

October is National Breast Cancer Awareness Month
National Mammography Day - October 15, 1999



October—November, 1999



Not Just Once

The Bimonthly Newsletter of HCFA's
National Medicare Mammography Campaign

NOT JUST ONCE HONORS NATIONAL BREAST CANCER AWARENESS MONTH!

As we reported in our last issue of *Not Just Once*, October marks the 15th year that National Breast Cancer Awareness Month (NBCAM) is celebrated in the United States. This campaign reaches millions with thousands of organizations working together to educate women about the importance of good breast health. In this issue of *Not Just Once*, we are proud to highlight some of the initiatives underway for NBCAM, including those that are a partnership between HCFA, the National Cancer Institute, and Peer Review Organizations. It is important, however, for us all to remember that breast cancer awareness is not a one time event. As our campaign slogan implies... *not just once*.

We encourage you and your organization to continue promoting regular mammography screening and Medicare's annual benefit year round, not just in October. As always, HCFA's regional mammography coordinators are just a phone call away and are glad to serve as a resource to help you in your efforts.

Sincerely,

Ta Budetti

Deputy Regional Administrator
HCFA, Region V, Chicago

Sandy Kappert

Director, Division of Health Promotion
HCFA's Center for Beneficiary Services

Inside this issue:

Not Just Once Newsroom	2
Upcoming Educational Events	3
National Events	4
Promoting Wellness	5
PRO Updates	6
More PRO Updates!	7
NBCAM Regional Events	8
Region II's Diane Tully	9
PRO Spotlight: MetaStar	10
New HCFA/NCI material now	11
HCFA/NCI Order Form	12
Multi City Update: PRI DE	13
Medicare and Disability	14

HCFA's Not Just Once newsletter is now available on the Internet. Please visit us at HCFA's web site:

www.hcfa.gov/quality/3n.htm

Know Someone Who Should Get This Newsletter?



THE BIMONTHLY NEWSLETTER OF HCFA'S NATIONAL MEDICARE MAMMOGRAPHY CAMPAIGN

Call us and we'll add them to our mailing list.
Tel: 312-886-5352
Or contact us by email at: Rklugman@hcfa.gov

THE NOT JUST ONCE NEWSROOM

Providing You With The Latest In Breast Cancer News

New Computer Model Supports the Importance of Annual Mammograms

The fact that a woman has had a mammogram "within the past few years" is not sufficient to protect her from breast cancer, says a group of researchers from Massachusetts General Hospital (MGH). In a study published in the August issue of *Radiology*, the MGH investigators show that the interval between mammograms may be the most critical factor for reducing the breast cancer death rate. The conclusions are based on a new computer model developed by James Michaelson, PhD, of the MGH Cancer Center, with Elkan Halpern, PhD, and Daniel Kopans, MD, MGH director of Breast Imaging. The model suggests that, if women had mammograms more frequently than most of them currently do, more tumors would be discovered at a stage when they are curable by local surgery and radiation. The authors note that, while MGH physicians consistently have urged prompt annual screening, those women who have come to the hospital for their mammograms actually wait an average of a year and a half between examinations, with many going two, three or more years between screenings.

Scientists have long known that rates of cancer growth and spread are fundamentally important. The computer model provides a mathematical prediction of the growth and spread of breast cancers that appears sufficiently accurate to allow assessment of new and possibly better ways to screen patients for tumors. While the general conclusion that more frequent screenings would reduce breast cancer death rates appears clear, exactly how much reduction would be achieved for each screening interval remains to be determined. The authors note, however, that improving the data supplied to the model should result in more reliable and useful screening recommendations. While the current study does not endorse having mammograms more than once a year, it does confirm the importance of prompt, annual screenings. (SOURCE: *Eureka News Service*, July 26, 1999)

Breast Cancer Expected to Hit 1 Million

More than 1 million women around the world will develop breast cancer next year, says a French doctor with the International Agency for Research on Cancer. While many new cases will come from Canada, the United States and Europe, there will be a growing number in the developing world, said Dr. Annie Sasco, a chief epidemiologist with the agency, part of the World Health Organization. "The picture is not good. Breast cancer is increasing in more spots all over the world," Sasco said at the World Conference on Breast Cancer.

In 1997, the last year for which full numbers are available, almost 900,000 new cases were reported and 400,000 women died of breast cancer, she said. By next year, research indicates that about 1 million new cases will be reported. And while there are lower rates of the disease reported in Africa, the Middle East and Asia, breast cancer is overtaking cervical cancer as a leading killer of women in the developing world.

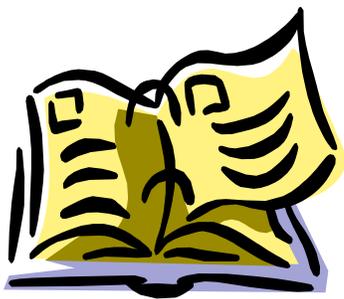
Rosa Meneses, a breast cancer patient from the Philippines, gave one of the most moving talks at the conference. Diagnosed in 1997, she has lost one breast and four months ago had surgery to remove another cancerous growth. When she noticed a lump in her left breast, Meneses immediately went to the doctor and wasn't prepared for what followed: She was in the advanced stages of breast cancer and was told she had two years to live. Meneses went home to face the hardest ordeal of her life: telling another daughter, 21, she had cancer. Following her attendance at the 1997 World Breast Cancer Conference in Kingston, Meneses went home to start a support group and organized her country's first breast cancer conference. She has shunned conventional cancer therapy, refusing to put her body through grueling chemotherapy treatments, and she devotes her life to ensuring her daughters don't die of the disease. "I may have lost a breast, and maybe even my life, but I'll never lose my heart," she said to thunderous applause. (SOURCE: *Tanya Talaga*, *Toronto Star*, July 28, 1999)

