



Project: Combined Cervical/Breast Screen Awareness Month Promotion Evaluation
Date: September 2008
Venue: Shopping Mall Stalls, St Lukes, Sylvia Park, Botany Downs
 Asian Women's Health Day 27th September at ASB stadium
 Curves Gymnasium
Purpose: To promote women's health, with emphasis on the National Breast and Cervical Screening Programmes

Project Objectives	<ul style="list-style-type: none"> • To promote the national BreastScreen and Cervical screening programmes • Deliver key BSA and NCSP messages to the community • Raise awareness around both programmes • Provide information to the community • To recruit eligible women from the community • To support the Auckland wide initiative for Cervical/Breast screening awareness month
Project Scope	<ul style="list-style-type: none"> - The stall project is a joint venture between BreastScreen and Cervical Screening for the Auckland, Waitemata and Counties/Manukau District health Boards. It was co-ordinated by the independent service provider, WONS - Stands were set up in malls Auckland-wide, and both screening programmes were promoted. - Promotional gifts and posters were provided by WONS. <p>Asian Women's Health Day 27th September</p> <p>Sponsorship for the event included funding from:</p> <ul style="list-style-type: none"> • The New Zealand Breast Cancer Foundation • Accident Compensation Corporation • JR McKenzie Trust (Through Chinese Women's Wellness Community Group) • Auckland District Health Board for HPV vaccine promotion <p>Other groups who supported the event were:</p> <ul style="list-style-type: none"> • New Zealand Family Planning Association

	<ul style="list-style-type: none"> • Smoke free • Diabetes New Zealand • Chinese massage and acupuncture school • Korean Women's Wellness Community Group • Chinese Women's Wellness Community Group <p>Curves Gymsnasiums around Auckland: Fliers, posters, key rings and pens. Enrolment forms for cervical and breast screening in the form of an evaluation sheet collected by office staff at each gymnasium and posted back to WONS</p>
	<p>Shopping Mall stalls BSA Auckland Ltd Patricia Field WONS Ruth Davy, Monique Fredatovich, Ninihi Wirihana, Beth Watson, Susan Hwang, Betty Ling, Linda Wu</p> <p>Asian Women's Health Day: Ruth Davy, Linda Wu, Susan Hwang, Sunila Kumar, Betty Ling, Monique Fredatovich</p> <p>Curves Gymsnasiums: Ruth Davy, Monique Fredatovich</p>
Communication	Planning meetings, emails, phone calls
Project Outcomes	<p>This project achieved the following outcomes:</p> <ul style="list-style-type: none"> • Promotion to overdue women • Delivery of the CSR and BSA key messages • Feedback about the service from the community • Information sharing with the community and other providers • Data collection from the survey forms

Total survey forms completed

Recruitment

Asian Women's Health Day

Total attended: 88

Maori 1

European 3

Indian 2

Chinese 55

Korean 26

40 had not had a smear in the last 3 years

26 had not had a mammogram in the last 2 years

Cervical smears

15 Chinese women smears

19 Korean women

1 Indian woman

- >34 and < 65 years 31 women
- < 34 years and = to 34 years 4 women

Cervical smears 26 > 3 years (up to 10 years over due)

8 < 3 years

1 Nil known

Mammography referrals: 26 women overdue, 46 women requested referral for free mammogram!!

Shopping mall stalls:

Total women completed evaluations: 160

Chinese: 24

Indian: 9

Korean: 1

Maori: 26

Pacific: 28

Caucasian: 45

Disabled: 7

Other ethnicity: 27

> 40 years: 68

Over due for a cervical smear: 51 women

Mammography referrals:

- Botany 16 women overdue, 10 requested mammography referral
- St Lukes 2 women overdue, 2 requested mammography referral
- Sylvia Park 10 women overdue, 10 requested mammography referral

Curves Gymsnasiums

Total women completed evaluations:

Maori: 6

Pacific: 1

Caucasian: 31

Other ethnicity: 3

> 40 years: 21

Over due for a cervical smear: 21 women

Mammography referrals: 16 women overdue, 16 requested mammography referral

	<p>Other Data collected from:</p> <ul style="list-style-type: none"> • Many other women were spoken to and given brochures, but did not fill in our questionnaires. Most of these women claimed that they were already enrolled and participation in the programmes
<p>Comments</p>	<p>The joint promotion with Cervical screening was very successful</p> <ul style="list-style-type: none"> - it enabled us to approach a wider range of women - Information was given to all women, regardless of age and this sometimes resulted in enrolments of women who were in our target range (but didn't look their age!) <p>The promotional material and gift packs put together by WONS</p> <p>The Asian Women's Health Day managed Asian TV coverage and 35 women screened for cervical abnormalities.</p> <p>Curves Gyms outcome was surprising and very worthwhile.</p>
<p>Recommendations</p>	<ol style="list-style-type: none"> 1. Joint promotions sharing work force would work for stalls and women's health pamper huis 2. Ethnic specific Asian women's health day are better than an overall Asian health day 3. St Lukes was not as successful as Sylvia Park and Botany Downs. 4. Repeat Gymnasium programme at other fitness centres around Auckland <p>Asian Women's Health Days: Ethnic specific women's health days in the future e.g. Indian, Korean, Chinese; smaller more culturally specific venues; media should include radio as well as print media; collaboration with other health organisations provides access to funding, promotion, resources and a willing work force.</p>

Ruth Davy and Monique Fredatovich