



# **Join the change – how health professionals can improve cancer outcomes in regional Western Australia**

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**CISS Senior Project Coordinator**

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**Find Cancer Early Coordinator**



In the spirit of deepening relationships, Cancer Council WA acknowledge all the traditional custodians and owners of country throughout Western Australia and recognise their continuing connection to land, waters and community. We also pay our respect to their Elders and extend that respect to all Aboriginal peoples living and working in this area.

# Improving regional cancer outcomes: What is the issue?

Incidence & Mortality counts, all  
cancers, Regional WA, 2017

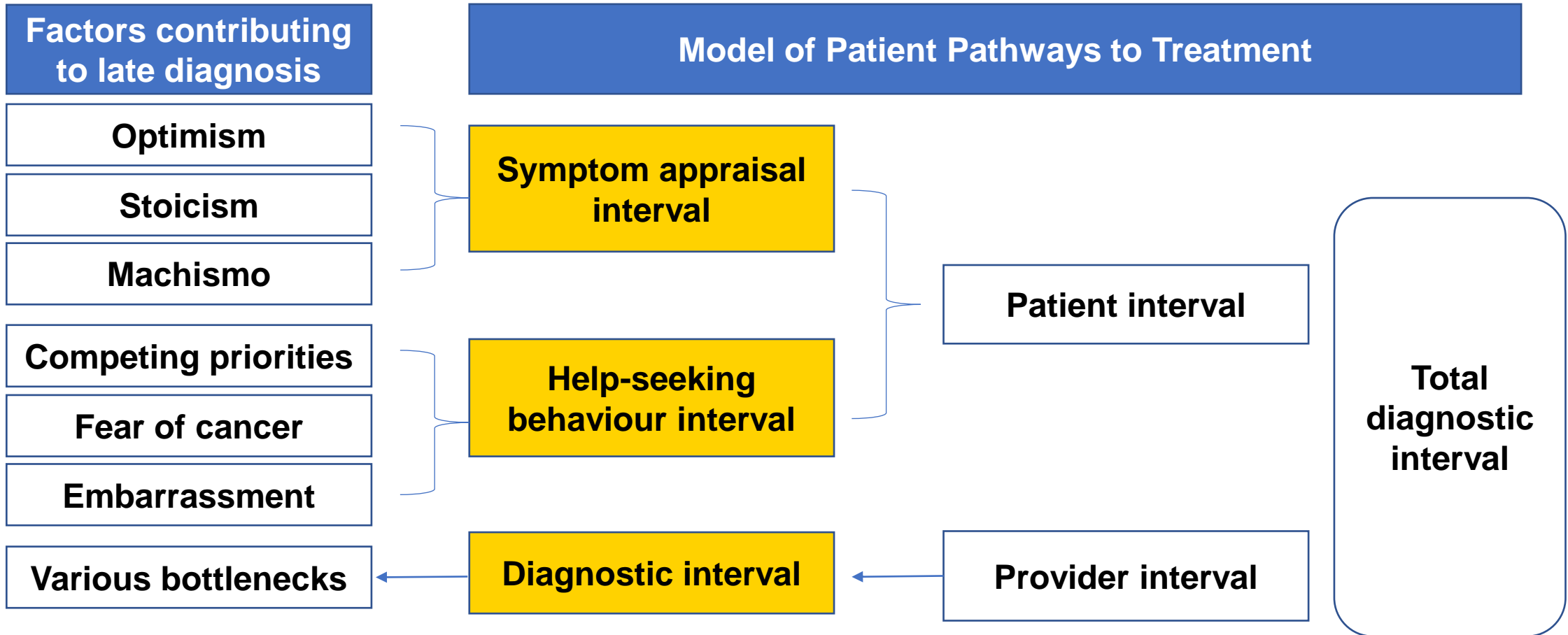
	Incidence	Mortality
Regional	3,006	969

**People living in regional Australia have lower rates of five-year survival, for all cancers combined when compared to people living in major cities.**

References:

- Australian Institute of Health and Welfare 2019. Cancer in Australia 2019. Cancer series no.119. Cat. no. CAN 123. Canberra: AIHW.
- Department of Health. (2020). Cancer incidence, mortality and survival in Western Australia, 2017. Information and Performance Governance Directorate. Department of Health, Perth. Statistical Series Number 112

