Strategic enhancement of breast screening practices for priority populations

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Abstract Body

Recent research undertaken by BreastScreen NSW identified that GP's have a significant influence on a woman's decision to have regular breast cancer screening. In fact, women are more likely to have a mammogram if advised by their GP. BreastScreen have actively sought to strengthen their ties with the local Primary Health Network (PHN), which are currently attempting to increase the rate of breast, bowel and cervical cancer screening. BreastScreen is aiming to work in partnership with the PHN to send all target age women to the BreastScreen program.

The PHN and BreastScreen joined forces to engage the GP's, Practice Nurses and Managers in an education and training program that covered both Murrumbidgee and Southern local health districts. BreastScreen Nurse Counsellors attended these sessions informing the attendees about current BreastScreen initiatives and strategic focus. Feedback was provided and disseminated to management.

Satisfactory attendance was observed by GP's, practice nurses and managers. A variety of topics were covered relating to cancer screening Health Professionals who support Aboriginal and Culturally and Linguistically Diverse (CALD) communities in the Border and North East Network. Saturation of themes were provided which revealed people in these communities who receive a cancer diagnosis are well supported and continue onto treatment. However, during the consultation process, anecdotal evidence suggested many people in both communities had no understanding of cancer, were not attending cancer screening. Numerous cancer myths existed and a general lack of understanding regarding cancer treatment and services; often attending treatment or services with little knowledge or understanding. This is well supported by the Cancer Australia report "Cancer and Culturally Linguistically Diverse Communities" and documented in the literature around Aboriginal knowledge and beliefs about cancer.