

PINK SARI PROJECT

PROJECT SUMMARY

IMPROVING BREAST SCREENING RATES FOR INDIAN AND SRI LANKAN WOMEN IN NSW

The NSW Multicultural Health Communication Service (MHCS) and NSW Refugee Health Service have been the successful recipients of a Cancer Institute NSW Evidence to Practice Grant. The focus of the project is to improve breast screening rates for Indian and Sri Lankan women in NSW.

WHY INDIAN AND SRI LANKAN WOMEN?

Breast cancer is a major cause of mortality in women in India and Sri Lanka (WHO/ICO 2010). Screening rates for culturally and linguistically diverse (CALD) communities are considerably below that of the general population with Indian and Sri Lankan communities amongst the lowest (Cancer Institute 2014, Evidence to Practice Guidelines). Preliminary research suggests a dangerous lack of accurate information on cancer exists within some CALD communities.

According to the latest census (ABS 2011) people from India and Sri Lanka are one of the largest and fastest growing groups in NSW. In the coming years, there will be a substantial increase in women aged 50 to 74 years from these cultural groups. Consequently, this project aims to equip the Indian and Sri Lankan communities, welfare organisations and BreastScreen services with evidence on appropriate interventions for increasing screening rates within this target population.

GOAL AND OBJECTIVES

The goal of this project is to increase, by at least 5% from baseline, breast cancer screening rates in Sri Lankan and Indian women, aged 50 to 74 living in NSW.

Specifically, the project objectives include:

- To increase knowledge of enablers and barriers to address current low rates of screening in Sri Lankan and Indian women (communities) in NSW
- To increase awareness and influence positive communities attitudes to breast screening/mammograms
- To increase the capacity of screening services in engaging with the target communities
- To increase participation of women from target communities in breast screening services

PROJECT APPROACH

This project will comprise a multi-pronged approach involving media, community engagement, community champions, bilingual talks, culturally relevant resources, group bookings, as well as strategies to strengthen the cultural competency of breast screening services. In addition a multi-disciplinary team of researchers from UTS will be involved in planning and evaluating this project.

REQUEST FOR INFORMATION AND ASSISTANCE

MHCS is looking for women aged 50-74 from Sri Lankan and Indian backgrounds who have survived breast cancer because of early detection/screening. MHCS hopes to work with them to act as community champions for the campaign.

In addition, MHCS is compiling any resource (print, audio visual, web links) or reports that can help with spreading information about mammograms to women from Sri Lanka and India.

FURTHER DETAILS

For further information on this project or if you have resources or contacts that can assist the project please contact Michael Camit, Marketing and Communication Manager, NSW Multicultural Health Communication Service on (02) 9816 0305 or email michael.camit@sesiahs.health.nsw.gov.au