# Why do regional WA cancer patients have poorer outcomes?

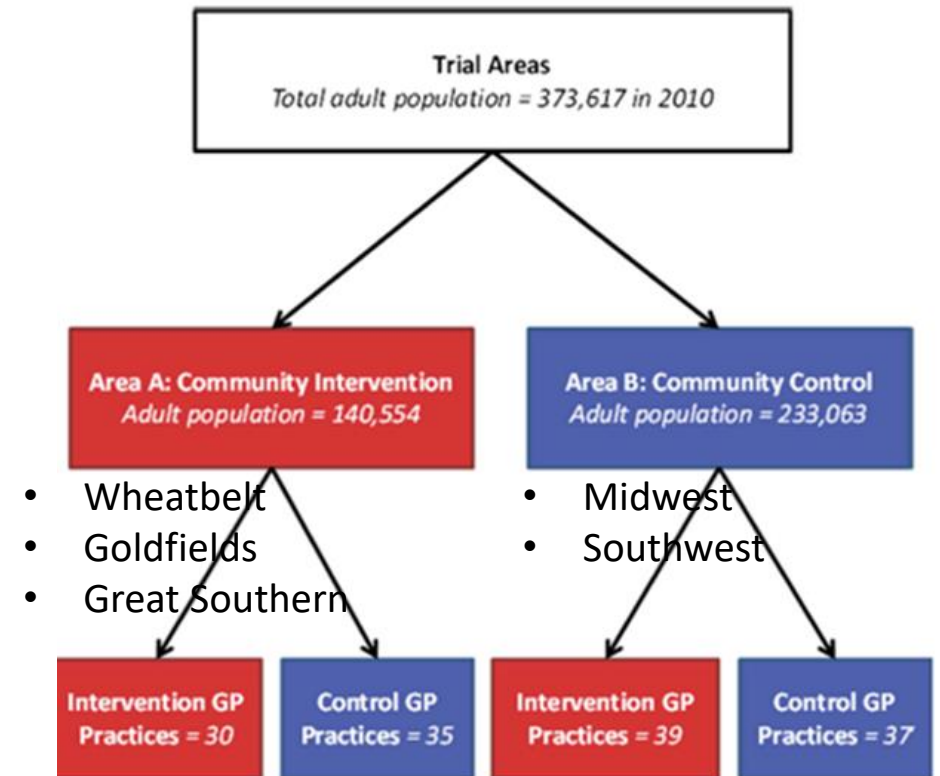


# What has been done to address the issue?

## Find Cancer Early (FCE) campaign

### Background:

- **Phase 1:** Randomised Controlled Trial to test whether general practitioner (GP) and community interventions could reduce the time to diagnosis in regional cancer patients.
- **Phase 2:** State wide (mass media campaign)
  - Community intervention
  - GP resources



Reference: Emery JD, Gray V, Walter FM, Cheetham S, Croager EJ, Slevin T, Saunders C, Threlfall T, Auret K, Nowak AK, Geelhoed E, Bulsara M, Holman CD. The Improving Rural Cancer Outcomes (IRCO) Trial: a factorial cluster-randomised controlled trial of a complex intervention to reduce time to diagnosis in rural patients with cancer in Western Australia: a study protocol. *BMJ Open*. 2014 Sep 17;4(9):e006156. doi: 10.1136/bmjopen-2014-006156. PMID: 25231496; PMCID: PMC4166137.

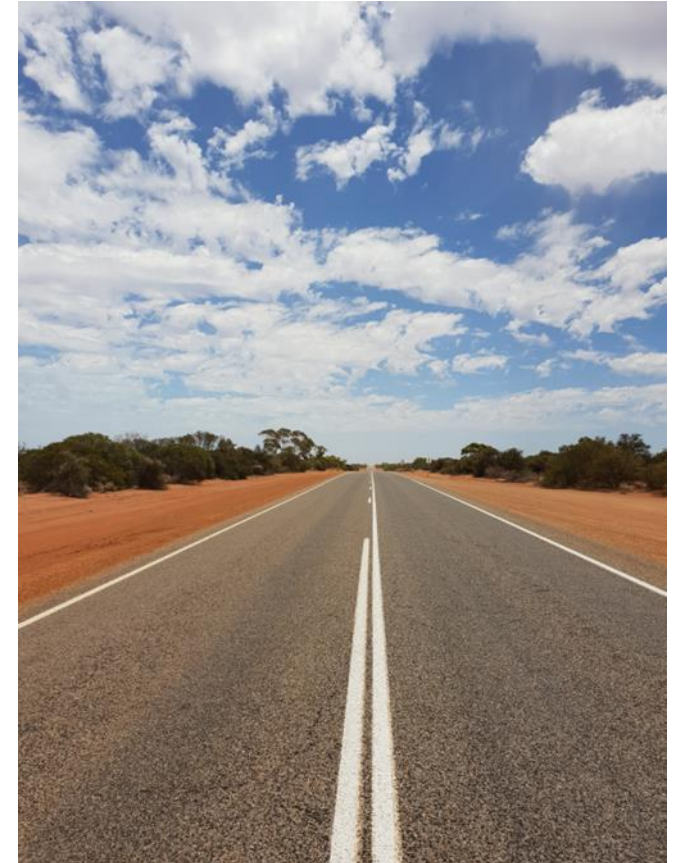
# Who are the target audience?

