

Improving breast screening awareness and participation among culturally diverse women

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Caring about Women

BreastScreen
Victoria

Background

- Aim for equitable participation
- Italian, Arabic & Aboriginal women underscreened
- Aim to increase participation in these women
- Project partnership formed
 - Department of Health and Human Services
 - Deakin University



Trial 1: Reminder letters in language

Methodology

- 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)

Result

- Sending letters in language **did not** increase bookings

More details on this RCT trial to be presented later in this session



Trial 2: Reminder calls in language

Methodology

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

Result

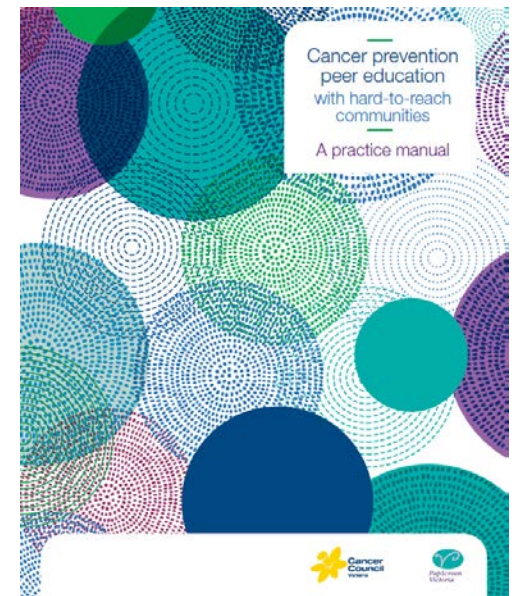
- Women who received in-language call **x10 more likely** to book
- Majority of women who booked **actually attended** appointment

More details on this RCT to be presented later in this session



Trial 3: Peer education program

- Train Arabic women to educate peers
- Commissioned Cancer Council Victoria to deliver
- Partnered with Arabic Welfare Service
- 14 newly arrived Arabic women trained
 - 203 women educated
 - All educators confident; will continue to educate
 - Training & clinic tour valuable



Trial 4: Pharmacy engagement

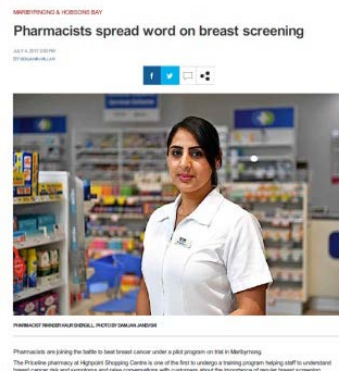
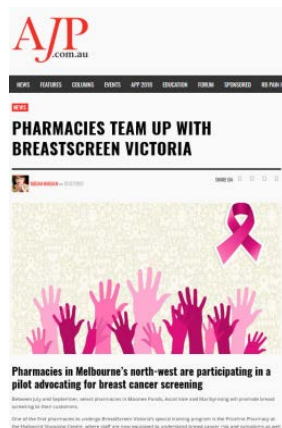
Campaign model

Pharmacies given funding and training to hold a 3-month campaign:

- Display BSV collateral in pharmacy
- Engage in conversations with customers

July - Sep 2017 Trial

- 4 pharmacies had 638 conversations with customers (~160/pharmacy).
- 8 symptomatic women referred to GP
- Pharmacies suggested shortening campaign to 2 months
- Funding was a critical motivator



Trial 5: Staff training

Interactive 15 minute module:

- CALD screening barriers
- Providing a culturally inclusive service
- Communicating with CALD women

Findings:

- 35 staff completed training
- 70% of staff would recommend
- 94% said length of training appropriate
- Staff confident aims of module achieved



Trial 6: Screening shawls for Aboriginal women

Background

- Shame around nudity
- NZ model

Trial

- Customised shawls with Aboriginal design
- Partnering with VACCHO and VAHS
- Group booking model
- Clinic staff training



Contact details

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