

Care for Yourself Screening Event

Summary and Frequently Asked Questions

Gatekeepers - Key Partners

- Radiology department managers
- Mammography techs
- Billing/registration departments
- Rural health clinic directors
- Office/clinic managers

Community Partnerships

- YMCA
- Pharmacies
- Employers (especially factories)
- Churches
- Food pantries
- Local coalitions

Advertisement

- Social media
- Radio
- Mailings
- Direct phone call/text message
- Newspaper
- TV advertisement (clinic or hospital sponsored)
- Billboard (clinic or hospital sponsored)

Resources

- Breast Density Video:
<https://www.youtube.com/watch?v=504mCaNo7hE>
- Mammogram Video:
<https://www.youtube.com/watch?v=brxN5rlxQzU&list=PLdvij7zPCXpNkEQ2nFNboEadtsPqiY72U&index=2>

Logistics

- Use funding or scheduling capacity to determine the number of individuals that can be served.
- Work with mammography staff to determine scheduling (every 15 or 30 minutes, extended hours, etc).
- Utilize the facility's list of overdue patients for recruitment or advertisements for recruitment.
- Have clients call the CFY coordinator directly. This allows the coordinator to enroll participants over the phone for the event while determining age and income eligibility.
 - Reminder! Patient Navigation Only clients may be drawn to this type of event.
Don't turn away those with insurance, they may still qualify!
- Build in a system for client reminders: phone call, text message, etc.
- Questions to consider: Can a provider be onsite to provide CBE and orders for mammograms? Will patients be referred to a primary care provider?

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