

## ***Welcome to the first edition of 'The Cohort News' for 2010***

We are pleased to let you know that the Cohort Demonstration Project is working closely with women to ensure the success of this great partnership

Over February and March, the *BreastScreen* Victoria Consumer Advisory Committee, along with BSV Information Officers, the Peter Mac Consumer Engagement Co-ordinator and the Health Issues Centre gathered together groups of women to participate in Consumer Focus Group Workshops.

In particular, we wanted to know:

- ◆ What impact will receiving an Invitation to Participate in The Cohort Project have on a woman's decision to participate in routine mammographic screening through *BreastScreen* Victoria?
- ◆ When would be the most acceptable time for a woman to receive an invitation to participate in The Cohort Project?
- ◆ Are The Cohort Project documents (Invitation, Participant Information & Consent Form and Baseline Questionnaire) clear and easy to understand?

So far, 6 Workshops involving 56 women between the ages of 45 and 70 have been held across metropolitan Melbourne and regional Victoria. We encouraged women who were current clients of BSV, as well as those who were not, to participate. We were keen to hear from women who have had a diagnosis of breast cancer as well as those who have never received such a diagnosis.

Over 3 hours, multiple cups of tea and coffee and various forms of 'energy food', these women have generously given us their 'first impressions' as well as more detailed written comments on The Cohort Project.

Interim data is available, with a final report to be prepared after some follow-up Workshops.

Women have told us that receiving an '*Invitation to Participate*' letter would make no difference to their likelihood of attending BSV for a screening mammogram (58% of Workshop participants) and, in fact, for some women (38%) it would make them more likely to attend.

When presented with a series of options for timing of our mail-out, 45% of the women told us that they would prefer to receive an '*Invitation to Participate*' with the letter from BSV confirming their screening appointment and 32% didn't mind when such a letter arrived. In addition, 84% of the women indicated that they would be likely to participate in the Cohort Project after receiving such an Invitation, with 9% telling us they 'weren't sure'.

The Cohort Project Investigators, in conjunction with our Advisory Committee members and key BSV staff will respond to the feedback received. Women have told us that our documents need 'work' to improve clarity and readability.

Amendments will be made to the *Invitation* Letter and Participant Information and Consent Form in response to this valuable feedback. BSV Central Operations will work with Lisa Devereux, Manager of the Project, to refine contact protocols and map out Pilot Recruitment plans.

We look forward to sharing information and lessons learned when the final report is available. At this interim stage, we want to extend our appreciation to all the women who have so generously given us their time and opinions.

This partnership is off to a great start.

Don't hesitate to contact the Cohort Demonstration Project Investigators or Project Manager if you have any suggestions, comments or questions.

***The NBCF BreastScreen Victoria Cohort Demonstration Project Team.***

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