



## Overview

- **Who is the Cancer Institute NSW?**
- **Why focus on breast and cervical cancer?**
- **Community engagement project**
- **Next steps**



# Cancer Institute NSW

Reducing the incidence of cancer

Improving quality of life

Increasing survival rates

Source of expertise

Page 3



# Breast cancer in Aboriginal and Torres Strait Islander women

1.5 times more likely to die from breast cancer

5 year survival rate of 79% versus 88%

Screening participation rate of 38% versus 54%

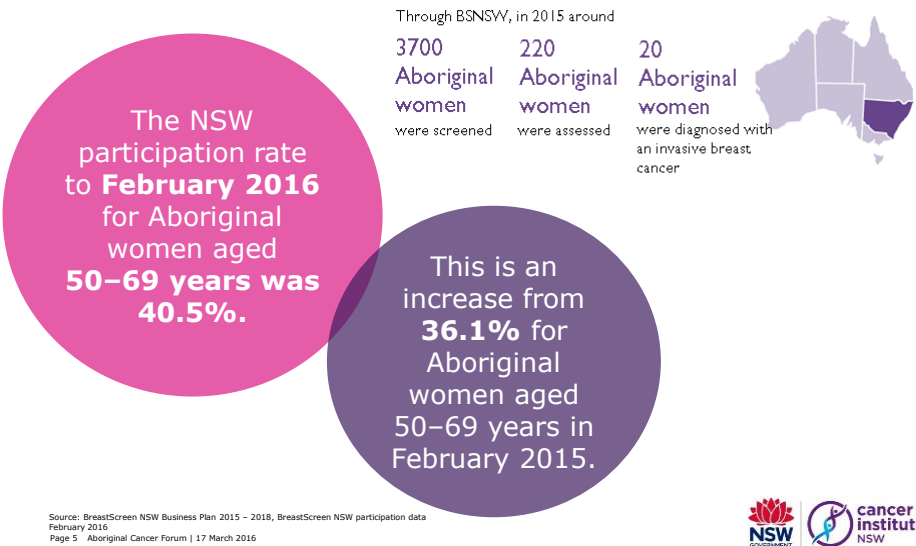
(2011-2012)

Optional Data Source: Cancer in NSW Aboriginal Peoples, Incidence, Mortality and Survival, CINSW September 2012

