

Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 5, Issue 2 March - April 2003

WELCOME!

In this issue, we feature several articles about the Centers for Medicare & Medicaid Services' (CMS), its Regional Offices' and contractors' – the Quality Improvement Organizations – work to promote breast cancer screening: At the national level, CMS is active with the National Breast Cancer Awareness Month Board of Sponsors (see story on page 2). Also, CMS – and the National Cancer Institute – are receiving a National Institutes of Health "Plain Language" Award for the Asian language educational brochures, which debuted in 2002 (see page 4). The CMS Mammography Coordinators are working collaboratively on their communications outreach this year, a new effort for the previously independent regions. (See the article on page 2.)

The *Not Just Once Newsletter* focuses on the work of the Medicare Mammography Campaign, contractors, and other partners. As always, we encourage YOU to submit ideas or stories. Please send these to Editor Maribeth Fonner at e-mail mfonner@cms.hhs.gov or phone her at (816) 426-5039.

Sincerely,

Annette E. Kussmaul, MD, MPH

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National Breast Cancer Awareness Month Board Meets in Washington, DC

-Annette E. Kussmaul, MD, MPH

I've recently returned from a meeting of the National Breast Cancer Awareness Month (NBCAM) Board of Sponsors. NBCAM is dedicated to increasing awareness of breast health and breast cancer issues, especially the importance of early detection. The Board is comprised of some 18 national public service organizations, professional medical associations, and government agencies – including the Centers for Medicare & Medicaid Services (CMS) and the National Cancer Institute. It is funded by the AstraZeneca Healthcare Foundation. CMS became a member of the NBCAM Board on Sponsors in early 2002.

This one-day meeting began the planning for NBCAM activities for October 2003. Attendees broke into three workgroups to begin addressing:

- Early detection issues and messages – As in last year's cam-

paign, there was continued interest in targeting elderly, minority and medically underserved women this year. Other topics of discussion included the need to highlight that mammography is the main recommended method for early detection, and that while new technologies are being developed, it is still the best methodology for women over 40 years of age.

- Measuring the impact of the NBCAM October program – Concern was expressed about measuring the specific effect on behavior change of NBCAM media messages and promotional activities, separately from Board of Sponsors' own Breast Cancer Awareness activities.
- Ongoing communications – The "Promotion Guide," a resource for program planners, will not be available in hard-copy this year.

There may be a small number in hard-copy for those individuals who have little or no access to computers. It will be available for download from the NBCAM website. This group also discussed updates and revisions to the website to provide greater exposure to NBCAM's Board members, as well as to highlight available educational materials for program leaders around the country.

More information about NBCAM plans – and members of the Board of Sponsors – will be included in a future issue of the *Not Just Once Newsletter*. Additional information is available on the website, www.nbcam.org

Dr. Kussmaul is a Medical Officer with the Division of Clinical Standards & Quality in CMS's Kansas City Regional Office. She is the lead for the National Medicare Mammography Campaign.

CMS Regional Offices Collaborate for 2003 Outreach Activities

As part of the National Medicare Mammography Campaign, the Centers for Medicare & Medicaid Services (CMS) Regional Offices arrange multi-component outreach activities locally each year. In the past, these have included public service announcements, video news releases, newspaper ads and other local partnerships. This outreach is generally conducted in conjunction with National Breast Cancer Awareness Month (October) and/or Mother's Day (May).

This year, because of a new CMS/ Dept. of Health & Human Services review process, the CMS Regional Offices are working together on their local outreach. They have agreed upon several communications items for use during 2003. The following items are presently going through the review and clearance process:

- Black-and-white print ads – Some Regional Office coordinators plan to use the "Not Just Once but for a Lifetime"-themed ads originally

created by the National Cancer Institute (NCI) and CMS (shown on page 3). These would be submitted to local newspapers in African-American and rural communities. A Spanish translation would be sent to publications targeting Hispanic audiences.

