



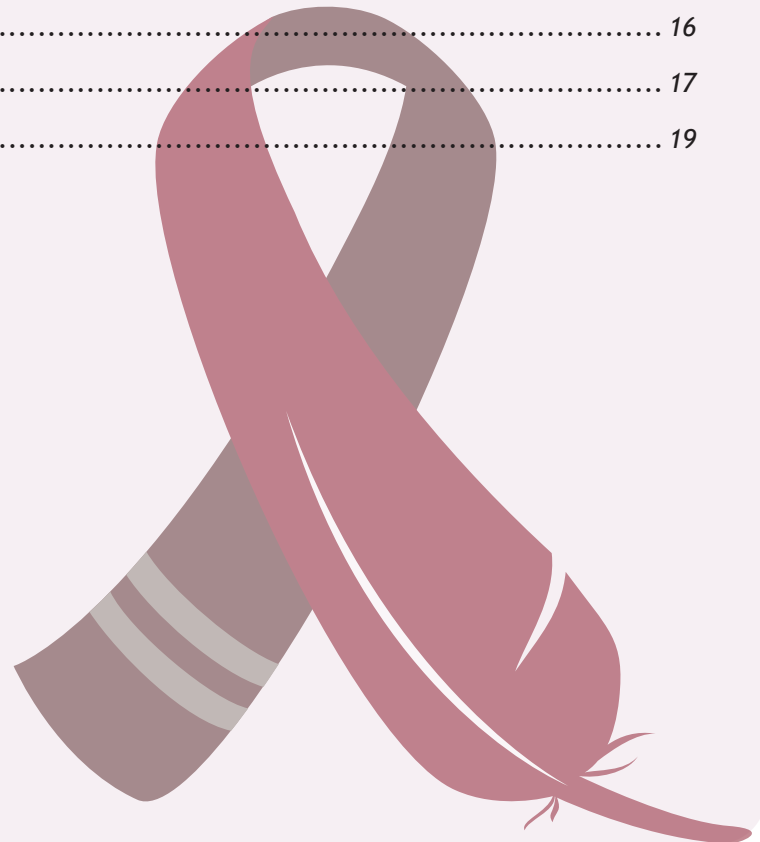
Mobile Mammogram Event Toolkit





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Introduction



“Healing with Culture. Reclaiming Indigenous Health.”