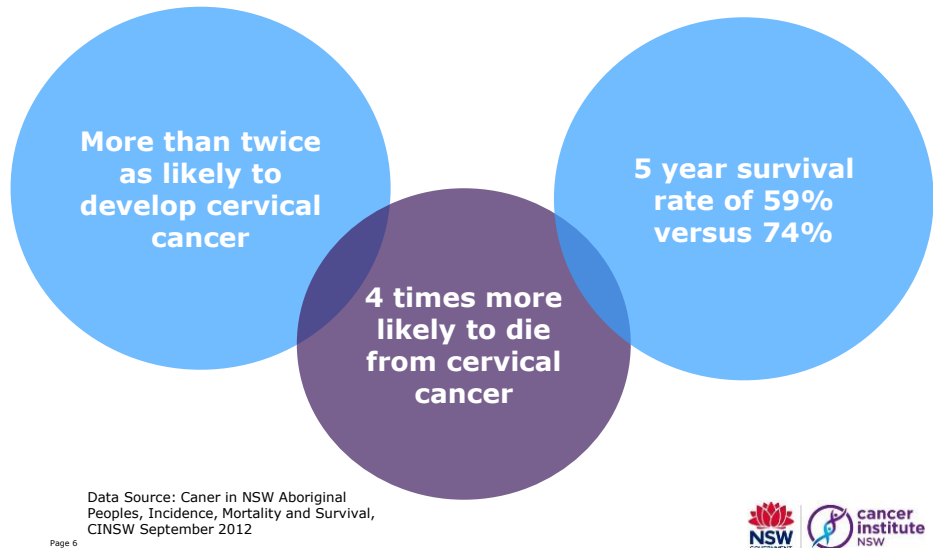
Page 4



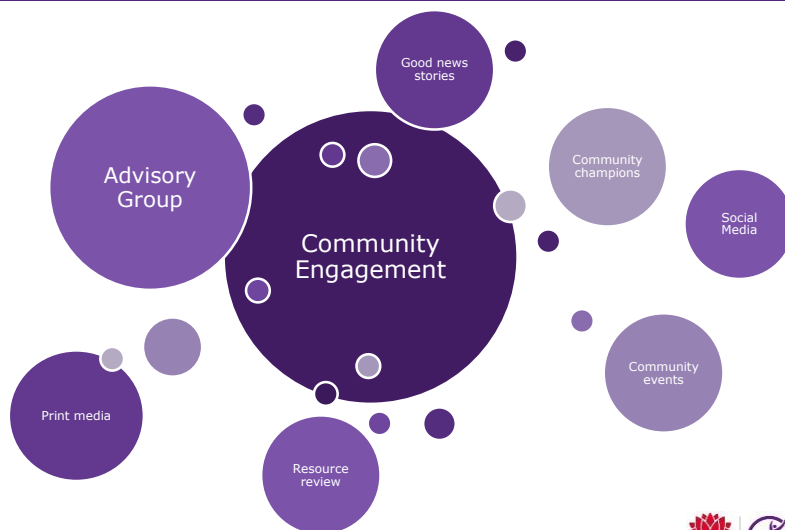
# Participation in BreastScreen NSW



# Cervical cancer in Aboriginal and Torres Strait Islander women



## Community engagement project



Page 7 | Aboriginal Cancer Forum | 17 March 2016



## Core activities

- Advisory Group
- Culturally appropriate key messages
- Community champions
- Development of new resources
- Community events

Page 8 | Aboriginal Cancer Forum 17<sup>th</sup> March 2016



## Advisory Group

- Cancer Australia
- Cancer Institute NSW
- Family Planning NSW
- BreastScreen NSW
- Local Health Districts
- Aboriginal Health and Medical Research Council
- Aboriginal Medical Services
- Cancer Council NSW

Page 9 | Optional Footer



## Community consultation

- Focus groups with 27 Aboriginal women in Nowra, Mount Druitt and Moree
- Purpose was to test key messages and existing promotional resources
- Opportunity for women to tell us what information they needed and in what format
- Provide valuable insights which informed community engagement activities

Page 10 | Optional Footer



## Key recommendations

- Avoid negative statistics – focus on the benefits of screening
- Good news stories and case studies
- Culturally appropriate terminology
- Combine photos and artwork
- Brighter colours (pink and purple)
- Diagrams
- Extending beyond posters and brochures

Page 11 Aboriginal Cancer Forum | 17 March 2016



## Community champions



Page 12 | Optional Footer



# Development of new resources

1

- Focus tested current resources at Moree, Nowra and Mt Druitt. Reviewed & feedback provided by Aboriginal Advisory Group

2

- Collated feedback and developed suite of **new** resources including posters, factsheets, brochures and short videos

3

- Focus tested new resources at Orange and Redfern. Reviewed & feedback provided by CINSW project team.

4

- New resources finalised.

5

- Resources launched at six (6) community events in Mt Druitt, Nowra, Maitland, Tamworth, Kempsey and Dubbo

6

- Resources distributed

Page 13 | Optional Footer



# BreastScreen NSW - poster



Page 14 | Optional Footer



# BreastScreen NSW - factsheet



Information about breast screening for Aboriginal women

Breast cancer is the most common cancer affecting Aboriginal and Torres Strait Islander women. Breast screening, also known as a mammogram, can find cancers before they can be felt or noticed - you have a better chance of survival when breast cancer is found early.



