health care between selected minority and non-minority populations. Nineteen PROs have elected to work on reducing mammography disparities for African-American, Hispanic and dual-eligible women. (Dual-eligible Medicare beneficiaries are persons enrolled in both the Medicare and Medicaid insurance programs.)

The PROs are using a variety of intervention techniques to reduce disparities in mammography rates among eligible minority women as compared to the Caucasian non-dual-eligible population. Intervention efforts are directed at both beneficiaries and providers alike. Some of the techniques utilized include health fairs, lay health advisors and faith-based intervention techniques, as well as more standard public service announcements, mailings and media approaches.

Because a physician's recommendation is one of the primary reasons why a woman obtains a mammogram, several PROs are educating physicians

and other health care professionals about differing cultural perspectives that minority populations may have concerning the use of mammography. Materials for these educational efforts were gleaned not only from the health literature, but also from focus groups with representatives of the populations served. This adds a relevance to the improvement of communication between doctor and patient, and hopefully improves the strength of the message from the clinician.

PROs have also taken differing approaches to working with the various disadvantaged populations to encourage their efforts to obtain mammograms. The Colorado Foundation for Medical Care, the Colorado PRO, is working with respected leaders in the Latino community, including Sister Lydia Peña. Her image is included in educational "advertisements" placed in Catholic church bulletins. The PRO is also working with Latino organizations like La Clinica Tepeyac to develop the project which includes using *promotoras* – peer counselors – in four churches serving the Hispanic community.

Similarly, Michigan Peer Review Organization is working with numerous medical, civic and religious groups to encourage African-American Medicare women in Detroit to obtain mammograms. The PRO is using lay health advisors to increase African-American women's knowledge about breast health.

PRO-West, the Alaska PRO, is working toward sustainability in the dual-eligible population through partnership development. They are working with senior centers, community social centers, cultural organizations, civic organizations, community councils, neighborhood markets and stores. In a previous mammography project, beneficiaries were flown to the mammography sites, as there are few roads in Alaska's rural areas.

This work under the current PRO contract is the first national effort by HCFA to reduce disparities in health care for minority populations. Lessons learned from these projects will enable HCFA and its contractors to gain further understanding of the complex issues and barriers involved in mammography use.

Dr. Preston is an Epidemiologist with HCFA's Kansas City Regional Office, Division of Clinical Standards and Quality. He is a member of HCFA's Disadvantaged Population Action Team. Ms. Fitzgerald is Vice President & DASPRO Director and Ms. Blanchard-Horan is the Project Manager at the DASPRO, Mid-South Foundation for Medical Care. The DASPRO supports all PROs as they work to decrease disparities in health care among the disadvantaged Medicare population.

“Beyond the Barriers: Effective Breast Cancer Early Detection Strategies for Older Women”

LIVE Satellite Videoconference, Tuesday, June 26, 2001

1:00 to 3:30pm/ET

Learn more about how to reduce barriers that prevent older women from having mammograms during a live satellite videoconference, *Beyond the Barriers: Effective Breast Cancer Early Detection Strategies for Older Women*, on Tuesday, June 26, 2001 from 1:00 to 3:30 pm/ET. The goal of the videoconference is to increase awareness of effective strategies that will encourage older women to have regular mammograms, thereby reducing the mortality rate from breast cancer. The target audience for the conference includes primary care physicians, nurses, nurse practitioners, physician assistants, Peer Review Organizations, Geriatric Education Centers, Area Agencies for Aging,

and Breast and Cervical Cancer Early Detection Programs. Participants will earn CEU/CME credits.

The conference will include scenarios of a woman visiting her doctor and a mammography center that show how older women feel about getting a mammogram and how they can best prepare. A live expert panel and additional videos will provide information on the various barriers to early detection a woman might face, as well as strategies to overcome those barriers.

The Health Care Financing Administration's National Breast Cancer Project, the Virginia Health Quality Center, the Virginia Geriatric Educa-

tion Center and the National Cancer Institute's Cancer Information Service are co-sponsoring the videoconference.

For information on speakers, viewing sites, and registration, visit the website at <http://views.vcu.edu/sahp/gerontology/vgec/breastcancer>, or call 1-888-794-0904.

The videotape will be available to purchase after the live broadcast. Ordering information will be available in the next issue of the *Not Just Once* Newsletter.

HCFA's 2001 Customer Service Conference Includes Breakout Session on Mammography

-Rachel Klugman, MPA, MA

The Health Care Financing Administration (HCFA) is pleased to announce the 2001 National Customer Service Conference – *Building Customer Service Inside and Out: Gateway to Success* – July 31 - August 2, 2001 in St. Louis, Missouri. This conference provides a national forum for HCFA and all our partners to share ideas about how to provide world-class customer service to our beneficiaries and their caregivers. A dynamic agenda has been crafted; many distinguished speakers will



July 31 - August 2, 2001



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share their knowledge about ways to meet customer service trends and challenges in the 21st century.

