



MANITOBA BREAST SCREENING PROGRAM

Celebrating
10 years
of early
detection
1995 TO 2005

- We've grown to four fixed sites and 87 mobile screening locations.
- More than 100,000 Manitoba women have been screened.
- Over 1,400 breast cancers have been detected – the majority in early, most treatable stages.
- More than 255,000 kilometres and 210 flights were logged in service delivery to women all across the province.
- Comprehensive outreach strategies and networks of community partnerships were used to encourage screening participation.



CancerCare
MANITOBA
Action Cancer Manitoba

Time to *Celebrate...*

As we celebrate the 10th anniversary of the Manitoba Breast Screening Program (MBSP), we look back upon a decade of remarkable progress made possible by the extraordinary efforts of many dedicated individuals and organizations.

Looking ahead to the next 10 years, we will build on our past achievements and continue to provide high quality, accessible breast screening for Manitoba women.

Time to *Reflect....*

CancerCare Manitoba, in partnership with Manitoba Health, established the MBSP in 1995. The goal of the program is to find breast cancer in its earliest, most treatable stage. The program started in Winnipeg and Brandon and has since expanded to include Thompson, Morden/Winkler and two mobile units that travel to 87 rural and northern communities. In the past 10 years, the MBSP has screened over 100,000 women.

The MBSP provides service and expertise in:

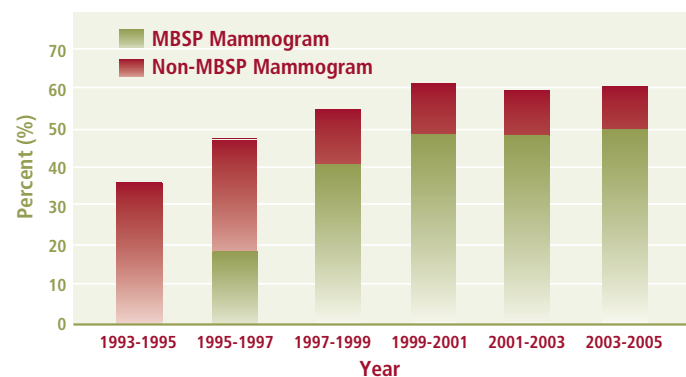
- educating women about breast health and screening;
- ensuring services are convenient, accessible and provided in a respectful, competent manner;
- effectively communicating screening results to clients and family doctors;
- helping women who may need additional testing; and
- recalling women for regular screening.



More and More Women *Screened...*

Research has shown that screening can reduce breast cancer-related deaths in women 50 to 69 years of age by 25 per cent. The MBSP strives to screen at least 70 per cent of Manitoba women in this age group to increase the chance of early detection and save lives. More than 32,000 women were screened in 2004/05.

Percentage of Manitoba women 50–69 years of age who had a bilateral mammogram.



Before the MBSP was introduced, about 35 per cent of Manitoba women had a mammogram in a two-year time period. The program's introduction and continuing public awareness efforts increased this number to nearly 60 per cent by 2005. Most women 50 to 69 years of age now rely on the MBSP for their breast screening. Over 70 per cent of women attending the MBSP return within 30 months for their next screening.

Making Screening Services More Accessible...

Improving access is another primary goal for the MBSP. Women in rural, inner-city, and northern areas as well as women from some minority ethnic groups experience greater barriers to screening.

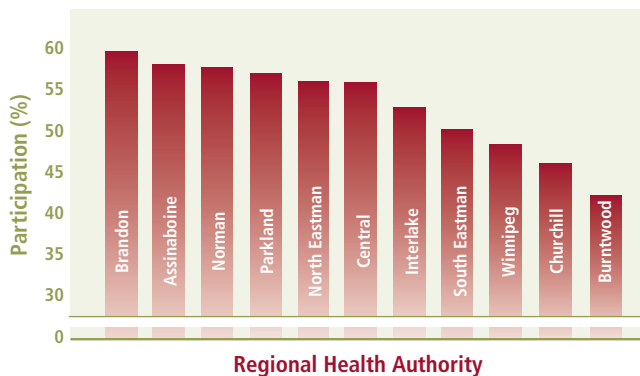
Mobile screening units, made possible through the generous support of Manitoba Health and the CancerCare Manitoba Foundation, allow the MBSP to address these barriers and deliver services all over the province.