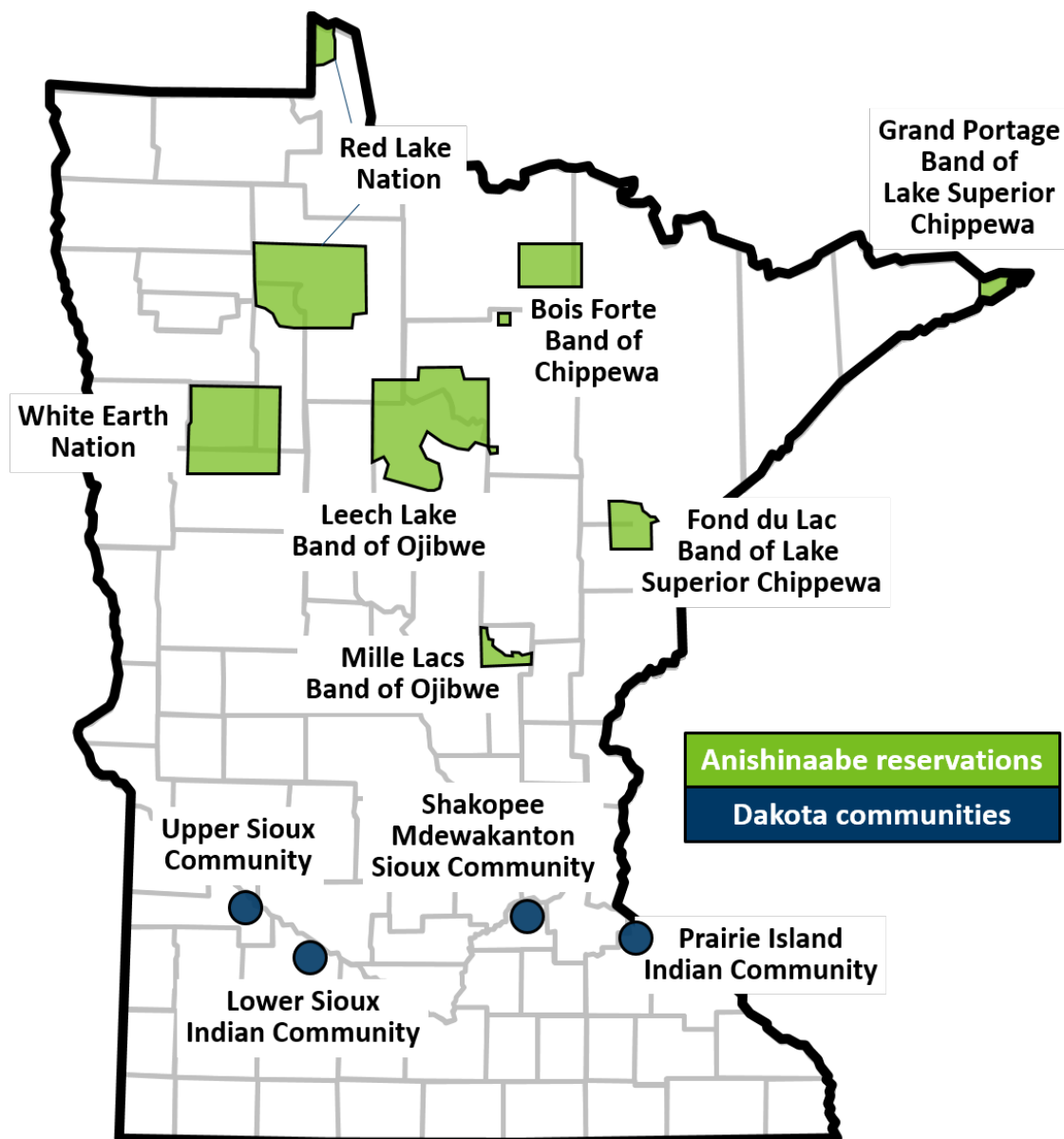
Purpose

This Mobile Mammogram Event Toolkit is a carefully crafted resource designed to empower tribal and urban American Indian health programs to organize and promote accessible breast cancer screenings. Its primary goal is to provide the necessary tools and resources required to facilitate and enhance breast cancer screening opportunities for community members.

What sets this Toolkit apart is its commitment to the specific needs and values of Indigenous communities in Minnesota. It addresses the unique challenges and cultural considerations of the people it serves, ensuring that it aligns with AICAF’s mission to eliminate cancer disparities among American Indian and Alaska Native communities.

A key element of this Toolkit is its user-friendly design. Any clinic staff member or health care provider should feel equipped to plan for a mobile mammogram events with this Toolkit.

This inclusivity is a testament to AICAF’s commitment to reducing the cancer burdens among Indigenous people and emphasizes the importance of collaboration across the health care community. Together, we can increase breast cancer screenings for our relatives in Minnesota.



Eleven federally recognized tribes are located throughout Minnesota (see image above). A total of 58,982 Indigenous people call Minnesota home. Between 2017-2021, 928 new cancer incidences were reported in the state of Minnesota for Native women.¹ (Demographic trends: American Indian Health Status in Minnesota, n.d.). The rate of cancer is higher for Native women compared to white people; Native women are diagnosed with cancer at a rate of 1.27 times greater than white women. Breast cancer is one of the top five cancers affecting Native women in Minnesota. According to the Great Lakes Inter-Tribal Epidemiology Center (GLITEC) cancer report from 2007-2017, late-stage breast cancer diagnoses increased for Native women, while white women tend to be diagnosed earlier.²

As troubling as these statistics are, AICAF and MDH are committed to supporting and uplifting tribal and urban communities with cancer screening solutions that are right for their community. Solutions are at the core of this Toolkit, offering you support with guidelines, tools, smart practices, and resources to create impactful screening events.

AICAF is grateful to be working in partnership with MDH to develop and disseminate this meaningful Toolkit, and we anticipate using it to support breast cancer screenings within Minnesota (MN) tribal and urban communities.



About the Mobile Mammogram Event Toolkit

This Toolkit not only supports the successful execution of a mobile mammogram event but also offers strategies and best practices that can be easily adapted for replicating other cancer screening events, ensuring consistent and effective outreach to tribal communities. As you explore this resource, you'll discover valuable tools and materials ready to use. We hope you find this Toolkit useful in the development and execution of your event.

