

A Wellness Day For Women... by Women

Integrated Cancer Screening Project
Peterborough County-City Health Unit
10 Hospital Drive, Peterborough ON K9J 8M1
705-743-1000, ext. 239 ctherrien@pcchu.ca

Objectives:

- Increase participation rates for breast, cervical and colorectal cancer screening by engaging populations that do not typically participate in cancer screening.
- Increase collaboration of community partners working together to promote breast, cervical and colorectal screening.
- Increase public awareness of the benefits of screening for early detection of cancer.

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Community Partners

Family Health Team - Peterborough Clinic Administration and Health Care Providers, OBSP Breast Assessment Centre, Trent University Community Health Nursing, St. Peter's High School, beauty salon estheticians and media.

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Process - Resources

A letter was sent by the patients' physicians with this invitation, inviting them to participate in the Screening Day.

Cancer Screening Day Saturday, November 16, 2012
A Wellness Day for Women...By Women

9:30 a.m. - 5:00 p.m.
Peterborough Clinic
20 Hospital Drive

FREE
• Parking • Refreshments • Prizes
• Manicure • Gift Bag

Cancer screening sees what you can't. Screen for Life.

How to get to the Peterborough Clinic:
FREE parking next door at the Peterborough County-City Health Unit.
Bus Route: Jackson Park Off 5 Charlotte Street
Look for the pink balloons!

This Evaluation Form was completed by patients after their screening was completed.

Cancer Screening Day Saturday, November 16, 2012
A Wellness Day for Women...By Women

Never Feedback is Important to us!
Feedback will help us plan future screening days. Please complete this before you leave.

1. Was it helpful to offer both cervical (Pap smear) and breast screening (mammogram) on the same day?
Yes 94% 50
No 6% 3
Total Responses 53

2. If you received a colon cancer screening kit, are you better prepared than before to complete the test at home?
Yes 76% 38
No 0% 0
I didn't receive a kit 16% 8
If no, what would help you feel better prepared? 8% 4
Total Responses 50

3. If we had this event again, when would be a convenient time? Check all that apply:

Response	Chart	Percentage	Count
Weekdays		31%	16
Evenings		42%	22
Weekends		92%	48
Total Responses 52			

4. Is there anything that prevents you from getting screened regularly? Check all that apply:

Response	Chart	Percentage	Count
Did not know I should be screened		10%	3
Employment		33%	10
Clinic hours		37%	13
Fear of results		10%	3
Other, please specify...		37%	11
Total Responses 30			

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Evaluation Results

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Yes		94%	50
No		6%	3
Total Responses 53			

2. If you received a colon cancer screening kit, are you better prepared than before to complete the test at home?

Response	Chart	Percentage	Count
Yes		76%	38
No		0%	0
I didn't receive a kit		16%	8
If no, what would help you feel better prepared?		8%	4
Total Responses 50			

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Evaluation Results (continued)

5. Why did you accept this invitation? Check all that apply:

Response	Chart	Percentage	Count
Map was easy to follow		6%	3
Gifts		8%	4
Convenient time		57%	29
Free parking		24%	12
Letter from clinic		49%	25
Conversation with the receptionist		39%	20
Manicure		6%	3
Felt welcomed		39%	18
Free transportation on request		2%	1
Other, please specify...		18%	9
Total Responses 51			

6. Would you come if we had another screening day in the future?

Response	Chart	Percentage	Count
Yes		100%	51
No		0%	0
Total Responses 51			

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Summary

Results

- 55 of the 125 women invited, participated in the event
- 54 PAP tests were completed
- 29 mammograms were completed
- 38 Fecal Occult Blood Test (FOBT) kits were distributed

Lessons Learned

The vital importance of:

- Health care practitioner champions
- the support staff's relationships with patients
- medical interventions within a social context

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