

Northern Valley Indian Health Increasing GPRA Mammogram Rates A Community- Clinic Partnership



Today's presentation

- NVIH's journey towards increasing GPRA mammogram rates from 48.7% to 66%
- Details of implementing a Native Women's Mammogram Day



NVIH Service Area and Population

- All of Glenn County and portions of Butte, Colusa, Tehama and Yolo counties
- Ranges from remote rural Rancheria to urban
- Native women include consortium tribal members and unaffiliated tribal members both from California tribes and out-of-state tribes
- NVIH also provides services to a large number of non- Native clients



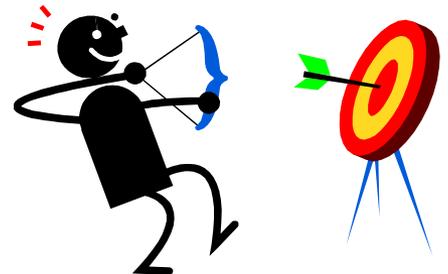
Target Population

- Native women aged 40+ residing in the NVIH service area who are active NVIH clients

Approximately 400 women

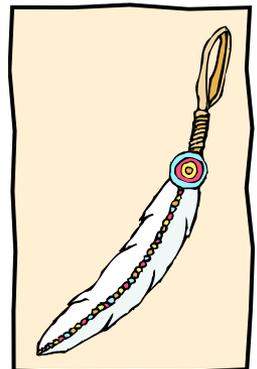
- GPRA population- Native women ages 52-64 who are active NVIH clients

Approximately 100 women



Background

- How we use to do it
- The shift- NCIH CQI plan includes increasing GPRA mammogram rates
- New approach suggested- Native Women's Mammogram Days
- Administrative and management team support



Community Support and Partnership

- Four successful Native Women's Mammogram Days held
- American Cancer Society- Community Empowerment Grant
- Native Women's Wellness Council
- Think Pink Day Celebration
- Community- Clinic Action Plan development



Native Women's Wellness Council



Raising Awareness



- **Everyone** in Agency Involved
- Think Pink Day Activities
 - Patient & Employee giveaways,
 - Education Material in Lobby (Men & Women)
 - Department/Employee decorating contest
 - Lobby Decorations (pink balloons, streamers)
 - Celebration (tribal dancers, food, media)
- NWWC developed
- Better with practice

Think Pink Day Article

- <http://www.willows-journal.com/articles/cancer-9148-breast-health.html>





Facts



- 4 Events held over last 2 years
- Before 1st Event GPRA = 42.1%
- After 4th Event GPRA = 66.7 %
- What it takes:
 - Planning
 - Team work
 - Education
 - Promoting
- Core Essential -Community Partnership!!

Facility Partnership

- ID Local Mammogram Facility
- Contract Agreements
- Determine
 - Frequency
 - Day
 - Hours
 - Schedule
- Access for wheel chairs
- Event Patient Flow



Facility Partner

- Conference/Meeting room Use
- Facility resources available (tables/chairs)
- Single contact for Facility & Clinic
- Copy of schedule to facility
- Create Pre Event charts
- Facility Paperwork



Tools/Resources

- iCare, CRS, EHR
- GPRA Guru-
 - @ NVIH = Sharon McClure

Mail flyer to **all** women 40 and older

Current contact info

Determine GPRA list

GPRA No HX - Call



Target Population

Who ya' Gonna' Call?



- **Invite All Female Patients 40 +**
- GPRA 52-64 year old Women
- Calls = Reports
- Provider Discussions
 - ACOG vs.
 - ACS vs.
 - US Preventive Services Task Force

