

# Strategies



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# Why this project idea?

- From a total population of 14,762 - 10,006 are under screened - They have not had a regular mammogram or have never had a mammogram
- Built on the success of the Pink Sari Project \*

- Su una popolazione **totale di 14.762 donne, 10.006 non si sottopongono** alla mammografia regolarmente o non si sono mai sottoposte alla mammografia durante la loro vita.

\* CI NSW Evidence to Practice Grant

# Strategies

A woman with short, curly, light-colored hair and glasses is smiling. She is wearing a bright pink long-sleeved top and a light grey scarf. She is holding a white rectangular sign with the word "CIAO!" written in large, bold, pink letters. She also has an ID badge hanging from her neck.

**SAVE THE DATE**  
Wednesday, 29 November 2017

**f 10000ItalianRoses**

**“A mammogram will take just 30 minutes of your time now, but it could mean you, your family and friends will spend many happy times together for years to come. It will be worth it!” ~ Augusta**

**NSW GOVERNMENT** | **Health**  
Illawarra Shoalhaven  
Local Health District

**ITSOWEL**  
COMMUNITY WRITERS • CARE

# Outcomes

- Survey – research data
- Social media engagement
- Media coverage: mainstream & other
- CCWG – recommendations
- **The number of screens for Italian born (first time/new screeners) increased by 24% from 2015 to 2017**

# Sustainability

- Engaging key stakeholders, influencers & celebrities: keeping the message alive
- Training & supporting staff from other areas eg NGO's & libraries
- Robust social media campaign & strategies
- CCWG – recommendations
- Resource development (in language)

# Project Partners



Funded by Cancer Institute NSW. A NSW Multicultural Health Communication Service initiative.

## **Others:**

- LHD's
- State & Local Libraries
- ITSOWEL
- Media

# Multicultural Cancer Forum

**Monday 18 June 2018**



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Cancer Institute NSW