Effects of Health Insurance and Race on Early Detection of Cancer

The presence and type of health insurance may be an important determinant of cancer stage at diagnosis. To determine whether previously observed racial differences in stage of cancer at diagnosis may be explained partly by differences in insurance coverage, researchers studied all patients with incident cases of melanoma, colorectal, breast, or prostate cancer in Florida in 1994 for whom the stage at diagnosis and insurance status were known. The effects of insurance and race on odds of a late stage diagnosis were examined by adjusting for an individual's age, sex, marital status, education, income, and comorbidity. Data from over 28,000 patients were analyzed. The results found that people who were uninsured were more likely diagnosed at a late stage than were persons with commercial indemnity insurance. Other interesting results found that patients insured by Medicaid were more likely diagnosed at a late stage of breast cancer and melanoma. Non-Hispanic African-American patients were more likely diagnosed with late stage breast and prostate cancers than were non-Hispanic whites. Hispanic patients were more likely to be diagnosed with late stage breast cancers but less likely to be diagnosed with late stage prostate cancer. The racial differences in stage at diagnosis are not explained by insurance coverage or socioeconomic status. Since persons lacking health insurance and persons insured by Medicaid are more likely diagnosed with late stage cancer, efforts to improve access to cancer-screening services are warranted for these groups. (SOURCE: *Journal of the National Cancer Institute*, August 18, 1999.)

The Not Just Once **Newsroom** is compiled by our graduate intern, **Cynthia Dold**, who comes to us from University of California at Berkeley's School of Public Health and Public Policy.

Educational Events



OCTOBER

10/2/99

BELLS AND SILENCE FOR REMEMBRANCE

The Northeast Health Care Quality Foundation will be sponsoring their 1999 Bells and Silence for Remembrance campaign. Priests, rabbis and ministers are asked to either ring

bells for one minute at 1:15pm, or observe a moment of silence during Sabbath services in memory and in support of women with breast cancer. For more information, please contact Paul Peter Jesep at the NHCQF at (603) 749-1641 or email nhpro.pjesep@sdps.org.

10/06/99

1999 NBCAM CAMPAIGN PRESS BRIEFING

The national press briefing for National Breast Cancer Awareness Month has been scheduled for October 6, 1999 at 9 am. Secretary of Labor, Alexis Herman will be speaking. The press briefing will be located at the National Press Club in Washington, DC. For more information, please contact, B.J. Iacino, NBCAM Coordinator, Phone: (404) 233-3830.

10/07/99

BREAST CANCER PREVENTION: NEW STRATEGIES FOR WOMEN AT HIGH RISK

An educational program for health care professionals to update them on prevention, risk factor, treatments & clinical trials. The conference will be held in Steubenville, Ohio. For more information, please contact E. Kindsvatter, Trinity Breast & Cervical Program. Phone: (740) 283-7015.

10/30/99

Y-ME LUNCHEON AND FASHION SHOW

Breast cancer patients, survivors, and supporters, celebrities, medical advisors, volunteers, friends, and Y-ME board members will take part in a fashion show to honor the Y-ME organization at the Sheraton Chicago Hotel and Towers in Chicago, Illinois. A resource book and an inspiring pictorial tribute to those whose lives have been affected by breast cancer will be available to all who attend. For more information, please contact Chicago, Illinois Y-ME office, phone: (312) 986-8338.

NOVEMBER

11/17/99

SUPPORT FOR CAREGIVERS: COPING DURING THE HOLIDAYS

This National Teleconference Workshop will provide information and practical tips to caregivers on coping with cancer during the holidays. Special emphasis will be placed on how to care for yourself during the holidays. Participation is free and no phone charges apply, but registration is required. For more information, please contact Carolyn Messner, Cancer Care, Phone: (800) 813-HOPE or (212) 302-2400.

DECEMBER

12/08/99-12/10/99

22ND SAN ANTONIO BREAST CANCER SYMPOSIUM

This annual symposium is designed to provide state-of-the-art information on the experimental biology, etiology, diagnosis, treatment and prevention of breast cancer. The symposium is at the Marriott Rivercenter, in San Antonio, TX. For more information, please contact Lois Dunnington at (210) 616-5912.

Coming Soon...

Spring of 2000

NATIONAL CONFERENCE: BREAST CANCER & LATINAS

The Y-ME National Breast Cancer Organization will sponsor a bilingual conference on breast cancer in Latinas. The National Conference will be held in San Diego and will set the tone for goals and strategies as we start the new millennium. For more information, please contact Catalina Ramos at (312) 294-8522.

2/9/00-2/10/00

7TH BIENNIAL SYMPOSIUM ON MINORITIES

The latest scientific and treatment information will be presented, as well as strategies for reducing the disproportionate incidence of cancer morbidity and mortality among minorities and the medically underserved. <http://icc.bcm.tmc.edu>. The symposium will be located at the Grand Hyatt, Washington, DC. Please contact Carlotta V. Handcock, M.Ed. at (713) 798-5383 for more information.

Have an event you would like to share in Not Just Once? Please give us a call with details at (312) 886-5352 or send an email to Rachel Klugman at rklugman@hcfa.gov.

National Events



On October 23, 24, and 25, 1998, 2,400 people in Southern California completed the first sixty-mile, three-day fundraising walk for breast cancer early detection: the AVON Breast Cancer 3-Day. The event delivered \$5 million in net proceeds, representing 63% of total monies raised, to the worthiest non-profit breast cancer early detection programs in every region of the United States. In addition, media coverage of the AVON Breast Cancer 3-Day last year delivered the early detection message to an estimated audience of 90 million people through television, radio and publications.

The net proceeds from the money you raise through the AVON Breast Cancer 3-Day benefit non-profit breast cancer early detection programs across the U.S. funded by the Avon Products Foundation, Inc. in partnership with the National Alliance of Breast Cancer Organization (NABCO). These programs educate women about the facts of breast cancer, and the benefits of early detection and treatment. Special emphasis is given to reaching low-income, minority and older women, and connecting them to early detection screening services, at little or no cost.