- Transit poster – Several coordinators plan to use an ad created by CMS's Boston Regional Office

continued on page 3

“Mammography, A Smart Idea Made Easy”

-Deborah Finley, MPA

Pick up your prescription, buy bread and milk, and take time to get your yearly mammogram all in the same visit to the supermarket.

“Mammography, A Smart Idea Made Easy.”

Although the Healthy People 2010 goal for mammography is 70% (as measured by the National Health Interview Survey), mammography rates in St. Louis remain low. Among women ages 52-69 with fee-for-service Medicare, the city rate is 52%, and the county rate is 65%. In an effort to improve this, Barnes-Jewish Hospital's mobile mammography van partnered with Schnucks Pharmacy, a division of a very large supermarket chain in Missouri, to make mammograms available at their stores. Using a rotating schedule, the van travels to different Schnucks stores throughout St. Louis city and county, providing mammograms to women with a scheduled appointment. Although this partnership offers flexibility to women, the van was often not operating at capacity.

MissouriPRO, the state Quality Improvement Organization (QIO), felt this was an excellent opportunity to join the partnership and increase mammography appointments to fill the van's capacity. The QIO participated by undertaking a targeted mail campaign complemented with public service announcements. The direct mail campaign was targeted to St. Louis city and county women enrolled in fee-for-service Medicare Part A and B and aged 48-67 as of October 2002. Using Medicare claims data available from the Centers for Medicare & Medicaid Services, MissouriPRO identified all women who had not received a Medicare-paid mammogram between October 1999 and September 2001. From this list, we randomly selected 4,000 women to receive the direct mailings, with the rest of the list serving as a control group.

The postcard was designed to help women readily associate the mammography van and Schnucks. Postcard language strongly supported the need for mammograms and provided women with the mammography van's phone number and schedule.

Each of the 4000 women received two mailings of the postcard, one with the Fall 2002 mammography van schedule and another with the Winter 2003 schedule. In addition, a public service campaign complemented this project. In partnership with Schnucks, over 100 radio spots were secured. During September and October 2002, these spots promoted mammography and the availability of the van.

The success of the project is currently under evaluation. Using claims data, we will calculate the proportion of the targeted women who received a Medicare-paid mammogram and compare this to the control group to determine the impact of the mailing. Returned postcards will be dropped from the evaluation.

For further information, please contact Carol Beahan, Beneficiary Outreach Specialist at MissouriPRO, at (573) 893-7900 x203.

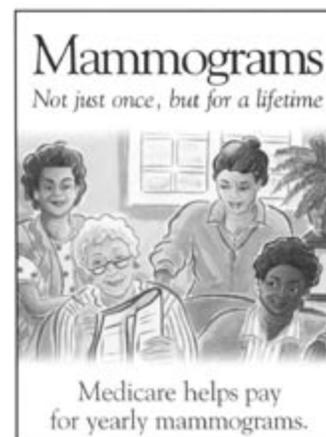
Ms. Finley is the Director of Communications and Beneficiary Outreach at MissouriPRO in Jefferson City, MO.

“CMS Regional Offices Collaborate” continued from page 2

to reach women with Medicare in urban areas served by buses, trains and other mass transit.

This collaboration has been a new experience for the Regional Offices, and we appreciate everyone's contributions to the process. Special

thanks go to Margaret Medley, from the CMS's Seattle Regional Office, who has taken a lead role in coordinating the regional activities, and the Boston Regional Office team – Monica Henderson, Peter Mackenzie and Craig Schneider – for sharing their transit poster. Ms. Medley and the Boston team were sent certificates of appreciation from the National Medicare Mammography Campaign.



CMS Volunteers Support Public Television and National Mammography Campaign in San Francisco

-Shirley M. Bordelon and Henry Tyson

On March 1, 2003, over 25 Centers for Medicare & Medicaid Services (CMS) employees from the San Francisco Regional Office volunteered to support quality public television by taking pledge donations by telephone. The employees gathered at the KQED public television studio in San Francisco and responded to calls from viewers for 6 hours on a Saturday evening.

