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A Sustainable Model
BreastScreen Victoria’s approach to environmental and corporate sustainability encompasses strategies and practices that are designed to meet the needs of our clients and stakeholders today and to protect, support and enhance the human and natural resources that will be needed in the future.
Mission, Vision, Values

OUR MISSION
BSV will extend the lives of Victorian women by detecting breast cancer early and enabling improved treatments.

OUR VISION
We will screen a growing number of women each year.
We will be an essential component of cancer care in Australia.
We will support research and embrace new findings and technologies to improve our services.
We will be highly regarded by the women we serve.

OUR VALUES
Client focus – Women’s health is our primary focus
Quality – We pursue excellence
Partnerships – We work with our partners to achieve our mission
Flexibility – We are innovative and creative
Efficiency – We make best use of resources
Transparency – We are forthright and accountable

Caring About Women

Our circle of women is symbolic of Victorian women coming together in unity, holding hands, offering support, encouragement and friendship. The women, who link hands to form our logo, each represent the qualities that women value – the qualities we strive to bring to each woman’s experience at BreastScreen Victoria.

Our circle of women

Purple woman – reassurance
Green woman – caring
Pink woman – healthy
Blue woman – affirming
Orange woman – respect

About BreastScreen Victoria

At the Australian Health Ministers’ Conference in 1990, health ministers from all states and territories joined the federal minister in endorsing the establishment of a national screening program for the early detection of breast cancer. The program – now known as BreastScreen Australia – sought to reduce deaths from breast cancer by using an organised, systematic and evidence-based screening model. BreastScreen Australia invites women aged 50–69 years who do not have any breast cancer signs or symptoms to have a free screening mammogram every two years.

The BreastScreen Australia Evaluation Report June 2009 concluded that the Program has been successful in reducing mortality from breast cancer at the current participation rate of 56% in the target age group (women aged 50–69 years) by approximately 21-28%.

BreastScreen Australia

BSV will extend the lives of Victorian women by detecting breast cancer early and enabling improved treatments.

BSV will support research and embrace new findings and technologies to improve our services.

BSV will be highly regarded by the women we serve.

Our Mission

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We will be an essential component of cancer care in Australia.
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Our Vision

Client focus – Women’s health is our primary focus
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Values

Caring About Women

The many people who support and sustain BreastScreen Victoria Program share a commitment to the ongoing provision of quality screening and assessment services that the women of Victoria have come to expect. BreastScreen Victoria’s clinical staff are highly skilled and experienced in the detection and assessment of breast cancer. Our model of care aims to ensure that all women have equal access and experience a respectful and affirming service. Whilst current evidence suggests that the benefit of routine screening mammography is greatest in the 50–69 years age group, women in their 40s and over 70 are also eligible for free screening mammograms with BreastScreen Victoria.

BreastScreen Victoria

Jointly funded by the Victorian State Government and the Commonwealth Government, BreastScreen Victoria is an accredited part of BreastScreen Australia. BreastScreen Victoria began in 1992 with the establishment of a coordination unit in Carlton to oversee a pilot project which conducted 9,071 screening mammograms. The Program now encompasses a state-wide network of eight screening and assessment centres, 32 fixed screening locations and 26 mobile screening locations, conducting close to 200,000 screening mammograms annually.

BreastScreen Victoria is part of the national breast cancer screening program inviting women aged 50–69 to have free screening mammograms every two years. BreastScreen Victoria aims to reduce deaths from breast cancer through early detection of the disease.

BreastScreen Victoria has a network of services around the state including eight regional assessment centres, 32 screening centres and a Mobile Screening Service that visits about 26 communities every two years.
BreastScreen Victoria will extend the lives of Victorian women by detecting breast cancer early and enabling improved treatments. This Mission statement, revisited and refreshed in 2010, goes to the very heart of why we must deliver a sustainable breast screening program — to save women’s lives. In my first term as Chair of BreastScreen Victoria, I have seen the Program enter a period of concerted and strategically focussed activity, wholly directed towards achieving this Mission.

The Digital Mammography Project which commenced during 2009–2010 is the largest and most expensive project ever undertaken by BreastScreen Victoria. At the earliest emergence of this new technology, the Program recognised the potential of digital mammography to transform the nature of screening. A great deal of energy was expended to plan the conversion from analogue to digital and to secure the funding base to support the infrastructure and equipment upgrades required. Thanks to this vision and to the $32 million and $10 million provided by the Federal and State Governments respectively, we have made the transition from analogue to digital, to having many sites across Victoria now, or soon to be, converted to digital.

In June 2010, the Premier John Brumby, formally announced a ‘first’ for BreastScreen Victoria. In partnership with St Vincent’s Hospital and David Jones, the Program will open the Rise Clinic in the centre of Melbourne’s CBD. A convenient site for women who live or work in the city, or an alternative for those reluctant to screen in traditional settings, the Rise Clinic will offer a comfortable, non-clinical environment for screening.

Recognising the need for the Program to evolve in a sustainable way that meets the needs of our growing population, the Board commissioned a planning process to identify Key Result Areas and projects for BreastScreen Victoria’s operations until 2013. This strategic plan recognises substantial issues and activities for the Program and sets out critical projects to be completed over the next three years.

One of the key issues we face is achieving the national target of 75% of women aged 50-69 participating in screening, and meeting this screening target in the face of specialist workforce shortages, the withdrawal of private clinics as service provision and demands on assessment clinics.

Addressing these issues remains at the forefront of Board activity. We have commenced a major review of the operating model to identify ways to increase capacity. The findings of this review are due in December 2010. We have also commissioned research into factors which influence women to attend screening so as to improve participation rates and have established a program to introduce, and recruit, radiologists-in-training to BreastScreen.

Continuous quality improvement is intrinsic to the sustainability of any service delivery model. The Board itself is not exempt from this and during the year we initiated a Board Assessment Process whereby independent auditors will report on the current strengths of the Board and will identify areas for development. Regular education sessions will be scheduled and an audit of the Terms of Reference for every Board of Management Sub-Committee will be conducted.

BreastScreen Victoria has continued to focus on improving service delivery while seeking ways to improve our financial performance. We have again ended the year in a strong financial position due to the tight but measured control exercised by the management team.

At the close of the financial year, it is important to acknowledge the hard work and dedication of all those connected with the Program to deliver such highlights.

The Board would like to recognise the strong performance of the Program in achieving 94% of its target screens with a high level of consumer satisfaction. We thank our Screening and Assessment Services and their auspice organisations, not only for their commitment to meeting service targets, but for engaging with our clients at the ‘frontline’ of BreastScreen Victoria.

I would like to acknowledge the members of the BreastScreen Victoria Board who give generously of their time and expertise without remuneration, and our partners in service delivery at the Department of Health, in particular Jim Hyde and Louise Galloway, for their support throughout the year. My thanks also to CEO Vicki Pridmore, the management team and staff for their hard work and dedication above and beyond the call of duty.

Lost but certainly not least, I offer my sincere appreciation to all the women who support BreastScreen Victoria, those who formally support us through participation on our consumer advisory groups at a local or state level, those ‘informal’ ambassadors who promote the Program to their family and friends, and the many women who take the time to provide valuable feedback about the service we deliver. It is humbling to know that we can, and do, make a difference.

I am sitting at my desk contemplating the considerable logistical effort needed to ensure that more than 300,000 Victorian women are sent a screening invitation letter, can contact our call centre, select an appointment time and location that best suits their lifestyle, and then attend for a screening mammogram. Women who receive the difficult news that a cancer has been detected must then receive a caring transition to the treatment pathway.

I, like many other women, have arrived at a BreastScreen Victoria clinic feeling slightly nervous about my routine screening mammogram, only to be welcomed and guided through the process by committed, expert staff. I too, have received my results letter and, with the relief of receiving the ‘all-clear’ news, have filed it away, knowing that I don’t need to think about my mammogram again for two years. And that is exactly as it should be for all women who take advantage of this important free program.

Behind the scenes however, radiologists, radiographers, nurses, counsellors, administrators, surgeons, information services staff, Board members and management constantly grapple with ways to improve the experience and the efficiency of the service.

Sustainability is a word well-used across environmental and business spheres but what does it mean when applied to a public health screening program? I have spoken before of the tensions inherent in offering a quality service to more and more Victorian women in the context of increasing costs in the health sector and the scarcity of specialists with the necessary skills. Asking people to work harder or longer is not necessarily the answer. Allowing them to take advantage of digital technology to reshape the way that they work is certainly part of the answer.