## Target audience :

Regional Western Australians over 40 years of age, with a specific focus on people living in remote areas and Aboriginal people.

## Aims:

- Raise awareness of the early symptoms of the five most common cancers in WA: prostate, breast, skin, bowel and lung
- Motivate regional people to tell their doctor, clinic nurse or Aboriginal health worker without delay.



# How the FCE campaign is delivered?

## 1- Community engagement approach:

- TV ads
- Radio ads
- Print adverts
- Digital adverts – YouTube and Facebook
- Regional Education Officers on the ground

## 2- GP Education Resources

Have you had any of these...

... for more than 4 weeks?

- Problems peeing
- Runny poo
- Unexplained weight loss
- An unusual pain, lump or swelling anywhere in your body
- Becoming more short of breath
- A persistent cough
- A new or changed spot on your skin

... once or more?

- Blood in your poo
- Coughing up blood
- Blood in your pee



If you have and you are over 40...

## Tell your doctor

The earlier cancer is found, the greater the chance of successful treatment.

Partner:



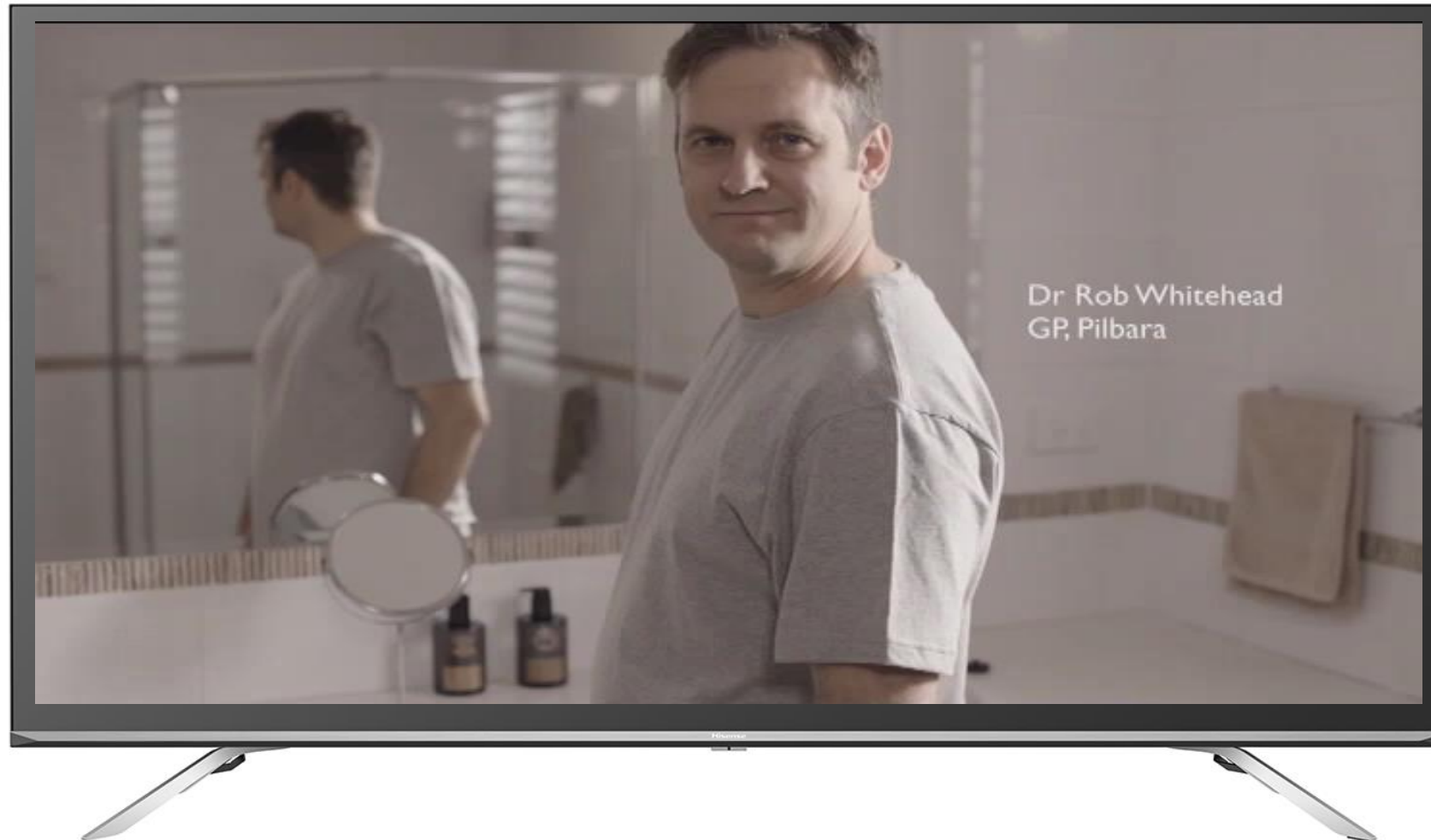
Department of Health



For more information visit [findcancerearly.com.au](http://findcancerearly.com.au)  
or call 13 11 20

