

# Reminder letters and outbound calls to women in their language

Annie Cooper

Health Promotion Officer – Underscreened Women



Caring about Women

BreastScreen  
Victoria

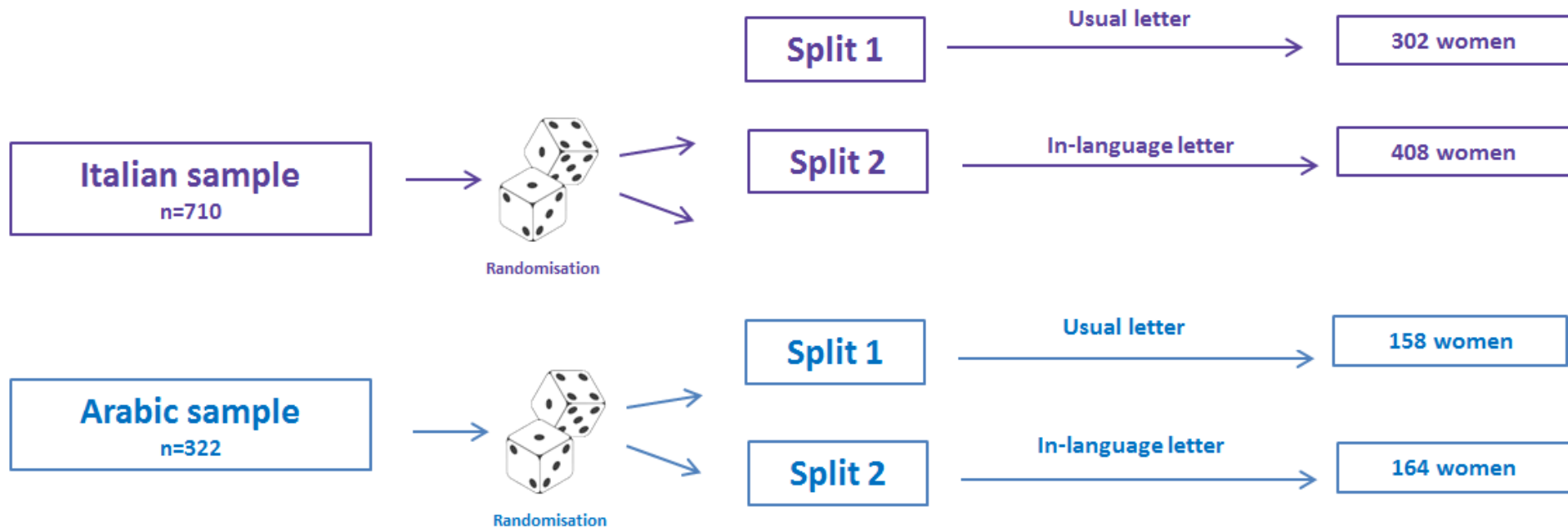
# Background

- Aim for equitable participation
- Italian and Arabic women “underscreened”
- Aim to increase participation in these women
- Invitation letters and calls important enabler
- Language barrier
- Women suggested letters and calls in language



# Reminder letters in language

- Target women due for a routine reminder
- Randomised control trial
- Received letter in English or in Italian/Arabic
- 1032 women included (710 Italian, 322 Arabic)



# 1<sup>st</sup> page - Italian reminder letter



23 March 2017

«MAILING\_BARCODE»  
«CLIENT\_TITLE» «FIRST\_NAME» «SURNAME»  
«MAILING\_STREET\_ADDRESS»  
«MAILING\_SUBURB» «MAILING\_STATE» «MAILING\_POSTCODE»

Salve,  
Le scrivo per ricordarle che è arrivato il momento di sottoporsi ad una mammografia.  
Fare una mammografia gratuita ogni due anni è un buon modo per mantenersi sani.  
Gli appuntamenti sono gratuiti, la visita è fatta da una donna e dura circa dieci minuti.  
Se vuole, può farsi accompagnare all'appuntamento da un amico o un familiare.  
Può fissare un appuntamento gratuito chiamando il 13 20 50. Se non parla l'inglese, chiami il 13 14 50 e chiedi di parlare con BreastScreen.  
Può anche fissare un appuntamento tramite il nostro sito internet. Visiti il sito [www.breastscreen.org.au](http://www.breastscreen.org.au) e clicchi su *Book Online Now* (prenotate adesso) e inserite i vostri dati per l'autenticazione nel riquadro rosa in alto.  
Maggiori informazioni sul nostro sito: [www.breastscreen.org.au/translations](http://www.breastscreen.org.au/translations)  
Sarò lieta di incontrarla presto.

**Vicki Pridmore**  
Direttrice Generale  
BreastScreen Victoria

"Sottoporsi ad una mammografia gratuita ogni due anni è il modo migliore per diagnosticare il cancro alla mammella allo stadio iniziale, quando cioè il trattamento può avere esito molto positivo. Da medico, la incoraggio a prendersi cura di sé e a fissare un appuntamento."