Through utilization of this Toolkit, you will be able to:

- ▶ Provide culturally responsive tools and resources for breast cancer screening to your community.
- ▶ Use culturally tailored approaches to increase awareness of the importance of breast cancer screening.
- ▶ Assemble a mobile mammogram event Planning Team.
- ▶ Develop roles and responsibilities for Planning Team members.
- ▶ Follow a workflow for the mobile mammogram events.
- ▶ Identify the appropriate avenues to report screening results to patients and document in your health record system.
- ▶ Utilize an evaluation form to identify your events successes.

Long-term goals from this Toolkit include:

- ▶ Increase timely breast cancer screenings.
- ▶ Reduce late-stage breast cancer diagnosis in tribal and urban communities located in Minnesota.
- ▶ Reduce the incidence and mortality rates for breast cancer in tribal and urban communities located in Minnesota.

Planning

Quick take: This section gives a suggested timeline to follow when setting up the event and details the who, what, where, when, and why.

Reduce Barriers to Screening

Barriers exist for many people. Some of these barriers are under our control as medical professionals. It is our job to help alleviate some of these burdens so our relatives can get screened. You are already taking the first step by reading this Toolkit and gaining a better understanding of the issues our relatives face.

Here are some considerations to discuss during your event planning phase:

- ▶ Is there a possibility that the patient doesn't have enough information about breast cancer screening or what the screening may entail?
- ▶ Does the patient's work interfere with them receiving breast cancer screening?
- ▶ Can the patient get to the breast cancer screening appointment? Or is transportation an issue?
- ▶ Has the patient had a bad interaction with a health care provider in the past and was trust lost?
- ▶ Is there a co-pay or other cost associated with breast cancer screening?

These are only a few considerations. It could be beneficial for you and your team to come up with a list of barriers that may be unique to your specific community and develop a plan to alleviate the barriers.

Establish a Planning Team

Successful mobile mammogram events require a mobile mammogram event Planning Team to coordinate all aspects of the event. The Planning Team will need to consider who, what, where, when, and why. Once you establish your Planning Team, you can determine your next steps.



Who:

Who is your focus population? For example, is it individuals who are due for screening, overdue, never been screened, or all the above?



What:

After you have determined who your audience is, you will need to decide which services to offer at your event. Will the event offer referrals, have a mammogram bus onsite, or have in house screening?



Where:

It is important to determine the best location for your event. Think about barriers your patients face and where an available and trusted place for the community would be. For example, it could be in the clinic lobby, convention center, or outside. We must also consider a flat paved area for the mobile unit, accessibility for disabled patients, proximity to a power source, restrooms, etc.



When:

Determining when to hold an event involves many different factors. For example, what days of the week work best for the community, when is the mobile unit available, and what time of year you want the event to take place.

Consider receiving Tribal council approval for Tribal employees to receive paid time off to attend the screening event. It is also essential to be mindful of ceremonial seasons. Staff may be on cultural leave, and this could have an impact on staff capacity and community participation.



Why:

Lastly, identify the reason you are holding the event. What is the purpose of this screening event? How will you know you and your team have made a difference?



Establish a Goal

It is important to define a common goal when planning an event. Consider developing a SMARTIE goal. A SMARTIE goal is specific, measurable, achievable, relevant, time bound, inclusive, and equitable. This goal should be no more than one sentence and include all of the SMARTIE elements.

OUR SMARTIE GOAL IS: By September 30, 2026, The American Indian Cancer Foundation will have completed mammogram screening at least 40 underserved American Indian/Alaska Native women.

(S)pecific:	What do we want to accomplish?	Mammogram Screenings
(M)easurable	How will you measure your success?	40 women
(A)ttainable	Is our goal realistic and attainable?	Yes, with the use of a mammogram bus
(R)elephant	Why does this goal matter?	Our mammogram screening rates are currently down by 25%
(T)imely	When is our deadline to accomplish our goal?	September 30, 2026
(I)nclusive	Do you have representation from socially and economically marginalized individuals and groups?	American Indian
(E)quitable	Did you include an element of justice?	Underserved

Roles and Responsibilities

Quick take: This section shares suggested roles and responsibilities for those helping with the event. It also includes a sample planner.

