



Toronto **Cancer Prevention** Coalition

EARLY DETECTION AND SCREENING WORKING GROUP

FINAL REPORT

**OMNI/ROGERS Women's Cancer Initiative for the Farsi Speaking
and Ukrainian Speaking Communities**

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Videos in Farsi and Ukrainian available upon request. Please contact Cathy Krizanovic – ckrizan@toronto.ca

Toronto Cancer Prevention Coalition OMNI/Rogers Women's Cancer Initiative for the Farsi Speaking and Ukrainian Speaking Communities

Background

Toronto is recognized as the most ethnoculturally diverse city in the world with over 170 different ethnic groups speaking over 100 languages. This reality poses some key barriers to accessing breast and cervical screening. Many health agencies, such as, the Working Women Community Centre, Access Alliance Multicultural Community Health Centre and others, have identified a number of possible reasons for these barriers: lack of information about cancer risks and the benefits of early diagnosis; lack of childcare or transportation; and cultural and personal beliefs and values that prevent many women from getting the services they need to protect their health.

Many ethnic populations, whose first language is not English or whose literacy level may be low, are more receptive to oral forms of education and learning as opposed to written forms. According to many organizations and agencies who service these populations, ethnic television programs, radio programs and newspapers become the main source of information for this population. Furthermore, most members of the middle-aged and older generations embrace their cultural programs aired on television networks such as OMNI or Rogers TV. Currently, these networks have expanded their broadcast to reach 90% of Ontarians.

Based on this information and research, the Toronto Cancer Prevention Coalition (TCPC) Early Detection and Screening Working Group, in collaboration with Toronto Public Health (TPH) and other partner organizations embarked on planning, developing and implementing key messages with respect to the early detection and/or screening of breast, cervical and ovarian cancer through a partnership with OMNI and Rogers television. The goal of this initiative was to increase the awareness and knowledge base of women from specific priority populations on the importance and methods relating to the early detection and screening of women's cancers and the services and resources that are available to them in their language of origin.

This partnership provided a key venue, that is the use of television as a popular medium, through which to broadcast early detection and screening information to the designated communities.

The decision to target specific communities was informed by the demographic distribution of immigrants, both old and new, to the GTA. The OMNI/Rogers statistics regarding new immigrants confirm that the Farsi population is rapidly increasing in the GTA and Southern Ontario. The Farsi language programs not only encompass immigrants and viewership from Iran (about 200,000 Iranians in the GTA), but also many new immigrants from Afghanistan also speak and understand Dari – which is very similar to Farsi. The GTA is home to approximately 15,000 - 17,000 Afghans as stated on the Afghan network website. The Ukrainian population is an older community of immigrants – yet their numbers are among the higher populations. (For population by knowledge of language 2001 please refer to the following website:
www.toronto.ca/economic_profile/demographics_pop_language.htm)

In 2003, TPH, in line with the Ministry of Health and Long-Term Care Mandatory Health Guidelines, produced cancer information videos covering the early detection and screening of breast and cervical cancer, as well as sun-safety, in both Somali and Arabic languages. The segments were aired on OMNI and Rogers TV Networks and very well received. In an effort to build on the success of this initiative and to reach out to additional communities through the media, TCPC, in 2005, secured funding from Cancer Care Ontario - Central East – Cancer Prevention and Screening Network to produce and air cancer information videos in Ukrainian and Farsi languages covering the areas of breast, cervical and ovarian cancers.

Video Production Process

Planning and coordination of this project was carried out by a core membership of the Early Detection and Screening Working Group of TCPC. After the initial consultations and generation of necessary contracts with the production company (Krystal Productions), the working group consulted with partners and stakeholders: Ontario Breast Screening Program (OBSP); Ontario Cervical Screening Program (OCSP); National Ovarian Cancer Association (NOCA); Canadian Cancer Society (CCS) and Mt. Sinai Hospital Marvella Koffler Breast Center (Attachment 5).

