

Abstract Form

Abstract author/s	<i>Bowel Cancer Screening Project Officer, Lauren Lee, Cancer Institute NSW Multicultural Strategic Advisor, Sheetal Challam, Cancer Institute NSW Bowel Cancer Screening Portfolio Manager, Tara Bowman, Cancer Institute NSW</i>
Presenting author	<i>Bowel Cancer Screening Project Officer, Lauren Lee, Cancer Institute NSW</i>
Organisation	<i>Cancer Institute NSW</i>

Title of abstract: Bowel and Breast Health and Screening Educational Resources – Design, Delivery and Evaluation

Authors: As above

Background:

Despite the crucial role of screening in improving survival through early detection, participation in the free national screening program remains low, particularly amongst people from culturally and linguistically diverse (CALD) backgrounds.

In 2018, the Cancer Institute NSW developed multilingual Bowel and Breast Health and Screening flipcharts through consultation and collaboration with local multicultural health and community organisations. The resources have been translated in Arabic, Greek, Italian, Korean, Simplified Chinese, Traditional Chinese, Vietnamese, Macedonian, Spanish and Assyrian.

Aims:

The multi-pronged initiative was aimed at:

- a) Engaging, supporting and building capacity within NSW multicultural organisations to deliver community education on cancer screening; and
- b) Improving accessibility of information about and addressing barriers to cancer screening amongst CALD community members.

Method:

The resources were co-designed with input from representatives of the multicultural health, community and education sectors.

To support uptake of the resources, a number of community and health worker targeted training sessions were held and a bowel screening grants program implemented.

A qualitative evaluation has since been undertaken to assess uptake, utilisation and impact of the bowel screening program resources and activities. Methods included in-depth user interviews and written surveys with stakeholders involved with the project, post-training participant evaluation surveys and grant reporting documentation and findings.

Results:

Since launch, over 30 organisations have accessed the printed flipcharts and over 85 bilingual community educators, health promotion workers and staff from multicultural organisations have participated in training sessions.

The project has also resulted in the integration of screening education into a range of community and government programs (currently involved in the delivery of information and support services to CALD community members).

Implications that impact on your project:

The evaluation results further demonstrate the reach and impact of the initiative with stakeholder organisations and community members and identifies further opportunities for integration of the resource into local community programs.