What is Project SAHA?

SAHA means ‘health’ or ‘wellness’ in the Arabic language

Aims of the project:
To improve the quality of life of Muslims affected by cancer

Objectives:
- **S**: Survivorship
- **A**: Access
- **H**: Healthy Living
- **A**: Awareness
Project Background

The unspoken stigma surrounding cancer is prevalent in many multicultural communities, the Muslim community is no different.

Marginalisation and social isolation impact negatively on the health outcomes of our multicultural community members. Engagement of Muslim community members with cancer support services is minimal… Why?
Implementation Strategy

Established strong working relationships with project partners
• Sharing skills, resources, and contacts

Engagement with community in the development and delivery of project
• Seek out change agents within the community
• Use of formal and informal channels to engage with community
• Community form part of the project team
Project Outcomes

SAHA Video Series
- 4 x 5 min videos showcasing the survivorship stories of 4 Muslim women
- Over 5000 views on social media, and 65 shares since launch in May 2018
- Videos will be available in English, Arabic, Farsi, Turkish, and Urdu.

SCSG Website
- New website www.scsg.org.au
- SAHA pathway – referral to other support services for those affected by cancer
- 112 site visits since launching the website in early May 2018

Social Media Campaign
- 12 week campaign to promote the resources and the project to the wider Muslim Community on facebook, 212% increase in traffic to page

Community Engagement
- SAHA Health Forum & Resource Launch attended by 247 community members from Illawarra, Sydney and the central coast
- 4 in-depth interviews conducted
- 18 community members over 3 focus groups sessions
- Over Informal consultation sessions with community champions and leaders in project development
Sustainability

- Development of **digital resources**
  - website, video, social media marketing

- Utilise **social media** platforms for ongoing promotion and engagement

- **Building the capacity** of SCSG to maintain project deliverables such as the website and social media

- Established **working relationships** with key stakeholders within community, government and NGO sector
Project Partners

ISLHD – Multicultural Health Service with the support of the Illawarra Cancer Care Services actively support the SAHA Project, and the Sisters Cancer Support Group.

Sisters Cancer Support Group is a non for profit, community based organisation that provides educational, and psycho-social support women from Multicultural backgrounds that have been affected by cancer.

Multicultural Communities Council of Illawarra (MCCI) is the regional peak body for multicultural communities in the Illawarra-Shoalhaven and is dedicated to supporting multicultural communities to live well, access the support they need, and participate in the community.