



**Pacesetters
programme**

Breast Cancer Screening for Black and Minority (BME) Women Plymouth

REFUGEES FIRST

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Project Aims

To reduce health inequalities by improving access to breast cancer screening services that meets the needs of BME women from Middle Eastern communities age 50 and over

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Context

- Nationally lower percentages of BME women take up breast screening
- Anecdotally aware of sensitive issues such as breast self examination
- Do not fully understand the local picture

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Challenges

- Building trust and acceptance within communities is a continual process that requires community development approaches and takes a long time
- Different cultural experiences including language – are we meeting the needs? Are we getting it right?
- To ensure the discrete piece of work is completed but are mindful that other minority groups of women are also included



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How did we do it?

- Consulted with local communities through focus groups, workshops, leaflets & social gatherings
- Ran a community health radio broadcast, 2 hours a week for a month in different languages
- Recruited & trained 2 groups of Community Health Champions
- Produced a DVD

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What did we find?

- Pacesetters has touched 'tip' of the iceberg there is a huge unmet need in raising health awareness and access to services for men and women from different backgrounds
- Shift in traditional power structures when the community were given a real voice and decision making powers


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- Partnerships with voluntary groups do work
 - Small amount of money goes a long way
 - Everyone has the right to good health so health promoting opportunities should be seized
 - Need to develop a data collecting system with the breast screening service
 - Adapt the invitation letter for the client groups
 - More investment in grassroots public health would provide support and mentorship



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Successes and achievements

- Increased awareness of breast screening and breast self examination and the importance of this for women of all ages and from all backgrounds
- To date 2 women from the workshops have found breast lumps and are undergoing treatment
- Women have been instrumental in designing leaflets, researching information and leading on the project
- Through the efforts of these women the project has gone 'world wide' through their contacts and the internet

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- Women were able to discuss more openly e.g. gender specific issues, sexual health
 - Gained accredited training in 'Understanding Health Improvement' awarded by the RSPH
 - Community Health Champions have found employment
 - Recently being submitted as a good practice model in a European Project

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Unexpected outcomes

- Other NHS partners (police, local authority) were aware of the project and keen to link in with money from the LSP and Migrant Immigrant Fund which has targets related to improved health outcomes
- Further training was delivered in e.g. domestic violence, bullying & racial harassment

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Youtube links

- http://www.youtube.com/watch?v=_rv6HgHUAiw – English
- http://www.youtube.com/watch?v=6u4dvIB_J48 – Arabic
- <http://www.youtube.com/watch?v=ppkOwE4NKfE> – Farsi
- <http://www.youtube.com/watch?v=UXum4l4xm68> – Kurdish
- <http://www.youtube.com/watch?v=U16z6UICYlo> – Mandarin
- <http://www.youtube.com/watch?v=nERUoww5yAQ> - Roya