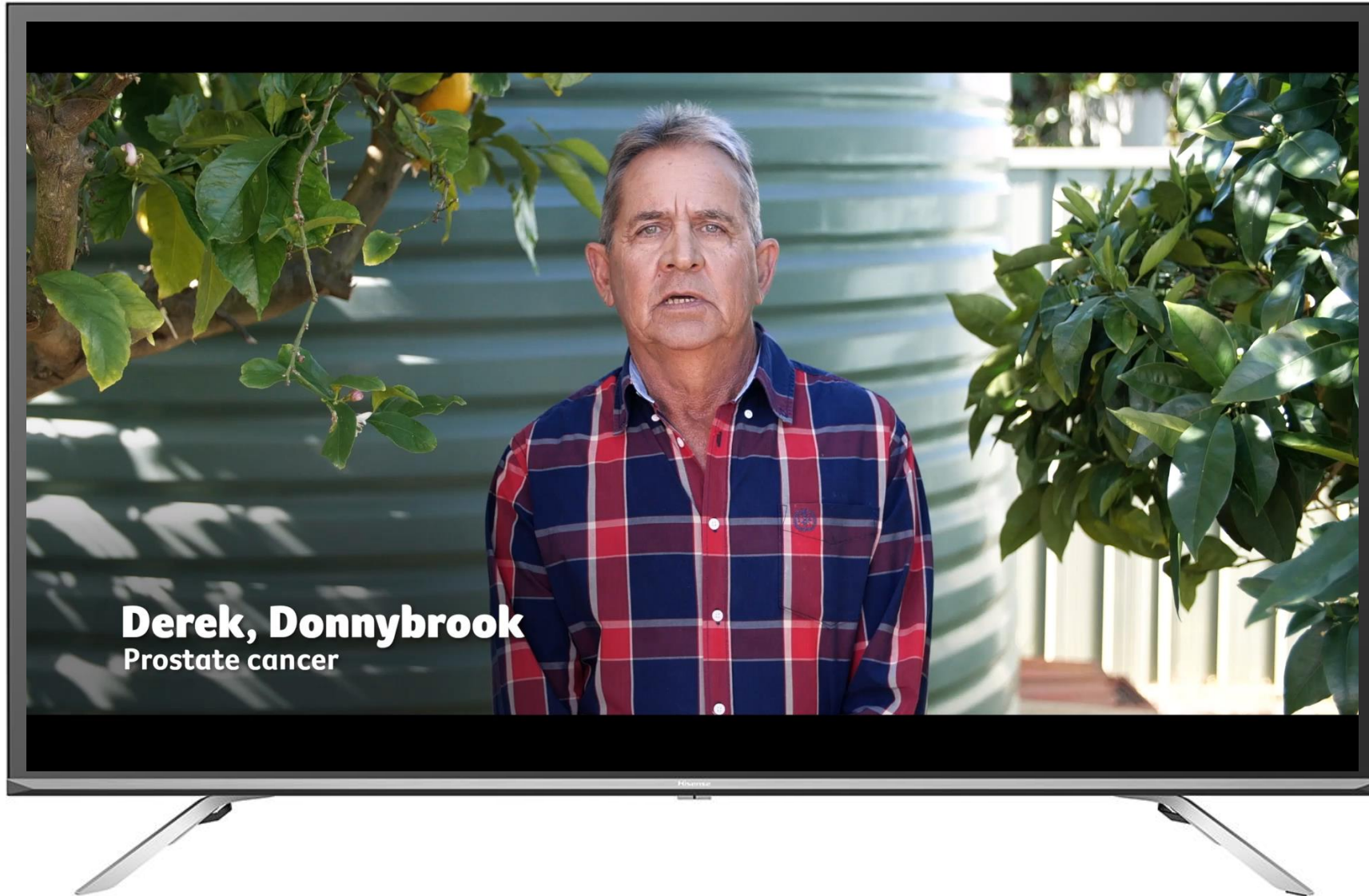


# FCE campaign's materials- Rural Doctors TV ad

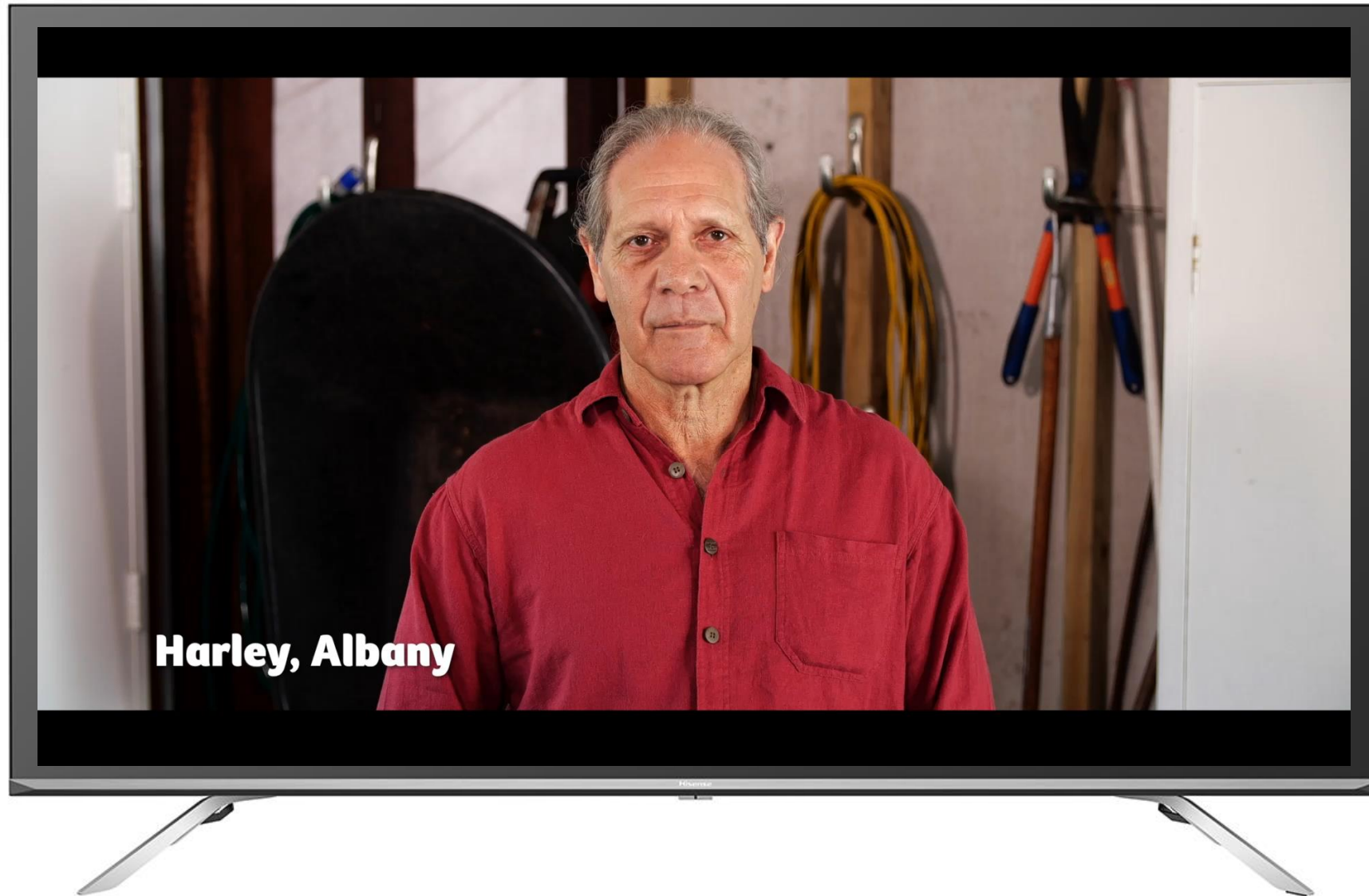




# FCE campaign's materials- Regional Champions TV ad



# FCE campaign's materials- Regional Champions TV ad



# FCE campaign's materials- Radio ads

**Example  
one**



**Example  
two**





# FCE campaign's materials- Press ads

**NEWS 11**

## Premiere to celebrate ability

**ANIMATED**

A documentary featuring the lives of people with disabilities will premiere on the local television channel on Thursday.

The documentary, titled 'Celebrate Ability', features the lives of people with disabilities who share their experiences of living with disability.

Director, Michaela King, said the aim of the documentary was to show the positive aspects of living with disability.

"Through awareness, I hope that people will have a better understanding of what it's like to live with a disability," she said.

"I think sometimes when you have a disability you can have a lot of negative comments or negativity, but it's more about understanding people in general of disability."

The documentary will be shown on the local television channel on Thursday at 7pm.

Michaela King said the documentary was a result of her own experiences with disability.

"I've had a lot of negative comments and negativity, but it's more about understanding people in general of disability."

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**NEWS 11**

## New COVID testing clinic for Denmark

Denmark Health Services has opened a new COVID testing clinic in Denmark.

The clinic is located at the Denmark Health Services building and is open from 9am to 5pm, seven days a week.

