

Annette Birt, Nick Ormiston-Smith, Michelle Tornabene

Queensland Health, Brisbane, Queensland, Australia

### **Abstract Body**

High participation by women 50-74 years in breast screen programs across the country is critical to reducing morbidity and mortality due to breast cancer. Since 1991, BreastScreen Queensland (BSQ) has performed more than 4.7 million breast screens and although participation in Queensland is above the national average we want to continue to increase participation in the program and work towards achieving the National Accreditation Standard measure of greater than 70 percent participation. To increase participation, BSQ will be investing in a range of strategies to improve access to and demand for our service, such as:

- providing incentive funding to services for after hours and weekend appointments and for screening new women and first time re-screen women aged 50 to 74 above a baseline
- providing one-off funding to Queensland services for local health promotion activities
- increasing the number of women we can contact by transitioning to the use of Medicare data
- trialling different ways of contacting women including sms, mms and phone
- delivering a state-wide three year multi-staged cancer screening social marketing strategy
- delivering a state-wide online booking system, enabling women to book and change their appointments, manage their contact details and view their results online
- supporting GPs and Primary Health Care providers by providing some correspondence electronically and developing Breast Health Pathways to support appropriate referral; and
- trialling the use of pre-booked appointments.