4 Locations in 1999!

Atlanta
New York Chicago
Los Angeles

Programs that are funded by the Avon Crusade benefit from an additional resource: Avon's 450,000 U.S. sales representatives, the world's largest volunteer force of outreach workers for breast cancer. Avon sales representatives discuss the importance of early detection with women in their communities, and they publicize the services provided by Crusade-funded programs. Avon representatives have distributed 80 million educational brochures about breast cancer, and raised over \$32 million by selling products that feature the pink ribbon, international symbol of the cause. The first AVON Breast Cancer 3-Day in Los Angeles in 1998 raised \$5 million in net proceeds, representing 63% of total donor dollars, for non-profit early detection programs nationwide.

For more information on the Avon 3-Day, please visit www.avoncrusade.com



What can you do with \$5? Is it possible to save a life? Can you make a difference? America will find out this October, when the Lee Company sponsors Lee National Denim Day® to raise money for breast cancer awareness, education and research. This year's goal is to raise \$6 million. For the fourth year, the Lee Company is inviting businesses and corporations to participate in Lee National Denim Day by allowing their employees to wear denim to work on Friday, October 8, 1999. All they ask is for an individual \$5 donation to the Komen Foundation. Last year, Lee National Denim Day exceeded its goal of

\$4 million, raising more than \$5.5 million and making it the nation's largest single-day fundraiser for breast cancer. In three years, Lee National Denim Day has raised more than \$10 million for the Komen Foundation.



Actress Patricia Arquette, who lost her mother to breast cancer nearly two years ago, is the 1999 Lee National Denim Day spokesperson.

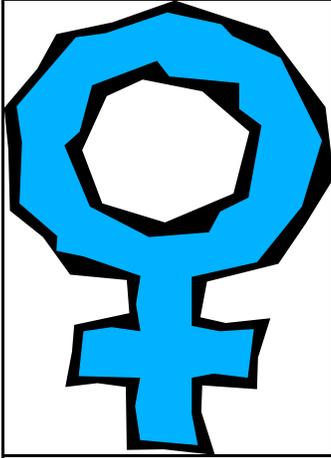
"My mother sort of blossomed during the time she had breast cancer," Arquette said. "She did a lot of research, explored all kinds of treatment. Her oncologist said she knew more than

many doctors. In the end, she was so brave. It was really quite beautiful. We were all with her. Losing my mother was terribly difficult because she was such an important part of my life. And it makes me think that every second that goes by that we don't have a cure more mothers are dying. It's got to change, and Lee National Denim Day is helping to bring about this change."

Companies receive a participation packet for this worthwhile event by calling 800-688-8508 or by visiting the Lee National Denim Day website at www.denimday.com/den/.

Steps to Promoting Wellness: Women's Health

Submitted by Annette Lang
HCFA's Office of Communications and Operations Support



Obtaining preventive services is especially important when it comes to cancer. The American Cancer Society (ACS) predicts an estimated 175,000 new invasive cases of breast cancer among women in the United States in 1999. It also predicts that 43,300 women will die from breast cancer this year as well. And, since the risk of breast cancer increases with age, a large number of those deaths will occur in women age 65 and older. In addition to breast cancer, Medicare age women are also at risk for contracting other types of cancer, including cervical and colorectal cancers. (Colorectal cancer is the third most common cancer in women.) For all of these types of cancer, preventive screening services are available.

Research has shown that patients are more likely to consider and obtain preventive services if their provider recommends that they do so. If providers are educated on the need for their patients to take advantage of Medicare's covered preventive services, they will be more likely to recommend them to their patients, and as a result, patients will be more likely to obtain those services.

One medium recently used by HCFA to educate providers and to encourage them to promote breast, cervical, and colorectal cancer screening services was a satellite broadcast entitled "Steps to Promoting Wellness: Women's Health." The broadcast, produced live from HCFA's studio in Baltimore, highlighted the need for screening for breast, cervical, and colorectal cancers for Medicare women. Experts from around the country, including physicians, academics, beneficiary advocates, and representatives from governmental and national organizations, presented the techniques they use and the activities they have underway to promote and provide cancer screening services to Medicare beneficiaries. The Medicare coverage, billing, and reimbursement policies for the mammography, Pap test, and colorectal screening benefits were presented. In addition, discussion focused on the importance of effective provider/patient communication, and how lack of communication or miscommunication between the parties can seriously hinder a Medicare beneficiary's understanding of the importance of or ability to obtain necessary preventive services.

Moderated by veteran health care reporter Rea Blakey (WJLA-TV, Washington, DC), the broadcast included a combination of live and pre-recorded messages, video-taped interview segments, live audience call-in, fax, and e-mail question and answer sessions, and a break period featuring facts and figures about the various cancers and public service announcements promoting mammograms. Medicare providers and those with whom they work to provide preventive services to Medicare beneficiaries comprised the audience at the various host sites. Over 250 host sites from around the country registered for the broadcast.

"Steps to Promoting Wellness: Women's Health" is a part of HCFA's overall National Provider Education Program. A free computer-based training (CBT) course geared toward providers complements the broadcast. The CBT module includes pre- and post-test assessments of a provider's knowledge of Medicare's coverage, reimbursement, and billing policies relevant to breast, cervical, and colorectal cancer screening services. The CBT modules can be found at www.hcfa.gov under the Learning Resources option.

Through the use of distance learning techniques, such as satellite broadcasts and CBT modules, HCFA intends to educate providers on the importance of Medicare covered preventive services and their role in promoting and providing those services. HCFA is also exploring other forms of communication with providers (such as web-based training) in an effort to identify ways to increase utilization and promote awareness of Medicare's covered preventive services. HCFA realizes the importance of provider participation in promoting good health among beneficiaries and hopes that by sponsoring these learning opportunities, providers will obtain the resources and information they need to make promoting preventive services a regular part of their practices.

