



Cancer  
Council

# Designing for impact with multicultural community-led projects: Evaluation of a cancer screening grants program

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# Evaluating impact in 11 community projects

AIM: Increase bowel and cervical cancer screening for culturally and linguistically diverse Victorians

- Grants up to \$5000
- Arabic, Mandarin and South Asian languages
- Funded by Victorian Department of Health

Jan 2020

Open application  
process

Mar 2020

Committee  
selects 11  
projects

Oct 2020

Evaluation design and  
training workshop

Jan to Oct 2021

Projects implemented

# Background

		Victorians	Australians	CALD Australians
National Bowel Cancer Screening Program	People 50-74 every two years	44.6%*	41.6%*	24.8%-34.3%**
National Cervical Screening Program	Women & people with a cervix 25-74 every 5 years	61.9%***	62.4%*	?

\* Preliminary participation 2019-2020 [AIHW Quarterly Data](#) 15 July 2022

\*\* Participation 2018-2019 AIHW 2021 [Bowel Screening Monitoring Report](#) p.48

\*\*\* 4 year estimated participation 2018-2021 [AIHW Quarterly Data](#) 15 July 2022

# What do we already know?

## ADDITIONAL BARRIERS



Low knowledge



Health and cancer beliefs



Cultural norms

## INTERVENTIONS

Tailored community engagement leads to increased knowledge, confidence, changes in beliefs about cancer screening

IMPACT?

# 11 Projects

## BOWEL

Arabic women

Sinhalese group

Church elders

Refugee group

People with a disability

Chinese group

## CERVICAL

Play groups

Refugee women

Sport group

Mosque group

Regional women

## IN PERSON ACTIVITIES

- Group session with meal
- Individual session in appointment
- Walking group
- Group screening appointments

## REMOTE ACTIVITIES

- Group Zoom
- Individual and small group calls
- Messages
- Recorded USB presentation

# Collaborative evaluation design

## 1. Collaborative

- Understanding
- Shared ownership
- Strengthened design
- Proportionate

## 2. Simple

- Accessible language
- On one page
- More confidence
- Better feedback

# Evaluation challenges

## 1. Remote evaluation

- Busy time
- Learning what worked
- Community anxiety

## 2. Different aims

- Increasing knowledge rather than increasing participation

# Examples of tools selected

## Post activity survey in Urdu

اسروائیکل کینسر کی اسکریننگ کا تعلیمی سیشن  
شرکا کا سروے

اس تنظیم کا نام جس نے سیشن منعقد کیا:  
مہربانی کر کے اپنے جواب پر گول دائرہ لگائیں:

دیگر	عورت	مرد
آپ کی عمر کیا ہے؟		
آپ اب گھر میں انگریزی کے علاوہ کوئی اور زبان بولتے ہیں؟		
کیا آپ نے پچھلے 5 سالوں میں گھر پر سروائیکل اسکریننگ ٹیسٹ کیا ہے؟	ہاں	نہیں

نہیں	خیریت	ہاں
کیا آج کی پریزیٹیشن کے نتیجے میں آپ کے سروائیکل کینسر کی اسکریننگ کے بارے میں علم میں اضافہ ہوا ہے؟		
کیا آج کی پریزیٹیشن کے نتیجے میں آپ کو یہ سمجھنے میں مدد ملی ہے کہ سروائیکل کینسر کی اسکریننگ کیسے کی جاتی ہے؟		
کیا آپ اب سروائیکل اسکریننگ ٹیسٹ کروانے کے بارے میں زیادہ پر اعتماد ہیں؟		
اگے جب آپ کی باری آئیگی، تو کیا آپ سروائیکل اسکریننگ ٹیسٹ کروائیں گے؟		
کیا آپ اپنے خاندان کے افراد اور دوستوں کی حوصلہ افزائی کریں گے کہ وہ باقاعدگی سے سروائیکل اسکریننگ ٹیسٹ کروائیں؟		

کیا آپ آج کے سیشن کے بارے میں کوئی اور تبصرہ کرنا چاہیں گے؟

## Dilly bag reflection activity

Dillybag reflection activity  
Cervical cancer screening education

Time: 15mins

Participant number: suited to groups less than 30 people  
\* This activity must be done in person

You will need:

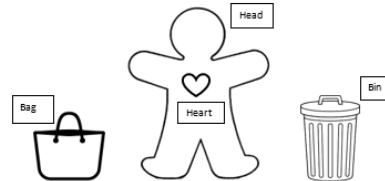
- Whiteboard or large piece of butcher paper
- Whiteboard marker
- Sticky notes (enough for 4 per participant)

Instructions:

This activity is a reflection activity that can be done at the end of an education session. You will draw an outline of a person with a bag to their left and a garbage bin to their right.

Provide participants with 4 different coloured sticky notes each. Ask participants to write their responses to each of the four thoughts and place the sticky notes on the corresponding area on the figure.

Head – "Something I have learnt"  
Heart – "Something I felt"  
Bag – "Something I will share with someone later"  
Garbage bin – "Something I want to forget or did not like about today"



When the activity is completed, you will need to collect all of the sticky notes organised by question and enter the responses into a word document clearly listing each of the 4 area headings and what the participants responded under each heading. This document will be sent to Cancer Council as part of the evaluation impact reporting. You may also wish to take a photo of the finished activity to send to Cancer Council and for your own records.

• Translated

• Using faces in the scale

• Alternative activity

This activity is credited to: The Fred Hollows Foundation. (2016). Lessons to share about planning, implementing and evaluating Community Based Worker programs. Darwin: The Fred Hollows Foundation.



# Collaborative evaluation design

Community outcomes	1. Increased knowledge 2. Increased confidence 3. Intention to share info 4. Intention to screen	Survey after activities
Community impacts	1. Shared information 2a. Ordered a bowel kit 2b. Completed a screen	2 month follow up survey
Grantee outcomes	Increased capacity to deliver cancer screening education	Interview with grantees
Implementation	What worked well/ not well?	

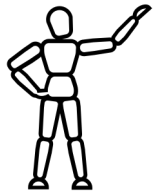
# Community Outcomes

More than 80% of participants reported...



...increased knowledge

11 projects



...increased confidence

9 projects



...intention to tell others

9 projects



...intention to screen

9 projects

# Community impact: Sharing information



More than 60% of participants told others

10 projects

938 participants



1024 extra community members

23 grantees



22 extra community leaders

# Community impact: Bowel screening

	Arabic women	Refugee group	Sinhalese group	People with disability	Church elders	Chinese group
Ordered kit	24%	95%	4%	66%	46%	70%
Completed kit	35%	38%	46%	56%	58%	81%
Response rate	55, 59%	21, 64%	26, 23%	121, 72%	26, 87%	27, 11%

## Refugee project

Settlement  
support  
workers

Arabic  
(in-language)

33 people attend  
Zoom sessions

Follow up  
calls

95%  
order

38%  
screen

# Community impact: Cervical screening

	Play groups	Mosque group	Refugee women	Regional women	Sport group
Completed	100%	17%	7%	74%	12%
Response rate	9, 10%	6, 25%	14, 52%	42, 88%	25, 100%

## Regional Project

Nurse CSP	Hindi, Punjabi, Tamil, Malayalam (interpreter)	35 women attend information lunches with tour	74% screen
		15 receive recording on USB	

# Why is this exciting?



- Demonstrating impact
- Amplifying impact
- Funding
- Improving and learning



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