



THE BIMONTHLY NEWSLETTER OF HCFA'S NATIONAL  
MEDICARE MAMMOGRAPHY CAMPAIGN

# Not Just Once

Volume 2, Issue 2

APRIL—MAY 2000

## Campaign



2000

## WELCOME!

Do you know that breast cancer is the leading form of cancer for Asian American women, yet they have the lowest rates of mammography among all ethnic groups? HCFA's National Medicare Mammography Campaign is working in partnership with the National Cancer Institute (NCI) to develop outreach materials for this population. In the near future, our partners at the NCI will be publishing a companion to the "Omnibus Survey on Breast Cancer and Mam-

mography Screening among Older Women." Inside this issue of Not Just Once, you will find additional information about the companion report "Knowledge, Attitudes, and Behavior of Immigrant Asian American Women Ages 40 and Older Regarding Breast Cancer and Mammography Screening."

Additionally, there is a very interesting article from the CMRI about their partnering efforts to develop and disseminate outreach materials to Asian American and Pacific Islander (AA/PI) women. We hope that learning about CMRI's experience will help others as they plan outreach campaigns for special populations. If you have conducted campaigns for special populations, we encourage you to let us know about your efforts, so that we can share your experiences with our readers.

Finally, this issue is announcing two new educational resources, developed by HCFA and NCI, for health care professionals to spread the word about breast and cervical cancer screening, diagnostic, and treatment services. Information on how to obtain these materials is available on page 9 of this newsletter.

Sincerely,

**Ta Budetti**

Deputy Regional Administrator  
HCFA, Region V, Chicago

**Sandy Kappert**

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



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HCFA's Not Just Once newsletter is available on the Internet. Please visit us at: [www.hcfa.gov/quality/3n.htm](http://www.hcfa.gov/quality/3n.htm)

## THE NOT JUST ONCE NEWSROOM

Providing You With The Latest In Breast Cancer News

### Program opens up cancer study enrollment

NEW YORK, Mar 08 (Reuters Health) -- A new program launched Tuesday by the National Cancer Institute aims to increase patient and physician participation in studies of cancer treatment. The pilot program, called the Expanded Participation Project, will allow more cancer specialists to enroll patients in clinical trials studying the effects of new treatments on cancer. And by speeding up patient enrollment in studies, officials predict that the program will also speed up gaining the answers to treatment questions.

Officials at the National Cancer Institute (NCI) note in a statement that "relatively few patients have the chance to participate in these studies. A primary reason is that, traditionally, only physicians who are members of NCI Cooperative Groups have the opportunity to place patients on large-scale cancer clinical trials."

The Expanded Participation Project seeks to extend "clinical trials privileges to other qualified oncologists, offering them a menu of important studies with simplified administration and direct reimbursement for the additional time and effort involved in enrolling patients and collecting research data."

Physicians will receive \$1,500 per patient to cover the additional time and costs. In addition, use of an Internet-based patient information system is expected to cut down time spent on paperwork that is a neces-

sary part of patient participation in such studies.

Project officer Dr. Richard S. Ungerleider of the National Cancer Institute pointed out in the statement that although traditional programs "have contributed enormously" to cancer research, "97% of US cancer patients still never participate in a study." By speeding up patient enrollment in studies, the new program "will speed answers to important treatment questions and quicken advances in cancer care," added Ungerleider.

NCI says that 16 clinical studies of lung, breast, prostate and colon cancer are open to Expanded Participation Project physicians. That number will be increased throughout the year.

### Healthy Advice for Women Program Debuts in 1,500 Mammography Centers

CINCINNATI (BW HealthWire) March 14, 2000: Nine million women across the US will soon discover the Healthy Advice® for Women program when they go for their annual mammogram. Developed by Cincinnati-based On Target Health Solutions, Healthy Advice® for Women is an innovative patient education program that provides women with information and advice on a wide variety of health topics including breast health, osteoporosis, overactive bladder and hormone replacement therapy.

Four pharmaceutical companies with brands targeting adult women have

signed on as charter sponsors: AstraZeneca Pharmaceuticals, Novartis Pharmaceuticals, Alza Pharmaceuticals and Duramed Pharmaceuticals.

Over 1,500 hospital-based mammography centers participate in the Healthy Advice® for Women program by placing personalized displays in their dressing or x-ray room areas. The display consists of six patient education booklets, a self-risk assessment abacus and advertisements from the sponsoring pharmaceutical companies.