For a free video copy of Steps to Promoting Wellness: Women's Health or to access the CBT module, please visit www.hcfa.gov and choose the Learning Resources option.

PRO UPDATES



South Carolina Mammogram Coalition Partners With Wal-Mart Stores and Mobile Mammography Units

Members of the South Carolina Mammogram Coalition have teamed up with Wal-Mart and local providers to promote breast cancer awareness and the importance of mammography during October, which is National Breast Cancer Awareness Month.

In South Carolina, community volunteers and medical professionals will be available at participating Wal-Mart stores on selected days in October to answer any questions about breast cancer, breast self-exams, and mammograms. In addition, local providers will have a mobile mammography unit in the parking lot of selected stores, which allows Wal-Mart customers to obtain screening mammograms onsite.

Carolina Medical Review, the Peer Review/Quality Improvement Organization for South Carolina, established the South Carolina Mammogram Coalition in 1995. In addition to Carolina Medical Review, the Coalition is also composed of representatives from the South Carolina Women's Cancer Coalition, the Best Chance Network, the South Carolina Comprehensive Breast Center at Palmetto Baptist Medical Center and Palmetto Richland Memorial Hospital, Lexington Medical Center, Palmetto Government Benefits Administrators, and other organizations dedicated to the early detection of breast cancer. For more information on CMR's Wal-Mart partnership, please contact Diana Zona at 803-731-8225, ext. 203.

NC Mammography Coalition Receives Award for Excellence



The North Carolina Mammography Outreach Coalition, founded by Medical Review of North Carolina, Inc., was recently awarded the Crystal Award for Excellence in the 1998 Audio Competition of the Communicator Awards for its electronic mammography outreach presentation. The continuous Powerpoint program, entitled "Early Detection of Breast Cancer Saves Lives," received the Award for Excellence in the category for education. The visual and audio presentation highlighted information on breast cancer facts and Medicare's coverage of screening mammography, and will be used by Coalition members as an educational tool at health fairs for Medicare beneficiaries. In addition to MRNC, other member organizations of the Coalition include: the Seniors' Health Insurance Information Program; the North Carolina Comprehensive Breast and Cervical Cancer Control Program; the North Carolina Comprehensive Breast and Cervical Cancer Control Coalition; Blue Cross and Blue Shield, Medicare Part A; CIGNA, Medicare Part B; the YWCA; Save Our Sisters of Wake; and the American Cancer Society of North Carolina.

IPRO MAKES MAMMOGRAPHY INFORMATION AVAILABLE TO SENIORS ON THE WEB

As part of their Consumer Health Information Promotion Series (CHIPS), IPRO — the New York PRO — has developed an informational brochure and website dedicated to educating beneficiaries about the importance of knowing the facts about what they can do to stay well. Of particular interest is their educational brochure to help older women make informed decisions and ask the right questions about mammography.

The information in this brochure has been put together by physicians and nurses to help beneficiaries understand the value of getting a yearly mammogram and clinical breast exam. Included are easy-to-understand facts, questions and answers, and a message from Dr. Mary E. Hibberd, IPRO's Senior Vice President and Principal Clinical Coordinator.

Pay a visit to this site at <http://www.ipro.org>.

MORE PRO UPDATES



ANNIVERSARY FOR NORTHEAST HEALTH CARE QUALITY FOUNDATION'S BELLS AND SILENCE FOR REMEMBRANCE PROGRAM

Bells and Silence for Remembrance was conceived and first implemented at the Northeast Health Care Quality Foundation, the PRO for Maine, New Hampshire, and Vermont, to promote breast health awareness continues to build national momentum. Saturday, October 2, 1999, marks another anniversary of the campaign.

Churches ring bells for one minute on the first Saturday of October at 1:15 PM, or in the case of synagogues and mosques a moment of silence is observed during a weekend service. The bell ringing and moment of silence is in remembrance of those who have died of breast cancer; in support of women who still battle the disease; and as a symbolic gesture of support to families and friends whose loved ones have or continue to battle breast cancer. Bells and silence can also be used to remind women of their need for a regular mammogram.

The Susan Komen Foundation, based in Texas, has promoted the campaign in its summer newsletter. In August, the Foundation learned that the Metropolia of the Ukrainian Autocephalous Orthodox Church of North and South America Sobornopravna will participate for the first time this year. In September, the Foundation received a letter from Vicar General Patrick J. Sheridan of the Archdiocese of New York who wrote: "Cardinal O'Connor is grateful for your letter . . . concerning the Campaign called Bells and Silence for Remembrance. I have assured him that we will make every effort to bring this to the attention of our parishes throughout the Archdiocese of New York."

In each of the last three years, Bells and Silence for Remembrance received the enthusiastic support of Catholic and Episcopal Dioceses in several New England states along with many synagogues. Health groups outside the PRO community in Ohio, Texas, New Jersey, Missouri, Massachusetts, and Washington DC have informed the Foundation that they too would ask religious leaders in their respective states to implement the campaign.

PROs interested in implementing the campaign for October 2000 may contact Paul Peter Jesep, the creator and originator of Bells and Silence for Remembrance, at the Northeast Health Care Quality Foundation (603) 749-1641.

Breast Health Connection of Georgia

The Georgia Medical Care Foundation (GMCF) has partnered with the Breast Health Connection of Georgia to create a Coalition Web Site. The site seeks to ease the difficulty of finding resources related to breast cancer and good breast health practices, by helping the public identify local resources to help. The site also contains updated information about the Atlanta Multi-City Project, the Georgia PRO's Bells for Remembrance campaign, and FDA Certified Mammography Centers, as well as information on support groups, facilitating agencies, cancer treatment, and upcoming events.