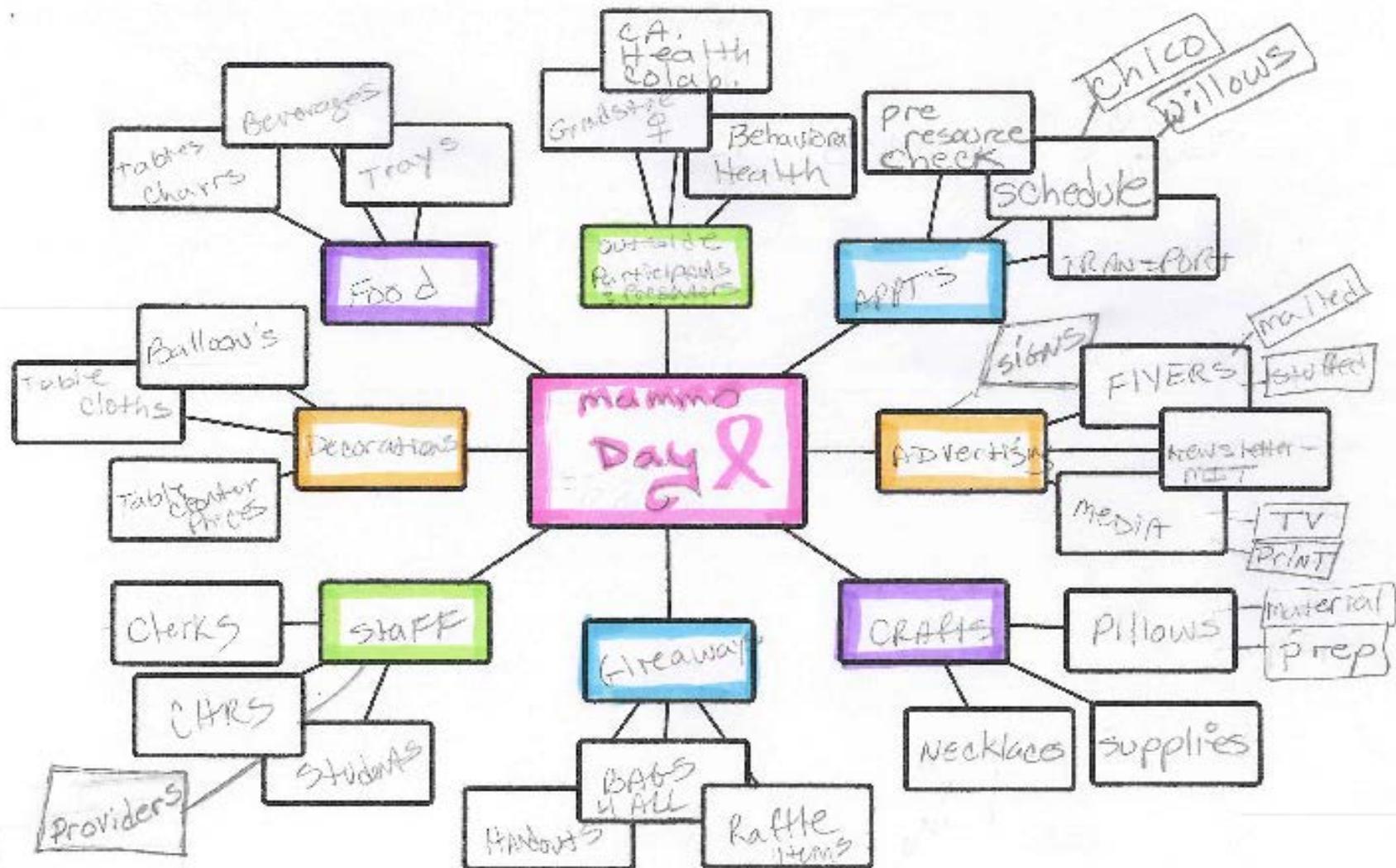
Logistics Pre-Event

GPRA 42.7

- Mind map
- Promotion Activities
- Media (before, during and after)
- Reminder Call's



mindmap



Scheduling Process

- Focus-GPRA Women (without Mammogram recorded)
- Any woman 40+ invited
- Transportation
- Hold events 6 months apart Check timing
- Contract Health Service



Women's Wellness Day Schedule

1:00				3:00			
1:00				3:00			
1:10				3:10			
1:10				3:10			
1:20				3:20			
1:20				3:20			
1:30				3:30			
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2:40							
2:40							
2:50							
2:50							

Event Planning

- Staff Needed
 - Registration
 - Providers
 - CHR's / PHN's
 - Student Interns
- Presenters
- Survivors
- Patients
- Sister / Mothers / Daughters
- Husbands
- Friends
- Other Community Members



Event cont'd

- Decorations
- Signs / Banner
- Refreshments
- Educational Handouts (Men & Women)
- Giveaways
- Speakers
- Partners (Ca Health Collaborative)
- Activities while waiting
 - Traditional pine nut beading
 - Tie Pillows
 - Other GPRA info



Post Event Follow Up

- Reports
- PHN Case Management
 - 2nd screenings
 - Whatever it takes
- Biopsy needed
- Make sure resource applied
- Obtain all reports
- Confirm data entry flow = GPRA
- Run updated GPRA report
- Hotwash (debriefing) with facility & staff
- Begin Planning cycle for next round



Networking

- Administration Involvement Support
- Community Involvement
- Education activities
- Health Board informed
- Staff involvement
- Before, During & After
- Champions (CH/OR)



Native Women's Wellness Mammogram Day

Thursday, February 28, 2013

**North State Imaging of Chico and
Northern Valley Indian Health
*are sponsoring***

Native Women's Wellness Mammogram Day in Chico

A day of activities, education & support
It will be a fun day of crafts, information, games, raffles,
and *more!*

Come and make a pine nut necklace!

Location:

**NORTH STATE IMAGING FACILITY
1720 ESPLANADE, CHICO, CA *(See map on back)***

ACTIVITIES ARE FROM: 12pm to 5pm



RSVP early if you are interested in having a mammogram
(some restriction may apply)

Feel Free to bring a friend

Light snack will be provided

Transportation Available *(on a limited basis)*

For more information or to schedule an appointment

Please call Northern Valley Indian Health at:

Chico Outreach: (530) 899-5156

Willows Community Health: (530) 934-5431

Next Steps

- Twice a year Native Women's Mammogram Days
- Present the NWWC One-Year Action Plan to NCIH Administration, Management Team and Board for support and approval





Digital Story



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