



Update from the Medical Director

It was wonderful to see this Commonwealth Government has made an undertaking in the recently released May Budget to continue funding the extension of screening to women 70-74 over the next 4 years.

BreastScreen WA has been particularly successful in recruiting women in this age group to the program.

I would like to congratulate the screening services on the wonderful feedback from clients in the BreastScreen Service Quality Survey. The survey had a remarkable return rate and a very pleasing client satisfaction rating.

- Dr Liz Wolfe

Client Satisfaction Surveys

BreastScreen WA's service quality was recently evaluated. A survey was given to 100 clients at each of our 11 fixed site clinics and 4 mobile units.

1486 clients completed the questionnaire from a total of 1500 surveys distributed.

Our clients are officially very satisfied with our service as you can see from the results in the table below.

Clients were asked to grade their satisfaction on 8 positive statements relating to the service they received. A scale of 5 to 1 was used, 5 being "Agree strongly" to 1 being "Disagree strongly".

It is particularly pleasing to note the 99.9% score regarding clinic staff being friendly and considerate and treating each client as an individual.



Cockburn



Cannington



Rockingham

Radiographer Jenny Pikoos and client Nilda Eisen at Mirrabooka Clinic.



SURVEY QUESTIONS	Agree graded 5-3
1) The screening unit was close to public transport or nearby car parking was available	98%
2) I was given appropriate information about the whereabouts of the clinic	98.3%
3) The waiting room was pleasant and comfortable	99.7%
4) The clinic staff were friendly and considerate and I was treated as an individual	99.9%
5) I was given information about the mammogram so that I understood what would happen	99.6%
6) The level of discomfort during the mammogram was acceptable to me	99.1%
7) The radiographer was concerned for my comfort during the mammogram	99.3%
8) Overall I was satisfied with the service I received today	99.8%

Welcome to a new staff member!



*Kelly Cameron
Aboriginal Program Officer*

My name is Kelly Cameron and I am a Noongar women. My family have ties to the Wadjuk and Yeud tribes.

I am a mother of 3, the youngest being 8 months old. Although I only have 1 older brother my extended family is quite large as most Aboriginal families are.

My working background has mainly been Aboriginal Employment and Traineeships with

various not-for-profit organisations.

I love my sports and am still playing netball every Saturday and I love my Fremantle Dockers.

Welcome to Kelly Cameron who is acting in the Aboriginal Program Officer role during Leanne Pilkington's secondment.

Activity Challenge Update

The **Perth Activity Challenge** is well underway and 13 BSWA staff members are stepping it up brilliantly! We are currently ranked 9th out of 21 teams and with an average daily step count of over 10,000 steps each amongst the 13 team members.

On an individual level, two of our team members (Fiona Smith and Lisa Harrison) are currently ranked in the top 25 of 318 participants. Great work Fiona and Lisa!



Lorraine Knott, Coby Pearson and Lisa Harrison walking down the Terrace on a lunch time walk.

Meet CRG member: Dr Jennifer Stone



Jennifer Stone is an NBCF-funded Fellow at the Centre for Genetic Origins of Health and Disease at The University of Western Australia. Jennifer started out as a statistician with Dr Norman Boyd at the Ontario Cancer Institute in Toronto, Canada and went on to complete her PhD at the University of Melbourne under the supervision of Prof John Hopper which examined the genetic and environmental determinants of breast density, one of the strongest and most common risk factors for breast cancer. Post-PhD she completed a 1-year post doc at the Cancer Research UK Centre for Epidemiology, Mathematics & Statistics investigating breast density and in women in the International Breast Cancer Intervention Study I (IBIS-1), a trial of tamoxifen for breast cancer prevention, under the direction of Prof Jack Cuzick. Jennifer is currently establishing her own research team at UWA where she is leading two nationally funded grants investigating breast density in Western Australian Aboriginal women as well as novel measures of breast density in young women. She is also involved with several international projects investigating the genetic determinants of breast density as a strong and highly heritable intermediate phenotype for breast cancer risk. Jennifer's research aims to support accumulating evidence for the clinical use of breast density to improve breast cancer screening.

Strong consumer involvement is vital to the success of Jennifer's research which is one of the many reasons she is an active member of the BreastScreen WA Consumer Reference Group (CRG). The CRG is a valuable sounding board for many of her ongoing projects and future research ideas. The CRG also helps with reviewing participant material and provides regular updates regarding BreastScreen WA protocols. Jennifer is currently working towards a survey of BreastScreen WA participants regarding awareness and knowledge of breast density in the general population and the input from the CRG will invaluable.

Congratulations to Leanne Pilkington

Cancer Council WA recently nominated Leanne Pilkington for a Health Consumer Excellence Award for Aboriginal and Torres Strait Islander Health for Leanne's support to Aboriginal women with cancer. Leanne didn't win but was honoured by the nomination.



Leanne Pilkington at the Health Consumer Excellence Awards presentation

Leanne is currently on secondment until June 2018 as the Program Manager, Statewide Aboriginal Liaison at the WA Country Health Service.

It involves providing project leadership, direction and facilitating the Footprints to Better Health Aboriginal Liaison Officer program.

