

## **Key messages about the 500 Māori Women campaign**

The project aims to achieve equity in breast screening coverage in the Auckland region by screening unscreened or overdue Māori women to reach the 70% DHB coverage target.

The initial focus on Māori women recognises DHB Treaty of Waitangi responsibilities and reflects DHB-level commitment to achieving equity in health outcomes.

Datamatching will be undertaken to identify women enrolled in a PHO but not enrolled in BreastScreen Aotearoa (BSA).

BSA Lead Providers will contact women to invite women to breast screening.

This demonstration project will document lessons learned and make recommendations to consider nationally for all women.

Datamatching has been approved by the Ministry of Health, DHBs, Maori health and primary care leaders. The demonstration project is designed to ensure the safe transfer and use of data.

BSA Lead Providers work currently with willing local general practices to match local enrolment registers, and there are requirements under the National Policy and Quality Standards (NPQS) for this process. The project enables a more systematic and routine approach to datamatching. Aggregate data will be reported back to primary care.

A pathway for managing queries or complaints has been developed to assist Primary Care to respond if privacy or other concerns are raised by women.

## **Key messages about BreastScreen Aotearoa (from the programme National Policy and Quality Standards – Appendix D)**

- The risk of developing breast cancer increases with age.
- Free mammograms (breast X-rays) are available for women aged 45 to 69 years through the National Breast Screening Programme (BreastScreen Aotearoa).
- Screening mammograms detect breast cancer before you can feel or notice anything unusual.
- Early detection and treatment can save lives.
- Mammograms need to be repeated every two years.

- Most women who have two-yearly mammograms will be informed they have no evidence of breast cancer.
- Most women who develop breast cancer have no relatives with the disease.
- Women of any age who feel or notice anything unusual about their breast should seek advice from their doctor.