Mobile mammogram events take a lot of planning and strategizing. Once you know who, what, where, when, and why, you'll want to start thinking about how all responsibilities will be supported. Mobile mammogram events are community events in many instances. Considering how each team member can support a successful event is essential. The following list is not all-inclusive but can serve as a guide to help you determine how to distribute the work of planning and executing the mobile mammogram events.

Role	During Planning	During Event
Registration	- Work with mobile mammography unit contact to develop the overall flow - Design intake documents - Create a mammogram appointment list - Ensure there is communication on insurance and what types of insurance are taken - Call and schedule a list of patients provided by nursing staff	- Greet the patient - Ensure all necessary documentation is provided - Check patient in for appointment time - Assist in calling patients to fill any open appointment times (cancellations or late patients)
Community Health Representatives (CHR)	- Discuss how they may assist in registration - Disseminate mammogram event flyers - Assist transportation by creating detailed pick up and drop off list	- Assist registration by calling to fill open appointment times - Assist transportation when needed
Transportation	- Designate staff to be the point of contact the day-of - Create a detailed pick up and drop off list based on scheduled patients	Provide rides to patients to and from their scheduled appointments
Purchased Referred Care (PRC)	- Develop and prepare any pertinent insurance coverage documents for patients attending the event - Create packets for patients to fill out eligibility status - Discuss who will be available to assist the day of event to support community members in filling out forms - Educate registration on how to fill out forms so they may assist patients if PRC staff is busy with others	- Assist patients in completing paperwork - Educate patients on any additional documents that may be required - If any referrals are made, review the process with patients - Provide point of contact if patient needs to reach out for any follow up appointments that would follow the mammogram.
Medical Records	- Work with registration, PRC, nursing staff, and others to gather medical record data based on scheduled appointments for event day - Create a day-of request form to obtain breast health medical records if needed - Assist registration in scheduling appointments if necessary	- Obtain release of information as needed (continuity) - Discuss results reporting with nursing staff to ensure a hard copy is received in a timely manner and is entered into the electronic health record



Role	During Planning	During Event
Nursing Staff and Tribal Navigators	Create a panel of patients due or overdue for mammogram screening and provide this to registration to schedule appointments Work with radiology, provider, and public health staff to develop an algorithm for reporting patient results after event Create a reporting template to ensure results are entered into the electronic health record following the event	Work with Public Health and Providers to provide education to patients Assist with the flow of event (from registration to departure from clinic following screening)
Mobile Mammography Unit	Share schedule and registration templates with Planning Team Provide Planning Team with mobile mammography unit requirements and specifications	Educate patients on the mammography process Provide mammograms during event
Public Health	Discuss and work with nursing, radiology and provider to ensure patients are notified of results in a timely manner- our recommendation is within 15 days from screening	Work with CHR's, nursing staff, and providers to provide education to patients while they wait (if needed or requested) Work with registration, CHR's and transportation to identify patients who could be scheduled during open appointment times Discuss the follow-up process and provide a point of contact for the patient if they have questions following the appointment Table at the event to provide written, hands-on, and visual education regarding breast cancer screenings and breast cancer
Radiology (if applicable)	Work in collaboration with medical records, nursing staff, and providers to develop a detailed results reporting document to ensure patients receive timely mammogram results	Educate patients on the mammography process Provide patient with mammogram
Providers	Designate one provider to be a point of contact for the day of the event	Be available to answer any questions from patients Provide information on "next steps" as needed

Optional Roles to Consider:

The above table is a general guide and a starting point for your team to discuss roles. Below you will find additional roles to consider as you build your team. You may also want to discuss the funding of these roles. Are there opportunities to provide a meal? Perhaps incentives such as T-shirts or door prizes? Can these additional members connect with others who may be able to provide additional support?

Tribal Leadership: Tribal leaders may play a role in supporting mobile mammogram events by granting paid time off for tribal members to attend the event during working hours if they are tribal employees. We also recommend exploring the opportunity for a tribal council member to attend the event. This enhances relationships between the clinic and tribal council.

Communications: The Communications team can support mobile mammogram events by creating social media posts and flyers to advertise events. Submit your flyer to the tribal newspaper and post flyers throughout the clinic and common areas like the news bulletin, staff breakrooms, registration counters, bathrooms, and waiting rooms. Print out smaller flyers so the pharmacy can include them in patient prescription bags.