With the absolute commitment of State and Federal Government, this year has seen the Digital Mammography Project (DMP) begin deploying millions of dollars of new technology across Victoria. Digital mammography will allow BreastScreen Victoria to deliver better services no matter where our clients and assessment services are located in the state. Much like the change from film to digital cameras, digital technology gives more flexibility in using and transporting images to specialist doctors over a broadband network.

Digital mammography is one solution to providing a sustainable program but we cannot rely on this alone to strengthen and expand our operations. This year, the Board and senior management have systematically gathered and rigorously tested many of the ideas we know about running a population based screening program. We have also identified some new opportunities for quality improvement, research and education, some of which are already underway and some are still in the planning phase.

• A new telephone system and changes to our registry information system will increase call centre efficiencies and will allow women in the near future to create and change their own appointments online. Plans to upgrade the state-wide server capacity and connectivity will improve the speed of image transmission now and will set the scene to allow ready movement of images around the state to available clinical staff.

• BreastScreen Victoria’s collaboration with Peter MacCallum, Melbourne University and the National Breast Cancer Foundation in the Lifepool project will give women the opportunity to participate in breast cancer research, opening up the possibility for large-scale research breakthroughs and improved public screening policy in the coming years.

• A Breastscreen rotation for a large number of radiology registrars will increase knowledge of the Program and potentially recruit more specialists, helping alleviate the chronic shortage of expert clinicians.

• Piloting a screening clinic that offers women breast, cervical and bowel screening at the same appointment, to test ideas on how the Program might evolve.

• Understanding why women decide not to make a first appointment, or don’t return for subsequent screening.

The results of each of these ideas, plus many more, will directly shape our sustainability. As we test and evaluate each initiative, we are guided by the most current evidence: early detection is still the best protection against breast cancer mortality and the best way to find breast cancer early is through regular breast screening.

I congratulate Professor Katherine McGrath on her appointment to the position of Chair of the BreastScreen Victoria Board and thank her for her leadership and support over the past 12 months. I look forward to working with Prof McGrath, the Board of Management, our service delivery partners, and our many dedicated staff, to continue to improve the BreastScreen Victoria program for the women of this state.
2009–2010 at a Glance

Total number of breast screens 2008–2009: 189,495

- First screen: 13.4%
- Subsequent screen: 86.6%

Total number of breast screens 2009–2010: 195,454

- First screen: 13.8%
- Subsequent screen: 86.2%

In 2009–2010, BreastScreen Victoria managed all programs within the budget. An evaluation of the financial year ending 30 June 2010 shows expenditure of 99% of the total budget. Including other sources of income, revenue for the rollout of the Digital Mammography Project and other grants received, the surplus is $436,830. This surplus will be allocated to 2010–2011 expenditure to further enhance screening services in line with strategic direction as directed by the Board of Management. Total expenditure for 2009–2010 was $32.99m.

Screening and Assessment Services (SAS) are funded based on targeted screens and assessments. In addition, funds are applied directly through the BreastScreen Coordination Unit which develops and reviews program policy, monitors service provision, provides IT network support, coordinates special projects and administers the funding for the network of accredited screening and assessment centres located in both the public and private sectors. In 2009–2010, 87% of funds were directly applied to the SAS.

Strategic projects are approved by the Board of Management in line with the BreastScreen Strategic Plan 2010–2013. Funding comes from different sources. The State and Commonwealth Governments fund the majority of projects whereas other projects may be funded by specialised groups. Several strategic projects were funded from accumulated surpluses. In 2009–2010, expenditure on strategic projects included: the rollout of digital mammography across the state, workflow management review, strategic planning workshops, the review of the Breastscreen research agenda, radiographer training and a demographic analysis.

Financial Highlights

- 2009–2010 Budget: $32.99m
- 2009–2010 Actual: $32.99m

Breast cancers diagnosed by BreastScreen Victoria since February 1993: 17,031

- Women who self identify as Aboriginal and/or Torres Strait Islander (ATSI)
- Women who self identify as speaking a language other than English at home are classified as Culturally and Linguistically Diverse (CALD)
- Cancers including invasive and ductal carcinoma in situ

Breast cancers diagnosed by BreastScreen Victoria since February 1993: 2,929,530

Screening mammograms performed by BreastScreen Victoria since February 1993:

- Women who self identify as Aboriginal and/or Torres Strait Islander (ATSI)
- Women who self identify as speaking a language other than English at home are classified as Culturally and Linguistically Diverse (CALD)
- Cancers including invasive and ductal carcinoma in situ

BreastScreen Victoria Annual Report 2009–2010

BreastScreen Victoria Annual Report 2009–2010
DIgITAL MAMMOGRAPHY PROJECT

After last year’s announcement of $10 million from the State Government to rollout digital technology and up to $32 million of Commonwealth funding to upgrade breast screening equipment, BreastScreen Victoria completed ‘Year One’ of the Digital Mammography Project (DMP) during 2009–2010.

In January 2010, Krystyne Dillon was appointed DMP Operational Project Manager. By June 2010, 11 staff with strong experience across project management, IT, change management, communications and throughout planning had been recruited to the DMP.

A detailed project implementation plan, including the identification of urgent needs sites, was developed in conjunction with the Department of Health’s Strategic Project Manager Alison Hawkins. The state-wide rollout of digital technology across Screening and Assessment Services, screening clinics and the two Mobile Screening Services was scheduled from January 2010 to November 2013. In all, over 60 sub-projects will make up the DMP.

A number of associated projects which leverage off the benefits of digital technology will also be implemented to improve service delivery across the Program.

Other DMP achievements for 2009–2010 were the installation of digital reading equipment at Monash, North-Western and St Vincent’s BreastScreen Screening and Assessment Services, enabling digital images to be received from any of their associated digital clinics. Digital IT connectivity was also completed at Warrnambool, Greensborough, Shepparton and Warragul screening clinics.

The latter half of 2010 will see a new digital screening clinic opened within Sunshine Hospital, the Footscray clinic will receive refurbishment and conversion to digital technology, and a digital screening clinic in Moonee Ponds will be opened in partnership with Holmsglen and Southern Health.

Each digital site rollout has provided a separate set of challenges but local clinic staff and the DMP team have risen to the task. Postimplementation reviews will enable staff to take advantage of the learning opportunities presented, ensuring continuing quality improvement for future projects. BreastScreen Victoria thanks the members of the DMP Project Control Group who have guided the Project since August 2009 and all staff evolved for their commitment and dedication.

INFORMATION TECHNOLOGY

November 2009 saw the Picture Archiving and Communication System (PACS) upgraded, enabling the Client Information Management System (Gecko) to integrate further with PACS and offer image annotation in a dual blind reading environment.

Discussions were held with the National E-Health Transition Authority (NEHTA) regarding national standards for digital mammography, interoperability and the implementation of individual health identifiers (IH).

The National Breast Cancer Foundation’s lifelong project was supported with the system functionality required to recruit 100,000 women to the project cohort.

The IT helpdesk resource was increased to provide high quality support to the Screening and Assessment Services during conversion to digital technology. Gecko was further developed with three releases during the year including improvements to workflow in the digital environment, enhanced central mailing system and further consolidation of the appointment booking system. A request for information (RFI) to test Gecko in the market concluded that Gecko provided superior functionality and realisation plan and will be completed by the end of the DMP project.

REGISTRY ADMINISTRATION AND CALL CENTRE

The past year saw a number of developments in Registry Administration and the Call Centre. Karyn McCluskey was appointed Call Centre Team Leader following the departure of Karen Roberts in May 2009. Karyn brings a wealth of knowledge gained as an operator with BreastScreen Victoria for over 13 years to her new role.

An operational review of the Call Centre led to the development of a standardised operator script to increase consistency of key messages. The updated script delivered additional improvements, including enhanced workflow and reduced queue times.

The ability to respond to clients quickly and efficiently improved during the year with the Call Centre consistently achieving a service level of over 80% of calls answered within two minutes.

A proposal to upgrade the telephone - PABX and Call Centre was approved by the Board of Management. Featuring the latest communications technology and hardware, the new system will support increased demand by providing an advanced suite of features and applications. The system will be in operation by the end of 2010.

Year in Review – BreastScreen Coordination Unit

Pramet John Brumby and David Jones ambassador Megan Gale at the announcement of the Rose Clinic in June 2010.

ROSE CLINIC LAUNCH

In an exciting first for the Program, BreastScreen Victoria, in partnership with David Jones and St Vincent’s hospital, announced that it will open a new screening clinic in the heart of Melbourne’s CBD. Located within the David Jones Bourke Street Mall store, the Rose clinic is due to open in August 2010. As part of the DMP, the clinic will be equipped with state-of-the-art digital screening technology. It is estimated that more than 7,000 women per year will take advantage of this comfortable, non-clinical environment for their regular screening mammograms.