**Dr Daniela Todaro**  
Medico Generico  
Presidentessa della Società Medica Italiana del Victoria



**BreastScreen  
Victoria**  
Caring about Women

**AD** PO Box 542 Carlton South Victoria 3053  
**WB** [www.breastscreen.org.au](http://www.breastscreen.org.au)  
BreastScreen Victoria Inc. Regd No. A0025878W  
ABN 54 505 206 361

**PH** 13 20 50  
 Interpreters  
available 13 14 50

# 2<sup>nd</sup> page – English reminder letter



23 March 2017

«MAILING\_BARCODE»  
«CLIENT\_TITLE» «FIRST\_NAME» «SURNAME»  
«MAILING\_STREET\_ADDRESS»  
«MAILING\_SUBURB» «MAILING\_STATE» «MAILING\_POSTCODE»

Hello,  
I am writing to remind you that your next breast screen is now due.  
A free breast screen every two years is an important way to stay healthy.  
Appointments are free, are with a woman, and take around ten minutes.  
You are welcome to bring a friend or family member to your appointment.  
You can book a free appointment by calling 13 20 50. If you don't speak English, call 13 14 50 and ask to be connected to BreastScreen.  
You can also book an appointment on our website. Visit [www.breastscreen.org.au](http://www.breastscreen.org.au), click on Book Online Now and enter your login details in the pink box above.  
More information is on our website: [www.breastscreen.org.au/translations](http://www.breastscreen.org.au/translations).  
I look forward to seeing you soon.

**Vicki Pridmore**  
Chief Executive Officer  
BreastScreen Victoria

"Having a free mammogram every two years is the best way to find breast cancer early, when treatment is likely to be very successful. As a doctor I encourage you to take care of yourself and book an appointment."

**Dr Daniela Todaro**  
General Practitioner  
President of the Italian Medical Society of Victoria



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# Reminder letters in language

## Results

Group	Trial arm	Booked	Not booked
Arabic	In language	53%	47%
Arabic	English	47.5%	52.5%
Italian	In language	64.5%	35.5%
Italian	English	66.2%	33.8%

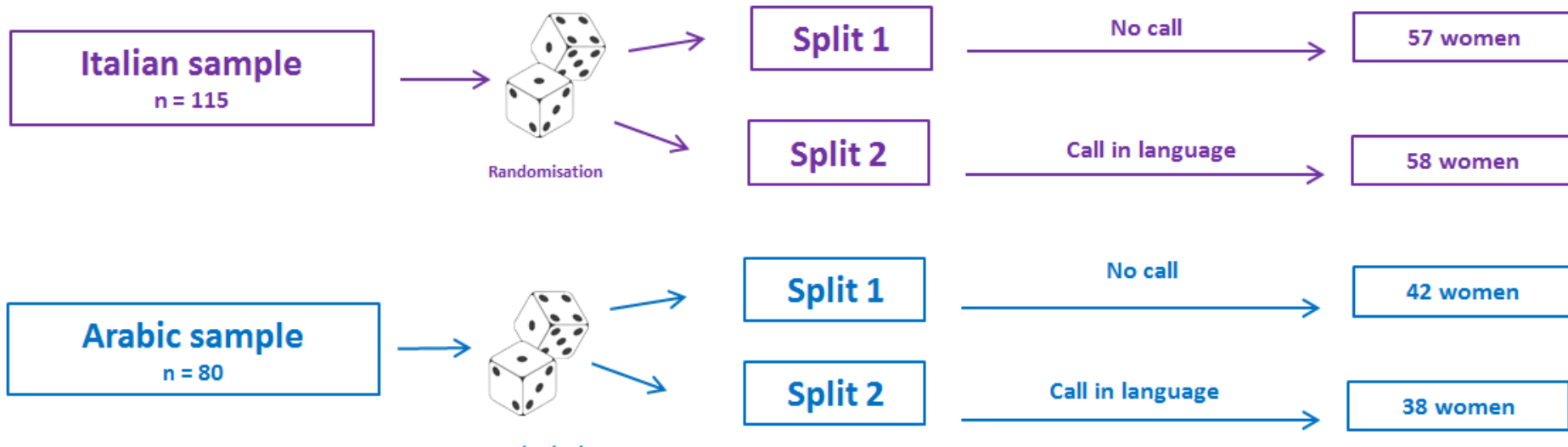


**No statistically significant difference**



# Outbound calls in language

- Target lapsed women
- Randomised control trial
- Received call in language or no call
- 195 women included (115 Italian, 80 Arabic)



**Gina: Italian calls**



**Amani: Arabic calls**



# Outbound calls in language



## Results

Group	Trial arm	Booked	Not booked	Attended (of those that booked)
Arabic	In language call	55% (21)	45% (17)	90% (19)
Arabic	No call	5% (2)	95% (40)	100% (2)
Italian	In language call	71% (41)	29% (17)	78% (32)
Italian	No call	7% (4)	93% (53)	100% (4)

- Women who received a call in language were **x10 more likely to book** than women who didn't receive a call
- The **majority of women who booked actually attended** their appointment. Of those that didn't attend, most cancelled.
- Arabic women were **x10 more likely to screen** if they received call
- Italian women were **x8 more likely to screen** if they received a call



## Key findings

- Letters in language 
- Calls in language 

## Next steps

- Trialling calls in other language groups in 2018



## Contact details

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