



## Update from the Medical Director

October is Pink Ribbon month and in order to showcase our promotional activities, celebrations and collaborations, we have a bumper issue of our newsletter.

We broke records for screening examinations with our highest monthly screening statistics yet. The new online booking platform has allowed a record number of women to book electronically.

In addition to all the great news, we had some sad farewells from Leonie Beel, Senior Support Officer, Eastpoint Plaza and Dr Karin Hartwig, Breast Physician, Bunbury.

The Breast Cancer Awareness raising of October will carry forward the program momentum into November and the festive season.

*Dr Liz Wylie*

## WA Health Excellence Award nomination

BSWA was honoured to be nominated for a WA Health Excellence Award in Category 7: Promotion of preventative health for our **Mobile in the suburbs** project. The high calibre nominees in the same Award category included Alcohol screening and brief intervention project team (SMHS); Pilbara healthy eating and lifestyles (Pilbara Population Health, WACHS) and Squeaky clean kids (WACHS). Congratulations to the winner - **Alcohol screening and brief intervention project**.



BSWA team - Heather Boyle, Dr Liz Wylie, Jan Pickering, Coby Pearson, Angela Hellewell, Andrew Waddell and Kim Finegan - at the WA Health Excellence Awards Crown Ballroom, 8 Nov.

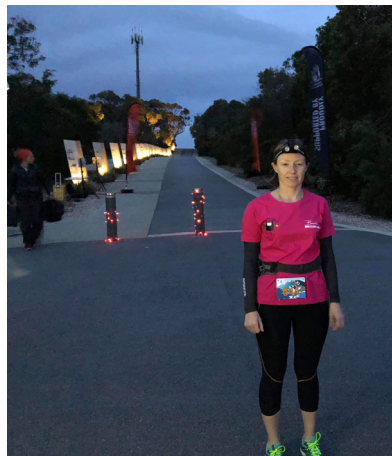
## Most screens in one month ever!!!

Congratulations to all BreastScreen WA employees! In October 2018 we screened over 12,000 women (12,023) for the first time ever. This bumper month beat out our busy May 2018 when we screened 11,921 clients.

Online bookings is also breaking records with the most ever online bookings in a month with 4664 online bookings in October. Facebook continues to grow with our "fans" reaching over 1240.

## BreastScreen WA "family"

We love it when BSWA staff approach us to promote the service in their own time. It demonstrates a real sense of community and an obvious passion for the work BSWA does.



Radiographer Gail Fielding wore BSWA colours for the 2018 7km night run in Albany on 13 October. The run incorporated the Field of Light: Avenue of Honour immersive art installation by Bruce Munro, in homage to the Anzacs who departed from Albany for the Great War. Thousands of lights illuminated the tree-lined path with an artwork blooming at night like wildflowers after rain. The

installation symbolises wild beauty, sacrifice, courage and honour.

Gail said, "It was a tough course, over 200m of elevation at night over 7km- good fun though and well worth it and great location through the Bruce Munro mountain of lights exhibition at the ANZAC Centre."



Hot Pink - Registrar team

Emmeline Lee, radiologist, headed up the WA team at the RANZCR Pub Quiz in October as part of the RANZCR Annual scientific meeting in Canberra.

The Registrar team "Hot Pink" included Anthony Robinson, Charles Werren, Derek Teh, Shane Crilly, Leon Zhang and the Consultant team "Think Pink" included Mark Holland, Emmeline Lee, Martin Blake, Peter Leaver.

They all looked fabulous and their matching shirts were the source of much envy from the Eastern Staters!

"Think Pink" got into the grand final but were beaten by a Registrar team from Melbourne.



Think Pink - Consultant team



## Out and about in October - breast cancer awareness month



Some members of the Picnic in the Park Working Party



Bunnings pot plant holder weaving

We had a variety of speakers including Taneisha from Cancer Council who had a chat about their services for Aboriginal women and how they can be of assistance once diagnosed with cancer. Katy Grace from BSWA spoke about the technical side of mammograms and what to expect. She won over the crowd with her pleasant stories and great personality. We also had Robyne from YWCA Encore speak about their services and the help they can offer someone going through treatment.

About 65 women attended and enjoyed the day which included a display from Bunnings who ran weaving and painting sessions. It was a very popular activity. A free morning tea and lunch was provided.



Kookaburra ladies (our elders)

Picnic in the Park is held the day after Pink Ribbon Breakfast at the Vietnam Veterans Pavilion in Kings Park. It is held to increase knowledge and raise awareness of breast cancer and the BreastScreen WA program, especially for Aboriginal women. As health is considered in a very holistic way in Aboriginal communities, other health agencies were involved in various ways.

The Rockingham Women's Health and Wellbeing Day took place during Women's Health Week in September.



Madaline King (Member for Brand) and BSWA practicum student Anupriya Sharma holding the Jean Hailes goodie bag.

This partnership project between Westerly Family Centre, BreastScreen WA, South Coastal Women's Health Centre and South Metropolitan TAFE was funded by a community event grant from City of Rockingham. 100 women attended the event and BSWA made 5 bookings and spoke to approximately 60 women.

