

Beautiful Women campaign increases awareness among LGBTI women

Vicki Pridmore, Maura Conneely

BreastScreen Victoria, Melbourne, Victoria, Australia

Abstract Body

Research in Australia and the UK/USA shows LGBTI women are under-screened - but have a number of behavioural risk factors that place them at higher risk of breast cancer.

BreastScreen Victoria (BSV) is committed to achieving a *Rainbow Tick* accreditation for LGBTI inclusive services. As part of this accreditation, BSV developed a *Beautiful Women* project. The project invited LGBTI women to engage with BSV to create a new community awareness campaign and targeted health information to increase awareness of, and participation in, breast screening for LGBTI women.

The *Beautiful Women* project comprised 3 parts.

Thirty women were photographed as part of the *Beautiful Women* exhibition, celebrating the diversity of LGBTI women. Beauty is presented as 'beyond skin' to a sense of pride in 'who we are'. The exhibition included the women's messages to other LGBTI women about wellbeing, beauty and the importance of breast health. The exhibition was a Premier Event for the Midsumma Festival and several hundred people attended the launch. Images from the exhibition were included in a poster which is now displayed in BSV's screening clinics. The campaign was well received by LGBTI women, and was picked up by international media including Huffington Post, Vanity Fair, Mashable and Buzz Feed.

BreastScreen Victoria hosted an information and screening session for lesbian and bisexual women. The event was shaped and promoted by women who had participated in the *Beautiful women* photo-shoot. Twenty five women attended the event, and 11 women had a mammogram, many for the first time, in a supportive and celebratory environment.

BSV is currently consulting Trans and Gender Diverse community members to document their needs and develop an eligibility policy and information about breast cancer risk and screening. The consultations include an online survey, community forum and open house at BSV's Rose Clinic.