"Thank you so much for bringing the program to Lynn Lake," said a recent screening client. *"I know I would not have made a special trip out of town to get it done."*

Geographic access is a significant challenge as several communities are accessible only by winter road or rail. When the mobile visited the remote northern First Nation community of Oxford House, breast screening participation increased from only 11 per cent to 72 per cent.

In fact, access has improved to such an extent that participation in regions outside of Winnipeg is better than participation in Winnipeg.

**Participation by Regional Health Authority
April 2003 to March 2005**



A variety of additional initiatives are also used to address cultural, language and socio-economic barriers to screening such as choosing convenient and familiar inner-city locations to hold mobile clinics, offers of free transportation and group trips, using lay facilitators to deliver community presentations in their own language, and providing translated resources in 16 languages.

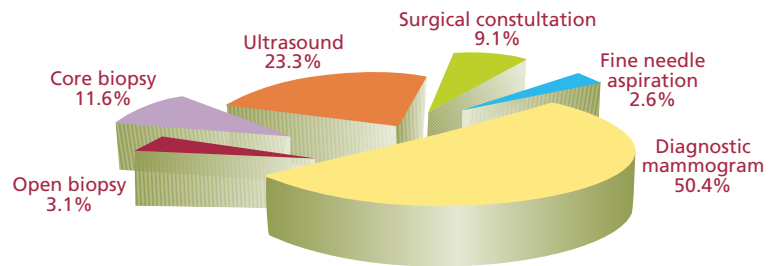
"Thank you for offering a ride and sending me a letter," wrote one grateful client. *"I probably wouldn't have gone otherwise. I always had some excuse not to get this examination. When the letter came and a ride was offered, I had no excuse."*

Ensuring Service Quality

To achieve our screening goals, MBSP staff work to ensure the highest quality of safety and service standards in everything we do. Quality of the mammography and related processes are tested and meet standards set by the Canadian Association of Radiologists through its mammography accreditation program. Our program staff are thoroughly trained in their areas of expertise and participate in professional development sessions to keep up to date with the latest in breast health care.

The MBSP strives for quality at every stage of the screening process. Program staff coordinate further diagnostic tests for women with abnormal screening results, monitor the tests received and evaluate the time it takes to complete them.

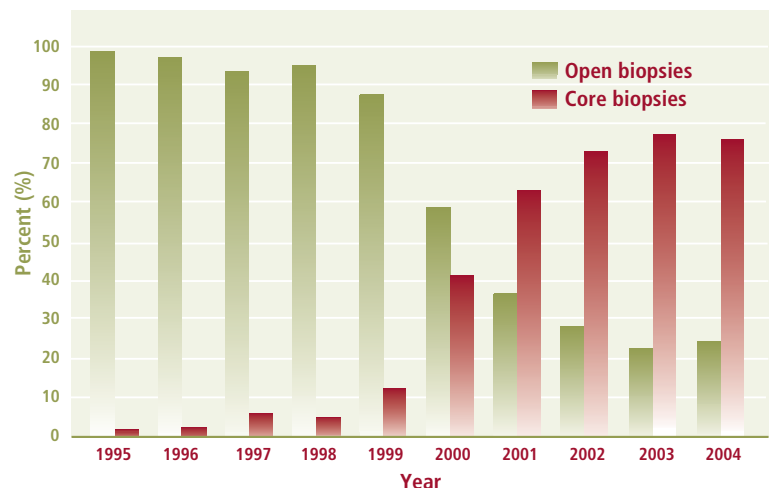
Proportion of each type of diagnostic test, 2004



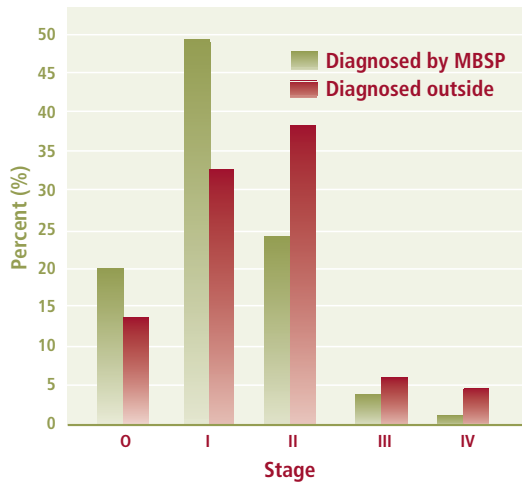
About 6% of women screened at the MBSP are referred for further tests. Our ability to monitor and evaluate this process allowed us to implement a faster referral system that has reduced the time between screening and diagnosis. The average waiting time was reduced from 6 weeks to 4 weeks helping to lessen women's anxiety.