Another recent large women's health event was the Ishar Women's Health Expo in September. 135 women from Multicultural backgrounds attended the event. There were 28 health and wellbeing stall holders, exercise and yoga demonstrations and a healthy lunch.



Women participating in the exercise demonstration and attending the stalls

The Cockburn Women's Health and Wellbeing Day was held in October at the Cockburn Aquatic and Recreation Centre (ARC). This event was a combined partnership effort between BreastScreen WA, Fremantle Women's Health Centre and the City of Cockburn Co-Health Environmental team and Western Australian Association for Mental Health, with funding provided through a grant from the City of Cockburn. 72 stallholders and over 300 women attended the event. 60 women visited the BSWA stall including 7 women who booked their mammogram.





## Out and about in October - breast cancer awareness month



Terrace banners

Every October BreastScreen WA banners line the Terrace promoting our service. This always coincides with our Friday event in the city - the Murray Street Mall display.

This year we teamed up with David Jones who were hosting a special event in their intimates section. We intentionally did not book out Rose Clinic in the lead up to this event on Friday 26 October to allow walk ins. Coby and Kelly from Health Promotion promoted this initiative in the marquee in the Mall and then spent some time on level 2 in David Jones promoting the Rose Clinic in store.

The 11 available walk in slots were all filled with mainly first time screeners. Kelly and Coby booked a further 8 women in to other clinics, and spoke to nearly 60 women. Many women still have no idea the Rose Clinic is in the city store and we look forward to working more closely with David Jones and hosting more awareness activities in and around the store to to promote the Rose Clinic.

Thanks to BSWA screening services for their flexibility on the day.



Kelly Cameron and Coby Pearson at the Murray Street Mall display

Other activities BSWA was involved in throughout October include:

- Community Engagement Summit at Novotel Langley
- Three successful expos within Department of Mines, Industry Regulation and Safety at their East Perth, CBD and Cannington offices

▪ St John of God Murdoch event where for a day in October the hospital turned pink. Coby did rounds with the breast cancer nurse on this day selling cupcakes (dressed as a cupcake!) and of course providing BreastScreen WA information to staff and patients throughout the hospital



- Presentation to Priceline Pharmacy staff from all over the metro area, and

- Hospital displays were situated at Sir Charles Gairdner, Royal Perth, Fiona Stanley, Armadale and Rockingham Hospitals and Peel Health Campus.



*"Is this what they mean by 'other duties as directed'?" - Coby Pearson (left) pictured as a cupcake, with Tania Norman, Breast Cancer Nurse, St John of God Murdoch.*



RPH bridge display



SCGH Watling Walk display

Our signature event **Pink Ribbon Breakfast** at Frasers is featured on the last page of this newsletter.



## Welcome to new BSWA staff members



### Gagan Randhawa

I would like to take this opportunity to introduce myself as the new Developer. I am Gagandeep Randhawa and I have joined the BreastScreen WA development team as of last week.

I have over 10+ years of experience in the software development with a wide range of IT technologies. I have previously worked as a developer with Department of Justice, WA Police and Department of the Attorney General.

I am very excited to be part of the BreastScreen WA team and look forward to meeting you all and doing some exciting work for BSWA.



### Preethi Sivasubramanian

I am Preethi and I have recently joined the IT team as a programmer.

Previously I have worked as an Application developer with Pathwest Laboratory Medicine and as a developer in digital agencies in Australia, United Kingdom and India.

I live with my husband and two daughters and we have been in Perth for five years. My hobbies include reading books, watching movies and travelling. I am excited to be working at Breastscreen WA and look forward to getting to know you all.



### Louise O'Brien

I began my radiography life studying at Curtin University. Once qualified, I worked at SKG Mercy Hospital before getting married and moving to Melbourne working at Western Hospital Sunshine. It is quite amazing how different the mentality and culture is in another state. My husband's work commitments brought us

back to Perth and I joined SKG in Woodvale. After raising my three children I worked for Healthcare Imaging at Craigie and BUPA immigration services.

All of this, I believe, prepared me for my "dream job" at BreastScreen WA. I am thrilled to be given this opportunity and can already see what a genuine, wonderful team you have here and I am proud to be your newest member.

## ...and a fond farewell to...

**Dr Karin Hartwig** is retiring from the Bunbury Breast Assessment Clinic, where she has worked since 2013.

She was one of the initial breast physicians when the service started, and has consistently provided a very high level of care to women attending the Clinic for further assessment.

BreastScreen WA wishes Dr Hartwig all the best in her future endeavours.



Melanie Ranger, Radiographer, presenting a gift to Dr Karin Hartwig (seated)

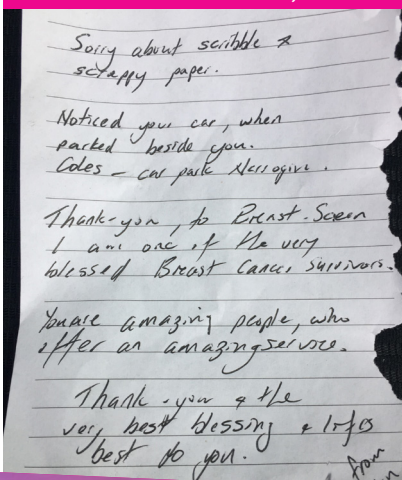
**Leonie Beel**, Support Services, is retiring after almost 30 years with the Health Department. Approximately 25 of those years were with BSWA.

