

# Early Detection Coordinator Events Summary

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## Quarter 1 April – June 2018

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### Coordinators

Debby Boehm  
Denise Corbin  
Judy Kosloski  
Laurie Pearce

This document will provide a summary of the events the Early Detection Coordinators have attended, along with feedback regarding each event.

The events are summarized at the end of each quarter.

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### Events

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Event	Date	Who Attended	Where
<input checked="" type="checkbox"/> International Women of Saskatoon	April 3, 2018	Debby	Saskatoon
<input type="checkbox"/> Pediatrics, Obstetrics & Gynecology (POGO)	April 14 & 15, 2018	Declined	Regina
<input checked="" type="checkbox"/> Medical Residents	April 19, 2018	Judy & Laurie	Regina
<input type="checkbox"/> Nurse Practitioner Conference	April 20 & 21, 2018	Declined table, Dr. Lawlor spoke	Regina
<input type="checkbox"/> Saskatchewan Registered Nurses Association	May 2 & 3, 2018	Declined	Regina
<input checked="" type="checkbox"/> Saskatchewan International Physician Practice Assessment (SIPPA)	May 4, 2018	Debby	Saskatoon
<input type="checkbox"/> Carry The Kettle Women's Wellness Day	May 10, 2018	Declined	Carry The Kettle
<input type="checkbox"/> YXE Connects	May 14, 2018	Declined	Saskatoon
<input type="checkbox"/> Muskowekwan First Nation Health Fair	May 29 & 30, 2018	Declined	Muskowakwan
<input checked="" type="checkbox"/> Global Gathering Place	May 30, 2018	Debby	Saskatoon
<input type="checkbox"/> Carry the Kettle Men's Wellness Day	June 14, 2018	Declined	Carry The Kettle

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## Events Summary, Notes and Action Items

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For the first quarter of the 2018 – 2019 fiscal year, which ran April – June, we were invited to a total of 11 events. Out of these 11 events we attended 4 and had a speaker at 1.

ATTENDED	ATTENDANCE
International Women of Saskatoon	8
Medical Residents	15
SIPPA	12
Global Gathering Place	11

Attendance at these events was about what we would expect, as they are more of an intimate setting. Having this type of setting allows for more question & answer opportunities.

Three of these events were directed towards the Health Care Professional field.

1. Medical Residents
2. SIPPA
3. Nurse Practitioner Conference – speaking engagement only by Dr. Lawlor

Presenting to these particular groups will give the medical profession a better understanding of how our screening programs work. It provides a real time question and answer forum which can cover any number of topics such as explaining our screening guidelines, explaining a change to our screening guidelines, or how to answer the questions patients may ask them regarding our mailings or the information they are receiving from us. It is a wonderful opportunity for us to explain what the program needs from the health care professionals as well as what they need from us.

Having a strong connection and a healthy relationship with the medical professionals, which consists of physicians, nurse practitioners and registered nurses will only ensure the continued and seamless success of the Screening Programs.

The other 2 events we attended were aimed at the new to Canada clients in Saskatchewan.

1. International Women of Saskatoon
2. Global Gathering Place

Attending these sessions allows men and women that are new to Canada to speak directly to us, at times with the help of interpreters. We are able to describe our programs in very simple detail if needed. We also take this opportunity to teach the interpreters about our programs in case they are approached by individuals about the information they are receiving in the mail.

## DECLINED

The Coordinators declined attending seven events.

1. POGO
2. Nurse Practitioners Conference (table portion only)
3. Saskatchewan Registered Nurses Association
4. Carry the Kettle Women's Wellness Day
5. YXE Connects
6. Muskowekwan First Nation Health Fair
7. Carry the Kettle Men's Wellness Day

When we are requested to attend an event, we look back to see if we had attended the same event in the past. There is specific criteria that needs to be met before we will commit to attending an event. In order to ensure we are hitting our target audience with our messaging and to justify the time away from the office and travel costs, every event is carefully considered and discussed.

With regards to the 2 Carry the Kettle Health Fairs, we have attended this event for a number of years. The first year we were asked to do a presentation, however, it was set up in the middle of the gym while people visited the other tables/vendors. We found it difficult to present in a setting like this, so we opted to only have a table at future events. The next 2 years we saw the attendance decline. We decided in 2018 to take a break from attending and look at this event again in 2019.

POGO was another event that we had attended in the earlier years. There was a decline in the interest of our table/booth, therefore, the decision was made to not attend in 2018.