The number of surgical breast biopsies has also decreased significantly over the past 10 years as the less invasive core biopsy procedure is used more often.

**Proportion of open and core biopsies for women
50-69 years of age, 1995 to 2003.**



Two important indicators of future breast cancer mortality reduction are the detection of small cancers and whether or not the cancer has spread to the lymph nodes. Over 38 per cent of the women diagnosed by the MBSP had a breast cancer that was 10 mm or smaller in size and only 24 per cent of women diagnosed showed cancer in their nodes. In addition, the proportion of women diagnosed through the screening program with an early stage breast cancer is consistently higher than the proportion of women diagnosed outside of the screening program. These interim measures exceed Canadian standards and suggest that these early diagnoses will lead to improvements in outcomes for Manitoba women diagnosed with breast cancer.



Comparison of stage between women diagnosed by the MBSP and those diagnosed outside the program, 1999-2003.

Working Together for Breast Health

CancerCare Manitoba and the MBSP partner with Brandon Regional Health Centre, Misericordia Health Centre, Thompson General Hospital, and Boundary Trails Regional Health Centre to provide screening services in their communities. These partnerships allow for year round services and convenient choices for women who wish to be screened.

MBSP staff work closely with the regional health authorities, Aboriginal communities, and community groups around the province to ensure that Manitoba women have access to high quality breast screening services. These partners provide space for the mobile clinics, volunteers, and actively recruit women into the program.

The MBSP team includes many capable and caring people who continue to strive to provide the best screening services possible. More than 60 people contribute to our success, including mammography technologists, radiologists, nurses, health educators, data managers, physicists, nuclear electronics technicians, administrative staff – and a remarkable crew of dedicated volunteers.

We also work closely with diagnostic centres, Breast Cancer Centre of Hope, the Manitoba Breast Cancer Information and Support Network and our co-workers at CancerCare Manitoba to be active members in the entire cancer care continuum.

"I am so thankful that this program is available to the rural areas of Manitoba. My best friend found a lump on her breast through mammogram testing here. Had successful surgery and is enjoying life again in just one year."

– MBSP client



"As technologists we feel that we make a significant difference in womens lives. It gives us great satisfaction knowing that we give women a better chance of early detection by performing a quality mammogram."

– Sandy Williamson
Mammography Coordinator

Early detection - our ultimate *goal ...*

When Edythe Butterworth became a MBSP volunteer, she didn't know she would soon directly benefit from the program she chose to support.

Her initial fears would eventually give way to hope and gratitude for the program's emphasis on regular screening.

Future Directions: The Next 10 Years

Looking ahead, our future program goals include:

- Screening 70 per cent of Manitoba women aged 50 to 69 at least once every two years.
- Adding 8,000 more screenings annually to improve participation in Winnipeg and allow more mobile appointments in rural and northern communities.
- Increasing the number of women screened each year from Aboriginal, new Canadian, and economically-disadvantaged communities through community partnerships and special initiatives.
- Further reducing waiting times between abnormal screening results and diagnosis.
- Maintaining program accreditation with the Canadian Association of Radiologists.
- Monitoring new breast cancer screening technologies such as digital mammography and computer-aided detection.
- Continuing to provide information to women to help them make informed choices about the screening process.
- Supporting the prevention and early detection of other cancers by sharing our knowledge and experience gained over the past 10 years.



"Who would have thought that, when I first volunteered for the program, I would become a breast cancer survivor? Not me! I'm just glad my cancer was found early."

– Edythe Butterworth



"The commitment of our staff is incredible, and with the assistance of our partners throughout the province, we will continue to work to strengthen the program and to benefit women."

– Marion Harrison
Director, Screening Programs

Thanks

and Acknowledgments

At MBSP, we are grateful for the many generous contributions we receive from a variety of individuals, groups and organizations that share our vision. This includes CancerCare Manitoba Foundation, Misericordia Foundation, Public Health Agency of Canada, Walk for Dear Life, Guardian Angel Benefit for Women's Cancer, Breast Cancer Pledge Ride, Fore the Cure, Scotiabank Employees Group, Nygard International, Keystone Ford, Telenium Inc. and many individuals.

With your help, we are making a positive difference in the health and well-being of thousands of Manitobans, present and future.