Public Health: This could include diabetes, heart health, and healthy lifestyles departments to name a few. Perhaps these departments could provide healthy Indigenous snacks with recipes, smudge kits, seed packets, or fitness gear. It may also be worthwhile to see if there are opportunities for these departments to do small cooking demos during the event.

IT: Information technology can ensure the electronic health record is able to accommodate mammography orders and results, setting up laptops as necessary and troubleshooting any issues as they arise.

Janitorial/Maintenance: This crew can be an essential member of your Planning Team. Maintenance can assist with setup and takedown while also ensuring facilities are clean and in proper order.

Medical Benefits: A medical benefits representative may be able to work with patients in real time to discuss health coverage options that optimizes Indian Health Services dollars.

Event Flow

Quick take: This section suggests what could be covered in the event; Greeter, Information Area, Registration, Patient Assistant, and Results and Follow-up. This can be adjusted as needed.

Proper event flow is crucial for a successful event and will keep everyone informed, reduce errors, and allow the event to run smoothly.

First, the framework will be used in planning and organizing the event. Once the framework has been created, planning should commence.

Below is an example of what a standard event flow could look like. There are many variables to take into consideration based on the specific needs of the event. Adjust the event flow to accommodate needs.

Greeter - This is the first person the patient will meet and should be a friendly person to direct participants to the information and/or registration location. The greeter will also deliver a friendly departing farewell as the participant leaves. Based on the size of the event and the number of participants expected, multiple people may need to be scheduled to greet and possibly escort the patient to the designated area.

Information Area - This is a central place for general information, hand-outs, resources, and information about the event. Based on the size and or location of the event, there may need to be multiple people to assist participants. If multiple services are offered, this area would be the central location greeters would direct participants to sign-up for services and capture necessary data. This should not be confused with the patient registration area as the patient registration area is used for appointments such as a mammogram.

Registration - Patient check-in. This is the area that is designated for patients to complete registration and check in for the mammogram. Any documentation/information that was not acquired prior to the event should be captured at the time of registration. Insurance information and PRC requirements should have been completed prior to the appointment. Incentives, gift bags, and/or event items could be handed out at this time.

Patient Assistant - A Staff member or volunteer should walk the patient to and from the location of the mammogram. The assistant could also give out incentives (if applicable) to the patient after the mammogram has been completed. If refreshments or food are being provided, the Assistant can direct participants to that location.

Results and Follow-up - A reporting template should be used to ensure results are entered into the EHR. Nursing, Radiology, and Providers will have developed an algorithm for reporting patient results after the event. It is recommended that patients be notified of the results within 15 days of screening.

Event Evaluation

Quick take: This section suggests the evaluation process to use once the event is completed. This can include an Internal Team Debrief and Day of Tracking Template.

Mobile Mammogram Event Toolkit Evaluation Resources

Please review the following evaluation tools to help you evaluate the effectiveness of your mobile mammogram events.

Evaluation – Ensuring use of results and sharing of results

When planning and conducting an evaluation of your Mobile mammogram events, it will be important to consider how you will use the results and how you can share the results with appropriate audiences. The checklists and tables below will help spark ideas and guide you in making sure your evaluation efforts are put to good work, honoring the input and insights of those who contribute to the findings.

Use:

Now that you’ve likely completed the ‘Internal Team Debrief’ and have collected the key points from your event, it is important to apply the lessons learned. A few ways to do that are to:

- ▶ Document the findings. This could be through a simple document with questions and answers from your team debrief, adding to your planning notes, emailing a summary of the event to the Planning Team, etc. The important step here is to make the results accessible to others and to you in the future.
- ▶ Share and discuss results at non-event team meetings, beyond the team debrief discussed in the previous tool, sharing your findings with others at your organization will benefit their events.

Share:

One final key step is to make sure those who need to be informed about the results and impact of the event have the information in a way that is useful for them. The following questions and table can help complete it.

- ▶ Who was involved in the event and/or may be interested in learning how it went?
 - Clinic leadership, partner organizations, community members, Tribal leadership, funders, potential funders, state or regional coalitions, etc.
- ▶ What are they interested in learning/knowing about our event?
 - Reach, impact, # screened, # of partnerships, processes changed, funding leveraged, etc.
- ▶ What format would be best to provide the key information to them in?
 - Formal report, infographic, long vs short, presentation vs document, social media, email or website, etc.
- ▶ Who on our team is best suited to prepare the communication and/or send the communication?
 - Program director, engagement coordinator, communications team, event staff, etc.