"According to the Centers for Disease Control, about 65% of women over age 40 are having annual mammograms," notes Mike Collette, President of On Target Health Solutions. "This is an ideal forum to reach adult women at a time when they are thinking about their health and seeking health care information."

The program's effectiveness will be measured by a quantitative audit of patient visits, a booklet takeaway report, and a display unit and advertising awareness recall study. For more information about the Healthy Advice® for Women program, please contact Don Hawk, Vice President, Business Development at 513-984-8580.

## MORE FROM THE NOT JUST ONCE NEWSROOM

### Providing You With The Latest In Breast Cancer News

#### **Mammography Use in Rural Areas Bolstered by Volunteers**

SEATTLE, March 16, PR Newswire: Volunteers who provide information and support can make a difference when it comes to increasing mammography use in rural areas, according to a large study of women from 40 communities throughout the state of Washington.

The community intervention study was prompted by previous research that indicates rural residents are screened for cancer less frequently than urban residents, says the study's lead author, M. Robyn Andersen, Ph.D., of the Fred Hutchinson Cancer Research Center in Seattle.

"Despite evidence that regular breast-cancer screening significantly reduces breast-cancer mortality, many women in the United States do not receive regular screening," Andersen says.

Andersen and colleagues from the Hutchinson Center and the University of Washington tested three types of mammography-promotion approaches that employed volunteers. The study findings are published in the April issue of the *American Journal of Preventive Medicine*.

In the first approach, volunteers provided mammography information by telephone. Volunteer counselors reminded women about the value of regular mammograms and provided information about local facilities, including those with free and low-cost mammography options. They also

addressed issues related to lack of physician referral and helped women address their fears of mammography results and other barriers to mammography use.

A second approach focused on building awareness and support of mammography screening within the community through activities such as mammography-theme bingo nights; beauty shop promotions; community newsletters; and distribution of mammography information at local clubs, stores, libraries and golf courses. The third strategy combined aspects of the first two approaches.

From follow-up interviews three years after initiating the volunteer programs, the researchers found that their efforts had achieved positive, but very modest, improvements in mammography use among the 6,592 study participants, half of whom were regular users of mammography at the start of the study. The results are consistent with other large community trials that employed similar techniques, according to the researchers.

The three approaches achieved similar results, but the second approach, which focused on community activities, was the most effective. It was the only approach that resulted in statistically significant increases in mammography usage. The community activity approach increased mammography use among women who were already regular users by 2.9 percent. This intervention also increased mammography use among certain groups of women who were not regular users at the

beginning of the study, including those in communities without female physicians and those without health insurance.

"It is possible that female physicians working in rural communities serve as local specialists in areas related to women's health care or act as local spokespeople promoting mammography use," says Andersen, an assistant member of the Hutchinson Center's Public Health Sciences Division. "If so, community interventions may be most effective in communities where there aren't local physicians actively promoting cancer screening. In such communities, trained volunteers may serve as credible, trustworthy sources of information," she concludes.

The researchers speculate that the community activity approach was most effective because the volunteers spent a longer period of time with the women, as compared to the volunteers who provided phone counseling or those asked to do both telephone counseling and community activities. They also suggested another possibility -- that the first, and especially the third, approaches may have been too much of a strain on the volunteers, not necessarily in terms of time spent but in terms of the intensity of interpersonal interactions required.

This research was supported by a grant from the National Cancer Institute. For more information, contact Kristen Woodward of the Fred Hutchinson Cancer Research Center, 206-667-5095, or via email: [kwoodwar@fhcrc.org](mailto:kwoodwar@fhcrc.org).

# Educational Events

## APRIL

**April 8-11, 2000**

**29th National Conference on Breast Cancer  
San Francisco, California**

*Description:* The ACR/American College of Radiology's 29th National Conference on Breast Cancer provides up-to-the-minute information on all aspects of breast cancer care, including the latest developments in the management of breast cancer, new technologies in breast imaging, practice issues, and interventional techniques

*Location:* San Francisco Hilton and Towers

*Contact:* American College of Radiology, (800) 227-5463 ext. 4245 or email: edu@acr.org

**April 16, 2000**

**Sisters Network 2nd Breast Cancer Conference  
Atlanta, Georgia**

*Description:* "A Journey to Healing and Wholeness" focusing on breast cancer among African American women, features advocacy training, an awards banquet, celebrities (including Celebrity Honoree and Spokesperson Kym Hampton of the WNBA Liberty basketball team), exhibits, networking, training, workshops.