Coordinator of Registry Administration and the Call Centre, Sharon Eades, (front centre) officially opened the new mail room in April 2010.
Following the successful rollout of the Centralised Mail Project in 2007–2009, a new mailroom was officially opened in April 2010. The large open space in the Coordination Unit houses a newly purchased mail machine which will process more than 800,000 BreastScreen Victoria mail items each year. A number of Call Centre staff became ambassadors for the Program, representing BreastScreen at education events and festivals around Melbourne.

Their knowledge and enthusiasm was outstanding.

Total number of calls received
2009–2010: 311,667
Percentage of calls answered within 2 minutes: 93.27%
Total client mail items posted
2009–2010: 822,415

INFORMATION SERVICES
Lisette Bicknell and Jenny Brosi were officially appointed Co-Managers of the Information Services team in January 2010.

Production of an Annual Statistical Report was reintroduced by the Program. The 2004 edition was completed in revised electronic format and the intervening years will become available on the BreastScreen Victoria website during 2010–2011.

A comprehensive review of the client Information and Consent form, the B1, was undertaken in consultation with key stakeholders, including the state Consumer Advisory Committee. The revised form has a more ‘user-friendly’ tone and appearance. The ‘Guide to the Information and Consent Form’ also underwent a make-over and is now available on the BreastScreen Victoria website.

Information Services provided support to two significant research projects during the year: the ‘NEAT’s Lifepool Melbourne Cohort’ study and Melbourne University’s ‘Breast Density’ project.

Training programs were offered at local site level and at the Coordination Unit, increasing the knowledge base of the Health Information Manager Group.

The process of introducing women to the Program through the use of the Electoral Roll was revised and enhanced, with the number awaiting invitation reduced from 45,000 in January 2010, to 25,000 by the end of June 2010.

SPECIAL PROJECTS
As part of the 2008 Victorian Cancer Action Plan, the Victorian Government in conjunction with the three major cancer screening programs – breast, bowel and Pap – made a commitment to increase the rate of screening, with a particular focus on communities with lower than average participation rates.

As part of this strategy, BreastScreen Victoria contributed to three Department of Health funded projects: geographical mapping of participation rates across Victoria, a literature review on barriers to screening and strategies to overcome them, and an environmental survey of strategies used to promote screening used across Australia and New Zealand. These projects are informing the development of collaborative approach between BreastScreen Victoria, Pop Screen Victoria and the National Bowel Screening Project to promote screening.

In April 2010, BreastScreen Victoria employed Project Officer Yvette Spero to develop a statewide strategy to better engage with women from culturally and linguistically diverse backgrounds.

Other projects undertaken this year include a study to explore the feasibility of expanding the role of radiographers to undertake reporting on screening images, a review of our research agenda and a review of the Radiographer Training Centre.

COMMUNICATIONS
Increasing participation in the Program by strengthening BreastScreen Victoria’s profile with consumers, GPs, cancer agencies, health service providers, the media and Government was the primary Communications focus during the year.

Year in Review – BreastScreen Coordination Unit
(Continued)

A Guide to the BreastScreen Victoria Registration and Consent Form

It’s important. It’s free. It’s leaving.

BreastScreen Victoria

A Guide to the BreastScreen Victoria Registration and Consent Form

It’s important. It’s free. It’s leaving.

BreastScreen Victoria

It’s Darren Firth (L) and John Siddham clocked up 15 years of service to BreastScreen Victoria.

Highlights for 2009–2010 included:

• An electronic GP resource, featuring key messages about the Program, was distributed via the Information Officer network to GPs around the state.

• ‘A Year in Pink and Spread the Word’ BreastScreen Ambassadors campaign was launched, using the much admired ‘circle of women’ lapel pin as a brand reinforcement tool.

• Funding was approved for a signage upgrade for all BreastScreen Victoria clinics across the state to improve visibility, increase brand recognition and decrease barriers to screening. The signage upgrade project will be completed in early 2011.

• Pink bookmarks with strong branding and key screening messages were introduced as marketing collateral. Widely distributed at BreastScreen Victoria education sessions and other cancer agencies breast awareness events, the bookmarks have proven to be very popular with consumers. The bookmarks will be available in community languages by the end of 2010.

• In conjunction with the CALD Project Officer, information resources for CALD women were reviewed. Updated and improved in-language resources will be published in late 2010.

• Local media campaigns were used to increase participation in targeted areas.

• A suite of advertisements for local newspapers was developed for the Mobile Screening Service and street banners featuring the bright band of women design were manufactured to accompany the mobile vans around Victoria.

• Proactive media opportunities were sought to promote the BreastScreen message. CEO Vicki Pridmore was a guest on a number of radio programs during the year and the announcement of the Rose Gaze at David Jones Bourke Street Women’s Store attracted widespread media coverage.

• Joint promotional opportunities were sought with other breast cancer agencies. BreastScreen Victoria had a strong presence at the Breast Cancer Network Australia’s Field of Women and at many National Breast Cancer Foundation events. During 2010–2011, plans are underway to have a presence at the National Breast and Ovarian Cancer Council’s Pink Ribbon events and at the National Breast Cancer Foundation’s Mother’s Day Classic.

STAFF
There were several changes to the staffing profile this year. The senior management team farewell’d Rose Blustein, Manager Business and People and Barry Ingale, Acting Finance Director. BreastScreen Victoria thanks both Rose and Barry for their significant contributions to the Program.

Welcome into the senior management team were Doris Camilleri who was appointed Director Corporate Services in September 2009, Krystyne Dillon who commenced as Project Manager of the Digital Mammography Project in January 2010, and Emma Kelly who was appointed Communications Manager in June 2010.

Congratulations to the following Coordination Unit staff for their long-service milestones reached during the year. We thank them for their commitment and contribution.

15 Years
Barry Gane
Derek Firth
Karyn McCusker
Jane Siddham

10 Years
Gina Ansode
Christine Cerche
Maria Giampa
Zoran Knezev
Year in Review – Screening and Assessment Services

**BREASTSCREEN VICTORIA SCREENING AND ASSESSMENT SERVICE, BENDIGO**

Established: 1995
Number of screening mammograms performed in 2009-2010: 12,736
Proudly brought to women by: St John of God Health Care, Bendigo
Radiology provider: Bendigo Radiology
Coverage: The Screening and Assessment Service, Bendigo has screening centres in Bendigo and Milawa. The Service hosts the Mobile Screening Service every two years at Echuca, Kerang, Murray Valley, Robinvale and Swan Hill.
Accreditation status: 2 year accreditation with high priority recommendations until February 2011.
Clinical Director: Rob Gibbins MBBS, FRANZCR
Program Manager: Carol Gibbons GAIC, Adv Dip Bus Man, Dip App Sci (Radiography)

**HIGHLIGHTS**

‘Further Views’ clinics examining areas of calcification on mammograms were introduced in the Bendigo region.
A television advertisement was created to promote BreastScreen Victoria on WIN TV.
Data storage was improved through the introduction of radiology provider, Bendigo Radiology.

**CONSUMER INVOLVEMENT**

Edna Callaway, Anne Jones, Jill Smart, and Margaret Birell resigned from the Consumer Advisory Committee (CAC) after more than five years of service. We thank them for their contribution and for mentoring the four new CAC members appointed.

**HEALTH PROMOTION**

All GP clinics in Bendigo, Echuca, Kerang and Swan Hill were visited for promotion and/or professional education sessions. Liaison with remaining GP clinics in the Loddon Mallee region continued.

**CONTINUING EDUCATION**

Clinic staff attended an education session on cultural awareness. Data staff attended the Coordination Unit’s Business Objects training day.

**BREASTSCREEN VICTORIA SCREENING AND ASSESSMENT SERVICE, GEELONG AND SOUTH WEST**

Established: 1993
Number of screening mammograms performed in 2009-2010: 16,191
Proudly brought to women by: Lake Imaging
Radiology providers: Lake Imaging, Western District Radiology, Portland District Health, Bendigo Radiology
Coverage: The Screening and Assessment Service, Geelong and South West has screening centres in Geelong, Portland and Warrnambool.
Accreditation status: 4 year accreditation valid until November 2013.
Clinical Director: Dr Linda West MBBS (Honors), FRACR
Member Breast Interest Group RANZCR
Program Manager: Brenda Golding National Dip Radiography, National Higher Dip Radiography, Accredited in MRI, Member of Australasian Institute of Radiography

**HIGHLIGHTS**

The annual screening target was exceeded for the year, with 1,327 more women screened than in 2008-2009.
The Screening and Assessment Service achieved full four-year Accreditation in November 2009. This excellent result is a credit to all staff.
The appointment of an additional radiographer increased screening numbers by an average of 18 women each day.
Digital connectivity at Warrnambool in March 2010 facilitated an increase in service delivery and will play an active role in the promotion of BreastScreen.

