

## Abstract Form

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**Title of abstract:** Bowel Cancer Campaign targeting Arabic Speaking Communities in Victoria

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### Background:

Bowel cancer is the second biggest cause of cancer death in Australia, even though 90% of bowel cancers can be successfully treated if found early. The average participation in the National Bowel Cancer Screening Program is 40.9% for the general population. These rates are even lower for specific cultural communities such as the Arabic Speaking communities.

### Aims:

Cancer Council Victoria implemented a community and media- based campaign in 2019 to

- Increase bowel cancer screening participation among Arabic speaking communities
- Ensure the active engagement of Arabic speaking GPs in the Bowel Cancer Campaign
- Build strong deep- rooted partnerships with community organizations that work closely with Arabic speaking communities
- Develop innovative Behavioural Change Communication (BCC) approaches and materials that act as soft entry points and respond well to the Arabic speaking communities in Victoria
- Target Arabic cultural and language specific media and social media outlets.
- Utilise existing cultural forums to disseminate information about the bowel cancer screening kit

### Method:

Community consultations were carried out to select campaign activities to address barriers that the Arabic speaking communities faced towards bowel cancer screening participation such as language, lack of knowledge, and lack of perception of risk. The campaign approaches varied from

- Arabic Bowel Cancer campaign launch that involved more than 40 prominent figures in the community.
- Build partnership with and educate members of the Australian Lebanese Medical Association (ALMA)
- Establish programs and partnerships with grassroots Arabic specific community organizations
- Develop Arabic focused bowel cancer videos, flyers and other innovative materials
- Deliver education sessions to community members

**Results:**

Health beliefs influenced by cultural beliefs need to be considered for campaigns to be effective. While GP endorsement plays a crucial role in driving cancer screenings among the Arabic speaking communities, cultural soft entry approaches delivered through short animation videos and playing cards have provided cultural sensitive and innovative means to reach the community.

**Implications that impact on your project:**

There is a need for tailored approaches for under-screened communities who are less likely to respond to a mainstream media campaign in English. The specific barriers faced by different under-screened communities should be taken into account when developing campaigns. My presentation will discuss further challenges and successes of CCV's Arabic Bowel Cancer Campaign.