TPH breast and cervical scripts were reviewed and modified, and the working group prepared an ovarian cancer script that was reviewed and approved by the National Ovarian Cancer Association (NOCA). These three scripts were then combined into one comprehensive script, which addressed key cancer information and screening messages with respect to the three women's cancers. The script was translated into Farsi and Ukrainian and, a 10-minute video was produced in both Farsi and Ukrainian languages with the TCPC display as a backdrop to the speakers.

The script covered the following topics:

- General information on all three cancers, i.e. incidence rate, signs and symptoms
- Recommendations to women regarding monitoring their bodies for changes which might indicate the presence of cancer
- A description of the range of available screening methods
- Recommendations to have regular checkups in order to keep abreast of their health
- Promotion of a collaborative patient/health care provider relationship, including tips for talking with physicians about screening and diagnostic tests
- Information on community resources; print resources; telephone numbers and website addresses that women can access in their communities
- Information on resources for women who do not have an OHIP card.

Krystal Productions was contracted to provide translation of the script and the working group had the speakers act as back translators to ensure that the script flows smoothly and is completely relevant and respectful of the beliefs and values of the target populations and their community at large.

Filming of the visual pieces of the video segments took place at Mt. Sinai's Marvelle Koffler Breast Center and at the OBSP Sheppard site. The actual reading of the script was carried out at the Krystal Productions studio during a full day of taping for each language.

The Ukrainian segment was reviewed, finalized and aired on the Ukrainian local community network "Kontakt" on Saturday, June 25, 2005 on OMNI 1 at 1 P.M. Channel 47 with a repeat airing a week later. The speaker was a Ukrainian pharmacist who is very well known and regarded in the Ukrainian community. Prior to airing, the program was promoted broadly in the community through the Ukrainian Canadian Social Services and the Swansea Pharmacy on 2388 Bloor Street West.

Throughout the project, a series of meetings were held with the Ukrainian Canadian Social Services (UCSS) and they were very eager to assist with this project and act as the main contact for viewers of this show who may require more information on the subject matter. The Social Services Centre also agreed to assist the working group with the evaluation piece and the impact of the video on the Ukrainian viewers.

The Farsi segment was aired on Sunday, July 3, 2005 on the popular “Persian Magazine” on Rogers TV, Cable 10 with a repeat airing a week later. The speaker selected to carry out the Farsi segment was an Iranian home health visitor with the Healthy Family Program at Toronto Public Health. She was extremely amiable and engaging. The Farsi program was promoted through various Iranian community centers and networks and the broadcast was posted and promoted on the Iranian Community Association of Ontario website: www.iranianassociation.ca.

Prior to the airing of the program, contact was made with two Iranian agencies, Iranian Community Association of Ontario and Iranian Women’s Organization of Ontario, to assist with this project and to act as the main contacts for the Farsi-speaking viewers of this show who required more information after viewing the program.

At the conclusion of the program, Cancer Care Ontario was acknowledged as the funder for the initiative.

Videos to Continue to be Reaired on OMNI and Rogers

The Farsi and Ukrainian segments were reaired in October 2005, followed by a repeat airing a week later. The programs were again promoted among the community at that time. **The working group has learned that these programs are usually re aired on an ad hoc basis throughout the year when a network has air time or not enough programs.**

Concurrent Initiatives

Currently, arrangements are being made with Toronto Public Health Web Access Coordinator to post the Farsi and Ukrainian videos on TPH streaming media website by December 2005. This will ensure that the information from these videos can be accessed at any time by the community members who have computer access.

The Farsi and Ukrainian cancer information videos have been duplicated and distributed to key Farsi speaking and Ukrainian speaking community agencies to be shared with their clients. The Farsi video has also been shared with the Afghan Women’s Organization.

The Farsi video will be shown to an audience of over 400 people at an upcoming Farsi cancer prevention forum focusing on women’s cancers on December 4th at the North York Civic Centre.

