



OUTCOMES:

Vouchers provide information about free screening services and remind urban American Indian and Alaska Native (AI/AN) women to be screened.

KEYS TO SUCCESS:

- Communicate that urban AI/AN women may be eligible for free breast and cervical screening.
- Use culturally appropriate graphics and layout to create an appealing voucher.
- Develop vouchers using words that are familiar to the target audience with clear, readable font.

BREAST & CERVICAL SCREENING VOUCHERS

Breast and cervical screening vouchers are great tools to help inform women about free screening services. Vouchers have been successful outreach tools as they are visual reminders for women to receive breast and cervical screenings. They also serve as an educational tool for women who might not know they are eligible for free screening services. Program outreach workers and other agency staff can hand out these vouchers to clients, or the vouchers can be included in fliers, newsletters or program brochures.

INGREDIENTS:

- Electronic files of agency logo and graphics
- Computer with Microsoft Word or similar computer program
- Voucher template from the WEAVING Project
- Printer: color ink or black and white printer with colored paper

PREPARATION:

Step 1: Determine the voucher you want to create/develop.

Step 2: Define your audience. Examples include: Women and Elders ages 40 years and older for mammogram voucher or Native women ages 18-64 years for annual cervical screening vouchers.

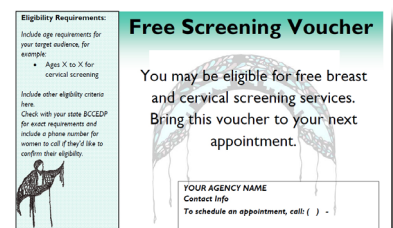
Step 3: Develop and edit the voucher using culturally appropriate, eye-catching graphics, layout, and colors. Create several drafts and rework until the team is satisfied.

*See WEAVING Project Screening Voucher template for design and content suggestions on the WEAVING website.

Step 4: If possible, print the vouchers with color ink, or to conserve ink and cost, print vouchers in black and white on colored paper.

Step 5: Share with agency staff. Explain the purpose, use, and importance of distributing these vouchers to women clients at your agency. Identify a person on your team who staff can contact if they have questions about the vouchers or if they need additional copies.

TO THE RIGHT IS A TEMPLATE EXAMPLE OF A FREE MAMMOGRAM VOUCHER/REMINDER.



SPECIAL THANKS TO DIANE ARAVE, MONTANA CANCER SCREENING PROGRAM, FOR SHARING INFORMATION ABOUT THE PROGRAM'S SCREENING VOUCHER.



Step 6: Distribute vouchers (see Sharing the Results).

Step 7: Evaluate effectiveness of voucher distribution. Ask staff members to collect vouchers from women who bring them to screening appointments for tracking. Include a field on Patient Satisfaction Surveys for clients to note that they heard about services from the Screening Voucher. Get input from staff and the community.

TIPS:

- When conducting outreach, take documents with eligibility criteria to give to women as well. Include a phone number for women to call to confirm if they are eligible.
- Include agency logo and contact information on the voucher so women know where to go to schedule appointments and to ask questions.
- If you have the materials, print vouchers on heavy cardstock and attach thin magnets to the back so women can post on a refrigerator.

SHARING THE RESULTS:

Hand out the mammogram or cervical screening vouchers at community and program events, women's wellness programs, and other activities. Target your defined audience and also distribute to families who can pass the voucher along to family members. Vouchers can also be distributed after screenings as a reminder for future screening appointments.

Collect feedback on the vouchers from staff, community and patient satisfaction surveys such as how many women use them, and whether they influence women to schedule their annual women's exam or mammogram.



Honoring our women
The American Indian Health Board of City

Call us today to schedule an appointment: 123.456.7890

You May be eligible for a FREE Mammogram and Cervical Wellness Exam!

- Are you an American Indian or Alaska Native?
- Over 50 for mammogram or over 21 for cervical exam?
- Don't have insurance?
- Meet the income requirements (see back)

Income Requirements

If you earn less than:

Family Size	Income
1	\$7,000
2	\$14,000
3	\$21,000
4	\$28,000
5	\$35,000
6	\$42,000



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*See WEAVING Project recipes for more ideas on how to evaluate and monitor outreach materials.