*Location:* Renaissance Concourse Hotel, Atlanta

*Contact:* Georgia Sisters Network National Headquarters  
Phone: (713) 781-0255  
Email: natsis4@aol.com URL: www.sistersnetworkinc.org

## MAY

**May 11- 14, 2000**

**Oncology Nursing Society's 25th Annual Congress  
San Antonio, Texas**

*Description:* The Oncology Nursing Society will be hosting the 25th Annual Congress, titled "Celebrating Our Past: Creating Our Future." More than 5,000 oncology nurses are expected to attend this event to stay current on new cancer treatments, learn the latest developments in cancer nursing research, enhance their clinical skills, and network with their oncology nursing peers.

*Location:* Henry Gonzalez Convention Center, San Antonio

*Contact:* ONS at (412) 921-7373  
Email: customer.service@ons.org

## JUNE

**June 3-6, 2000**

**The 8th Annual Congress on Women's Health & Gender-Based Medicine  
Hilton Head in South Carolina**

*Description:* The Congress is the premier multidisciplinary women's health meeting, where the leaders in the field come together to disseminate the latest findings from gender-based biology that will have applications in clinical care. Among the sessions of the Congress, which features nearly 50 leading experts in the field of women's health are Health After Menopause, Advances in Chronic Neurological Conditions in Women, Cancer in Women: A Report from the Front Line, and Breast Cancer Management: Issues and

Opportunities. The 2000 Congress is sponsored by the peer-reviewed Journal of Women's Health and Gender-Based Medicine, published by Mary Ann Liebert, Inc., and the University of South Florida School of Medicine, in collaboration with the Society for Women's Health Research. At this meeting, Jane Fonda will be presented with the Second Journal of Women's Health & Gender-Based Medicine Achievement Award, for her work promoting awareness of, and the prevention of, teenage pregnancy.

*Location:* Hilton Head, SC

*Contact:* For details, along with information on CME and CNE credits, visit [www.bioconferences.com](http://www.bioconferences.com). For information on exhibiting and sponsorship opportunities, contact 800-5-BIOCON or (914) 834-3100, hmatysko@liebertpub.com.

**June 9, 2000**

**Cleveland Multi-City Project Coalition Building Conference  
Cleveland, OH**

*Description:* KePro Ohio and the Cleveland Multi City Project will host a conference on coalition building on June 9, 2000 in Cleveland, OH. This conference will focus on developing or consolidating existing breast health community-based coalitions. Dr. Frances Butterfloss will speak, and Continuing Nursing Education credits will be available.

*Contact:* For details, please contact Gwen Stafford, Senior HCQIP Project Leader at KePro, (216) 447-9607 or contact via email: [phpro.gstaffor@sdps.org](mailto:phpro.gstaffor@sdps.org)

**June 11-13, 2000**

**Sixth Annual Innovations in Social Marketing Conference  
Washington, DC**

*Description:* The Sixth annual Innovations in Social Marketing Conference will be held Sunday, June 11 to Tuesday, June 13, 2000 in Washington, DC at the Academy for Educational Development's conference center. Key topics include social marketing, managerial and strategic approaches to establishing a marketing orientation in social change organizations.

*Location:* Washington, DC

*Contact:* Access the Innovations in Social Marketing Conference web site at <http://ism2000.cba.hawaii.edu>

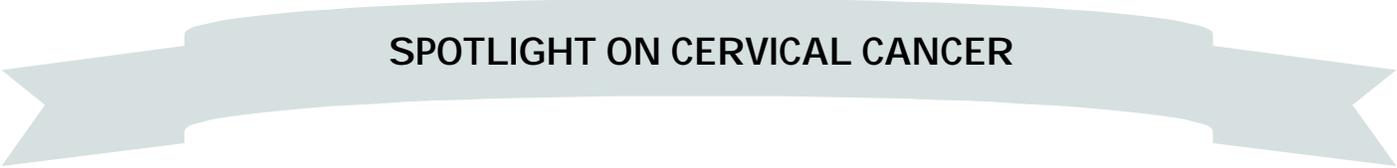
**June 21-24, 2000**

**SOCIAL MARKETING IN PUBLIC HEALTH  
St. Petersburg, FL**

*Description:* The Social Marketing in Public Health Conference, now in its 10th year, is designed for public health professionals and health educators in a variety of settings including federal, state and local health departments, other public agencies, colleges and universities, and non-profit organizations. Introductory and advanced learning tracts will be offered this year for the first time.