The clinic provides rapid COVID testing and is staffed by trained staff.

Denmark Health Services said the clinic was opened to meet the demand for COVID testing in the area.

"We are pleased to have a new COVID testing clinic in Denmark," said the services manager.

The clinic is located at the Denmark Health Services building and is open from 9am to 5pm, seven days a week.

**NEWS 13**

## Spud king in abattoir mix

**JOHN BRAMMER**

The North West's spud king will reopen next year after being shuttered last year by the pandemic. The facility is owned by the Kimberly-Meat Co-operative, which is a joint venture between the Kimberly-Meat Co-operative and the Kimberly-Meat Co-operative.

The facility is located in the North West and is a joint venture between the Kimberly-Meat Co-operative and the Kimberly-Meat Co-operative.

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**NEWS 13**

## Big boost for drought resistance innovation

The Top Meat's that is a major investment in drought resistance innovation in the North West.

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**FEATURES**

## When you live out here you can't muck around

**Cancer Council WA**

When you live out here you can't muck around. Cancer Council WA has a message for people who live in remote areas.

The message is that when you live in a remote area, you can't muck around. You need to take care of yourself and your family.

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**Let's stop making excuses for symptoms.**

— Derek, Dunsborough

**Have you had any of these...**

- Problems peeing
- Ruiny poo
- Being short of breath

**Tell your doctor, clinic nurse or health worker**

The earlier cancer is found, the greater the chance of successful treatment.

For more information visit [findcancerearly.com.au](http://findcancerearly.com.au) or call 13 11 20

**Let's stop making excuses for symptoms.**

— Deb, Geraldton

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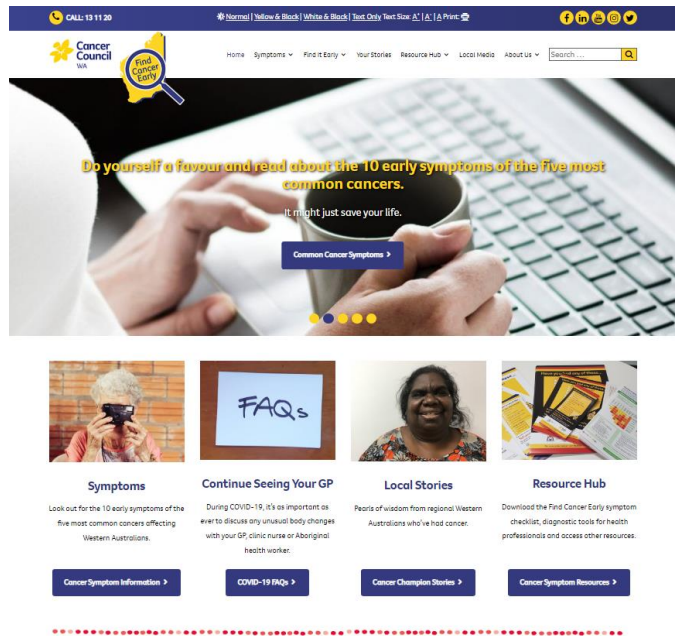
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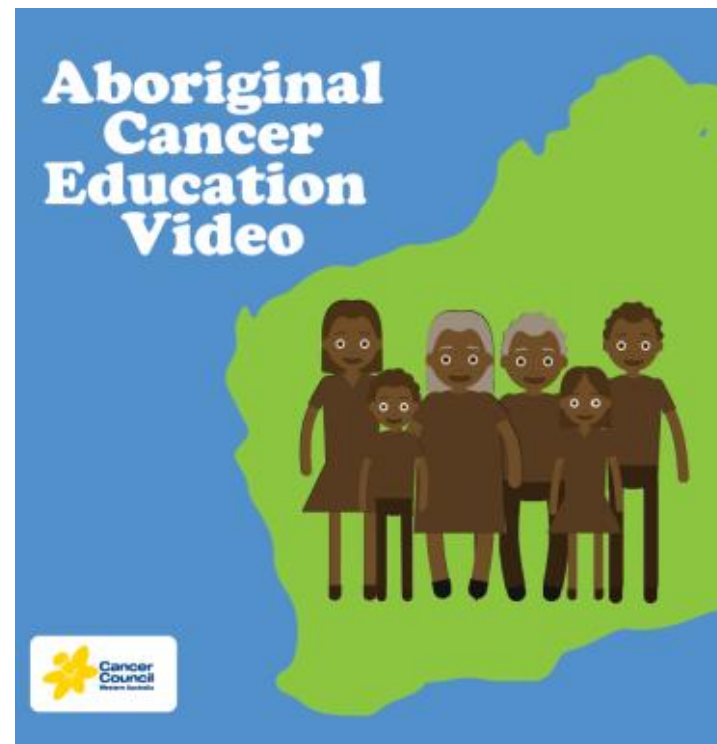
# FCE campaign's materials- other resources