The YXE Connects event is held in Saskatoon in the inner city area. Early Detection has attended this a few times over the years. The last year we attended was in 2017. During this visit we did not have very much interest in our table or information. During the event, we were offering taxi vouchers for women to go have a mammogram, however, we did not have any women utilize this service. There was also a discussion as to what the main interest and need of the people that were attending this event were there for. It was felt that more of the basic human needs were needed at this event. There was also a question of our safety at this event. With the lack of interest in our table and the safety concerns, we chose not to attend the event this year.

Muskowekwan sent a request for their community event and had also requested if the SPBC mobile bus would be made available to them. The mobile bus was already scheduled on its yearly route, and could not be rerouted for this event. Unfortunately we were unable to attend this event.

With regards to the Registered Nurse & Nurse Practitioner events, we have attended these events as exhibitors, multiple times over the years. The main interest in our booth seemed to become our free promotional items instead of our screening program message. The coordinators discussed that perhaps a better approach would be to ask for a speaking spot at the Nurse Practitioners Conference as this may be more beneficial to address the group as a whole to hear our message. This was approved by the organizing committee of the Nurse Practitioners Conference.

In the summer of 2017 the screening guidelines for Screening Program for Colorectal Cancer changed to be more in line with the Canadian Association of Gastroenterologists (CAG). By doing so, the program was now able to accept the recommendations of the endoscopist at the time of the colonoscopy, which in turn impacted the next screening interval for some clients, in that it would change when they would receive their next screening FIT kit from the program. As this was also a change in practice for health care providers, the coordinators discussed that our speaking spot may be better utilized to have the new screening guideline message relayed to the nurse practitioners of the province. The organizing committee approved the change in speaker and topic, and the medical advisor for the Screening Program, Dr. Bernard Lawlor, spoke at the conference. The presentation was very well received.

The coordinators also asked for a speaking spot for the Saskatchewan Registered Nurses Association Conference, however, we never received a response from the organizing committee, and therefore declined attending as exhibitors.

# Early Detection Coordinator Events Summary

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## Quarter 2 July – September 2018

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### Coordinators

Debby Boehm  
Denise Corbin  
Judy Kosloski  
Laurie Pearce

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The events are summarized at the end of each quarter.

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## Events

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Event	Date	Who Attended	Where
<input checked="" type="checkbox"/> Northern Nursing Training	July 5	Denise, Laurie, Judy	Saskatoon
<input type="checkbox"/> Mosiac Health Fair	September 6	Declined	Belle Plaine
<input type="checkbox"/> Saskatchewan International Physician Practice Assessment (SIPPA)	September 18	Declined	Saskatoon
<input checked="" type="checkbox"/> U of S Nursing Students	September 24	Debby	Saskatoon
<input type="checkbox"/> Kawacatoose Health Fair	September 25	Declined	Kawacatoose

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## Events Summary, Notes and Action Items

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For the second quarter of the 2018 – 2019 fiscal year, which ran July - September, we were invited to a total of 5 events. Out of these 5 events we attended 2.

### ATTENDED

1. Northern Nursing Training
2. U of S Nursing Students

Attendance at these events was what we expected to see.

1. Northern Nursing Training – 4
2. U of S Nursing Students – 10

Both of these events were directed to the Health Care Professional field.

Presenting to these particular groups will give the medical profession a better understanding of how our screening programs work. It provides a real time question and answer forum which can cover any number of topics such as explaining our screening guidelines, explaining a change to our screening guidelines, or how to answer the questions patients may ask them regarding our mailings or the information they are receiving from us. It is a wonderful opportunity for us to explain what the program needs from the health care professionals as well as what they need from us.

Having a strong connection and a healthy relationship with the medical professionals, which consists of physicians, nurse practitioners and registered nurses will only ensure the continued and seamless success of the Screening Programs.

The Northern Nursing Training was a unique opportunity for us, as it was designed specifically for two nursing students that were hired by the SCA for the summer. The student's main purpose was to travel up north with the Northern Health bus, attend health fairs, as well as visit and connect with members of different communities. The opportunity was taken to teach them about the three screening programs under Early Detection. That way when they visited the communities, if community members had questions about any of our screening programs they would be able to explain our programs, even alleviate any anxiety a client may feel about our programs. Initially we were hoping that FIT kits could have been handed out if a client wanted, but the technology didn't allow that to happen. Being summer, our own IT staff back at the offices were very hard to get ahold of due to holidays etc. These were both barriers. If the barriers can be removed, it would be a good idea to try and hand out kits again, as there was interest in it. Getting the participation forms filled out may be another issue as people were not willing to share that information – clients did not want their results to go to their Health Centre as they did not want others in the community to know their results.

