

Behavioural Research and Evaluation Unit (BREU), Cancer Council SA

Cancer Screening Checklist trial

The Cancer Screening Checklist is designed to prompt a discussion between general practitioners and their patients about relevant screening programs, which in turn should improve participation in cancer screening preventative programs. Cancer Council SA, in collaboration with the Country SA Primary Health Network, received funding from the Australian Government to develop this resource, which asks patients to identify if they have taken part in screening for breast, ovarian or colon cancer.

As part of the evaluation plan for the trial of the checklist at 10 rural general practices in South Australia, a patient satisfaction survey was developed. The aim was to assess patient satisfaction with the process of receiving the checklist, completing it and discussing the checklist with their GP during their appointment. Checklists and patient satisfaction surveys are distributed within the practices by the reception staff to all patients meeting the eligibility criteria, which includes being over 50 years of age.

Previous research has indicated patients are open to, and expect the opportunistic offering and performance of preventive activities by their GP (Frank, Stock & Aylward, 2011; Grol, 2016). Results from the trial of the checklist and patient satisfaction survey will assist in refining processes for checklist dissemination, and the frequency and duration for checklist usage as part of normal routine for GP clinics in rural areas.

Continuing the evaluation of the 'Give up smokes for good' social media campaign

The 'Give up smokes for good' campaign is an anti-smoking social marketing campaign developed as part of the Tackling Smoking initiative in South Australia, which is part of SA Health's commitment under Closing the Gap. The campaign aims to support Aboriginal people to quit smoking and to encourage smoke-free cars and homes. It is based on the powerful images and messages of Aboriginal community ambassadors. Ongoing evaluation with the community for each phase of the campaign has informed its development, including the images and messages to maintain relevance for the Aboriginal community in South Australia. Cancer Council SA is funded to undertake this evaluation by Drug and Alcohol Services South Australia.

The evaluation objectives for 2017 see a return to the use of focus groups to gather qualitative data and will include the following: (i) Identify the preferred campaign materials by comparing current and new creatives; (ii) for each poster, identify to what degree the campaign material is easy to understand and believable, makes the individual think about their own or others smoking behaviours and motivates and empowers the person to take action to quit smoking or talk to someone about quitting; (iii) identify the links to culture; (iv) identify the preferred call to action; and (v) explore community reaction to the images and messages.

The evaluation of this campaign will demonstrate the relevance of newly created social marketing material by comparing it to previous campaigns, aiming to create the most influential and relevant material to achieve the campaign aims. These results will be fed back to the community and the wider health professional community through publication and conference presentation.