In the near future, the Coalition hopes to create a resource guide to help health and community service providers better facilitate a woman's journey through the health system. The guide will focus on helping uninsured and underinsured women, and those with a limited understanding of their insurance benefits, get mammograms, clinical breast exams, learn to properly do self breast exams, and find other breast cancer related diagnostic and treatment services should the need arise.

We encourage you to visit this informative site at <http://www.breasthealthga.org/>

We would be delighted to share your accomplishments in the next issue of *Not Just Once*. Please forward us a description via email to rklugman@hcfa.gov, or send us a fax at (312) 353-0252.

NBCAM Activities underway in HCFA's Regional Offices

Region I: HCFA's Boston Regional Office

Submitted by Helen Mulligan

In Region I, Helen Mulligan worked with the regional PROs and coalitions to sponsor activities in their specific states. In Rhode Island, Rhode Island Quality Partners will give away "Year 2000" calendars that highlight mammography and self breast exams. In Connecticut, the PRO & state coalition created a variety of items to give away at health fairs and other NBCAM events, including bookmarks (in English and Spanish) and giveaways. In Maine, New Hampshire and Vermont, the Northeast Health Care Quality Foundation and the Northern New England Outreach Partnership collaborated on pink mammography stickers for providers offices. And finally, in Massachusetts, the Massachusetts Beneficiary Services Workgroup collaborated on a variety of items for give aways, including bookmarks (in English and Spanish) and pencils with the phrase "Medicare pays for mammograms." For details contact Helen at (215) 861-4295.

Region II: HCFA's New York Regional Office, Submitted by Diane Tully

On Saturday, Oct. 2, Diane Tully will speak on a NYC radio show on Medicare mammography. On Sunday, Oct. 3rd, the regional office will take part in the SHARE Medicare Walk. Sunday, Oct. 10th marks Super Sunday, an event highlighted on page 10 of this newsletter. The regional office is also conducting outreach activities and working to develop a health promotion program on mammography. For details contact Diane at (212) 264-7458.

Region III: HCFA's Philadelphia Regional Office, Submitted by Pat Lowry

The screening mammography initiative in Philadelphia is focusing on promoting the importance of preventive health care among older women in minority populations. The Philadelphia RO sponsored the annual Puerto Rican Day Parade in Philadelphia and had four mammography promotional spots aired during the parade. The ABC affiliate station in Philadelphia broadcasts over a four state area and the parade broadcast reached a large audience of Hispanic viewers. The same screening mammography videos will air a total of ten times during the month of October, National Breast Cancer Awareness Month, during a Hispanic talk show that addresses the concerns and cultural issues of the Hispanic population. The "Not Just Once ...but for a Lifetime" message of the HCFA mammography initiative will air throughout the month of October on the Channel 6 Community Calendar. The RO is continuing to work with a coalition of African American Churches to promote awareness to the importance of screening mammography by distributing the mammography bookmarks and brochures to church groups in our area during the months of October. For details contact Pat at (215) 861-4295.

REGION IV: HCFA's Atlanta Regional Office, Submitted by Gloria Oyetubo.

Region IV is planning a health fair geared toward mammography in the Atlanta area in a large senior center. There will be a mobile mammography unit

and a barber shop quartet for entertainment. The regional office is also placing ads and will have giveaways at the fair. For details contact Gloria at (404) 562-7217.

Region V: HCFA's Chicago Regional Office, Submitted by Rachel Klugman

Region V entered into a Non Competitive Sustaining Agreement (NCSA) with the Illinois Broadcasters Association, an idea that was sparked by an article in the August-September issue of Not Just Once and the success the West Virginia PRO had with their broadcasters association. Through the NCSA, HCFA's mammography PSA will be aired at least once a day on over 14 different radio and TV stations throughout the months of October and November. Many of these stations are 50,000 watts and allow us to reach beneficiaries in over 7 states. HCFA's PSA will also be aired on WGN, the national cable station, Galavision, a Hispanic cable station reaching a tri-state area, as well as the Lifetime cable network. Region V has also partnered with the Illinois Foundation on Quality Health Care, the Chicago Multi-City Project, the City of Chicago, and the American Cancer Society to host a city-wide NBCAM event on October 21, 1999. For details contact Rachel at (312) 886-5352.

Region VI: HCFA's Dallas Regional Office, Submitted by Linda Horsch

Region VI's campaign goal is to educate beneficiaries about the role of preventative services such as screening mammograms and self-care. The Dallas Regional Office is also holding mammography events in October, and providing statewide coalition support. For details call Linda at 214-767-4422.

Region VII: HCFA's Kansas City Regional Office, Submitted by Darcy Jakopchek

As part of their NBCAM activities, Region VII has purchased 30-second radio spots and will be airing an audio PSA highlighting the Medicare mammography benefit. These spots will be run on two rural radio networks that cover Region VII's four states. The PSAs will air for four days up to and including National Mammography Day on October 15, 1999. Region VII is also using HCFA's video mammography PSA as part of a Medicare-wide outreach effort called the REACH campaign. Through the campaign, Region VII will be sponsoring the closed captioning of the 10 p.m. newscast on the local CBS affiliate for 18 weeks. As part of that sponsorship, HCFA's PSAs will be run once a day for those 18 weeks. Region VII plans to run the mammography PSA from October 10 - 23, 1999 as part of their NBCAM efforts. HCFA's Region VII has joined with the CDC Breast and Cervical Cancer Control Project grantee in each state and purchased 60-second blocks of airtime in which to run back-to-back messages that complement one another. This lower 60-second advertising rate gives each entity a considerable cost break so that the partners were able to purchase more airings. The Kansas City Regional Office will be highlighting mammography in all of their outreach efforts throughout October and encouraging all of

their education partners to do likewise. For details contact Darcy at (816) 426-2866.