Leanne communicates with stakeholders and implements new and evaluates existing Footprints to Better Health initiatives.



WOMEN IN SUPERS
Mother's Day Classic

Sunday 14 May
Supreme Court Gardens

Join
Breast Friends WA
in 2017!

Walk or run 4km or 8km!
Our team (Breast Friends WA) is live and is ready for people to join. All participants registered to the BSWA team will receive a pink shirt to wear on the day (please wear your own if you already have one).
BSWA staff and their friends and family are welcome to join our team!
Register through the online registration system as yourself/family at:
<http://www.mothersdayclassic.com.au/event-info/event-locations-map/perth/>

The team name is: Breast Friends WA
The password is: breastscreenwa



Achievements and further training

Katy Grace was offered the opportunity to undertake and study for a Basic Certificate in Quality and Safety. This certificate is issued by the Institute of Healthcare Improvement, whose mission is "Improving Health and Healthcare Worldwide". She completed 13 separate modules via an e-learning portal and successfully attained the certificate. "I found the course content not only fascinating, but so relevant to many different healthcare situations. The lesson format was engaging and although the volume of work was huge, the inspiring methods used within the lessons encouraged my ongoing commitment", Katy said.

Three successful CPD meetings were held for radiographers last year and there are more planned in 2017 - the first being on Saturday 10 June. The presenters do this in their own time and the radiographers appreciate their efforts as the attendance is always excellent. These sessions not only offer CPD opportunities, but are a support to staff who are undertaking the academic component of the BSWA Mammography Training Program. ASMIRT Appellation for these CPD sessions is currently being sought.

Farewell to Vanessa and Sarah



Dr Vanessa Atienza-Hipolito

BreastScreen WA extends an appreciative farewell to Vanessa and Sarah who recently left BreastScreen WA.

Dr Vanessa Atienza-Hipolito commenced with BreastScreen WA in 2013, as a consultant radiologist at EPP and the Bunbury Assessment Clinic and worked at the Bunbury Assessment Clinic since its opening in March 2013.

Sarah Bright commenced as the Health Promotion Officer in April 2008. She has accepted a position as Senior Policy Officer at the Department of Health and will contribute to strategic public health policy development particularly in relation to tobacco control and chronic disease prevention.

Best wishes to Vanessa and Sarah.



Sarah Bright

Metro clinics are rural towns?



Coby Pearson at Belridge Shopping Centre



Sonya Schultz at Wanneroo Central

A new initiative taken up within the Health Promotion team is treating metropolitan clinics as though they are rural towns with the mobile visiting.

A three month trial commenced in February 2017 with the extra promotion targeted at the Wanneroo Clinic.

Strategies engaged include:

- shopping centre promotions
- lapsed attendee email out
- emails to GPs, other health professionals and community groups
- Contact with local councils
- Facebook posts etc.

Over the three months there were four displays at Ocean Keys, Belridge, Beaumaris and Wanneroo Central Shopping Centres resulting in 99 conversations and 37 bookings.

Due to the success of this project we are rolling this strategy out to each clinic area. The next clinics up are Mandurah, Bunbury and Rockingham.



Wanneroo Clinic

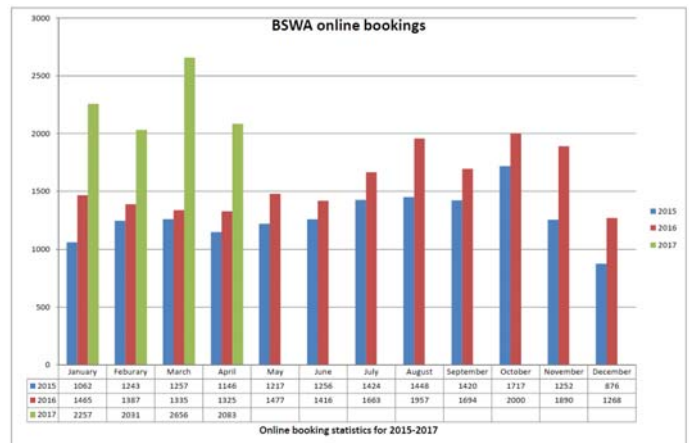
Client letter re-development

Recently BSWA has re-developed their client invitation, re-screen and result letters. They now include important information within the body of the letter, alleviating the need for separate attachments. The letters direct clients to BSWA's website where further material is available.

This has improved the printing and posting process ensuring client's receive information in the most timely manner.

Online bookings continues to grow!

The growing number of women that are booking online and now returning to book their subsequent appointments online is exciting. Every month so far in 2017 more than 2000 clients have booked online!



Government of Western Australia
North Metropolitan Health Service



100% self-assessing screening service

This Mother's Day, remember...

More than 75% of breast cancer is diagnosed in women 50 years or over.

Women **50-74 years** have a free screening mammogram with BreastScreen WA every two years.

Once is not enough.



Women from all over WA can book online

www.breastscreen.health.wa.gov.au

or phone **13 20 50**

Visit the BreastScreen WA website for clinic locations and mobile screening unit visit dates.