

Cervical Cancer Screening for Aboriginal Women in Nova Scotia



Project Impact and Findings: Two Years Later

wleyasi

Partners

Eskasoni Health Centre

FNIH

Cancer Care Nova Scotia,
Cervical Cancer Screening Program

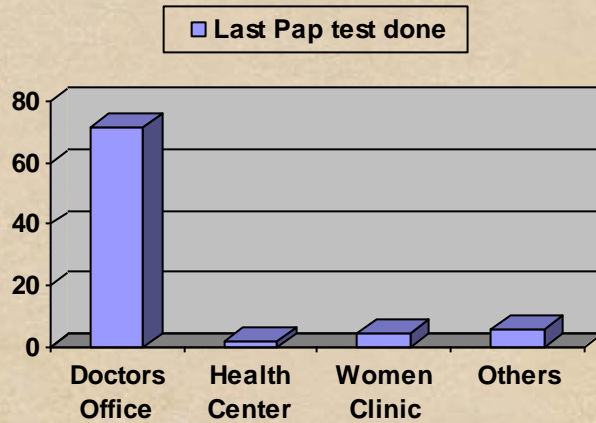


Project Approach

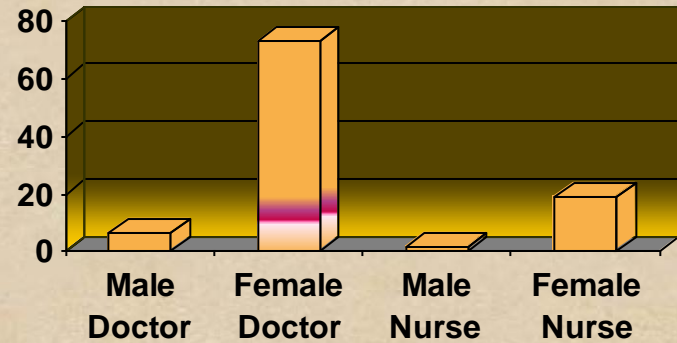
- Focus group with women on Reserve
- Focus group with providers on Reserve
- Data collection re: Pap uptake and motivation/barriers
- Review Annual Pap Stats (EPR)
- Focus group with women off Reserve
- Customize Alberta materials based on focus group feedback and data analysis
- Photo-shoot with local women (honoraria plus make-over)
- Involved youth in video production for YouTube/Facebook