REGION VIII : HCFA's Denver Regional Office, Submitted by Mary Muzoz

The Denver Regional Office is partnering with the American Cancer Society and advertise in local papers within their 6-state region. In addition, Region VIII will be using giveaways for outreach and health fairs, as well as producing a local conference. For details contact Mary at (303) 844-6149.

Region IX: HCFA's San Francisco Regional Office, Submitted by Shirley Borderlon

HCFA's San Francisco Regional Office has many activities planned for NBCAM. On September 29th, Region IX will participate in a screening of "Breast Cancer Screening: Not Just Mammograms," produced by the University of North Carolina and locally hosted by HCFA's long-standing partner, the Northern California Cancer Information Service. On October 2nd, she will present at a health forum hosted by the Black Nurses Association. On October 7, Shirley will be a panelist at a Senior Day conference sponsored by Senator Jackie Speier and she will also be distributing mammography materials and incentives. On October 16, she will be a guest at a gospel play on Breast Cancer which is being hosted by the Contra Costa BCEDP and she will have materials and posters displayed in the lobby. On October 22nd, Shirley will participate in a workshop on African-American media advocacy sponsored by Alameda Breast Cancer Education Program. On October 23rd she will be giving a presentation on Medicare's mammography benefit and related issues for a health forum for African American women. Approximately 350 women are expected for this weekend event and Dr. Brenda Wade, a well-respected local psychologist and regular columnist in Essence magazine will be the keynote speaker. For details contact Shirley at (415) 744-3613.

Region X: HCFA's Seattle Regional Office Submitted by Margaret Medley

The Seattle Regional Office has a number of activities planned for National Breast Cancer Awareness Month. On September 16, 1999, Margaret Medley presented a Breast Cancer Awareness PSA on a Seattle local minority radio station. Seattle is also sponsoring Newspaper ads in the Hispanic and African American press in Washington and Oregon. In addition, Region X has partnered with the local Cancer Information Service (CIS), the Food and Drug Administration (FDA) and Hallmark Card Stores, where they will be disseminating a number of Give Aways, including ink pens printed with pink ribbons and Post it pads printed with the message "Mammograms: Not Just Once, But For A Lifetime". In addition, Region X will be disseminating information at several health fairs at a number of sites, including a Seattle Community College, local King County Health Department Breast & Cervical Outreach Centers, neighborhood grocery stores including Safeway, and local African American Churches. For details call Margaret at (206) 615-2355.

Meet HCFA's Region II Mammography Coordinator: Diane Tully



Diane Tully is the Regional Mammography Coordinator for the Health Care Financing Administration's (HCFA) Region II office in New York City. Diane works with Medicare contractors, partners and beneficiaries to publicize and promote awareness of the Medicare mammography benefit. In 1998 Diane and a Medicare contractor organized a one-mile Medicare walk in Central Park on the first Sunday in October. It was made part of a broader four-mile walk run by an organization called SHARE. SHARE is a New York City-based self-help organization of survivors of breast and ovarian cancer that offers free information and support groups. About one hundred Medicare beneficiaries participated. This year, at the specific request of the beneficiaries, they will be offered the choice of either the one- or the four- mile walk. On the Saturday prior to the walk, Diane will participate in a local radio show to promote the benefit, encourage woman to have a mammogram and join in the walk.

Another of Diane's accomplishments this year has been the creation of a workgroup to target minority women in Brooklyn, NY. The workgroup consists of representation from the Cancer Information Service (CIS), IPRO, the PHS Office of Minority Health, two contractors, two beneficiaries (one a survivor). Using CIS data, the group presented Medicare and mammography information to beneficiaries in three senior centers in the Bedford Stuyvesant section in Brooklyn. At the end of that presentation, the participants were asked whether they would have a mammogram if the service were brought to their neighborhood. As a result, in April, the workgroup arranged to bring portable equipment to one of the senior centers where, despite rain and cold weather conditions, eight out of twelve women scheduled received a mammogram and breast exam. The workgroup is currently working on involving community groups in its outreach efforts.

Diane has worked with the New York City Department for Aging, specifically its Health Promotion Division, to develop a cancer prevention program that encompasses Medicare preventive benefits such as the annual screening mammogram. This new course will be offered in over 300 senior centers administered by the Department. Diane has also been actively promoting a "Super Sunday" event in October that is sponsored by the Celebrating Life Foundation, a national organization. Super Sunday has specific activities for Black churches on that day, such as allowing a breast cancer survivor to speak, encouraging women who never had a mammogram before to have one, arranging a mammography screening for their church, or placing an article in their church's newsletter. Forty-five churches in Metro New York City are participating. Diane will be mounting a display about Super Sunday in the regional office's two gyms and health unit for her co-workers so they can bring this information to their communities.

Diane's strong commitment to educating Medicare about this benefit is influenced in no small part by her training in social work and her personal experience as a cancer survivor. Her other duties in the regional office include such areas as contractor oversight. For more information on activities underway in Region II, please contact Diane directly at (212) 264-7458. **Watch this space in the next issue of *Not Just Once* as we continue to highlight HCFA's Regional Mammography Coordinators.**

HCFA'S REGIONAL MAMMOGRAPHY COORDINATORS

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MetaStar, the Wisconsin PRO, along with the American Cancer Society, Wisconsin Division, and the Pink Ribbon Council Steering Committee, has begun the "One to One Gets the Mammogram Done" program which focuses on increasing the number of women over age 50 who have mammograms at least once every two years. In this innovative project nurses have a central role, which is to "adopt" a friend, neighbor, co-worker, or relative who has not had a mammogram in at least two years. Using their knowledge of mammography and the health care system, nurses are asked to work with the woman they "adopt" to remove the barriers that have prevented her from having a mammogram and help her schedule one.

