



## Update from the Medical Director

September and October have been a busy period. The highlight of October was the fabulous response we had for the Pink Ribbon Breakfast. This year the event felt particularly celebratory, having achieved our 2 millionth screen in August. The occasion was a wonderful opportunity to publically acknowledge the remarkable contribution Janet Brook has made to the program. This will be the first of a number of occasions where we celebrate Janet's professional life well lived. A number of morning and afternoon teas are planned to allow Janet's colleagues and friends to acknowledge her professional contribution to breast radiography.

- Dr Liz Wylie

## Breast Cancer Awareness Month 2017



The Pink Ribbon Breakfast, BreastScreen WA's flagship event, was a great success with a sellout crowd of 135 people at Frasers in Kings Park. Everyone was entertained by our humorous and down to earth guest speaker ABC Gardening presenter Sabrina Hahn and moved by the acapella singing of Indian Blue Chorus.



The sell out crowd love it!

## Breast Cancer Awareness Month 2017

This year marks the 11<sup>th</sup> BreastScreen WA Picnic in the Park for Aboriginal women. As in previous years, the event is held the day after Pink Ribbon Day at the Vietnam Veterans Pavilion in Kings Park.

BreastScreen WA works in partnership with several Indigenous service providers to organise this event to raise breast cancer awareness in the Aboriginal community in Perth.

Women and women's groups from around the metropolitan area were invited to come along for a fun day at Kings Park to learn more about breast cancer and the BreastScreen WA service.

Around eighty women attended and enjoyed the day. Morning tea and lunch were provided and also several awesome raffles. Winners were definitely grinners, walking away with a signed Eagles 2017 jumper, a signed 2017 West Coast Fever ball, a Pink Ribbon Dot Painting, cooler bags donated by AHCWA and other great prizes.



So not only was the important message of breast cancer awareness and information passed along, but everyone enjoyed the beautiful setting at Kings Park, the glorious weather and great company. Everyone agreed they'll be there again next October!



Other key activities BreastScreen WA were involved in during October were workplace expos and presentations as far and wide as Mandurah to Hillarys, MiliMarkets in Wanneroo and Rockingham, ECU Wellness Expos in Joondalup and Mt Lawley and presentations to staff of David Jones and Crown Casino. BSWA displays were also set up at all metropolitan major hospitals.

Fremantle Women's Health Day (pictured below and left) was a highlight with 220 participants at the Fremantle Town Hall.



The Health Promotion Team participated in 42 events over October, speaking to over 1,000 people and booking 118 appointments.

Health Promotion in the Practice has also had a great response from GP practices, the winner will be announced in the next newsletter.

## Accreditation visit



Pictured from left: Graeme Boardley (WNHS A/Executive Director), Dr Parisa Aminzadeh (Radiologist), Judy Dahlke (BreastScreen Australia National Surveyor), Dr Jane Brazier (Program Manager), Christine Kumar (Data Assessor) and Maureen Kennedy (Radiographer)

BreastScreen WA has hosted a team of accreditation surveyors for three days in late October and early November. The team visited a number of screening clinics and assessment centres. The site visitors viewed our operations from various perspectives and spoke with many key people. During the visit we hosted the Executive from WNHS and the Chair of the BSWA State Quality Committee who attended significant meetings.

Preparation for accreditation has been a large and collective effort by a number of staff across the organisation and members of the SQC. We would like to acknowledge all the efforts of staff getting their area ready and the commitment they showed. We would also like to acknowledge Rosa Cameron for her valued leadership and guidance through the process.



The visitors commented on the BreastScreen Banners on the Terrace which made them feel very welcome to Perth.

The accreditation process continues into next year, when we review the report and provide a response and prepare our final submission to the BreastScreen Australia National Advisory Management Committee. Accreditation of our service is important to our community, WA Health and the national organisation.

## Mobiles in the city



As the permanent Mandurah clinic has freed up a mobile unit, we are going to be a very physical presence shortly in the Town of Claremont.

We will be based in the Town of Claremont carpark, 308 Stirling Highway from Mon-Fri 4-8 December.

## Diploma of Leadership and Management



Fiona Smith and Coby Pearson

BSWA staff members Fiona Smith and Coby Pearson have successfully completed the Diploma of Leadership and Management and will graduate in December 2017.