The Ukrainian video has also been shown at the Ukrainian Canadian Social Services Centre on October 13, 2005, at a health information forum, where approximately 40 people attended.

As this project has created a lot of excitement and positive feedback from women and some men in both communities, measures are being taken to sustain the momentum and to maximize the interest through maintaining our linkages with the key contacts of both communities to follow up on requests for information and resources triggered by the video.

Evaluation

The design, method and research tools for the evaluation were developed by the Early Detection and Screening Working Group of the Toronto Cancer Prevention Coalition, in consultation with the Education and Research division of Toronto Public Health. Two members of the working group conducted the evaluation. Results are based on written evaluation forms completed by participants in focus groups and informal feedback from participants after viewing the videos. Both Farsi and Ukrainian surveys were translated.

Evaluation Results for the Farsi Community:

- Nineteen women participated in the Farsi focus group held at the Iranian Women's Organization of Ontario on August 30, 2005. The results were as follows:
 - 100% stated that they think the video will be very helpful to their community members, and that the video was clear and the contact information was very helpful;
 - Although more than 50 % of the participants already had **some** information on breast, cervical and ovarian cancers, close to 90 % of the participants stated that they know **more** now about the three cancers than they did prior to viewing the video.
 - 89.5 % and 84.2 % of the participants stated that as a result of viewing the video, they are more likely to seek screening for breast and cervical cancers, respectively.
- Informal feedback received from members in Farsi speaking community has been very positive and it has been recommended to continue with this project in these communities as well as with initiatives in other ethnocultural communities.
- Some of the comments captured on the questionnaire have been captured in Attachment 2.

Evaluation Results for the Ukrainian Community:

- Fourteen women participated in the Ukrainian focus group held at the Ukrainian Canadian Social Services on October 13, 2005. The results were as follows:
 - 86% stated that they think the video will be very helpful to their community members.
 - Although more than 64% of the participants already had **some** information on breast, cervical and ovarian cancers, 88% of the participants stated that they now know **more** about the three cancers than they did prior to viewing the video.
 - 100% of the participants stated that they are more likely to go for breast screening in the next six months as a result of viewing this video, and 100% participants stated that they are more likely to ask their doctor questions about ovarian cancer.
 - 92% stated that they are more likely to go for cervical screening in the next six months as a result of viewing this video.
- Informal feedback received from Ukrainian community has also been very positive. Participants in the focus group were very engaged and had a lot of questions and comments after the video was shown.
- As above statistics indicate, a large percentage of both Farsi and Ukrainian communities know more about the three cancers than they did prior to viewing this video. In addition, from the evaluation, a very large percentage in both communities reported that they are more likely to go for screening in the next six months. (This project does not monitor the actual number of women who will potentially go for screening but it is hoped that this follow up will be a key component of future projects).

Working Group Recommendations from the Evaluations

As a result of the evaluations above, the working group recommends the following:

- **Effective Awareness Building:** In general, more than 50 % of viewers of both languages already had some knowledge of these three cancers, (more so for breast cancer and relatively less for ovarian). In the future, this may warrant the emphasis and re emphasis of the key messages with respect to screening (as opposed to too much background information).
- **Choosing Effective Channels:** As these videos have been well received by the target populations and proved to be informative and motivating, there is a need to continue to address key messages, (in this case, breast,

cervical and ovarian cancer messages) to hard to reach communities through their own ethnic television programs, newspapers, radio, etc.

- **Initiatives for Behaviour Change:** As there is more than 80 % likelihood for viewers (per the response) to consider screening after viewing these videos, further initiatives are strongly recommended to monitor this population to ensure that this behavior change does occur in reality.