For bookings and information, call BreastScreen NSW on 13 20 50 or visit [www.breastscreen.org.au](http://www.breastscreen.org.au). It's free. It's important.

## What is breast cancer?

Breast cancer is a collection of cells in the breast tissue that grow faster than normal cells. Cancer only can be found at an early stage if the body and your health are good.

## Why does it take so long to detect breast cancer early?

The best time to treat breast cancer is when it is still very small. When breast cancer is found early, it has the best chance of being removed and cured.

## What is a breast screen?

A breast screen is an x-ray of the breast. It can find cancers as small as a grain of rice before you notice any changes in your breast. It is important to check your breasts, even when you are healthy.

There is no evidence that breast screening causes cancer.

## Who can have a free breast screen?

Women aged 50 to 74 years can have a free breast screen at a BreastScreen NSW site every two years. However, women over 45 years are also welcome to have a breast screen with us. You don't need a doctor's referral.

## Where can I get a free breast screen?

You can have a free breast screen at a BreastScreen NSW service. There are services located at many sites including hospitals, shopping centres and mobile units. We also work closely with local communities and Aboriginal Medical Services.

To find your nearest BreastScreen NSW service, call 13 20 50 or visit [www.breastscreen.org.au](http://www.breastscreen.org.au).

We are happy to arrange group bookings for you, your family and friends.

## What should I do for my visit?

- We will send forms for you to fill in and bring to your appointment.
- Wear a soft bra and a top, not a dress.
- If you have had a previous breast x-ray outside of BreastScreen NSW, please bring it with you.
- Please bring your doctor's details with you if you want them to receive your results.
- We will ask you to undress your top and wear a special top.
- A female worker will take you into the x-ray room.
- You will be asked to take off your top in private.
- When you are ready we will take at least two x-rays of each breast.
- The x-ray machine will gently press each breast to get the best x-ray. Some women find this pressing uncomfortable, but this discomfort usually only lasts about 10 seconds.
- If you experience pain you should let the female worker know, she will work with you to make sure you are as comfortable as possible.
- You can ask for the procedure to stop at any time.
- We will tell you when to expect your results usually around two weeks.

## What else can I do to look after my breast health?

As well as getting a breast screen every two years, you should also do the following to look after your breast health. If you find a change in your breast that is unusual for you, such as a lump, pain or nipple discharge, you should visit your doctor without delay.



# BreastScreen - brochure

**How is a breast screen done?**  
Your appointment will take about 20 minutes. Our screening staff are all women.

- We will collect your forms and explain what will happen.
- A female worker will take you into the x-ray room.
- You will be asked to take off your top in private.
- When you are ready we will take at least two x-rays of each breast.
- The x-ray machine will gently press each breast to get the best x-ray. Some women find this pressing uncomfortable, but this discomfort usually only lasts about 10 seconds.
- If you experience pain you should let the female worker know, she will work with you to make sure you are as comfortable as possible.
- You can ask for the procedure to stop at any time.
- We will tell you when to expect your results usually around two weeks.

If you are worried, call us on 13 20 50.

It may be uncomfortable but make time to stay healthy. Book a breast screen today.

For bookings and information, call BreastScreen NSW on 13 20 50 or visit [www.breastscreen.org.au](http://www.breastscreen.org.au). It's free. It's important.

**Have a breast screen every two years**  
It could save your life

**Did you know?**

- Breast cancer is the most common cancer affecting Aboriginal and Torres Strait Islander women.
- Breast screening is also known as a mammogram.
- Breast screening can find cancers before they can be felt or noticed - you have a better chance of survival when breast cancer is found early.
- Women aged 50 years and above are eligible for a free breast screen every two years.
- It is important that you participate in regular breast screening, even if you feel ok.
- 20 minutes every two years could save your life.

**Tell me about breast screening**

**What is breast cancer?**  
Breast cancer is a collection of cells in the breast tissue that grow faster than normal cells. Cancer only can be found at an early stage if the body and your health are good.