*Location:* Clearwater Beach, FL

*Contact:* Barbara Nappy, Conference Coordinator; Phone: (813) 974-6695. Web site at <http://www.hsc.usf.edu/publichealth/conted>



## SPOTLIGHT ON CERVICAL CANCER

### **Pennsylvania Gov. Ridge Announces Ad Campaign Encouraging Women to Get Regular Screenings For Cervical Cancer Early Detection**

Pennsylvania Governor Tom Ridge has announced the latest phase in a powerful advertising campaign to encourage women to get regular screenings for cervical cancer. "We shouldn't let cervical cancer take another woman's life," said Gov. Ridge. "Fortunately, we have the ability to make sure it doesn't. Cervical cancer is preventable -- and treatable -- if detected early. With testing, not a single woman has to die from it. I urge all women to see your doctor. A simple test can find cancer early, when it's easiest to cure. It's a matter of life and death." The television ad features women of all ages and races, and emphasizes that cervical cancer does not discriminate. The television ad, called "Zero," notes that if women had regular screening tests for cervical cancer there would be zero cervical cancer deaths. The campaign stresses this same message through radio ads.

Cervical cancer is the second-most-common cancer among women worldwide. In Pennsylvania, there were 241 cervical-cancer deaths in 1997, and an estimated 220 in 1999. The Pap test is a widely used and effective tool to screen for cervical cancer. This test can detect abnormal cellular changes that may be cancerous.

The goal of the media campaign is to educate women that this test for cervical cancer is available; that they should get the test every year; and that treatments for cervical cancer can save their lives. According to the American Cancer Society, most women with advanced, invasive cancer of the cervix have not had a Pap test in five years. "The goal of this campaign is to help Pennsylvanians learn more about cervical cancer," said Gov. Ridge. "It's not just a women's issue -- it's a family issue. Fathers, husbands, brothers and sons should encourage the women they love to get a regular Pap test." The Pennsylvania Department of Health launched this media campaign last fall in the Erie, Wilkes-Barre/Scranton and Harrisburg/Lebanon/Lancaster/York markets. The campaign will start today in the Altoona/Johnstown, Pittsburgh and Philadelphia/Allentown markets.

The Ridge Administration supports several other programs to assist women in their fight against breast and cervical cancer. On March 1, the Ridge Administration announced six cancer-research grants from the state income-tax check-off, which was signed into law by Gov. Ridge in 1997. This initiative encourages Pennsylvanians to "Make Their Mark" against breast and cervical cancer by donating their state income-tax refunds to research. In January, Gov. Ridge proposed dedicating 10 percent of Pennsylvania's tobacco-settlement funds to broad-based health research. This funding would be available for breast- and cervical-cancer research. In 1997, Gov. Ridge signed a law guaranteeing insurance coverage for post-mastectomy breast reconstruction up to six years after surgery. Mrs. Tom Ridge serves as honorary chairperson for the Pennsylvania Breast Cancer Coalition. Each year, Mrs. Ridge leads the "Making Strides Against Breast Cancer" walk. Gov. Ridge chairs the National Dialogue on Cancer's State Governors' Initiative. The dialogue aims to decrease the incidence of cancer and improve the quality of life for cancer survivors. Under Gov. Ridge's leadership, the State Governors' Initiative is creating a national clearinghouse of best practices to combat cancer. This powerful new tool will help states share what works in the battle against cancer. Gov. Ridge was asked to participate in the dialogue because of his Administration's leadership in fighting cancer in Pennsylvania.

The Pennsylvania Breast Cancer Coalition's traveling photo exhibit, "67 Women/67 Counties," is part of the Health Department's aggressive breast-cancer public awareness and education campaign aimed at families, medical professionals, government and civic leaders, and others. The department's HealthyWoman Project is a breast and cervical cancer early detection program that provides mammograms, breast self-examination education, clinical breast examinations, pelvic examinations and Pap tests for eligible women. The HealthyWoman Project, in partnership with Rite Aid Corp., the Pennsylvania Breast Cancer Coalition and other health-care organizations, offers free breast screenings during the month of May through the "Mother's Day Mammogram" program.

The Pennsylvania Cancer Registry is a statewide cancer registry maintained by the Health Department. This registry is one of the largest in the country and maintains comprehensive statewide cancer incidence and mortality data. For more information or to request a free brochure about cervical cancer prevention, call 1-800-4-CANCER or visit the Pennsylvania homepage at [www.state.pa.us](http://www.state.pa.us).