Working Group Vision and General Recommendations

1. To carry out more initiatives to increase awareness of early detection and screening among underserved populations of women through multimedia education campaigns. It is well known that the ethnic populations do tune in to their television and radio programs as well as any other sources of media that are available in their language. OMNI and Rogers Television Networks reach about 90% of their target audience and therefore, through various ethnic multimedia initiatives, a very broad community of underserved populations could be reached effectively through their own networks and programs.
2. To collaborate with key partners and stakeholders to devise programs to facilitate screening participation among these populations.
3. To recognize that this model has great potential for awareness raising and behaviour change (increasing screening rates) among the underserved populations in the GTA and beyond.

Next Steps

As a result of the success of the project and to ensure that more ethnic populations are reached, Toronto Public Health has agreed to grant the Early Detection and Screening Working Group \$8,000 for 2005-2006. Plans are already underway to identify the next target population and to produce a video in their native language to be shown on their own television program.

In addition, the working group will be seeking opportunities to collaborate with other community organizations and key stakeholders in order to carry out an initiative that would assess the actual increase in screening rates among the populations for whom these videos have been produced.

ATTACHMENT 1: RESULTS OF THE FARSI AND UKRAINIAN FOCUS GROUPS

Video Tape Evaluation The Early Detection and Screening of Women's Cancers

Farsi

	Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree	Total	Percentage of Total who Agree
I had knowledge of all the information presented in this video on breast cancer prior to viewing this video.	3	2	4	7	3	19	73.7
I had knowledge of all the information presented in this video on cervical cancer prior to viewing this video.	2	5	1	8	2	18	61.1
I had knowledge of all the information presented in this video on ovarian cancer prior to viewing this video.	3	5	5	3	2	18	55.6
The information in this video was clear.	-	-	7	4	8	19	100
The names of agencies with their telephone numbers presented in this video was helpful.	-	-	4	6	9	19	100
As a result of viewing this video, I am more likely to go for screening for breast cancer in the next 6 months.	1	-	3	9	5	18	89.5
As a result of viewing this video, I am more likely to go for screening for cervical cancer in the next 6 months.	-	1	2	9	5	17	84.2
As a result of viewing this video, I am more likely to ask my doctor questions about ovarian cancer during my next physical appointment.	-	2	2	4	11	19	89.5
If I did not have a family physician, I would be more likely to look elsewhere for information on screening for breast, cervical and ovarian cancers, as a result of viewing this video.	-	-	3	9	7	19	100
I now know more about breast, cervical and ovarian cancers than I did prior to viewing this video.	-	1	2	7	8	18	89.5
I think this video will be very helpful to my community.	-	-	2	4	13	19	100

Video Tape Evaluation
The Early Detection and Screening of Women's Cancers
Ukrainian

	Strongly Agree	Disagree	Somewhat Agree	Agree	Strongly Disagree	Total	Percentage of Total who Agree
I had knowledge of all the information presented in this video on breast cancer prior to viewing this video.	6	1	0	5	1	13	85
I had knowledge of all the information presented in this video on cervical cancer prior to viewing this video.	4	1	3	1	3	12	67
I had knowledge of all the information presented in this video on ovarian cancer prior to viewing this video.	6	2	1	0	2	11	64
The information in this video was easy to follow.	8	1	1	2		12	92
The information in this video was clear.	9	1	0	2		12	92
The visual information in this video was helpful.	11	1	0		0	12	92
The names of agencies with their telephone numbers presented in this video was helpful.	13	0	0	1	0	14	100
As a result of viewing this video, I am more likely to go for screening for breast cancer in the next 6 months.	11	0	1			12	100
As a result of viewing this video, I am more likely to go for screening for cervical cancer in the next 6 months.	10	0	1	1		12	92
As a result of viewing this video, I am more likely to ask my doctor questions about ovarian cancer during my next physical appointment.	11	0	1		0	12	100
If I did not have a family physician, I would be more likely to look elsewhere for information on screening for breast, cervical and ovarian cancers, as a result of viewing this video.	9	0	0	1		10	100
I now know more about breast, cervical and ovarian cancers than I did prior to viewing this video.	0	1	0	6	1	8	88
I think this video will be very helpful to my community.	6	1				7	86

ATTACHMENT 2 – COMMENTS FROM THE FARSI AND UKRAINIAN FOCUS GROUPS

Please continue to broadcast this information through the television and radio

Would like to see more information about why these cancers happen – more visuals about how to do a breast self exam

Thank you so much for your efforts to bring us this information and in our own language and in the comfort of our home

It was perfect...