**STAFF**

Brenda Golding was appointed Program Manager/Breast Clinic Manager in April 2010. Jan Henry commenced as Data Clerk. The Service farewellled Program Manager Judy Dahle, Radiographer

**CONSUMER INVOLVEMENT**

The Service conducted a campaign to increase members of the Geelong Consumer Advisory Group, successfully recruiting some enthusiastic new members. During 2010-2011, the group will contribute important feedback on service delivery and will play an active role in the promotion of BreastScreen.

**HEALTH PROMOTION**

Information Officer Marg Lannen initiated a number of promotional opportunities for the Service including: ‘Life, Health & Feeling Good’ seminar at Timboon, with guest presenter Sally Cockburn (Dr Feelgood), a radio interview with Vision Australia, multicultural talks with Diversit, the Cancer Council’s Relay for Life and editorial in the inaugural edition of Ruby magazine.

Win Posthumus and Data Clerk Donna Webb during the year. Thanks to all for their contributions.
Carol Stewart was appointed the new Information Officer in Portland.

**CONTINUING EDUCATION**

Professional development sessions held for staff with invited specialist speakers included ‘Failed to Attend/Unfilled Appointment Management’ and ‘Managing Screening Appointments’.
The Nurse Counsellors continued the following sessions: Frankie Linke completed ‘Boundaries’, ‘Indigenous Counselling’ and ‘Ethical dilemma with Mental Health Academy; Kathy Osborne attended ‘Unraveling Loss and Grief’, National Association for Loss & Grief Counseling’ and ‘Ethical Dilemmas’ with Mental Health Academy; Kathy Osborne attended ‘Unraveling Loss and Grief’, National Association for Loss & Grief Counseling’ and ‘Ethical Dilemmas’ with Mental Health Academy; Kathy Osborne attended ‘Unraveling Loss and Grief’, National Association for Loss & Grief Counseling’ and ‘Ethical Dilemmas’ with Mental Health Academy; Kathy Osborne attended ‘Unraveling Loss and Grief’, National Association for Loss & Grief Counseling’ and ‘Ethical Dilemmas’ with Mental Health Academy.
Year in Review – Screening and Assessment Services

(Continued)

**HIGHLIGHTS**

Digital mammography at the Bairnsdale screening site was officially rolled out in October 2009. Preliminary works commenced on the conversion of the Traralgon site. Digital connectivity for the Warragul site will officially go live in July 2010. The Mobile Screening Site visited all six Gippsland locations between June and November 2009. The MSS visits doubled the screening and assessment workload and the team are to be commended for their diligence and professionalism during this busy time.

**HEALTH PROMOTION**

Gippsland was a pilot site for a combined breast and Pap screening project. The sessions, entitled ‘Top and Tail’, commenced in March 2010 and were held at BreastScreen’s Traralgon clinic. The trial was very successful in attracting lapsed attendees and women who had never had a breast screen before. It is hoped that the ‘Top and Tail’ sessions will become available on a permanent basis. Group booking sessions were held for Aboriginal and Torres Strait Islander women at the Traralgon clinic. A BreastScreen television commercial (made by the Bendigo Screening and Assessment Service) was aired in the Gippsland region.

**CONSUMER INVOLVEMENT**

Women from culturally diverse backgrounds participated in the Gippsland Consumer Advisory Committee. The group meet four times during year and member Maria Reynolds represented Gippsland at the State Consumer Advisory Committee.

**STAFF**

BreastScreen acknowledges the long-standing contribution of Clinical Director Dr Ian McNeill Miller who has been with the Gippsland Service since it opened.

**CONTINUING EDUCATION**

The Service held quarterly radiographer meetings with invited speakers. Professional development sessions were held for staff on various topics including radiation risk, consumer rights and working with interpreters.

**HIGHLIGHTS**

The Service celebrated its first birthday under the management of Bairnsdale Health Services (BHS) and gained provisional accreditation. Staff are to be congratulated for their efforts in screening almost twice as many women in Bairnsdale as the previous year. A six month combined screening trial commenced in Bairnsdale in May 2010. Free pap, bowel and breast screening sessions were offered in an initiative aimed at increasing participation in under-screened women.

**HEALTH PROMOTION**

In conjunction with the Joan McArthur Foundation, six education visits to large local organisations were conducted, with employees able to make BreastScreen appointments on the spot.

**STAFF**

Designated pathologist Dr Tony Roberts left during the year. His service is gratefully acknowledged.

**HIGHLIGHTS**

The following St John of God staff completed their contract with BreastScreen at the end of June 2010: Drs Jim Mullany, Bob House, Alex Monks, Alastair Felkin, Molly House and Alex Pilman. We thank them for their expertise and dedication to the Program.

The following long-serving staff members are acknowledged with gratitude:

- 15 years
  - Sue Ross, Lindy Day
- 10 years
  - Ana Lendrec, Mr Michael Condous

**CONTINUING EDUCATION**

The Cancer Council Victoria ran cervical and bowel screening training sessions. A major emergency training exercise was conducted by Bairnsdale Health Services, with the BreastScreen clinic the site of a hypothetical bomb. Staff demonstrated an excellent knowledge of emergency procedures.

All non-clinical staff participated in basic life-support training.

Nurse Counsellor Katrina Dowling completed her Breast Care Nurse training.

The Health information officer worked with the Ballarat and Region Multicultural Council’s Volunteer Tutor program to promote awareness about the BreastScreen program in CALD community groups.

The Service instigated a community arts project to create artwork, entitled ‘Lost Earring’, for the Screening and Assessment clinic. The artwork will be unveiled in October 2010. The combined pap, bowel and breast screening clinics were promoted in association with the Ballarat Division of GPs.

**CONSUMER INVOLVEMENT**

Fran Horgan continued to represent the Service on the State Consumer Advisory Committee.

Consumer representatives and ‘Friends at BreastScreen’ participated in accreditation and first anniversary celebrations. ‘Friends at BreastScreen’ members also participated in workshops to develop artwork for the screening and assessment site.

**STAFF**

The following St John of God staff completed their contract with BreastScreen at the end of June 2010: Drs Jim Mullany, Bob House, Alex Monks, Alastair Felkin, Molly House and Alex Pilman. We thank them for their expertise and dedication to the Program.

The following long-serving staff members are acknowledged with gratitude:

- 15 years
  - Sue Ross, Lindy Day
- 10 years
  - Ana Lendrec, Mr Michael Condous
BreastScreen Victoria Screening Locations

The BreastScreen Victoria program is delivered to the women of Victoria through eight regional Screening and Assessment Services located throughout the state. Collectively these eight services manage 32 permanent screening clinics and the Mobile Screening Service which visits 26 locations on a 2-yearly cycle.

The map below shows the spread of the BreastScreen Victoria screening locations throughout greater metropolitan Melbourne and regional Victoria.

BreastScreen Victoria
Annual Report 2009–2010

SCREENING CLINIC
Offering mammography, information about BreastScreen services, regular recall of women aged 50–69, notification of results to women and general practitioners.

REGIONAL SCREENING AND ASSESSMENT SERVICE
Offering screening, as above, plus physical examination, ultrasound, repeat mammography, assessment with biopsy, counselling.

SCREENING & ASSESSMENT CLINIC
Offering assessment and limited screening.

MOBILE SCREENING SERVICE
Locations visited by the Mobile Screening Service.

BreastScreen Coordination Unit (Carlton).
Year in Review – Screening and Assessment Services (Continued)

**BreastScreen Victoria Screening and Assessment Service, Maroondah**

**Established:** 1994

**Number of screening mammograms performed in 2009-2010:** 28,270

**Proudly brought to women by:** Eastern Health

**Radiology provider:** RMA

**Coverage:**

The Screening and Assessment Service, Maroondah has screening centres at Ringwood, Boronia, Mount Albert North and Yarra Ranges. The Service hosts the Mobile Screening Service every two years at Alexandra, Belgrave, Croydon, Mansfield, Myrtleford, Tallangatta, Wangaratta and Yarraview.

**Accreditation status:** 2 year accreditation with high priority recommendations valid until May 2012.

**Clinical Director:** Dr. David Storey ARRS, FPRAS

**Program Manager:** Ms. Michelle Muldowney B. App. Science. Grad. Diploma MA

**Highlights**

Maroondah achieved accreditation in May 2010. It was commended for its commitment to providing the best outcomes for women and showing an overall improvement since the previous accreditation visit, particularly in the cancer detection rate. The Service is located in two aging properties and the radiography workforce. Results of Clinical Proficiency in Mammography (CCPM) and meeting the professional standards were completed at the Monash Radiography workforce. Results of Clinical Proficiency in Mammography (CCPM) and meeting the professional standards were completed at the Monash Radiography workforce.