For more information on this initiative, contact George Yanoshik or Amy Zuccolotto, 717-787-1783, at the Pennsylvania Department of Health.



## Mid-South Foundation for Medical Care leads the Way for Tennessee's Places of Worship in Breast Cancer Awareness

This Mother's Day, the Mid-South Foundation for Medical Care leads faith communities across the state in Tennessee's first Bells for Remembrance celebration. As many of our readers know, the Bells and Silence Campaign is a special celebration to express love for mothers, grandmothers, aunts, sisters, daughters, and friends and to increase Breast Cancer Awareness.

In Tennessee, over 3,900 women will be diagnosed with breast cancer this year. An estimated 1,000 families will lose a woman they love to breast cancer. Many of these deaths could be prevented by educating women about the importance of early detection of breast cancer through mammograms. The Mid-South Foundation for Medical Care is asking participating churches and synagogues to ring a bell, light candles, strike an organ/piano key or use a moment of silence on Mother's Day weekend to emphasize the importance of breast cancer screening and remember those who have struggled with the disease. Churches are being encouraged to ring a bell one time for the importance of mammography, then twice for survivors and those still fighting the disease and finally three times for loved ones who have died of breast cancer and their families.

The Bells and Silence for Remembrance program was started at the Northeast Health Care Quality Foundation approximately four years ago, and has been replicated by many PROs across the country, including Georgia and Illinois to name a few. The Northeast Health Care Quality Foundation's were recognized last year by Vice President Al Gore.

The Bells and Silence Campaign is a free program. Participating churches in Tennessee will receive a celebration kit in mid-April which will include camera-ready bulletin inserts along with samples of some of the free posters and educational materials that they will receive. To request a celebration kit or get further details, you may call the PRO's Medicare Customer Call Center at 1-800-489-4633 to request a celebration kit.

*HCFA's Not Just Once newsletter applauds the Mid-South Foundation for Medical Care's efforts to increase awareness of the importance of regular mammography screening in Tennessee.*

## A Municipal Model: Boston Makes Early Detection a Priority

This fall, every Boston household was mailed an English/Spanish brochure on cancer prevention and early detection as part of the City of Boston's Crusade Against Cancer, a health initiative launched by the Boston Public Health Commission last year.

The brochure, which is also available in Albanian, Cambodian, Cape Verdean and four other languages, outlines screening recommendations and tips for reducing risks, and includes the Mayor Thomas Menino's Health Line number for residents who need health insurance. The mass mailing was the latest aspect of an effort that has included a four-hours-off policy allowing city workers time for cancer screening; the establishment of an office of cancer prevention; a taxi transportation system for people traveling to cancer treatment; an analysis of disease-specific cancer rates by neighborhood; and a new mobile mammography van.

"This is the largest national cancer-related health initiative," said Maureen Sullivan, Regional Vice President of the American Cancer Society, which is a partner in the outreach program. Local breast cancer advocacy groups welcome the initiative, which has gained attention as a model program that can be implemented in cities around the country.

# Grant Announcements

## The Avon Breast Care Fund

The Avon Breast Care Fund (formerly known as the Avon Breast Health Access Fund) is pleased to announce the availability of funds for the development of breast cancer education and outreach activities. This grant making program was established by Avon Products, Inc. in 1993 as part of the *Avon Breast Cancer Crusade*. The Fund has awarded over \$35 million dollars to over 500 community programs nationwide. Avon's 480,000 U.S. Sales Representatives are raising breast cancer awareness and funding for breast cancer programs through the sale of pink ribbon products. Additionally, funds are being raised through "Avon 3-Day Walks" for breast cancer in Atlanta, Boston, Chicago, Los Angeles, New York, San Francisco, and Washington, DC.

**The Avon Breast Care Fund provides financial support to community and health care provider-based programs that link medically underserved women over 40 to breast cancer education and clinical screening services (mammography and clinical breast exams). Funding is awarded to organizations implementing a program that provides not only education and printed information on breast health and breast cancer screening, but that also establishes direct access to medical providers, ensuring that targeted women obtain breast cancer screening. All programs must utilize the three-part approach to breast cancer early detection including regular screening mammography, clinical breast examination (CBE), and breast self-examination (BSE). Ensuring that medically underserved women receive annual screening and proper follow up care are the primary objectives of the Fund.**

Several important changes have been made in this grants program, as follows:

- The Fund will be managed by the newly created "Avon Breast Care Fund Coordinating Center";
- Grants will be made for a two-year period to provide continuity and simplify paperwork; and
- The Coordinating Center is staffed by experts in public health programs who will provide technical assistance to grantees.