Could be even shorter

“This was a great video for the Persian community; The information was clearly presented and proved to be very informative. The host was superb”.

“More pictures and photos of cancer would help illustrate the dangers of cancer and lead to greater interest.”

“It was an excellent resource for my family and most importantly, my health. I enjoyed listening to the video in Farsi, in particular the speaker seemed very friendly and accurate.”

Include more facts in the future.

Make the videos more interactive and scripted to show the conversation between a woman and a healthcare provider

This is a very effective program.

This was very educational

“We would like to see more information like this on different cancers”

“Cancer information is important....It makes me feel hopeful that there are reliable screening methods out there...please continue broadcasting this information”.

ATTACHMENT 2a- IMPRESSIONS OF OUR FARSI SPEAKER

Cancer is deadly and unavoidable. This was the single message I grew up with throughout my childhood and adolescent years in Iran. Listening to the horrific experiences of friends and relatives who lived with cancer conjured a horrific feeling inside of me. When my father was diagnosed with lung cancer I realized the devastating loss and emotional rollercoaster associated with this disease. Ever since then, I have longed to find a way to bring awareness about the preventative aspects related to many different existing cancers. Working on the cancer prevention video has been an exciting endeavor. It provided me with an opportunity to rid the Iranian community of the concept that cancer is completely unavoidable. I decided to take a novel approach in the delivery of the material regarding breast, cervical and ovarian cancer. In my opinion the most effective manner to learn something and feel comfortable at the same time is when your hearing it from a health professional that is friendly and enthusiastic. The Iranian community in Toronto is very respectful to gaining additional information on health issues. The main barrier between the people and resources is often a lack of knowledge of existing programs. Due to the immense amount of phone calls and one-on-one feedback I have received following the release of the information video; I am certain that preventative aspects of cancers directly related to women is being spread. My community has time and time again requested that I thank the different parties involved in the production of this resourceful video. I was delighted to be part of such a crucial step towards educating Iranians on cancer. I can only hope that every ethnic community has the same opportunity.

--- Kobra Hosseinpour

ATTACHMENT 3- TORONTO CANCER PREVENTION COALITION BREAST/CERVICAL/OVARIAN SCRIPT FOR OMNI INITIATIVE

TCPC Script

Many women are faced with challenges to making healthy lifestyle choices and finding the **time** to have regular medical check-ups. While there are many things that may not be in our everyday control, some things we **do** have control over when it comes to our health. Making healthy lifestyle choices, including regular check-ups for breast and cervical cancers, can reduce our risk of developing cancer and other chronic diseases.

Breast cancer is the most common type of cancer in women. One in every nine women will get breast cancer sometime in their lifetime. 75% of breast cancers occur in women age 50 and over. However, younger women also get breast cancer.

The number of deaths due to breast cancer has begun to decline in Canada and the United States. This may be due to earlier detection of breast cancer. Earlier detection of breast cancer allows for more effective treatment. Today, mammography machines are of much higher quality and reveal smaller lumps and cancers than those that were used in the past. Also, there is an increased awareness through health education that regular medical check-ups and yearly clinical breast examinations are important.

Mammography machines are used to take X-rays of a woman's breasts to reveal any breast abnormalities. As the machine takes X-rays, the breast is compressed in order to get a clearer picture. Breast compression also allows for less use of radiation.

What can you do to make sure your breasts stay as healthy as possible?