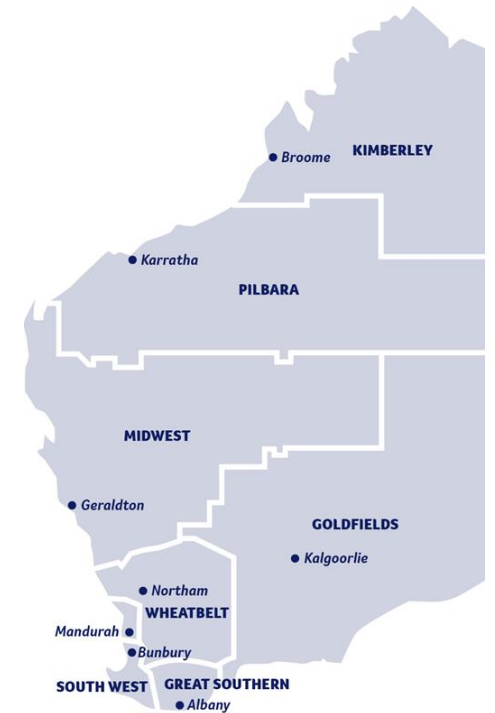
Website



Resources



Educational videos



Staff



**Have you seen any of the campaign's materials?**



# GP Education Resources

FCE Guide & explanation video

Four webinars developed in conjunction with WAPHA

## WE HAVE THE TOOLS TO HELP GP'S



### Find Colorectal (Bowel) Cancer Early

GP Education Webinar

Dr. Hooi Ee  
Gastroenterologist  
Sir Charles Gairdner Hospital



### Find Breast Cancer Early

GP Education Webinar

Professor Christobel Saunders  
Head, Division of Surgery  
UWA Medical School



### Find Prostate Cancer Early

GP Education Webinar

Dr Matthew Brown  
Urologist  
Fiona Stanley Hospital and Perth Urology Clinic



### Find Lung Cancer Early

GP Education Webinar

Dr. Wei-Sen Lam  
Medical Oncologist, Clinical Lead TeleOncology  
Fiona Stanley Hospital, WA Country Health Service, Mount  
Hospital





# Find Cancer Early: A Guide for General Practitioners



**Have you used our GP guide or  
come across any of our GP  
resources?**

# Personal stories.



**Damien Healy's story**



**If you would like to help  
and be part of the campaign,  
please let me know.**



# **Cancer Information and Support Services.**

Melanie Ware, Senior Project Coordinator



**13 11 20.**



**You first  
then cancer**



We tailor individual support to you, to help you face the challenges of cancer.

**Call us now 13 11 20.**





# Cancer Information and Support Services

13 11 20

Cancer Support  
Services

Accommodation  
Services

Palliative and  
Supportive Care  
Education

# 13 11 20.

- Provides a single point of easily accessible information, emotional and practical support, and referral to appropriate community services
- Almost 6,000 calls per year (over 1,200 from regional WA)
- 35% call us within first month of diagnosis; 80% within first 12 months (this is improving year on year).
- Wellbeing After Cancer program

# Cancer Support Services

[Click here to link to our support services](#)

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Emotional and physical wellbeing

[Get support >](#)



Legal and financial assistance

[Get Support >](#)



Practical support program

[Get Support >](#)



Regional services and accommodation

[Get support >](#)



Wig Service

[Get Support >](#)



Publications and resources for people affected by cancer

[Get support >](#)

# Cancer information for patients, families and friends

[Click here to link to publications for people affected by cancer](#)



# Cancer resources and links for Health Professionals



[Click here to link to publications for Health Professionals](#)

## Supporting your patients:

- Access our [print and digital resource](#) freely available for health professionals to utilise in their practice to inform and support their patients in cancer prevention, diagnosis, treatment and survivorship.
- Health professionals can refer their patients diagnosed with cancer to the various [practical and financial support programs](#) offered by Cancer Council WA. Such programs include financial hardship, practical assistance, and pro bono services.
- Download the Cancer Council WA hardship [program guidelines](#) and [application form](#).
- Download the Cancer Council WA practical support [program guidelines](#) and [application form](#).

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# Health Professionals

# 13 11 20.



## General practice

Resources and events for GPs, practice nurses and other primary health care professionals

[Learn More >](#)



## Allied health professionals

Including psychologists, social workers, physiotherapists, occupational therapists, exercise physiologists and dietitians.

[Learn More >](#)



## Aboriginal health professionals

Information and educational events for Aboriginal health workers or other health professionals working closely with Aboriginal people.

[Learn More >](#)



## Oncology health professionals

Events and information relevant to oncology health professionals, including the WA Clinical Oncology Group.