This year, the Avon Breast Care Fund will be awarding **two-year grants with funding beginning October 1, 2000**. For the 2000-2002 funding cycle, the Fund will be awarding over \$4 million to approximately 50 agencies. Grants will range from \$25,000 to \$100,000 per year, with most grants averaging \$40,000 per year. The second year of funding is conditional based upon satisfactory performance in Year One.

**The application deadline is Friday, May 26, 2000**, with funding decision to be announced in mid September 2000. To obtain a copy of the application packet you can download it from the Avon Breast Care Fund web site at [www.avonbreastcare.org](http://www.avonbreastcare.org). You can also call the Avon Breast Care Fund Coordinating Center at (212) 244-5368 or fax your request to the Avon Breast Care Fund Coordinating Center at (212) 695-3081.

## Department of Defense Releases FY00 Breast Cancer Research Program

The Fiscal Year (FY) 2000 Defense Appropriations Act provides \$175M to the Department of Defense (DOD) Breast Cancer Research Program (BCRP). The programmatic strategy for the FY00 Breast Cancer Research Program is to fund proposals in three categories: Research, Infrastructure, and Training/Recruitment. Detailed descriptions of the fourteen different award mechanisms, evaluation criteria, and proposal submission requirements can be found in the FY00 Program Announcement. This document may be downloaded from the CDMRP web site (<http://cdmrp.army.mil/??/announce/>).

FY00 award mechanisms that have been offered in previous years include the following: Idea; Clinical Translational Research (CTR); Collaborative-CTR; Predoctoral Fellowship; Postdoctoral Fellowship & CTR Postdoctoral Fellowship; Career Development & CTR Career Development; Historically Black Colleges and Universities and Minority Institutions (HBCU/MI); Focused Training HBCU/MI Partnership Training Awards.

Four new award mechanisms are offered by the FY00 Breast Cancer Research Program including: Virtual Breast Cancer Center of Excellence Awards; Behavioral Center of Excellence Awards; Clinical Bridge Awards; and Undergraduate Summer Training Program Awards.

Please refer to the Program Announcement for complete information on deadlines for all award mechanisms. To obtain a copy of the FY00 Breast Cancer Program Announcement visit the Congressionally Directed Medical Research Programs (CDMRP) web site at <http://cdmrp.army.mil>.

# New HCFA/NCI Breast and Cervical Cancer Screening Resources Now Available to our Partners!

## Breast and Cervical Cancer Screening Resources for the Community from the National Cancer Institute

Please send me one copy of the following free resources:

\_\_\_\_\_ **Breast and Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care (T408).** Addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems; help for diagnosed women; and evaluation and system refinement.

\_\_\_\_\_ **Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals.** Using simple pictures and words these flip charts, available in both Spanish and English, 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 people.

• \_\_\_\_\_ English version (G444)

• \_\_\_\_\_ Spanish- language version (G445)

Please send to:

Name: .....  
Organization: .....  
Address: .....  
.....  
Phone: .....  
E- mail: .....



**Fax to CIS Publications Ordering Service: (301) 330-7968  
Or order online at <http://cancer.gov/publications>**

### Coming Soon! Knowledge, Attitudes, and Behavior of Immigrant Asian American Women Ages 40 and Older Regarding Breast Cancer and Mammography Screening

In October of 1999, HCFA and NCI made available an Omnibus Survey titled **“Knowledge, Attitudes, and Behavior of Women Ages 65 and Older on Mammography Screening and Medicare”** (see order form, page 9). This study examined the results of a national survey of U.S. women ages 65 or older that gathered information on the knowledge, attitudes, and behaviors of older women concerning breast cancer, mammography screening, and Medicare coverage for mammography. HCFA is pleased to announce that a companion to this study is forthcoming from NCI, focusing on Immigrant Asian American women ages 40 and older.

We will provide you with details on how to order a copy of “Knowledge, Attitudes, and Behavior of Immigrant Asian American Women Ages 40 and Older Regarding Breast Cancer and Mammography Screening” in our next issue of Not Just Once.