**Health Promotion**

Building connections with local ATSI women, staff participated in Navic week celebrations and the ‘Malvern’s Mullum’ Reconciliation week events. Information Officer Nicolette Tasselli promoted BreastScreen at Italian social clubs and events in the Maroondah region and attended the La Dolce Vita festival in February 2010.

The Service’s Chinese screening clinics were promoted via the Chinese Cancer Society and local Chinese-speaking GPs. Resources were distributed at Chinese festivals and events, including ‘Buddha Day’ at Federation Square.

**Consumer Involvement**

The Maroondah Consumer Advisory Group (CAG) celebrated their first birthday. Members supported staff at promotional events including the Indigenous Health Expo, Knox ‘Health Ageing’ festival, Maroondah Festival and the Maroondah Breast clinic’s ‘Australia’s Breast Cancer Day’ event.

CAG members contributed to a user-friendly client survey and participated in the annual consumer feedback audit.

Heather McNeill represented the Service on the State Consumer Advisory Committee and participated in the accreditation site team visit in February 2010.

A Life@50 Breast Cancer Foundation Cohort Demonstration Project focus group was attended by CAG members.

**Staff**

The Service welcomed back Radiologist Dr. Kenny Whyte and bid farewell to Radiologists Drs. Rick Harbig, Dr. Miranda Nicewicz and Dr. Emma Pan.

After a long illness, breast physician Dr. Cathy Galka passed away in September 2009. She is sadly missed by all at the Maroondah service.

**Continuing Education**

Information Officer Sherylin Ballard attended a cultural planning and promotions session with the Migrant Information Centre, the Australian Health Promotion Association National Conference and with fellow Information Officer Nicolette Tasselli, attended the Australian Health Promotion Association State Conference.

Professional development sessions were held for staff with invited specialist speakers.

A staff member diagnosed with breast cancer gave a presentation on her personal cancer journey.

**BreastScreen Victoria Screening and Assessment Service, Monash**

**Established:** 1993

**Number of screening mammograms performed in 2009-2010:** 42,433

**Proudly brought to women by:** Southern Health

**Radiology providers:** MIA Victoria, NBO Radiology, Gippsland Radiology

**Coverage:**

The Screening and Assessment Service, Monash has screening centres at Berwick, Dandenong, East Bentleigh, Frankston, Huntfield, Mount Waverley and Wheelers Hill.

**Accreditation status:** 4 year accreditation valid until Feb 2013.

**Acting Clinical Director:** Dr. Jill Evans ARRS, FRANZCR


**Highlights**

1,938 more women were screened in 2009-2010 than in the previous year.

Preparations for digital conversion commenced in June 2010. Building works to open up the clinic space and enable the smooth workflow required for the digital system were completed at the Monash site. Digital read-only at Monash will coincide with the commissioning of new publicly funded digital screening clinic in Monash, due to open in September 2010 in partnership with Holmesglen.

The Radiographer Training Centre, auspiced by Southern Health and delivered through the Monash BreastScreen service, underwent a service review in early 2010. The review aims to determine the most effective and cost-efficient way of delivering the Certificate of Clinical Proficiency in Mammography (CCPM) and meeting the professional development needs of the BreastScreen Victoria radiography workforce. Results of the review are due in August 2010.

The Service reinstalled Breast Fellow training during the year.

**Health Promotion**

Following her appointment in February 2010, Information Officer Jenny Williams has focused on establishing links with culturally and linguistically diverse groups of women. Breast health awareness presentations have been made to Chinese, Spanish, Turkish and Serbian women’s groups.

Educational initiatives with GPs have been undertaken in areas of low participation throughout the screening catchment.

In preparation for the opening of the new digital screening site at Monash, preparatory work with community health organisations and GPs in the area was conducted.

**Consumer Involvement**

After a long recruitment period, the Service was delighted to welcome ten new members to the Monash Consumer Reference Group (MSS), which met six times during the year.

The CRG had direct input into new and revised print resources and the ‘BS1’ client information and consent form. CRG members provided a rigorous and constructive review of the Monash service’s approach to client feedback.

Monash CRG member Sue Viney was the Service’s representative on the state Consumer Advisory Committee.

**Staff**

Clinical Director Stewart Hart left during 2009 after 17 years with BreastScreen. Mr. Hart, along with Program Manager Lorraine Rowen, established the program at Monash and their legacy is a robust, fully-accredited BreastScreen service.

Their contribution is acknowledged and they are greatly missed.

Surgeon Dr. David Speakman has taken up the position of Executive Director Clinical Services at Peter MacCallum Cancer Centre and we wish him all the best in this role.

The Service farewell Health Information Managers Catherine Bernardo and Halina Hsi and welcomed Information Officer Jenny Williams to the team.

The following long-serving staff members are acknowledged with gratitude:

- 15 years: John Wragg
- 10 years: Katrina Wells

**Continuing Education**

Dr. Jill Evans took 3 months sabbatical leave, studying Breast MRI.

Monash Screening and Assessment Service Information Officer Jenny Williams, Chair of the Monash Breast Services Consumer Reference Group Sue Viney and Mobile Screening Service (MSS) Radiographer Theresa Warren promoting the temporary visit of the MSS to Morabbin, ahead of the opening of a new, fully digital clinic in September 2010.
Year in Review – Screening and Assessment Services

(Continued)

**BreastScreen Victoria Screening and Assessment Service, North Western**

**Established:**
1991. This Service carries the historical beginnings of the Program, with the Essendon screening centre opened in 1987 as one of 10 pilot sites for the national evaluation of mammography screening. Number of screening mammograms performed in 2009–2010: 27,049

**Proudly brought to women by:**
Melbourne Health Radiology providers: MDI Radiology, Lake Imaging, Victorian Medical Imaging Coverage: The Screening and Assessment Service, North Western has screening centres at Bimbadeen, Broadmeadows, Essendon, Footscray, Melton, Parkville and Werribee. The Service hosts the Mobile Screening Service every two years at Broadford, Gisborne, Kyneton, Port Phillip, Sunshine and Sunbury.

Accreditation status:
2 year accreditation with high priority recommendations valid until Aug 2011.

**Clinical Director:***
Dr Allison Rose
MBBS, FRANZCR

**Program Manager:**
Ms Victoria Cuevas
Grad.Dip.Legal Studies, Grad.Dip.IT

**Staff:**
Ms Erin Cosgriff
MBBS, FRACR.

**Program Manager:**
Ms Victoria Cuevas
Grad.Dip.Legal Studies, Grad.Dip.IT

**ConSUmER INVOLVEMENT**
A recruitment campaign resulted in three new members joining the North Western Consumer Group during the year.

Barbara Taylor retired in June 2010 after 14 years of service as the North Western representative on the State Consumer Advisory Committee. Barbara’s generous contribution is acknowledged by the staff and consumers of North West and the Coordination Unit.

**STAFF**
The Service welcomed Radiographer Angela Guzys, Chief Radiographer Lucy Hayman Robertson and Receptionist Rhonda Caddy.

Dr Amy Baker and Dr Sanjeeva Ramonandara trained as Breast Fellows during 2009.

Melbourne Health radiology registrars undertook a rotation through the Screening and Assessment Clinic and medical students engaged in research at the Parkville clinic.

**CONtINUING EDUCATION**
Several sessions on digital screening technology were undertaken by staff in preparation for digital conversion. Practical training in digital screening will commence in late 2010.

In-service sessions on working with interpreters, fire safety and fitness were held.

Cultural awareness training was held during the year, focusing on Vietnamese, Arabic and Hope of Africa women.

HIGHLIGHTS
Digital conversion was a focus for the Service during 2009–2010. A new digital site was established at Melton with Lake Imaging as the service provider. Broadmeadows was closed for a few months during the transition to digital technology and redevelopment of screening in late 2009. Sunshine closed in April 2009 and Footscray closed in December 2009 ahead of their upgrade and conversion to digital. Both clinics are scheduled to re-open in August 2010. The Sunshine clinic will be located at Sunshine Hospital with clinical services provided by Western Health. The Screening and Assessment Service in Parkville is in a hybrid environment following the conversion to digital read-only in late 2009. The Service acknowledges and thanks the staff for their hard work, support and team spirit during these changes.

Building works have been completed, providing excellent conditions in the radiology reporting room. Works were finished within budget and on time. Thank you to Melbourne Health Infrastructure Department for their assistance.