**Why does it take so long to detect breast cancer early?**  
The best time to treat breast cancer is when it is still very small. When breast cancer is found early, it has the best chance of being removed and cured.

**What is a breast screen?**  
A breast screen is an x-ray of the breast. It can find cancers as small as a grain of rice before you notice any changes in your breast. It is important to check your breasts, even when you are healthy.

There is no evidence that breast screening causes cancer.

**Do I need a breast screen?**  
Women aged 50 to 74 years can have a free breast screen every two years at a BreastScreen NSW site. However, women over the age of 45 years are also welcome to attend. You don't need a doctor's referral.

**Where can I get a free breast screen?**  
You can have a free breast screen at a BreastScreen NSW service. There are services located at many sites including hospitals, shopping centres and mobile units. We also work closely with local communities and Aboriginal Medical Services.

To find your nearest BreastScreen NSW service, call 13 20 50 or visit [www.breastscreen.org.au](http://www.breastscreen.org.au).

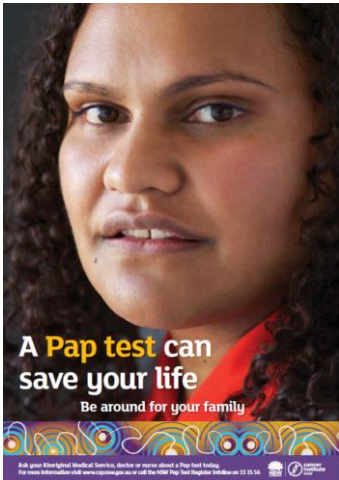
We are happy to arrange group bookings for you, your family and friends.

**What should I do for my visit?**

- We will send forms for you to fill in and bring to your appointment.
- Wear a soft bra and a top, not a dress.
- If you have had a previous breast x-ray outside of BreastScreen NSW, please bring it with you.
- Please bring your doctor's details with you if you want them to receive your results.



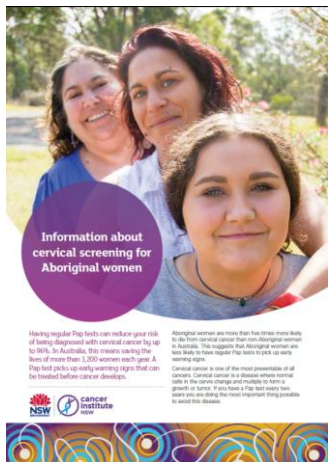
# Cervical Screening - posters



Page 17 | Optional Footer



# Cervical Screening - factsheet



Page 18 | Optional Footer



# Cervical Screening - brochure



Page 19 | Optional Footer



# Distribution

- Over 50,000 resources were distributed between January and September 2015
- Positive feedback from women and health workers
- Being utilised by other community groups (CALD)
- Available for free at:  
[www.csp.nsw.gov.au](http://www.csp.nsw.gov.au)  
[www.breastscreen.nsw.gov.au](http://www.breastscreen.nsw.gov.au)

Page 20 | Optional Footer



## Community events

Community events were held in:

- Mount Druitt (60)
- Nowra (12)
- Maitland (15)
- Tamworth (40)
- Kempsey (22)
- Dubbo (12)

Page 21 | Optional Footer



## Community event: Mount Druitt



Page 22 | Optional Footer



# Community event: Nowra



Page 23 | Optional Footer



# Community event: Maitland



Page 24 | Optional Footer



# Community event: Tamworth



Page 25 | Optional Footer



# Community event: Kempsey



Page 26 | Optional Footer



## Community event: Dubbo



Page 27 | Optional Footer



## Key learnings

- Community champions are an effective and culturally appropriate way to promote key messages about cancer screening
- Focusing on good news stories has encouraged women to participate in screening
- Community events provided a culturally safe environment for women to talk about cancer and screening
- Events were effective in building networks between local service providers and community members

Page 28 | Optional Footer