Approximately forty percent of Wisconsin women over the age of 50 have not had mammograms for a variety of reasons. Some women feel they are not at risk, some have never had one recommended, others are too fearful of the results or are afraid it will hurt. The list of reasons is long, which is why the PRO found it necessary to have nurses work one to one with these women to help them overcome their fears and to navigate the health care system. Community Outreach nurses have indicated they know many women who need this level of interaction to get any preventive care, so not only is it a good way to help someone get a mammogram, nurses can also help a woman get immunized against influenza and pneumonia at the same time. Participating in this program is easy, as nurses can sign up using the form posted on the PRO's website. Community Outreach nurses can also sign up on the form posted in the facility in which they work. Members of the Wisconsin Organization of Nurse executives (WONE), the Directors of Nursing Council in Long Term Care and the Wisconsin Association of Health Quality have taken the lead in health care facilities and are making sure that posters are put up and names sent in.

Once participants have signed up, they will receive a packet of information on the program, breast cancer, mammograms and resources. The packet will also include a postcard that is to be returned to MetaStar once a contact is made and an appointment is scheduled. These postcard will also be used by MetaStar to assess the impact of this program on the mammogram rates in Wisconsin women over the age of 50.

Organizations partnering with MetaStar in the "One to One Gets the Mammogram Done" program include: The American Cancer Society, Wisconsin Division; The Pink Ribbon Council Steering Committee; The Wisconsin Women's Cancer Control Program; Wisconsin Organization of Nurse Executives (WONE); the Directors of Nursing Council in Long Term Care; the Wisconsin Association for HealthCare Quality; the Wisconsin Nurses Association and other members of the Wisconsin Nursing Coalition; the Wisconsin Health and Hospital Association; Wisconsin Association of Homes and Services for the Aging; Wisconsin Association of Nursing Homes; Wisconsin Homecare Organization; Wisconsin Women's Breast Cancer Coalition; and the Wisconsin Women's Health Foundation, headed by First Lady Sue Ann Thompson.

Not Just Once salutes MetaStar for this ambitious project. For more information on this project, please visit the PRO's website at www.metastar.com.

Every other month, we offer the opportunity for regional offices and PROs to share information about activities that are underway in their communities. We encourage you to email submissions for our next issue of **Not Just Once** to rklugman@hcfa.gov. We'll be sure to include your update.

New NCI /HCFA Materials Now Available!

HCFA and NCI are delighted to announce that a number of new materials will be available to our PRO partners beginning in October for National Breast Cancer Awareness Month.

The first of these new materials is ***Breast and Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care***, an informative resource that can be used to help you and your partners educate women about the importance of cancer screening, create programs and places where women can get screening and diagnostic services, and provide information and assistance to women who need follow-up treatment and care. Creating this guide has been an intensive process and involved true teamwork among NCI and the CIS, CDC, HCFA, advocacy and voluntary organizations, and many of our partners in the community. We appreciate the CIS' work to review this document and to help us pretest the guide in the field. We have made every attempt to incorporate the reviewers' comments and suggestions, but do not profess that the guide is all inclusive. Rather, it represents a blend of the best of our experiences at NCI as well as those of the CIS and other partners.

We plan to send a copy with a thank you note to each organization that pre-tested the guide, as well as to each of HCFA's Per Review Organizations. Currently, we have a very limited number of copies of this guide available, but we plan on a second printing that should become available toward the end of the year. If you have any questions about this guide, please feel free to contact Jana Johnson in the Health Promotion Branch of NCI at (301) 435-7790 or via e-mail (johnstoj@occ.nci.nih.gov).

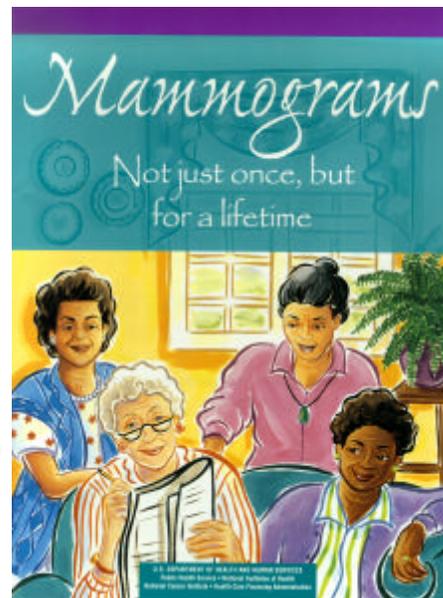


NCI and HCFA are also making our 1999 Ad Slicks available to Peer Review organizations and other interested partners. These black and white slicks feature the ***Not Just Once*** graphic, as well as information on the Medicare mammography benefit and 1-800-Medicare. They are available in a variety of sizes, including 8x10, 5x8, 2x4, and a 2x2 narrative format. These ad slicks are useful in spreading the word about the Medicare benefit in the print media, as well as in other venues. The ad slicks are now available on our fax order form on page 12 of this newsletter. Orders should be faxed directly to the Cancer Information Service at (301) 330-7968.

Finally, NCI and HCFA's Medicare Mammography Campaign outreach materials are available to PROs and other partners as a valuable resource for educating beneficiaries about the importance of regular screening mammograms and Medicare coverage. These materials have been created in large, easy-to-read print and are also available in Spanish. Materials include details about the mammography benefit, the Medicare 1-800 number, and helpful information about screening mammograms, including:

- ⇒ What is a mammogram and why should I have one?
- ⇒ How do I know if I need a mammogram?
- ⇒ Why do I need a mammogram every one to two years?
- ⇒ How is a mammogram done?
- ⇒ Where can I get a mammogram?

Using the order form on page 12 of this newsletter, our partners can fax requests directly to NCI's Cancer Information Service. Rather than ordering in bulk, we request that you order on an as needed basis, limiting orders to 5,000 per item. This system reduces waste and helps ensure a more systematic process of dissemination. Orders are typically filled within a few weeks, and come with a shipping bill that should be disregarded. If you have questions about these or any other materials available from HCFA and NCI, please contact Rachel Klugman at (312) 886-5352.