- Women 50 years of age or older should make an appointment for a free mammogram and a clinical breast exam, through their family doctors, at the Ontario Breast Screening Program (OBSP). Women who do not have family doctors, and are 50 years of age or older can call to make their own appointment at 1-800 668-9304. The OBSP has many sites across Toronto and Ontario. All OBSP sites are equipped with high quality mammography machines. They also employ all female staff who is very friendly and helpful. You will receive your own results of your tests. Your family doctor will receive the results of your tests as well. OBSP will also send you a reminder letter for your next appointment.
- If you are a woman younger than 50 and wish to discuss mammography, see your family doctor. This is especially important for women who have a family history of breast or ovarian cancer.
- Have a yearly clinical breast exam by your doctor or a trained nurse. If your doctor is not performing a yearly clinical breast exam, kindly ask them to do so when you have your next physical checkup. If you feel uncomfortable, bring a family member or a friend along with you. If you wish, talk to your doctor and ask if this person can stay with you while you have your breast exam.
- Women any age may wish to learn how to do a monthly Breast Self-Exam (BSE). A doctor or a nurse can show you. Written instructions on BSE are available free from the Canadian Cancer Society. Call toll free 1-888-939-3333. Some OBSP sites offer BSE teaching as well upon request.

If you do notice any changes in your breasts, such as a lump, dimpling, pulled in nipple or skin changes, such as redness or a rash, see your doctor.

There is written information in Farsi language on breast health. Please call Iranian Women's Organization of Ontario at 416-496-9566 for more information.

Cervical cancer is a disease which can be prevented. The best way to prevent cancer of the cervix is to have a regular Pap test.

A Pap test is usually done during your yearly physical check-up. If you feel nervous or uncomfortable getting a Pap test, you could ask a friend or a family member to go with you. If your doctor has not talked to you about a Pap test, then it is important that you ask your doctor for a Pap test. You can also go to any sexual health clinic for a Pap test. Call the Iranian Womens Organization of Ontario for names of clinics that provide Pap testing. There is also written information on cervical cancer and Pap testing available at the Iranian Women's Organization of Ontario.

If you do not have an OHIP card, several Community Health Centres will do a physical breast exam and a Pap test. Please call 416-496-9566 and ask for your nearest Community Health Centre that provides this service.

Ovarian cancer is a very serious disease. Symptoms of ovarian cancer are usually not very noticeable. These symptoms include:

- Discomfort in the abdomen
- Pelvic pain or swelling in the abdomen with no pain
- Bloating or intestinal gas
- A feeling of being constipated or unable to have a bowel movement

Tell your doctor if you experience or have one of these symptoms for more than 3 weeks. Be sure that your doctor is aware of any family history of ovarian, breast or colorectal cancer.

Please note – a pap smear does not detect ovarian cancer.

For more information about ovarian cancer – contact the National Ovarian Cancer Association (NOCA) at 1-877-413-7970 or www.ovariancanada.org

Toronto Health Connection can also arrange for Public Health Nurses to talk about breast health and cervical health to newcomer groups of women who speak English as a second language.

Cultural group leaders can call Toronto Health Connection at 416-338-7600 to make a referral.

Please make the time to have regular physical check-ups. Looking after your health is important to you, your family and your community.

For more information: *(information below shown on screen)*

- Talk to your doctor or nurse
- If you live in Toronto, contact Toronto Public Health's Toronto Health Connection at 416-338-7600, or visit www.toronto.ca/health
- Call your local Public Health Unit
Phone numbers can be found in government section of the phone book or visit www.alphaweb.org
- Call the Canadian Cancer Society's Information Service at 1-888-939-3333 or visit www.cancer.ca
- If you are a woman over 50 years of age, call the Ontario Breast Screening Program at 1-800-668-9304 or visit www.cancercare.on.ca
- Visit Ontario Cervical Screening Program's web site:
www.cancercare.on.ca/cervical/home.html
- Call National Ovarian Cancer Association (NOCA) toll free 1-877-413-7970
www.ovariancanada.org

ATTACHMENT 4:

Toronto Cancer Prevention Coalition Early Detection and Screening Working Group

Terms of Reference

For Phase I – Effective May 2003, the focus of the Early Detection and Screening Working Group will be on the following three women’s cancers: breast, cervical and ovarian.