During this event, we were able to promote CMS by placing specially-designed 8 x 10 placards on the tables in front of the CMS staff. The placards displayed the CMS logo, our toll-free number and website. Viewers saw them every time a CMS volunteer answered a pledge call. In addition,

every hour, a full screen display of the CMS logo (in color) with the toll-free number and website address was shown on the TV program.

We also took the opportunity to promote CMS's screening mammography benefit. Each CMS participant wore a white tee shirt with an imprint of a pink ribbon and the words "Medicare pays for mammograms." They also wore black visors which had the same message imprinted in bright pink.

The event collected over \$200,000 for quality television in the Bay Area. The CMS volunteers collected \$83,000 of that total.

Ms. Bordelon and Mr. Tyson are with the Beneficiary Services branch in CMS's San Francisco Regional Office. Ms. Bordelon is

the Region IX Mammography Coordinator. Mr. Tyson is the manager of the Beneficiary Services branch.

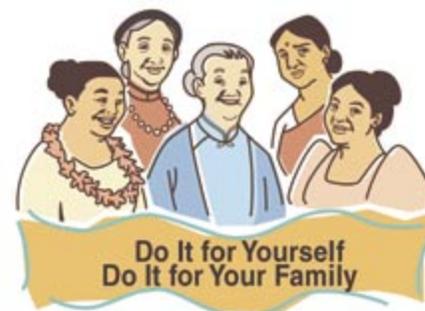
To read back issues of the **Not Just Once** Newsletter, please visit the website: www.cms.hhs.gov/preventiveservices/1a.asp



NCI/CMS Asian Language Brochure Wins NIH "Plain Language" Award

The Asian language mammography brochure, themed "Do It For Yourself, Do It For Your Family," was selected to receive a National Institutes of Health (NIH) Plain Language Award. The Centers for Medicare & Medicaid Services and the National Cancer Institute adapted a brochure originally developed and consumer-tested by CMRI, the Medicare Quality Improvement Organization (QIO) in California. The brochure was

written for English-speaking women of Asian and Pacific Islander descent and translated into three additional languages: Chinese, Vietnamese, and Tagalog. For more information, see the article in the May-June 2002 issue of Not Just Once. The Honorable Mention Plain Language Award will be presented during a recognition ceremony at NIH on April 23, 2003.



Get a Mammogram Every 1 to 2 Years

CMS's Regional Mammography Coordinators

CMS's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects focusing on 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.

Monica Henderson or
Peter MacKenzie
CMS Region I
John F. Kennedy Bldg., #2375
Boston, MA 02203
(617) 565-1269 or 4857
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pmackenzie@cms.hhs.gov

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Seattle, WA 98121-2500
(206) 615-2355 or 2327
mmedley@cms.hhs.gov or
lmatos@cms.hhs.gov



Order Form - *Mammograms* NCI / CMS Materials

Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
		Email:		
City:	State:	Zip Code:		
Title & Contents Description	Language	Inventory Number	Size	Quantity
Mammograms... Not Just Once, But for a Lifetime Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
Mammograms for Older Women 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 Spanish	G500 G501	11 x 17	
Mammograms for Older Women Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
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 (Limited quantities available) 25-page bound report with findings from a telephone survey conducted in Spring of 1999. Also available at: http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf	English	T162		
Breast & Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care This 205-page guide 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		
Mammogram Reminder Pad **UPDATED** A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
"Do it for yourself, Do it for your family" ** NEW ** Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

Mail order form to:
 National Cancer Institute
 P.O. Box 24128
 Baltimore, MD 21227

OR

Fax order form to:
 410-646-3117

If receipt of your order is not confirmed the same day by fax or email, please re-send.

Orders take 7-10 days to process and deliver via UPS.

Call Dawn Brown in the Distribution Center at 410-644-6538 for questions.