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:

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.	English	H496	8½ x 11	(maximum order 5000)
Spanish Version — See above.	Spanish	H497	8½ x 11	(maximum order 5000)
Older Woman Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings (minimum order: 20)	English	G500	11 x 17	(maximum order 5000)
Spanish Version — See above.	Spanish	G501	11 x 17	(maximum order 5000)
Older Woman Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage.	English	Z498	2 x 8	(maximum order 5000)
Spanish Version — See above.	Spanish	Z499	2 x 8	(maximum order 5000)
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.	English	H345	8½ x 11	(maximum order 5000)
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. On-line version will be available on the NCI website http:// www.nci.nih.gov by 11/1/99.)	English	T162		

The Philadelphia Multi-City Mammography Project An Update

By Jim Coan, HCFA's Center for Beneficiary Services
Project Officer, HCFA's Multi-City Projects



In Philadelphia, P.R.I.D.E. means Pride. P.R.I.D.E. stands for Philadelphians Recognizing Impact of Detection and Education. This was the name chosen by KePRO and its partners for the Philadelphia Multi-City Mammography Pilot Project and by doing so they gave themselves ownership of the project and their activities a unique identity. The slogan, "PRIDE - Saving Lives Through Breast Cancer Awareness", is becoming more and more recognizable throughout Philadelphia.

What is behind P.R.I.D.E.? Local Government, including the Office of the Mayor and City Council of Philadelphia, as well as churches, universities, health centers, Federal health agencies, sororities, medical societies, consultants, and the American Cancer Society. All of these local partners function in three discrete work groups under the leadership of the Keystone Peer Review Organization (KePRO). The Social and Religious Group focuses on the faith community through various religious organizations, affiliated

health ministries, and churches. Their efforts involve helping to improve all the existing breast cancer awareness programs that are involved in the project. The Business Group focuses on mobilizing larger Philadelphia businesses as outreach channels. The Physicians and

Managed Care Group seeks greater physician participation influencing physician practices regarding mammography.

In the beginning, P.R.I.D.E. identified a 13 zip code area in Philadelphia with the highest population of African-American women. A campaign poster was developed by the Business group and distributed to 430 African-American businesses which referenced the toll free cancer information line of the National Cancer Institute (NCI). NCI is able to capture calls from Philadelphia when the caller mentions the P.R.I.D.E. Program. The poster was also sent to 848 local physicians and specialists along with a tear-off postcard for their Medicare patients who were to take it with them to the imaging center when they obtained a mammogram. The center would stamp the postcard and return it to KePRO. In addition, several Philadelphia television stations ran a mammography public service announcement to promote the project.

Now, P.R.I.D.E. is using neighborhood block captains to develop "P.R.I.D.E. sites" where information can be obtained by women in their neighborhoods. This is referred to as the "Personal Touch" approach. A P.R.I.D.E. how-to guide has been printed to give step-by-step instructions on how to establish and host a P.R.I.D.E. site in the community. The program has also produced P.R.I.D.E. video and PSA, both of which were done using local locations and local people. Almost 45,000 women received a brochure about mammography with a directory of physicians for all Philadelphia hospitals. A postcard was included in this mailing which will facilitate tracking and progress.

We will wait anxiously for further results from the P.R.I.D.E. Program. KePRO, the work groups, partners, and collaborators of this program have made tremendous strides in improving mammogram utilization among African-American Medicare beneficiaries in Philadelphia. They have created a program in which they can always take PRIDE.

In future issues of **Not Just Once**, Jim Coan will continue to highlight each of the six Multi-City projects and describe their approaches, their accomplishments, and their difficulties in an effort to demonstrate how a strong community ownership can improve the health of every member of that community. If you would like more information on HCFA's Multi-City Projects, please contact Jim Coan at (410) 786-9168.



Do Medicare Patients With Disabilities Receive Preventive Services?

A Population-Based Study

*Leighton Chan, MD, Jason N. Doctor, PhD, Richard F. MacLehose, MS, Herschel Lawson, MD, Roger A. Rosenblatt, MD, Laura-Mae Baldwin, MD
Amitabh Jha, MD*

The June 1999 issue of the *Archives of Physical Medicine and Rehabilitation* features a study by the Health Studies staff at HCFA in Seattle in collaboration with the University of Washington. The study compares health maintenance procedure rates of Medicare patients with different levels of disability to monitor the distribution of preventive services. This project responds to past studies suggesting that increasing disability equates to less satisfaction with health care due to compromised primary care. The authors' main research question is "Do those who report functional limitations also report fewer health maintenance procedures than persons not reporting functional limitations?"

To answer this question the study utilizes data from the 1995 Medicare Current Beneficiary Survey sponsored by HCFA. Specific information pulled from this survey includes self-reported pap smears, mammograms, and vaccinations from individuals with different levels of health-related difficulties measured by looking at six activities of daily living (ADL). Their ADL's were assessed from their responses to questions involving walking, dressing, eating, bathing, toileting, and transferring from chair to bed.

The results of the analysis found that the more functional limitations an individual reported the less likely they were to have received a mammogram or a pap smear in the last year whether they were in an HMO or lived in a long term care facility. However, functional limitations were not found to affect whether or not an individual received a vaccination. Other important findings were that patients in HMO's reported more procedures than those in FFS and patients in long term care facilities reported fewer procedures than those who live in the community. Based on the findings in this study, it is evident that individuals with disabilities are at a higher risk for not receiving some necessary preventative services. This population needs to be targeted in all types of health plans and facilities to ensure that they receive proper treatment.

The **Not Just Once** Newsletter is published bimonthly to provide timely information to HCFA's mammography partners. For more information, questions, or comments, please contact

Ta Budetti or Rachel Klugman at

HCFA's Chicago Regional Office, (312) 353-1753 or by mail:

Not Just Once Newsletter, 105 W. Adams, 14th Floor, Chicago, Illinois 60603.