Audience	Key Message	Format	Responsible Person
Clinic Leadership	The event was effective for [...] reason	Email or 1-page brief	Program Director
Partner Organizations	Thank you for partnering, here’s how it went...	1 page report/infographic, community meeting, zoom call	Community Engagement staff
Funder	The event was effective for [...] reason, and we learned that [...]	Narrative Report with key numbers from the day. Oftentimes, funders have specific templates for you	Program Director
Community Members	I found this event was beneficial	Future event flyers, reports to tribal council or health council	Program Director, Communications Team

Resources

1. Indian Health Service. “Disparities | Fact Sheets.” Indian Health Service, Oct. 2019, <https://www.ihs.gov/newsroom/factsheets/disparities/>.
2. Melkonian, Stephanie C., et al. “Disparities in Cancer Incidence and Trends among American Indians and Alaska Natives in the United States, 2010-2015.” *Cancer Epidemiology Biomarkers & Prevention*, vol. 28, no. 10, Oct. 2019, pp. 1604-1611, <https://doi.org/10.1158/1055-9965.epi-19-0288>.
3. Demographic trends: American Indian health status in Minnesota 30-YEAR RETROSPECTIVE. (n.d.). https://www.health.state.mn.us/communities/equity/reports/maihsr01demographics_report.pdf
4. Bemidji Area American Indian/Alaska Native Report on Cancer 2007-2017. Lac du Flambeau, WI: Great Lakes Inter-Tribal Epidemiology Center, Great Lakes Inter-Tribal Council, Inc.; 2020.
5. Cancer in Minnesota: 1988-2019 - MN Dept. Of Health. (n.d.). www.health.state.mn.us/data/mcrc/cancerinmn.html



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This cancer screening Toolkit was created with support from the American Indian Cancer Foundation (AICAF), MDH, and Charleta Kimber from the Indian Health Board (IHB). Collaboration was instrumental in the conception of this Toolkit to address breast cancer screenings in Minnesota.

To learn more about our resources please visit [AICAF.org](https://aicaf.org) or send us an email at health@aicaf.org





Appendix

- ▶ Sample Agenda for Planning Meetings
- ▶ Mammography Follow-up Form
- ▶ Internal Team Debrief Questions
- ▶ Day of Tracking Template
- ▶ Minnesota Department of Health Approach



Sample Agenda for Planning Meetings

Date:	In Attendance:					
Time:						
Item	Description	Links	Person in Charge	Notes	Progress	Status
Welcome and Introductions						
Data						
Meeting Purpose						
Event Smart Objectives						
Site Coordination						
Community Involvement						
Logistics						
Patient Scheduling and Communication						
Marketing and Promotion						
Budget and Funding						
Contingency Planning						
Resources						
Next Steps						
Next Meeting Time/Date						



Mammography Follow-Up

Quick take: This section suggests what a follow-up can look like. This includes a sample form to use for relaying results to patients.

Follow up of patient mammogram results is essential. It is important to have a clear understanding of who will be reporting the results and when they will be reported to the patient. You should hold these conversations in advance of the event to alleviate any confusion and ensure the patient is notified of their results in a timely manner.

Use this form to assist with relaying results to patients:

Mammography Event					
Date:					
Radiology Center:					
Radiology Contact:					
Patient Chart #	Result	Patient contacted and notified?	Entered into EHR?	Hard Copy to Medical Records?	Follow up scheduled?

Internal Team Debrief

What is it:

The following guide can help the internal Planning Team and its partners reflect on and evaluate the mobile mammogram event. The tool is designed to be self-administered, with learnings documented for knowledge generation and future program improvements. In addition, learnings may be shared with peers, leadership, and the community.

How to use it:

The following six questions are designed to guide the conversation among the event planners and should be used less than a week after the conclusion of the event. It will be beneficial to have one team member documenting key points of the discussion, ensuring the insights are carried forward to future events. Ideally, you would have everyone who is a part of the event planning present. This is designed to be a tool to spur conversation and reflection. You will know how to best set that up for your team.