MANDATE:

The mandate of the Early Detection and Screening Working Group of the Toronto Cancer Prevention Coalition is to strengthen cancer prevention and detection to decrease the incidence of and mortality from breast, cervical and ovarian cancer.

OBJECTIVES:

- Support, plan and carry out the strategies and recommendations outlined in the Toronto Cancer Prevention Coalition *Position Paper on the Primary Prevention and Early Detection and Screening of Breast, Ovarian and Cervical Cancer*.
- Ensure that the emerging needs re the prevention and detection of women’s cancers are identified.
- Develop an Action Plan and communicate to the Board of Health; and
- Provide advice to the Board of Health and City Council on policies, programs and services to address the prevention and detection related to women’s cancers.
- Facilitate collaboration, communication and information sharing with other groups involved in women’s health and cancer prevention and detection issues.
- Support and lead where necessary, the development of strategies consistent with the screening targets set out in the Cancer 2020 document.
- Explore funding opportunities and efforts to support projects of the working group.

MEMBERSHIP:

The Early Detection and Screening Working Group is made up of representatives of agencies and organizations across the Greater Toronto Area working in the area of women’s cancers and the cancer control system. In addition, the involvement of survivors, citizen members and grassroots organizations is essential to the success of this initiative.

Membership should represent all three areas of breast, cervical and ovarian cancer to ensure the effectiveness of the working group in carrying out the recommendations; Ongoing recruitment of additional members to be carried out as required.

STRUCTURE/GOVERNANCE:

The working group will meet at least 7 times per year, with additional meetings to be held on an as-needed basis at the discretion of the Chair or Co-Chairs.

Chair of working group to represent working group at the steering committee meetings (If Co-Chairs, then attend on an alternate basis).

Additional consultation, collaboration, information sharing and decision-making can take place electronically among the working group, as required.

Meetings will be structured around pre-set agendas developed by the Chair/Convenor in collaboration with members. Agenda and minutes of previous meetings will be sent to members in a timely fashion.

Quorum to constitute **half of working group membership + one**.

ATTACHMENT 5:

Toronto Cancer Prevention Coalition
Early Detection and Screening Working Group

Membership

Core Working Group Members for the OMNI/Rogers Initiative:

Cathy Krizanovic, Public Health Nurse, Toronto Public Health and project lead

Sharmini Fernando, Community Diversity Consultant, Canadian Cancer Society – Toronto Division

Linda Muraca, Nurse Clinician, Marvelle Koffler Breast Centre – Mount Sinai Hospital

Safoura Moazami, Coordinator, Toronto Cancer Prevention Coalition, Toronto Public Health

Consultant to the Working Group for the OMNI/Rogers Initiative/Speakers:

Kobra Hosseinpour, Family Health Home Visitor, Toronto Public Health, consultant and speaker for the Farsi segment

Ulana Kopystansky, Pharmacist, Swansea Pharmacy and speaker for the Ukrainian segment

Advisory Members of the Working Group

Susan Fekete, Regional Administrator Ontario Breast Screening Program Central East Region and reviewer of the breast cancer/ OBSP sections of the script

Anne Rochon Ford, Writer of Early Detection and Screening Working Group Position Paper

Raylene Godel, Member of Cancer Care Ontario Research and Preventive Oncology Committee as a Patient/Family Rep; Member and Advisory to the Ontario Breast Cancer Information Exchange Partnership

Patricia McGillicuddy, Professional Leader, Social Work Sunnybrook & Women's College Health Sciences Centre

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