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- NVIH 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

Facts

• 4 Events held over last 2 years
• Before 1\textsuperscript{st} Event  \quad \text{GPRA = 42.1}\% 
• After 4\textsuperscript{th} Event  \quad \text{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
Scheduling Process

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

• Staff Needed
  – Registration - CHR’s / PHN’s
  – Providers - 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
  - 2\textsuperscript{nd} 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 NVIH Administration, Management Team and Board for support and approval
Digital Story
Contact Information

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