Strategies
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Why this project idea?

- From a total population of 14,762 - 10,006 are underscreened - 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 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
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