

### Abstract 1

Somerset Medical Center will conduct approximately 24 education sessions (about 15 participants per session) to inform women about age-specific risk factors for breast cancer, available resources, and the importance of annual mammograms. The program will utilize personalized phone calls and reminder cards. The main objective of MTM is to increase the number of women age 65+ in SMC's service area who get an annual mammogram. To achieve this, a health educator will conduct 24 education sessions to inform women about age-specific risk factors for breast cancer and the importance of annual mammograms. Staff will conduct follow-up phone interventions and send reminder materials to program attendees and SMC mammography patients who have gone more than 18 months without a screening. Through education and targeted follow-up, SMC aims to change the way that older women prioritize mammography, so that more lives can be saved through early detection.

### Abstract 2

With funding from the Susan G. Komen Foundation, Monmouth Medical Center will provide targeted outreach and education through community events and collaborations with local community based organizations. Working poor, un/underinsured, minority and non-compliant women over the age of 40 will be targeted through these outreach programs to ensure they schedule annual screening mammograms and follow-up care through Monmouth Medical Center's Jacqueline M. Wilentz Comprehensive Breast Center.

The *Maximizing Mammography Participation* program will strengthen and revitalize breast health awareness campaign through an aggressive community outreach and patient navigation program that includes appointment scheduling, reminders, and ongoing follow-up support. *MMP* will serve 7,000 women at 48 educational outreach events resulting in 600 screening mammograms for underserved women throughout Monmouth and Northern Ocean counties.