The Service continued its strong focus on clinical training. Two new part-time breast fellows were appointed and radiology registrars went on rotation through the assessment clinics.

The Essendon clinic screened over 10,000 women. Excellent new radiographers were recruited from overseas which assisted with this increased through-put.

The Mobile Screening Service completed successful visits to Port Phillip, Sunshine, Werribee and Sunbury.

**BreastScreen Victoria Screening and Assessment Service, St Vincent’s**

**Established:**

**Proudly brought to women by:**
St Vincent’s Hospital Melbourne Radiology providers: Symphon, IVA, Goulburn Valley Imaging, Radar Medical Imaging, Austin Health Radiology Coverage: The Screening and Assessment Service, St Vincent’s has screening centers at Camberwell, Elsternwick, Epping, Fitzroy, Greensborough, Heidelberg and Shepparton.

**Accreditation status:**
2 year accreditation with high priority recommendations valid until Nov 2010.

**Clinical Director:**
Associate Professor Jennifer Cawson MMBS, FRACP, AMP, PhD

**Clinical Deputy Director:**
Dr Helen Frazer MMBS, FRACP

**Program Manager:**
Ms Erin Cosgriff

**HIGHLIGHTS**
Detailed preparation and planning for digital transition is underway across the Service. Implementation of the read-only project at the St Vincent’s site is scheduled for early July 2010. Digital connectivity for two existing and one new site is nearing completion. The new digital BreastScreen site, due to open in August 2010. The Elsternwick clinic re-opened during the year with Independent Imaging providing the screening service.

Funding from the Department of Health provided a digital stereotactic biopsy table at the St Vincent’s clinic in Fitzroy. Providing services in an environment of change due to major project planning has been challenging but staff have faced the multiple projects and the subsequent training, workflow changes and time demands with professionalism and adaptability.

**HEALTH PROMOTION**
Information Officer Carol Whitehead worked with NSW to present breast cancer and screening information to indigenous health students. The students were from very diverse backgrounds and age groups.

The Service continued relationship building with the Rumbalara and Victoria Aboriginal Health Services.

A presentation to more than 100 Breast Care Nurses was conducted in conjunction with the Cancer Council, Victoria.

Staff participated in the Department of Health’s Under-screened Working Group during the year.

**Consumer INVOLVEMENT**
The Consumer Reference Committee has again assisted in developing a consumer satisfaction survey sent to all women who attending assessment in May 2010. The survey focused on communication.

There was an excellent response rate of 62%, with most of the feedback being highly positive.

Jackie O’Donnell continued as the Service’s representative on the state Consumer Advisory Committee.

**STAFF**
The following staff returned from maternity leave: Dr Kirsten Gordon, Dr Wendy Perrett, Dr Hannah Rouse, and Zara Werts. Nadine Wood departed in 2009 and will be returning 2011.

Three Breast Fellows were trained in breast imaging within the unit. Dr Mariyah Nik Mahbub, Dr Mark Hery and Dr Nina Marshall.

The following long-serving staff members are acknowledged with gratitude:
15 years
Heather Christensen Anderson, Dr David Butterfield, Assoc Prof Jennifer Cawson, Erin Cosgriff, Mr Hamish Ewing, Mr Michael Henderson, Marilyn Kenny, Sue Macauly, Tracey Parnell.

**CONTINUING EDUCATION & TRAINING**
Senior Data Clerks Leanne Betts and Denise Golghousain, and Health Information Coordinator Carol Whitehead completed a health specific Diploma of Management from Swinburne University, conducted at the St Vincent’s campus.

Associate Professor Jennifer Cawson convened the 7th Biennial Scientific meeting of the Breast Imaging Group in Port Douglas in July 2009.

BreastScreen Radiographer Amy Jager (G) with BreastScreen Nurse at the new Melton screening clinic.

BreastScreen Victoria Annual Report 2009-2010 21
BreastScreen Victoria’s Mobile Screening Service (MSS) experienced another year of high participation rates during 2009–2010.

The Mobile Screening Service is now managed by Coordination Unit Operations, with a new MSS staff member appointed specifically to coordinate activity. We welcomed Gina McNamara to this role in February 2010. Bringing screening services to regional Victoria and some sites in metropolitan Melbourne, the MSS currently comprises two vans, one of which has been converted to digital technology with van scheduling and will increase the other scheduled for conversion in 2011. Digital technology on the program’s ‘bricks and mortar’ screening vans as that offered at the metropolitan BreastScreen site from analogue to digital. Sadly, an advocate of digital mammography, Cathy was excited to be ‘behind the scenes’ staff her appreciation for the work they did.

In 1993 she moved to Melbourne and was appointed the inaugural Program Manager of City and Eastern BreastScreen, a position she held until 2004. In 1997 she was appointed the first Program Manager of BreastScreen North West and then joined BreastScreen Queensland. Cathy developed a passion for the screening program and undertook further training in all clinical and radiology aspects of screening and assessment in Brisbane.

In 1999 she moved to Melbourne and was appointed the inaugural Program Manager of City and Eastern BreastScreen, now St Vincent’s Screening and Assessment Service. In addition to establishing this new screening and assessment site, she read mammograms and worked at the assessment clinic, as well as reading mammograms for Monash BreastScreen.

Cathy had a brief stint in diagnostic mammography and general practice between 2002 and 2005 but happily re-joined the BreastScreen program in 2006 at the invitation of Maroondah Screening and Assessment Program Manager, Michelle Muldooney. Having herself worked as a Program Manager, Cathy was well-versed in the administrative challenges of running a screening and assessment service and showed the ‘behind the scenes’ staff her appreciation for the work they did.

An advocate of digital mammography, Cathy was excited to be joining the Marronhese service during the conversion of the first metropolitan BreastScreen site from analogue to digital. Sadly, her own breast cancer diagnosis prevented her from seeing the entire Eastern Region converted to digital technology in 2010.

After a long battle with the disease, Cathy passed away in September 2009, aged 56. Her personal contribution to the BreastScreen program was considerable; she was much loved for her compassionate, knowledgeable care of clients, friends and colleagues and she is fondly remembered by them all.

VALE DR CATHERINE GALLRAITH

Much of my work satisfaction comes from meeting the women, being their advocate and hopefully helping them through a difficult time in their lives... making that biopsy that little bit less traumatic, I think, is very important.

Cathy Gallraith, 2006

VALE SUE LOCKWOOD AM

Women with breast cancer now have a voice. It’s a voice that is used and, just as importantly, a voice that is heard.

Sue Lockwood, 2005

In December 2009, Australia’s breast cancer community lost one of its finest consumer advocates and friends, Sue Lockwood. Diagnosed with breast cancer in 1992, Sue embarked on the difficult journey of living with the disease. She became an active and passionate advocate for women with breast cancer; lobbying to improve the quality of information and practical support given to women. She was appointed Chair of Australia’s first breast cancer advocacy group, the Breast Cancer Action Group, and through this organisation lobbied for the involvement of consumers in research and clinical quality improvement.

Sue’s commitment to the cause led to her participation on many state and Commonwealth advisory groups, committees and task forces, including the BreastScreen Australia National Quality Management Committee and the National Advisory Committee to BreastScreen Australia. She was instrumental in ensuring that consumers were at the centre of BreastScreen Australia’s National Accreditation Standards.

An observant member of BreastScreen Victoria’s Consumer Advisory Committee from 2000 until 2007, Sue’s sharp intellect and thoughtful advice on this committee (and many BreastScreen special projects) contributed greatly to development of the Program and the service it offers to women.

In November 2007, despite battling advanced cancer, Sue addressed BreastScreen Victoria’s Annual General Meeting. She strongly encouraged all in attendance to promote and value the BreastScreen program, reiterating the message that early detection provides the best chance of surviving the disease. Although she is very sadly missed by her friends and colleagues in the field, all are grateful for her legacy. Sue’s work resulted in significant improvements for women on the breast cancer journey: better information, improved treatment options and greater financial and emotional support.

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Health Promotion in Partnership

1. Former AFL great and Aboriginal activist Michael Long with BreastScreen Victoria CEO Vicki Pridmore at the Long Walk Women’s Lunch in October 2009. BreastScreen Victoria proudly supported the event, the proceeds of which contributed to The Long Walk’s Indigenous Cultural Exchange that promotes cultural maintenance and transmission between generations and Indigenous communities. The lunch at Docklands in Melbourne was attended by nearly 600 people and BreastScreen provided information resources specific to Indigenous women.


3. CEO Vicki Pridmore, Information Officer Kermy Christian and Communications & Policy Officer Tracey Johnston brought the BreastScreen message to Melbourne’s Midsumma Festival, an arts and cultural event that celebrates the pride and diversity of Victoria’s lesbian, gay and allied communities.

