

CANCER SCREENING FOR WOMEN FROM NEW AND EMERGING COMMUNITIES

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Cancer Institute
Multicultural Cancer Forum

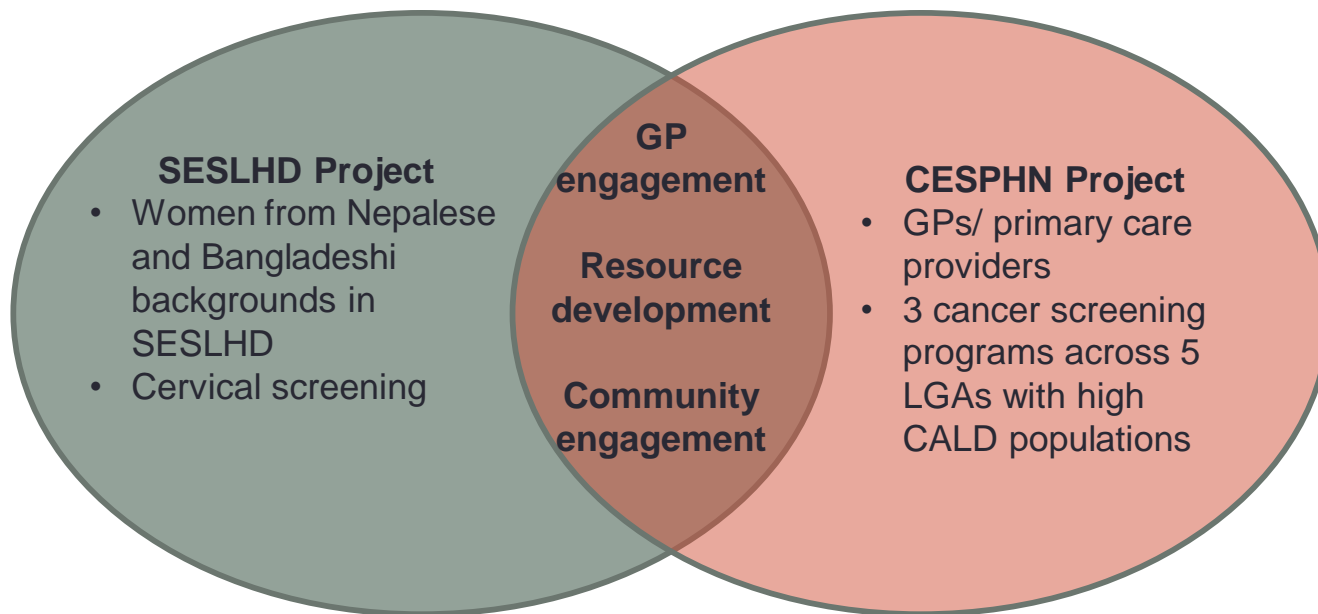


Project Structure

Other partners include:
BreastScreen
Advance Diversity Services
Centre for Primary Health Care and
Equity, UNSW

Principles:

- **Collaboration** – link with other projects to maximise impact
- **Co-design** – maximise engagement and likelihood of success

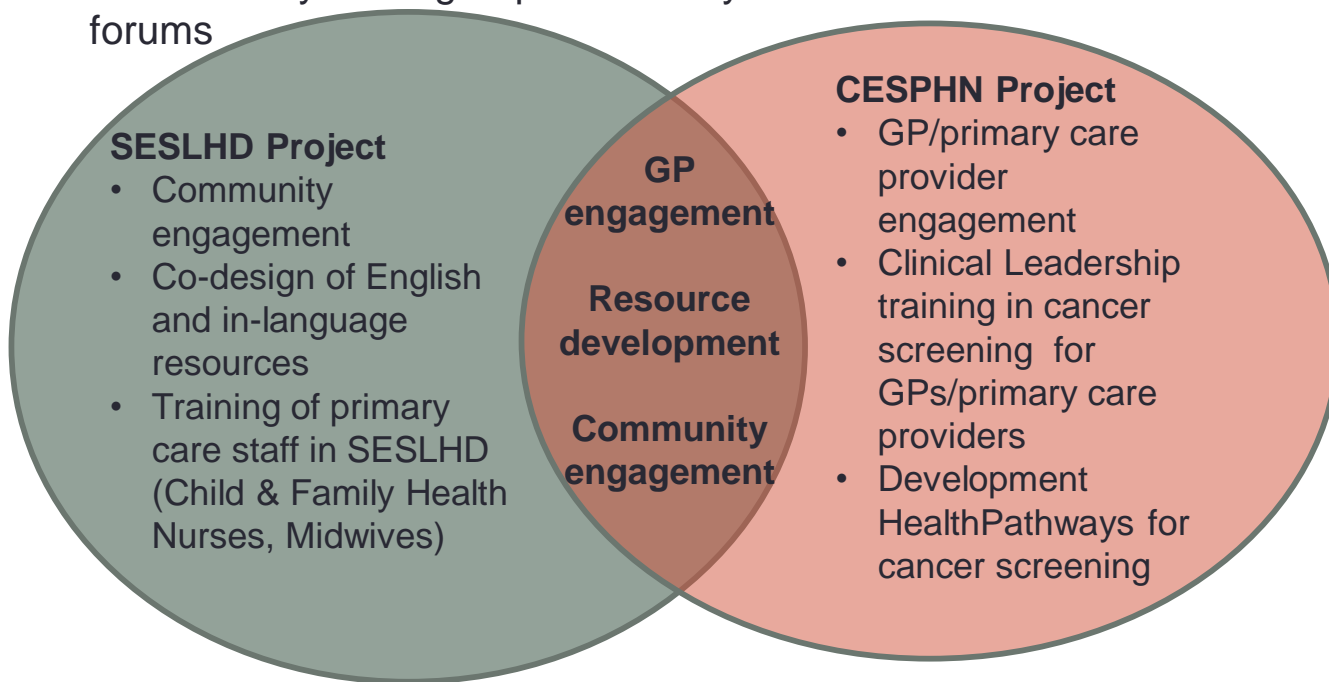


Key Strategies

Informed by:

- 20 GP / practice interviews
- 6 community focus groups and 2 key stakeholder consultation forums

Embed cervical screening messages in broader women's health and cancer screening messages



Co-design outcomes:

What communities said they wanted

Headline message

“Taking care of yourself is the best way of looking after your family”

- Integrated health screening messages
- Little clinical detail
- Limited focus on the word “cancer”
- Procedure can be done by a female doctor / nurse
- “Positive” messages relating to early detection leading to successful treatment



Co-design outcomes: How we delivered the message

- Written resource (translated in 12 community languages)
- Postcard with QR codes
- “Health Screening Saves Lives” bags



[“Screening Saves Lives” Videos](#)



Health

South Eastern Sydney
Local Health District



Sustainability

- **Capacity building of community organisations**
 - Training of community workers
 - Establishment of women's groups
- **Capacity building of primary care workforce**
 - Clinical Leadership Program
 - CPD education for GPs and Practice Nurses
 - Dedicated position in the PHN for cancer screening
 - HealthPathways for cancer screening
- **Capacity building in the Local Health District**
 - Training of Child and Family Health Nurses and Midwives
 - Establishment of Bilingual Community Educators program
 - Ongoing involvement of Women's Health program in cancer screening
- **Ongoing dissemination of resources**



Project Partners

South Eastern Sydney Local Health District

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Central and Eastern Sydney Primary Health Network

Advance Diversity Services

**Centre for Primary Health Care and
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