We are anticipating over 400 attendees at this meeting, which provides a forum for HCFA's Medicare contractors, Peer Review Organizations, State Health Insurance Assistance Program grantees, state Medicaid agencies, managed care organizations, and others to share ideas about how to improve the health of and service to HCFA's beneficiaries. To support this, the conference program builds on HCFA's Center for Beneficiary Service's 8 key business activities: Customer Service Culture, Cultural Competence, People Focus, Knowledge Management, Information Accessibility, Promotion and Publicity, Prompt, Personalized Service, and New Service Development. The meeting will examine practical approaches to customer service delivery, and will review emerging tools and technologies to better serve the health care needs of America's Medicare beneficiaries.

A breakout session, entitled "Innovative Strategies for Increasing Mammography Rates among Medicare Women," will highlight efforts by four Peer Review Organizations (PROs) – California, North Carolina, Tennessee, and West Virginia – in educating Medicare women about the importance of regularly scheduled screening mammography. Topics include outreach to Asian-American and Pacific Islander women and women living in rural areas. Successful media campaigns, public service announcements, culturally competent materials, and other channels for effectively communicating information will be discussed.

In addition, the conference will host the Eighth Annual Beneficiary Honor Awards ceremony during lunch on Wednesday, August 1. These Administrator awards recognize significant service to Medicare, Medicaid, and State Child Health Insurance Program beneficiaries.

The site of the 2001 National Customer Service Conference is the Millennium Hotel (formerly the Regal Riverfront Hotel), a full service convention hotel located in downtown St. Louis. The registration deadline for the conference is Monday, July 2, 2001. The registration fee is \$50 per person, and includes handouts, continental breakfast, coffee breaks, and luncheons. Organizations will also have the opportunity to display materials at an exhibit hall throughout the duration of the conference. Booth space is complimentary with registration. For more information about HCFA's National Customer Service Conference, please contact our meeting planners Em'Ria Briscoe or Monica Jackson at (301) 929-6800 or register on line at www.jwallc.com. The conference brochure is posted on the internet, and can be accessed via <http://www.hcfa.gov/events/events.htm>

We look forward to meeting you in St. Louis!

Ms. Klugman is a Public Affairs Specialist with HCFA's Chicago Regional Office. She served as Coordinator for the National Medicare Mammography Campaign from 1998 to 2001.

To read back issues of the **Not Just Once** Newsletter, please visit the website: <http://www.hcfa.gov/quality/3n1.htm>



HCFA's Regional Mammography Coordinators

HCFA's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects geared to older women. We encourage you to make contact with our coordinators, listed below, and learn more about how we can be of assistance to you.

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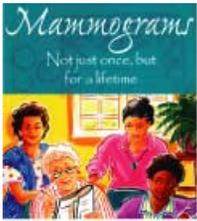
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HCFA/NCI Mammography Materials Order Form

National Cancer Institute/Health Care Financing Administration
Mammography Education and Promotion Materials



ORDER FORM

Name:		
Title:		
Organization:		
Address:		
City:	State:	Zip Code:
Phone:		

Title & Contents Description	Language	Publication Number	Size	Quantity
Mammograms... Not Just Once, But For A Lifetime Large-print, easy to read brochure that defines mammography, describes who needs this important examination, and Medicare information. (maximum order 5000)	English	H496	8½ x 11	
Spanish Version — (See above, maximum order 5000)	Spanish	H497	8½ x 11	
Older Woman Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings (minimum order: 20, maximum 5000)	English	G500	11 x 17	
Spanish Version (See above, minimum order: 20, maximum 5000)	Spanish	G501	11 x 17	
Older Woman Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English	Z498	2 x 8	
Spanish Version — See above (maximum order 5000)	Spanish	Z499	2 x 8	
Pap Tests: A healthy habit for life Large-print, easy-to-read brochure that defines Pap tests, describes who needs this screening test, and includes Medicare information. (maximum order 5000)	English	H345	8½ x 11	
Ad Slicks Camera -ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
Knowledge & Behavior of Women Ages 65 and Older On Mammography Screening & Medicare: 25-page bound report with findings from a telephone survey conducted in Spring of 1999. (Limited quantities available. Online version will be available on the NCI website http:// www.nci.nih.gov)	English	T162		
Breast and Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care: Addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals: These flip charts illustrate the key concepts that help women understand the importance of early cancer detection. The presentations are for medically underserved women and are meant for small groups- no larger than 10.	English	G444		
	Spanish	G445		

Fax order form to National Cancer Institute: (301) 330-7968