4. In partnership with the National Breast Cancer Foundation, BreastScreen ran a breast cancer awareness stall at the Diwali Festival – the Indian Festival of Lights – in October 2009. Staff and friends from all areas of the organisation volunteered their time to promote the screening message.

BreastScreen Victoria consumers Mu Klut (L) and Paw Wah represented the Karen community at the Breast Cancer Network Australia’s Field of Women at the MCG. Mu and Paw travelled to Melbourne with staff from the Screening and Assessment Service, Bendigo.

2. Pink ladies from BreastScreen Coordination Unit Information Services (L-R) Lissette Bicknell, Jenny Brose and Lucille Shin.

3. Staff and supporters from all of BreastScreen Victoria’s regional services and from the Coordination Unit in Carlton participated in the Field of Women event. Large groups from Geelong, Gippsland, Bendigo and Ballarat made the long trip to Melbourne for the special event.
1. Professor Katherine McGrath
MBBS, FRCPA, FACC
Chair
Meetings attended: 8/9
Professor Katherine McGrath is the Head of the Department of Surgery, The Royal Melbourne Hospital and is a member of the Victorian Breast Cancer Board of Management. She is a past President of the International Breast Cancer Study Group (IBCSG) and has been involved in breast screening as a surgical specialist since 1988.

2. Ms Dorothy Reading
BA, Dip Ed
Deputy Chair
Meetings attended: 7/9
Dorothy Reading is a Senior Strategic Consultant at The Cancer Council, Victoria. She chairs the National Public Health Committee of The Cancer Council, Australia and is editor of its National Cancer Prevention Policy. Dorothy was a member of the steering committee of the Essendon Mammographic Screening Pilot Program and was nominated as a representative of The Cancer Council, Victoria on the founding BreastScreen Victoria Board in 1991 and elected Deputy Chair in 1993. She has also been a member of the State Accreditation Committee since 1994 and is its Chair.

3. Ms Anne Cronin
BSc, BBus (Acc), MAICD, FAIA, FCIPA
 Treasurer
Meetings attended: 7/9
Anne Cronin is a Chartered Accountant, who has extensive experience in the human resources sector and is currently the Chief Financial Officer of the Parkville Institute for Mental Health of the Alfred Health Group. She is a member of the Board of the BreastScreen Victoria Board, Victoria.

4. Associate Professor John Collins
MBBS, FRACS, FACS
Meetings attended: 8/9
John Collins is Associate Professor at the University of Melbourne Department of Surgery. He is a breast surgeon and former head of the joint Royal Melbourne and Royal Women’s Hospital Breast Unit. John has been involved in breast screening as a surgical specialist since the Breast Unit’s establishment in 1987. He is the past Chair of the Breast Committee of the Victorian Cooperative Oncology Group (VCOG) and past President of the International Breast Cancer Study Group (IBCSG). He has a strong research interest in breast infection, breast cancer and medical education.

5. Professor Dallas English
PhD, MSc
Meetings attended: 6/9
Professor English is Director of the Centre for Molecular, Environmental, Genetic and Analytic Epidemiology in the School of Population Health, University of Melbourne and Senior Principal Research Fellow at the Cancer Epidemiology Centre at the Cancer Council, Victoria. He has substantial experience as a cancer epidemiologist, having worked in this field since 1982. He has also served on many state and national policy committees and is active within the National Health and Medical Research Council. Professor English is a nominated representative of The Cancer Council, Victoria.

6. Ms Mary Hawkins
MBA, BSc, BAppSc, Grad Dip. (Computing), Grad Dip (Ed)
Meetings attended: 8/9
Mary Hawkins has 20 years experience in managing technology across local government and the corporate sector and is currently the Principal of Green IT Solutions, an IT consulting services company. She is on the Boards of the International Women’s Development Agency, Victorian Women in ICT and Star IT Solutions, an IT consulting services company. She is also a member of the Australian Human Resources Institute and is a member of the Institute of Public Administration Australia.

7. Ms Jane Poletti
 MBA (Strategic Futures), LLB, BSc
Meetings attended: 7/9
Jane Poletti operates a General Counsel and Commercial consulting practice for emerging businesses to which she brings 14 years experience with prominent Melbourne law firms and 3 years of management experience with a venture-capital funded technology company. Jane is a commercial director and co-owner of a business that specialises in ad-supported free sms services for communities. She is a member of the Australian Institute of Company Directors and has completed the Foundation Victorian Health Boards Governance Program.

8. Ms Genevieve Webb
BA (Hons) (Psych), BAppSc (Computing)\nFAICD
Meetings attended: 7/8
Genevieve Webb is the Chief Executive Officer of the Queen Victoria Women’s Centre. She has held a variety of leadership roles as a manager and consultant across the public, private and community sectors including Executive Director of Relationships Australia, Vic. Assar. Director at KPMG and Manager at the City of Melbourne. Genevieve has previously served on the board of a TAFE Institute and a transitional housing service, and is a member of the Audit Committee for the State Revenue Office. She is a Fellow of the Australian Institute of Company Directors.

9. Ms Sue Viney
M Sc Sc (Int. Development.), Grad Conv. Accounting, BA (Hons), CAHRI
Meetings attended: 7/9
Sue Viney runs a management consultancy practice specialising in policy and service improvement in the public and not-for-profit sectors. She has extensive experience in the human resources sector and at the executive level in central agencies in the Victorian Public Service. She is a Member of the Southern Health Breast Services Consumer Reference Group and the Southern Health Community Advisory Committee. She joined the Consumer Advisory Committee in 2008 and was elected Co-Chair in February 2009. She is a Certified Professional Member of the Australian Human Resources Institute and is a member of the Institute of Public Administration Australia.
10. Dr Pamela Williams
EdD, MA, BA, TST (Domestic Arts), Dip Domestic Arts
Representative of the Consumer Advisory Committee
Meetings attended: 7/9
Pamela Williams taught family and consumer behaviour, health promotion and health data to trainee Home Economics teachers. After taking early retirement following her diagnosis and treatment of breast cancer, she became involved in practicing consumer advocacy. She was a member of the Southern Health Breast Services Consumer Reference Group from 2001 to 2006. She was a member of Southern Health Consumer Advisory Committee for 6 years and was the first elected Chair – a position she held for 3 years. She is currently Chair of the Health Issues Centre Board of Governance and Co-Chair of the Breast Cancer Action Group (BCAG). Pam has represented BCAG on the BreastScreen Victoria Consumer Advisory Committee (CAC) since 2007. She was appointed as Co-Chair of the Breastscreen CAC in February 2009.

11. Dr Bob Fabiny
MBBS, FINANCER
Meetings attended: 6/9
Bob Fabiny has been the Director of Radiology at Austin Health for the past 13 years. Prior to this he was Director of Radiology at Heidelberg Repatriation Hospital and a staff radiologist at Alfred Hospital Melbourne. Bob is keenly interested in radiology teaching and training and is the past Victorian Branch Education Officer of the Royal Australian and New Zealand College of Radiologists (RANZCR). He is an RANZCR examiner in thoracic and cardiovascular radiology and in musculoskeletal radiology. Bob has represented RANZCR on the Victorian Bone Tumour Registry, the RMIT Medical Radiations Course Advisory Committee and the AIR-RANZCR Liaison Committee. He was a founding member and is past president of the Australasian Musculoskeletal Imaging Group (AMSIG).

12. Associate Professor Michael Jefford
MBBS, MPH, MRadiovet, PhD, MRACMA, FRACP
Meetings attended: 7/9
Associate Professor Michael Jefford is Deputy Head, Department of Medical Oncology, at Peter MacCallum Cancer Centre, is clinical consultant with the Cancer Information and Support Service (a unit of The Cancer Council Victoria) and is a Principal Fellow with the University of Melbourne. Michael is Director of the newly established Australian Cancer Survivorship Centre. His research focuses on interventions to improve psychosocial wellbeing and reduce patient unmet needs. He has previously been a member of the BreastScreen Victoria’s State Accreditation Committee.

13. Ms Vicki Pridmore
Grad Dip (Org Psych), BA (Comms & Org Psych), Dip Teaching (Sec) ex Officio
Meetings attended: 8/9
Vicki Pridmore joined BreastScreen Victoria as the Chief Executive Officer in April 2008. Prior to this she was CEO of the Orheiul Vechi and Regional Cemeteries Trust. She has extensive experience in the human services sector, most recently serving as Director Portfolio Services, Department of Human Services. In this role she managed corporate services – including legal, media, complaints, parliamentary correspondence and briefings – and was responsible for key governance operations. Her career path spans secondary teaching, organisational and counselling psychology, project review and a decade in senior and executive management roles within the public sector.