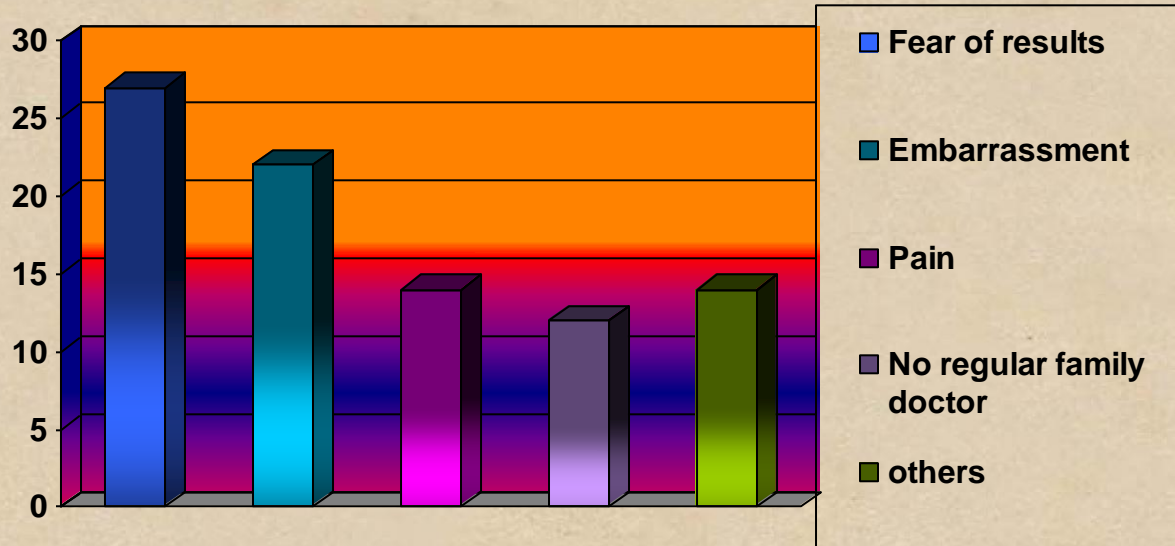
What women told us



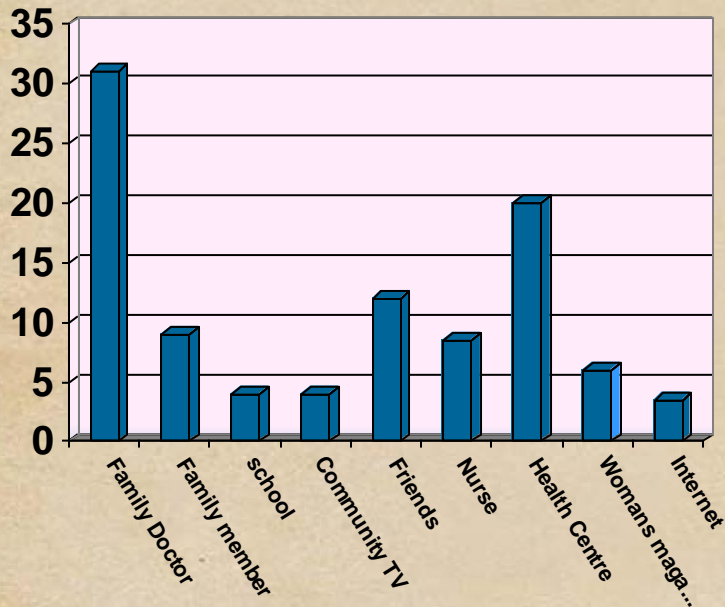
Who would you prefer doing your pap-test?



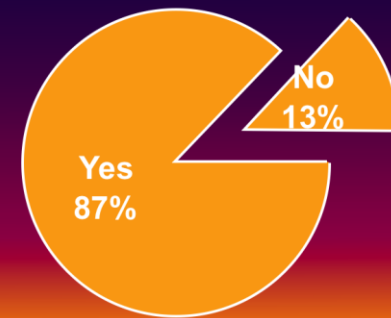
Why they don't get tested



■ Where they get Information about papsmears?



Would you attend a Well Woman clinic in your community for a pap



What this meant

- need to ensure providers understand women's motivation to have the test, and when to "pitch" it
- connecting the test to opportunity- with other clinic visits such as birth control prescribing.
- stressing the message about prevention / curability as motive of avoiding the fear of cancer
- give the right amount of information at the right time and in the right place for different audiences (posters, pamphlets, provider teaching materials)
- Incentives such as contests and prizes add to motivation



What was vital

- adapting best practice resources for a local audience (Alberta materials the foundation)
- involving community providers and residents in customization of information
- featuring local women and youth in collateral materials
- special focus on youth (female and male!), involving them directly as part of the production team
- youth-developed video campaign inspires women to value themselves and their bodies - seen as a precondition to being motivated for any disease screening
- understanding where people get information and placing it there
- providing positive opportunities for women at all ages
- familiarity - clear, concise culturally appropriate resources



What's in the kit

- Campaign carrying case
- Brochure series
- Poster
- iPap campaign (iPod prize, ballots, ballot box, promotional poster)
- Youth produced DVD
- Birthday card campaign
- Electronic versions of all materials
- "About the Kit" user guide

(Wleyasi means take care of yourself in Mi'kmaq)



Project Impact: Two Years Later

- Baseline data revealed that only 95 per 1,000 First Nation women in Cape Breton had a pap test prior to the intervention (in contrast to 268/1,000 non-Aboriginal women in NS)
- Post-intervention data shows a 258% increase in pap testing among First Nation women in the project-host community (245/1,000).



Finding Considerations

- Considerable improvement, but still lower than provincial rate which itself has room for improvement.
- Project intervention has been reinforced by other supportive health promotion activities such as Pap and pamper events and general cancer prevention awareness efforts.
- Further longitudinal tracking is required to measure the extent to which knowledge, attitudes and behaviours are sustained.



Next Steps

- Follow-up research with health providers reveals that they feel that FN women are more proactive than men about cancer prevention. This suggests that targeted efforts to promote women's health are having an impact and that strategies for men would be a good investment.
- Although FN women appear to be increasingly comfortable talking to their care provider about cancer prevention, there is still room for improvement.
- Self-reported rates of smoking continue to be very high (despite being identified in the materials as a risk factor), suggesting the need for more effective prevention/promotion strategies about tobacco use.



Questions?