Leonie has now taken the opportunity to spend quality time with her five grandchildren and have more holidays in Bali. Having been Data Quality Control Officer for this long, she takes with her a wealth of knowledge and we will miss her terribly.



Leonie Beel's (centre, in blue) leaving morning tea celebration at EPP

## We love feedback, however it comes!



**D**on't apologise for the scrappy paper, we love it!

This lovely note was on the windshield of the BreastScreen WA car in Narrogin.

We encourage all feedback either via our website, email, phone, the "our commitment to you..." brochure or "scribble" notes on windshields!



## King Edward Memorial Hospital mobile visit

From 4-10 October the BreastScreen WA mobile in the suburbs was at King Edward Memorial Hospital.

There were many staff engagement activities in the lead up to this visit where BSWA staff were available in the KEMH staff room to answer questions and book staff in for their mammograms.

Coby Pearson, Health Promotion, also presented at the KEMH staff wellness forum on 9 October but the mobile was already booked out by then!



*Women and Newborn A/Executive Director Graeme Boardley with Kath Knight, BSWA radiographer and Nina Hickson, Medical Imaging Technologist at KEMH*

118 women were screened at KEMH and of those 45% were first time screeners and of the re-screeners 57% were either overdue (27-33 months since last screen - 25%) or very overdue (more than 33 months since last screen - 33%). This is consistent with other statistics we are receiving from mobile in the suburbs visits.

It was also pleasing to see more than 80% of clients seen at the KEMH mobile visit were from outside the catchment and therefore likely staff and hospital visitors.



*Coby with KEMH staff at the wellness session*

## New online booking platform is live!



*The Online Booking upgrade working group - Ansel Manalo, Andrew Waddell, Jan Pickering and Fiona Smith*

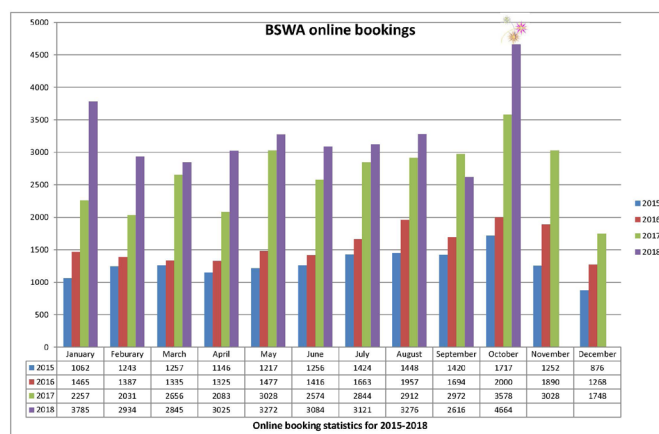
BreastScreen WA was proud to unveil our new online booking interface on 4 October 2018.

This project was initiated after the BSWA Strategic Planning meeting identified the Client Experience as a priority.

The new interface allows a quick search for a convenient appointment time at any of the eleven metropolitan clinics, Bunbury or rural mobile vans. After some simple questions to confirm eligibility there is an email or SMS appointment confirmation.

Since its launch date on 4 October 2018 there have been 4664 online bookings. In comparison to October 2017 this is an increase of 56% from the previous year with the largest increase in online bookings from the 40 – 50 year old age group.

This is an excellent outcome for this project and initial anecdotal feedback demonstrates how user friendly the new and improved online booking system is.





## 2018 Pink Ribbon Breakfast



*The 145 strong Breakfast crowd at Frasers, Kings Park*



*Prof. Christobel Saunders*



*Kath Mazella*



*Graeme Boardley, A/Executive Director, WNHS; Kath Mazella and The Hon. Roger Cook MLA Minister for Health*



*Dr Eric Khong, MC and Kath Mazella's humorous assistant*



*Dr Liz Wylie, Medical Director, BreastScreen WA; Kath Mazella; Janelle Koenig, 94.5FM and Graeme Boardley, A/Executive Director, WNHS*



*Viva la vulva!*

Once again BreastScreen WA's Pink Ribbon Breakfast proved to be an enlightening addition to the "Pink" events throughout October. This year our extraordinary presenters included Prof. Christobel Saunders who provided an interesting history of breast cancer and its treatments and Kath Mazella who shared her moving personal journey navigating her gynaecological cancer. A serious subject, but she also gave us an informative and entertaining run down of female body parts. Special mention must be made of her comical assistant, "BSWA's own" Dr Eric Khong. Viva la Vulva was the catchphrase of the morning! 145 people attended the Breakfast and of the feedback received everyone agreed or strongly agreed that they thoroughly enjoyed the event. Every year the bar is set very high to improve upon the following year, just wait for 2019!!!