

Our experience using OMNI/Rogers Multicultural Media to provide information on women's cancers to the diverse communities in Toronto

The Toronto Cancer Prevention Coalition (TCPC) Early Detection and Screening Working Group, in collaboration with Toronto Public Health (TPH) and other partner organizations, planned, developed and implemented 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 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. Once the script was developed, the information was presented by a designated member of the community and aired on the OMNI and Rogers Television Networks and videos were produced in three languages: Farsi, Ukrainian and Punjabi.

The script addressed key messages with respect to breast, cervical and ovarian cancers and covered the following topics:

- General information on all three cancers, i.e. incidence rate, signs and symptoms
- A description of the range of available screening methods
- Recommendations to have regular checkups in order to maintain good 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 Ontario health card.

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 from all three communities to follow up on requests for information and resources triggered by the video.

As a result of the evaluations, the working group recommends to continue to address key messages to hard to reach communities through their own ethnic television programs, newspapers, radio, etc. Furthermore, according to the evaluation results, as there is more than 80% likelihood for viewers to consider screening after viewing these videos, further initiatives are strongly recommended to monitor this population to ensure actual behavior change. Collaborating with key partners and stakeholders to devise programs to facilitate screening participation among these populations is therefore highly recommended.



Toronto **Cancer Prevention** Coalition
Early Detection & Screening Working Group

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Videos in Farsi, Ukrainian and Punjabi available upon request (Approximate time of each video is 10-12 minutes). Please contact Cathy Krizanovic – ckrizan@toronto.ca