# 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:

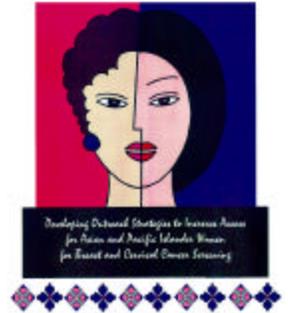
Phone:

Title & Contents Description	Language	Publication Number	Size	Quantity
<b>Mammograms... Not Just Once, But For A Lifetime</b> 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	
<b>Spanish Version — (See above. maximum order 5000)</b>	Spanish	H497	8½ x 11	
<b>Older Woman Poster</b> 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	
<b>Spanish Version (See above minimum order: 20, maximum 5000)</b>	Spanish	G501	11 x 17	
<b>Older Woman Bookmark</b> 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	
<b>Spanish Version — See above (maximum order 5000)</b>	Spanish	Z499	2 x 8	
<b>Pap Tests: A healthy habit for life</b> 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	
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
<b>Knowledge &amp; Behavior of Women Ages 65 and Older On Mammography Screening &amp; Medicare:</b> 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 <a href="http://www.nci.nih.gov">http:// www.nci.nih.gov</a> )	English	T162		
<b>Breast and Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care:</b> 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		
<b>Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals:</b> 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 Spanish	G444 G445		

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


**PRO SPOTLIGHT**
**CMRI'S EFFORTS TO DEVELOP OUTREACH STRATEGIES TO INCREASE ACCESS FOR ASIAN AMERICAN AND PACIFIC ISLANDER WOMEN FOR BREAST CANCER SCREENING**

By Fabio Sabogal, PhD. and Susan Merrill, PhD.


**The Problem: Breast Cancer Among Asian and Pacific Islander (API) Women.**

Breast cancer is the leading form of cancer in API women. API women who develop breast cancer are less likely to survive. Exposure to the Western lifestyle may increase breast cancer risk among immigrants from API countries. Women from many API communities have the lowest rates of mammography among all ethnic groups in the US. Thus, there is an urgent need to inform Medicare API women and their families of breast cancer risks and the benefits of early detection.

**The Need for Community Partnerships in API Communities.**

To effectively reach elder API women, CMRI has partnered with major healthcare providers and community organizations - California Department of Health Services Cancer Detection Section API Advisory Committee, HCFA, National Asian Pacific Center on Aging, the Partnered for Progress' API Task Force, and the Pacific Asian Language Services - to explore dissemination strategies and to develop and field-test culturally appropriate breast cancer materials.



API women  
also get breast  
cancer

**Effective Partnerships Are the Key to Reaching API Elders**

**Focus Groups.** Twenty three focus groups were conducted by bilingual moderators from the API communities in Cantonese, Mandarin, "Taglish" (Tagalog and English), Vietnamese, and English for English-speaking South Asian, Hawaiian, Japanese, and Samoan women. Participants were asked to brainstorm about effective mammography messages and review materials for literacy and cultural sensitivity in their communities. The prototype materials were presented for the first time at the *API Women Breast and Cervical Cancer Screening Conference*.

**Reaching API Communities With Medicare Mammography Messages**

- **Filipino:** Health clinics, food distribution sites, churches, civic centers, markets/stores, malls, adult day health care, senior centers, recreation parks, bingo centers, and dancing clubs.
- **Chinese:** Senior centers, bus depots, supermarkets, churches, doctor's offices, hospitals, Chinese radio and TV stations, benevolent associations, churches and temples, apartment complexes, airports, and libraries.
- **Vietnamese:** Vietnamese radio, ESL and citizenship classes, churches and temples, health fairs, senior centers.
- **Japanese:** Doctor's offices, TV and radio Public Service Announcements (PSAs), TV news channels, luncheon programs, Japanese grocery stores, churches and temples, ethnic centers.
- **Hawaiian:** Ethnic festivals, churches, senior centers, educational presentations, schools, family reunions, community newspapers, doctor's offices, and PSAs.
- **South Asian:** Friends, PSAs, doctor's offices, senior centers, churches/mosques/temples, morning TV programs, ethnic festivals, ethnic centers, and retirement, and nursing homes.

**Key Findings From Focus Groups**

- **Messages:** Participants preferred "Get a mammogram every year. Do It for Yourself. Do It for Your Family." Messages must clearly emphasize early detection, family, and intergenerations of women.
- **Pictures:** Participants liked step-by-step pictures of mammography and doctors reading results. The use of intergenerational images and women smiling was desired.
- **Text:** Participants wanted regional statistics for their communities. They requested phone numbers of organizations to call for more information and with multilingual operators. They wanted more mortality and morbidity statistics for their communities.
- **Format:** Participants preferred bright colors, larger print, a tri-fold format, and glossy paper.