BREASTSCREEN VICTORIA BOARD OF MANAGEMENT SUB-COMMITTEES
A number of sub-committees exist to advise the Board of Management on specific areas relevant to the Program. An Executive Committee deals with urgent matters in between Board of Management meetings.

Partnerhship Committee
Vicky Moran Dow Chai (to April 2010)
Jim Hyde Dow Chai (from April 2010)
Barry Ingale (to Oct 2009)
Louise Galloway Dow
Lynton Norris Dow
Vicki Pridmore ex officio
Prof. Katherine McGrath
Genevieve Webb

Board of Management Finance and Audit Committee
Anne Conon Chair
Dons Cameron ex officio (from Nov 2009)
Mary Hawkins
Barry Ingale ex officio (to Oct 2009)
Sue Madden
Katherine McGaeth
Vicki Pridmore ex officio

State Accreditation Committee
Dorothy Rosiding Chair (from Jan 2010)
Dr Dallas English Acting Chair (to Dec 2009)
Dr Jil Fauns Radiology Quality Assurance Group representative
Jaye Mullen
Elizabeth Newman Consumer Advisory Committee representative
Vicki Pridmore ex officio
Dr Catherine Pollness
Sue Viney Consumer Advisory Committee representative
Jules Wilkinson ex officio

Consumer Advisory Committee
Sue Viney Co-Chair
Dr Pam Williams Co-Chair
Ruth Giles (to October 2009)
Fran Harrison
Jenny Holmes
Trisha Maloney (from Nov 2009)
Janette Mason
Heather McNeill (to Feb 2010)
Elizabeth Newman
Jackie Odonnell
Morg Parsons

Research and Evaluation Committee
The committee did not meet between July 2009 and June 2010.

Governance Committee
Prof. Katherine McGrath
Jane Pilleti
Vicki Pridmore ex officio

Barbara Taylor, member of the Health Western Consumer Group and representative on the State Consumer Advisory Committee retired in June 2010, after 14 years. Barbara’s exceptional commitment and contribution to this voluntary position is gratefully acknowledged by the staff and consumers of the North West Screening and Assessment Service and the Breastscreen Coordinating Unit.

(Left) Ann Vujic, Mary Lennox, Alison Jones, Jenny Williams, Nicole Torcelli, Gina Aitchison, Carol Whitehead, Sherrilyn Bullard, Lauren Broadford, Kerrie Christian. A Business Object/Gecko training session held at the Coordination Unit in June 2010 was well attended by staff from the Coordination Unit and from Geelong, Mansfield, Morwell, North West, St Vincent’s and Gippsland Screening and Assessment Services. The session covered running reports on appointments and screening performance, working with BOC (Registry, Information Services, MIS, CALD worker) and other service staff to manage throughput, sharing ideas and activities that work with other services and using data to plan and review recruitment activities.

[Image: Annual Report 2009-2010]
The BreastScreen Victoria program continues to attract interest from researchers because of its comprehensive data collection, which spans more than eighteen years of program activity and over 2.5 million screens. The data set forms the basis of all research and includes demographic details, screening and evaluation activity, outcomes, pathology and histology details, and treatment. Research within BreastScreen Victoria has ranged from large, state-wide studies to smaller analyses of work within an individual service.

BreastScreen Victoria does not fund research initiatives, but is committed to working collaboratively with investigators to contribute to the body of knowledge about breast cancer and breast screening in Australia.

RESEARCH AND EVALUATION NEW PROJECTS

The title, author and the institution of the principal investigator are listed below for research or evaluation activities conducted within BreastScreen Victoria are listed below.

Overcoming the tyranny of distance – digital mammography and stop/restart assessment.

Pridmore, V. 7th General Breast Imaging Meeting of the Royal Australian and New Zealand College of Radiology, Port Douglas, 6–10 July 2009.

Single point data entry – key factor to radiology data integrity.

Siddhant, J. and Klyuchko, B. Society for Imaging Informatics in Medicine, Minneapolis, 3–6 June 2010.

Increasing the participation of culturally and linguistically diverse women in BreastScreen Victoria.


The Kylie Effect: Use of breast cancer screening and treatment services by Australian women following Kylee Minogue’s breast cancer diagnosis.

Mann, B. North Western BreastScreen.

CONFERENCE PRESENTATIONS AND POSTERS

Papers and posters presented at conferences from 2009–2010 resulting from research or evaluation activities conducted within BreastScreen Victoria are listed below.

PUBLISHED PAPERS

Tumour size at detection according to different measures of mammographic breast density.


Invasive breast cancers detected by screening mammography in BreastScreen Australia: a detailed comparison of CAD-assisted single reading and double reading.


Reader practice in mammography screening read in Australia: Editorial.


Common genetic variants associated with breast cancer and mammographic density measures that predict disease.


SERVICE QUALITY

BreastScreen Victoria’s approach to environmental and corporate sustainability encompasses strategies and practices that are designed to meet the needs of our clients and stakeholders today and to protect, support and enhance the human and natural resources that will be needed in the future.

Whilst a sustainable organisation means more than just ‘being green’, BreastScreen Victoria endeavours to ensure employees are aware of their responsibilities towards the environment. In 2009–2010, the rollout of digital mammography at additional screening sites lead to a further reduction in the volume of physical film and photographic chemical waste generated by the Program. Procedural documentation such as the Standard Practice Manual is now readily available via the internet, eliminating the need to provide and maintain hard copy versions.

SUSTAINABILITY

BreastScreen Victoria’s client management system, Gevko, continues to develop environmentally friendly solutions. A recent initiative was the replacement of hard-copy appointment cancellation sheets. Previously distributed by the Coordination Unit to Screening and Assessment Services around the state, the new method alerts clients by an electronic notification system.

The continued practice of producing all new information resources on 100% recycled paper, along with the centralisation of mailing facilities, has resulted in a more efficient use of resources. The Coordination Unit has converted to an electronic payment approval system which replaces the need for duplicating and circulating invoices for approval purposes.

BreastScreen’s agile fleet of vehicles has been replaced with vehicles listed on the Government fleet of vehicles lists which are more fuel efficient and environmentally friendly.

In the coming year, BreastScreen Victoria will continue to focus on integrating environmental sustainability options into all of its business operations and will establish a clearly defined environmental policy for the organisation.

FREEDOM OF INFORMATION (FOI)

The Freedom of Information Act 1982 gives consumers the right to access information held by government organisations. All BreastScreen Victoria sites comply with the FOI act. For further details contact the Manager Information Services, BreastScreen Victoria: PH (03) 9660 6888.

PRIVACY

BreastScreen Victoria is committed to protecting client privacy and confidentiality at all times and to ensuring that personal information collected, stored, disclosed and destroyed by the Program complies with relevant Victorian state legislation including the Health Records Act 2001, the Health Records Act 1988, the Health Records Act 2001, the Public Records Act 1973 and the Freedom of Information Act 1982.

Every woman that attends BreastScreen Victoria for screening is asked to sign a consent form that authorises the use of her data for the purpose of the Program’s performance. This information is only reported numerically and does not allow the identification of details from an individual woman. Information that identifies a woman, such as her screening mammogram result, can only be made available to a third party (including her local doctor) with her prior written consent for this information to be released. Further information about BreastScreen Victoria’s privacy statement can be found at: www.breastscreen.org.au

WHISTLEBLOWER LEGISLATION

Since January 2002, BreastScreen Victoria has been subject to and complies with the Whistleblowers Protection Act 2007 (WPA). BreastScreen Victoria’s Whistleblowers policy and current procedures are set out on our website www.breastscreen.org.au and can be obtained by phoning (03) 9660 4888. BreastScreen Victoria reports annually on whistleblower statistics in accordance with Section 104 of the Act. No disclosures were received during the 2009–2010 financial year.
Organisational Structure

Department of Health, Victoria

BreastScreen Victoria Inc.
Board of Management

Coordination Unit
CEO & Staff

Partnership Committee
Board of Management
Executive Committee
Finance & Audit
Committee
State Accreditation
Committee
Consumer Advisory
Committee
Research & Evaluation
Committee
Governance
Committee

Quality Groups
Program Management
Radiology
Nurse/Counsellor
Data Management
Radiography
Information Officer

Regional Screening
and Assessment Services

Bendigo
Grampians
Geelong and South West
Gippsland
Maroondah
Monash
North Western
St Vincent's

Radiology
Nurse/Counsellor
Data Management
Radiography
Information Officer

BreastScreen Victoria Annual Report 2009-2010
For information and appointments call

13 20 50

www.breastscreen.org.au