It was found that cervical was a subject that didn't come up. It was difficult to convince people to book an appointment for a mammogram.

In total the students and bus visited 28 communities and they felt they were busy, and were in fact ready for it to be done. The nursing students felt the training met their needs. The nurses estimate they saw around 2500 – 3000 people. Some events were busier than others. Treaty days were very busy, while the Health Centre visits were not.

Other services that were offered at these visits, by other health care professionals, not our nurses, were HIV, HepC and blood glucose testing.

With regards to the partnerships that have been made, Christine with the Prevention department has 12-14 people wanting the bus and our programs to come back. There were 6 new partnerships made and 6 left.

The feedback given from the communities and our partners is that most of the people were engaged, but it will take ongoing nurturing. Direct facetime is very important.

## DECLINED

The Coordinators declined attending three events.

1. Saskatchewan International Physician Practice Assessment (SIPPA)
2. Kawacatoose Health Fair
3. Mosiac Health Fair

When we are requested to attend an event, we look back to see if we had attended the same event in the past. There is specific criteria that needs to be met before we will commit to attending an event. In order to ensure we are hitting our target audience with our messaging and to justify the time away from the office and travel costs, every event is carefully considered and discussed.

Unfortunately this quarter we were unable to attend the SIPPA presentation due to staffing issues. This is an event that we tend to present at, at every given opportunity.

The Kawacatoose Health Fair was declined due to the fact that in the invitation it stated that this was geared mostly towards children but community members would also be in attendance. Seeing as the earliest our screening programs start is age 21, we didn't think this would be the best use of our time and travel budget.

We have attended the Mosiac Health Fair for a couple of years in a row as exhibitors. The attendance has been declining. The attendees at the health fair were majority all men, but were under the age of the colorectal screening program. Based on declining interest and short notice of the event, it was decided to decline the event this year and consider it again in the future.

# Early Detection Coordinator Events Summary

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## Quarter 3 October – December 2018

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### Coordinators

Debby Boehm  
Denise Corbin  
Judy Kosloski  
Laurie Pearce

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## Events

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Event	Date	Who Attended	Where
<input type="checkbox"/> SGEU Health Sector General Meeting	October 1, 2018	Declined	Saskatoon
<input type="checkbox"/> Open Door Society Community Fair	October 3, 2018	Denise & Laurie	Regina
<input type="checkbox"/> Women's Wellness Day	October 12, 2018	Denise	Fort Qu'Appelle
<input type="checkbox"/> Wellness Expo	October 12 – 14, 2018	Declined	Regina
<input type="checkbox"/> Cat Walk for Water	October 14, 2018	Judy & Laurie	Regina
<input type="checkbox"/> Dress for Success	October 17, 2018	Judy & Laurie	Regina
<input type="checkbox"/> Women's Wellness Day	October 26, 2018	Cancelled	Peeppeekisis
<input type="checkbox"/> Global Gathering	October 30, 2018	Debby	Saskatoon
<input type="checkbox"/> Health Fair	November 6, 2018	Declined	North Battleford
<input type="checkbox"/> Medical Residents	November 8, 2018	Debby	Saskatoon
<input type="checkbox"/> Muskoday Health Fair	November 14	Cancelled	Muskoday
<input type="checkbox"/> Muskeg First Nation Health Fair	November 22, 2018	Declined	
<input type="checkbox"/> Cowessess First Nation Health Fair	December 10, 2018	Declined	Cowessess

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## Events Summary, Notes and Action Items

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For the third quarter of the 2018 – 2019 fiscal year, which ran October - December, we were invited to 13 events. Out of these 13 events, we attended six; declined five and two of the events were cancelled.

<b>ATTENDED</b>	<b>ATTENDANCE</b>
Open Door Society Community Fair	200
Women's Wellness Day	50
Cat Walk for Water	75 – 100
Dress for Success	25
Global Gathering	12
Medical Residents	21

Five events were directed to the public audience and one of them was directed towards the health care professional field. Three events that we attended were focused with the immigrant population in Saskatchewan. We attended one aboriginal health fair.

We continue to have a strong connection with the medical professional groups and are continuing to grow our relationships with the Aboriginal and immigrant organizations.