Questions

6. How would you describe the event?
7. What reactions did you see or hear? (From participants, other staff, partner organizations, leadership, social media, etc.)
8. What impacts were made? (Reach, change in perspective/viewpoints, internal processes/approaches, connections made, etc.)
9. Revisit the SMARTIE goals set by the Planning Team (read them or post them for all to see). How did we move toward each goal? Document these responses clearly, as they will be essential in any reporting you do for leadership, partners, or funders.
10. What changes would you suggest for next year, if any?
 - a. Timing, activities, involvement, partners, messaging, planning, advertising, documenting, following up, budget, etc.
11. Who do we need to communicate any of this to, and in what format? Who is best suited to do that?

Day-of Tracking Template

What is it:

A template that can be used to remain organized during the event and ensure you have a clear understanding of the program's reach and impact among participants. Of note, this is evaluating one small portion of the event, those who scheduled or completed their screening, but may have much broader impacts, as discussed in the 'Internal Team Debrief' document.

How to use it:

Customize and print or share an electronic copy with staff at the event, clarifying who is responsible for entering what data onto the spreadsheet. Of note, this form requires no Protected Health Information (PHI) or Protected Personal Information (PPI) and should not be used in place of your EHR or other medical and billing software.

Template:

Day of event			Location of event			Person Completing Tracker	
Patient #	Age Range	Screened	Scheduled	First Mammogram?	Existing clinic patient	How they heard about the event	Other Notes
1	30s	X			X	FB Post	
2	40s	X		X	X	Friend	
3	60s		#####			Tribal Employee	
4							
5							
6							
7							
8							
Total		2	1	1	2	N/A	



Day of event			Location of event			Person Completing Tracker	
Patient #	Age Range	Screened	Scheduled	First Mammogram?	Existing clinic patient	How they heard about the event	Other Notes
Total							

Minnesota Department of Health Approach

The (MDH) Sage Screening Program can assist clinics and community organizations hosting mammography events who may have Sage eligible attendees. The Sage Program can provide partner support with a variety of tasks. Below is a sample of what Sage can do to assist in a mammography screening event:

Pre-Event:

1. Sage staff can assist the Planning Team with outreach and promotion ideas, if needed.
2. Sage staff will assign a promotion code to the event for evaluation purposes.
3. Prior to the event date, Sage staff will confirm with the Planning Team that pre-registration process was followed and completed per mobile mammography protocols. Ensure copies of the pre-registration forms are sent to Sage. Staff will confirm Medical Assistance status on scheduled patients.

Event Day:

1. Sage staff will attend the event as needed.
2. Sage staff will assist in completion of a Sage Enrollment Forms for all patients regardless of eligibility. Sage Encounter numbers will be assigned for all Sage patients and non-Sage patients will be noted as such on the Sage Enrollment Form. This ensures additional coverage for follow-up procedures if needed.
3. Sage staff will provide patients with breast cancer information and Sage Program guidelines.
4. Sage staff will provide contact information for the Sage Follow-up Coordinator in case any abnormal screening results are found.

Post-Event:

1. Sage staff can attempt to contact patients in need of follow-up care if the Planning Team is unable to reach them.

General Guidance for Handling Sage Paperwork

If Sage staff are present at the mammogram event, they will take the completed Sage Enrollment Forms at the end of the event. Otherwise, the Planning Team can email completed Sage Enrollment Forms to health.sagebilling@state.mn.us or fax completed forms to 1-877-495-7545.

Sage Billing Requirements

- ▶ A partnering clinic must have a current Sage Provider Agreement in place and be an active Sage site before Sage can pay for patient services. A brick-and-mortar clinic must have a current Sage Provider Agreement, but a host site (community organization, etc.) doesn't need to have a Provider Agreement if the mobile mammography unit has a Provider Agreement with Sage.
- ▶ All Sage forms must be received within 120 days from the date of service for Sage to pay.
- ▶ If a patient has insurance through IHS, Sage should be billed first. If a patient has commercial insurance, Sage is the Payor of Last Resort - patient insurance must be billed first.
- ▶ All Sage covered services are free to the patient.
- ▶ Sage reimburses at the Medicare rate.
- ▶ Use the current Sage Encounter Number when billing services. The encounter number follows patient throughout cycle of care regardless of where patients are referred to.