### API Conference: Outreach Strategies to Increase Access

CMRI, in collaboration with the API Committee of the California Department of Health Services (DHS) Cancer Detection Section, HCFA, Partnered for Progress, Pacific Asian Language Services (PALS) for Health, and the National Asian Pacific Center on Aging, held a *Developing Outreach Strategies to Increase Access for Asian and Pacific Islander (API) Women to Breast and Cervical Cancer Screening Conference* on March 8 - 9, 2000 in Oakland, CA. The conference showcased the latest cancer information, innovative projects, outreach strategies, and educational materials for API communities.

## Key Highlights From the API Conference

**Diversity:** There are at least 57 API communities with great diversity. Immigration history, acculturation, generation, language, legal status, and educational and socio-economic factors should be taken into consideration when designing breast cancer interventions for API communities.

**Barriers:** Major structural, linguistic, cultural, and access barriers for breast cancer screening differ among API communities and must be addressed in planning outreach strategies.

**Channels:** Multiple avenues and channels need to be used to reach API women: faith communities, media, community outreach, senior centers, retirement/nursing homes, health fairs, supermarkets, and ethnic festivals.

**Community:** In addition to outreach in medical settings, a community-based approach including CBOs, media, and faith communities is necessary to disseminate early detection among API communities.

**Informal networks:** Familiar small groups, educational presentations, and interpersonal communication are essential to personalize breast cancer screening messages.

**Ethnic media:** Ethnic television, radio, and free neighborhood newspapers are effective mediums to reach API communities with breast cancer early detection messages.

**Campaigns:** Public awareness campaigns in API communities should dispel cancer myths (e.g., "cancer is contagious"), misinformation (e.g., "older women don't need mammograms"), negative attitudes (e.g., "cancer is a death sentence"), and provide information about early cancer detection procedures (e.g., mammography).

**Sensitivity:** A culturally appropriate Medicare breast cancer campaign must develop health communication messages and materials that are culturally and linguistically relevant to the diverse needs of the API communities.

**Partners:** Local, state, and national partnerships with HCFA, PROs, DHS, BCEDP programs, and community organizations need to coordinate outreach strategies to increase access for breast cancer screening services.

**Cultural barriers** (e.g., modesty, embarrassment, role of male figure) must be addressed in intervention strategies to disseminate breast health information among API communities.

**Small scholarships** and mini-grants are essential mechanisms to foster collaboration among the most underserved API communities.

**Testimonials:** Personal testimonials and real stories of API breast cancer survivors are key to promoting positive attitudes about breast cancer screening.

## Medicare Mammography Materials for Elder API Women Available from CMRI in May of 2000



**Mammography Materials for Medicare API Women.** Extensive focus group efforts resulted in the production of the first educational materials promoting the Medicare mammography benefit among elder API women. Chinese, Tagalog, Vietnamese, and English brochures and a multilingual mammography screening poster will be ready for free distribution among California Healthcare providers and community organizations in May 2000. Samples are available by e-mail request: [capro.ymaffei@sdps.org](mailto:capro.ymaffei@sdps.org). Be sure to visit CMRI's website [www.cmri-ca.org](http://www.cmri-ca.org) Summer 2000 to order our new mammography materials.

# Call for Papers

## Health Care Financing Review Highlights Women's Health

Not Just Once is pleased to announce that the Winter 2000 issue of the *Health Care Financing Review* will focus on Women's Health. Cutting edge research on health issues for women across the life-span will be the focus of this issue. HCFA is seeking papers that address health concerns affecting young girls, adolescents, and adult women. In light of the new millennium, identifying and making an impact on diseases, conditions, program and policy issues, access to quality health care services, and improving health outcomes for women are of major concern. Of particular interest are papers that address these concerns for women who are Medicare and Medicaid beneficiaries.

The *Health Care Financing Review*, published quarterly by HCFA, focuses on important topics in health care financing and brings together a broad range of viewpoints to illuminate various perspectives and interpretations of new research and current trends.

Send completed manuscripts by June 19, 2000 to: Linda Wolf, Editor-in-Chief, *Health Care Financing Review*, 7500 Security Blvd., C3-24-07, Baltimore, MD 21244-1850; Fax: 410-786-6572; email: [lwolf@hcfa.gov](mailto:lwolf@hcfa.gov). You may request a copy of "Information for Authors" guidelines at 410-786-6572 or 410-786-3253.

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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.