[Learn More >](#)



## Palliative and Support Care Education

Program of Experience in the Palliative Approach (PEPA), and events from the Palliative and Supportive Care Education (PaSCE) team.

[Learn More >](#)



## Resources for health professionals

Resources and links on screening, guides for GPs, NHMRC clinical practice guidelines and more.

[Learn More >](#)

# Statewide Support Services

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## Regional WA services

At Cancer Council Western Australia, we understand that a cancer diagnosis can have an enormous impact on anyone affected by cancer. For those living in regional parts of WA we offer a unique regional cancer support service to provide emotional support, local information and services, as well as guidance, if you are coming to Perth for treatment.

[Click here to link to Regional WA Services on our website](#)



# Statewide Support Services

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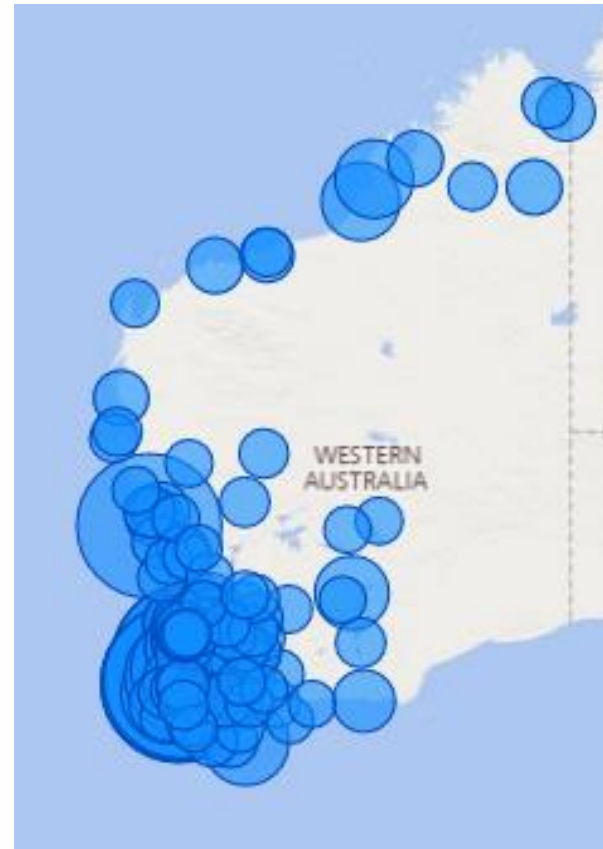
Metro - Accommodation Lodges

South Metro - Fiona Stanley HSP

Peel - Dot's Place Mandurah

SouthWest - Dot's Place Bunbury

SouthWest - Busselton



# 13 11 20.

Kimberley/Pilbara

Midwest – Geraldton

Wheatbelt – Northam

Hills – Midland

Great Southern - Albany

# Our Dot's Places

## Peel (Mandurah)



## South West (Bunbury)



# Cancer Information and Support Services

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Cancer Support  
Services

Accommodation  
Services

Palliative and  
Supportive Care  
Education



# Accommodation and Support Services



Crawford Lodge (Nedlands)  
Milroy Lodge (Shenton Park)

Transport to treatment

Cancer support coordinators  
on site

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# Cancer Information and Support Services

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Cancer Support  
Services

Accommodation  
Services

Palliative and  
Supportive Care  
Education

# Palliative and Supportive Care Education



- Evidence-based Palliative Care education
- Improve the quality of palliative care service delivery in community, residential aged care and acute care settings.
- Aimed at all team members of the healthcare system
- PEPA – Program of Experience in the Palliative Approach

[Click here to link to Palliative and Supportive Care Education \(PaSCE\) on our website](#)

# Summary

- Cancer Council WA supports all people in WA affected by cancer
- Cancer Information and Support Services aims to reduce the impact of cancer
- We provide support or referral to support services for practical, emotional, psychological matters
- Our support services are all provided free of charge, only possible from our generous community donations
- Early referral to psychosocial support is key to reducing stress and improving cancer care outcomes

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# Impact (CISS Client Feedback)

- *[CCWA Staff Member] was so gentle and kind. She made me feel safe and supported. (13 11 20)*
- *It got me motivated to keep on with exercise after the course finished (Life Now Exercise)*
- *Helped reduce stress and improved relaxation (Life Now Meditation)*
- *I got exactly what I asked for and now I have confidence in public (Wig Service)*
- *[Food voucher] instantly lifts the load on your shoulders when it arrives (Financial Hardship)*
- *They were kind, confident and knowledgeable. All of which helped to reduce my anxiety (Statewide Support Services)*
- *Calmness of staff, so helpful, from volunteers & cleaners. The whole set up, keeping patients independent, understanding our stress and fears (Accommodation Services)*



**13 11 20.**

**[questions@cancerwa.asn.au](mailto:questions@cancerwa.asn.au)**