The Women's Wellness Day in Fort Qu'Appelle is an event that we have been invited to attend, not just as vendors but also as speakers on their agenda for many years now. Not only have we seen the attendance numbers increase for the event as a whole, our table has seen an increase in the attention it gets from the women that attend. We have built a very strong relationship with this area of women and healthcare workers. The healthcare workers have expressed their interest in holding Pap test clinics for the cervical screening program; however, they have a real shortage in staffing numbers.

The coordinators have attended the Open Door Society's Communication Fair for a number of years as well. We have built a solid relationship with the organizers of the event. These events are always a struggle as the immigrants who come through the fair are all at different levels of their English-speaking journey. Some groups come with interpreters while other do not. So trying to get the information across in a way people are going to understand it can be very challenging. This year we inquired on how to get back into the classroom setting at Saskatchewan Polytechnic School. We have done sessions at the school in the past with great success. Our hope for 2019 is to be in the classroom again.

### **The Medical Residents of Saskatoon**

At this event I presented to 22 residents. The information given was about the screening program for breast cancer. I will be presenting the other two screening programs in 2019. Questions were asked about how we are dealing with women with dense breast as it was in the news and the differences between mammograms and Ultrasounds. It gave the residents an understanding of how our program worked and that before we can change our standard of care, the processes has be thoroughly studied before making the final decision.

### **Global Gathering**

Presenting to women other countries help them to understand the health care we do have in our province. These women being of different ages can now share the information with older or young members of their families and friends. They asked questions and shared experiences from their countries.

### **Catwalk for Water**

This was a unique invitation for the coordinators as the main purpose of this event was to raise money for water aid for underdeveloped countries. The organizers decided though that since it was taking place in the month of October, which is Breast Cancer Awareness Month, there was an opportunity to give a portion of the money raised to Breast Screening. They approached us about setting up an informational booth. In addition we also provided our program brochures from each of our three Early Detection Programs to be included in the swag bags that over 80 participants in the event received. The group also used our short video entitled "Cindy's Story" to help tell the story of how important early detection is in potentially saving lives. The event was busy. We had several women and men come to our informational booth asking questions and collecting brochures. Proceeds from the dessert raffle were donated to Breast Screening as well as a portion of the monies raised in the silent auction. The dessert raffle prize was donated by JLK Designs. A total of \$3000 will be donated to Breast Screening which was very much appreciated. It was a good opportunity to attend an event "outside the box" and share our message. We were well received. We would do this type of event again.

### **Dress for Success**

Breast Screening was approached about speaking at Dress for Success. They have a monthly professional women's night where they invite certain organizations to speak on certain topics. Because it was October and Breast Cancer Awareness Month they reached out to us. We presented on all three of the programs. Approximately 25 women attended. Some of the women were new comers to our province. All the women have been going through "training" to re-enter the work force. The women were engaged and asked lots of questions. They were provided with program brochures. We also had the women complete a survey after the presentation. The survey results were positive. We agreed we would do this type of public event again as it provided us with a real opportunity to have an interactive presentation with the attendees with lots of questions.

## **DECLINED**

The Coordinators declined attending five events.

1. SGEU Health Sector General Meeting
2. Wellness Expo
3. North Battleford Health Fair
4. Muskeg Health Fair
5. Cowessess First Nation Health Fair

Declining events can be a difficult decision. We are very appreciative of the invitation and would like to be able to provide our services and share all of our knowledge and passion about the importance of screening programs to every group that has reached out to us.

When we are requested to attend an event, we look back to see if we had attended the same event in the past. There are specific criteria that needs to be met before we will commit to attending an event. In order to ensure we are hitting our target audience with our messaging and to justify the time away from the office and travel costs, every event is carefully considered and discussed.

With regards to the SGEU Health Sector General Meeting, the coordinators discussed the value of attending, and decided that due to the nature of the meeting that the best value to our programs and to

the attendees of the SGEU meeting would be to provide our informational brochures for distribution to the attendees.

The Wellness Expo was attended in 2017. Due to controversial issues we have decided to terminate the relationship with the organizers.

The Muskeg Lake Cree Nation Health Fair was declined as we did not receive the information we require back in time. We will keep this information to possibly attend if and when they have it again.

When we were invited to the North Battleford Health Fair, we were provided with two options. They were having a health fair but were also suggesting a Lunch and Learn. We decided that the Lunch and Learn would provide us with the best captive audience. They will get back to us when they have the details arranged.

An invitation was sent to us from the Cowessess First Nation. Unfortunately, we were unable to attend this event, but we did offer to send out two client stories from the breast and colorectal programs. The organizer was very appreciative of the videos and had arranged to have them played throughout their program. We also sent promotional items to have available for their attendees.