The TAFE recognised Diploma is run through North Metropolitan Health Service and includes units on Managing people performance, Managing operational plans, Undertaking project work, Managing budgets and financial plans, Leadership, Continuous Improvement, Customer Service, Staff recruitment, Risk and Ensuring a safe workplace.

Fiona and Coby were grateful to BSWA for the opportunity for further development. Coby said, "One of the student projects actually became a real project, promoting the Wanneroo clinic as we do rural visits. This shows the relevance of the course to our work."

## Mammography training



Gail Flegg



Shahanara Sultana with Katy Grace

Three of BreastScreen WA's radiographers Gail Flegg, Ettina Whicho and Shahanara Sultana have all recently completed their mammography training.

As the training course is accredited by Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) they are all eligible to apply for the CCPM (Certificate of Clinical Proficiency in Mammography) with ASMIRT.

Gail has also completed her return to work program.

Well done to all of them.



Ettina Whicho with Katy Grace

## Congratulations to Marjorie Barron



Congratulations to Marjorie Barron, a radiographer who joined BreastScreen WA in 1994 and has recently performed her 100,000<sup>th</sup> mammogram.

Marjorie graduated in radiography in Ontario, Canada in 1970. After moving to Australia she worked at a private clinic in Duncraig and had a 12-year stint at "Wanneroo" Hospital.

In 1994 Marjorie joined BreastScreen WA under the excellent tutorage of Rosa Cameron and Janet Brook in the Mirrabooka clinic.

"I became motivated to join BSWA during my first visit for my own mammogram which was performed by a chirpy fellow Canadian at the old screening van in Whitfords (before the Padbury clinic existed)," Marjorie recollected.

"My other motivation stemmed from my family history of breast cancer. This provided me with incentive to become part of the team within an accredited service dedicated to the early detection of breast cancer."

Fast forward to 23 years later and Marjorie is still happily employed with BreastScreen WA and has personally screened 100,000 women.

"Over the years I have had the privilege to work on the mobile vans in country towns from Exmouth to Esperance. This was a special opportunity to experience the countryside and meet some wonderful country clients," said Marjorie.

Marjorie has welcomed the age of digital screening – "Happily, the days of physically mixing chemistry while donning heavy protective gear and lugging heavy cassettes and packets of film has long passed."

Imaging technologists at BSWA enjoy extensive workplace and personal support systems, working environments are clean and safe, and state of the art equipment is highly maintained, noted Marjorie.

Marjorie praised her BSWA colleagues, "Personally I am grateful to be spending my working days in the company of a very special group of dedicated, supportive fellow mammographers, who have become second family to me."

Marjorie is delighted that after 23 years she shares a mutual recognition with clients when they return for their mammogram.

***"How lovely to still be able to smile and say 'see you in two years!'"***

## Farewell to nurse Sophia Choo



Ms Sophia Choo joined BreastScreen WA from Royal Perth Hospital in 2007. Over the years Sophia has made a major contribution to BreastScreen WA. Sophia took a leadership role in the nurse's office and attended the State Co-ordinating Unit meetings regularly.

After 10 years of committed service to BreastScreen WA, Sophia has decided to return to Royal Perth Hospital to pursue new career opportunities and working experiences. On Friday 22 of September a farewell morning tea was held to celebrate Sophia's contribution to the service.

## New recruitment option

Client Medicare data has arrived, and the monumental data matching task has been undertaken by the IT staff and the rollout of the new communications has begun.

There will be nearly 40,000 new ladies inserted into the system when the process is complete and many of our existing clients will be updated with email addresses and mobile numbers making communication easier.

BSWA is focusing on Midland, Rockingham and Mandurah to start and will extend it to other areas month by month.

New software has been built that allows for direct text messaging to mobiles to be done within the Mammography Screening Registry and all of those messages are logged in the same way that letters have previously been recorded.

The messages have started rolling out, and will increase in number as we identify better ways to target our populations across the metropolitan and country areas.

## Trailer 3 get in to the Halloween spirit



T3 was overtaken around 30 October..... Well done for creating a bit of fun for the ladies - Happy Halloween!