



Breast
Screen
SA



Government of South Australia
SA Health

Strategic Plan

2023-2028





Foreword

Many women in South Australia understand the significance of their state-wide, population-based breast cancer screening service. It is evident by their continual participation over the years that the service has been available. They also acknowledge the dedication of the diverse and professional BreastScreen SA team who provide this caring, quality, evidence-based program.

In 2019, BreastScreen SA celebrated 30 years of providing breast cancer screening services to women living in South Australia and, in 2020, the program celebrated its 2 millionth breast screen.

Each year, around 100,000 women attend for 15 minutes for a screening mammogram, investing in detecting breast cancer at an early stage. These women know this improves the treatment options and health outcomes for themselves, their families, and their communities.

Recently, the challenges, restraints, and opportunities that the pandemic has brought to our community have demonstrated the resilience of the BreastScreen SA team and the resolve of South Australian women who are eligible to participate. Now, the focus is getting back to 'where we were', maintaining screening rates and improving participation into the future, particularly for those women in under-screened groups.

BreastScreen SA clients and the diverse South Australian community bring valuable perspectives to the planning, delivery, and ongoing improvement of the service. The shared objective is to deliver a contemporary breast screening service that is accessible, acceptable, and appropriate for eligible women seeking improved health and wellbeing opportunities.

Today, through BreastScreen SA's commitment to governance, data monitoring capabilities, embracing emerging technologies, acquiring evidenced based clinical knowledge, and engaging with clients and communities, the service is well placed to lead and influence locally, and across the broader Australian cancer screening network.

BreastScreen SA is proud of the service offered to South Australian women and it is duly valued and appreciated.

Ms Niamh Wade

BreastScreen SA Program Director

Associate Professor Michelle Reintals

BreastScreen SA Clinical Director

Ms Ellen Kerrins

Community Consumer Advisor

About BreastScreen SA

BreastScreen SA was established in 1989 to provide free screening mammograms (breast X-rays) to more than 92,000 South Australian women every year.

Primarily targeting women aged 50 to 74 years who have no symptoms of breast cancer, the program aims to diagnose the disease at an early stage through 2-yearly screening, giving women the best chance of successful treatment and improved health outcomes. The program diagnoses between 750 and 800 breast cancers every year, usually in women who have no symptoms of the disease. BreastScreen SA has been granted access to the Electoral Roll to invite South Australian women to attend for free screening mammograms when they turn 50. The program is an opt-in service, relying heavily on health education and service reputation when women make the decision to participate.

BreastScreen SA is jointly funded by SA Health and the Commonwealth Department for Health, and operates within Statewide Clinical Support Services in the Central Adelaide Local Health Network. As a state-wide service, the program is delivered across all Local Health Networks within South Australia via seven fixed metropolitan clinics and three mobile screening units. The mobile screening units travel to more than 34 outer-metro, rural and remote locations every two years to ensure all women across the state have ready access to free breast cancer screening services.

As part of the national BreastScreen Australia Program, BreastScreen SA is accredited with the program's National Accreditation Standards, adhering to strict quality assurance and monitoring processes. This data is reported back to the Commonwealth Government, which monitors participation, cancer detection and acceptability and suitability of the program for consumers.



A year at BreastScreen SA

8 SCREENING SITES
1 ASSESSMENT CLINIC
3 MOBILE SCREENING UNITS



BreastScreen SA provides more than

92,000 

SCREENING MAMMOGRAMS



70%

VIA FIXED CLINICS

including almost... 40,000
FOR PRIORITY CLIENTS



Approximately

650 cancers diagnosed

WE REACH
OUT TO
OUR
CLIENTS
THROUGH
MORE
THAN >



211,000 PHONE CALLS



70,000 EMAIL INVITATIONS



460,000 SMS SENT



480,000 LETTERS POSTED

Our mobile screening units visit



20+

LOCATIONS

across rural and remote SA,
and outer metropolitan Adelaide

And drive a combined total of

+

NEW LOCATIONS

are scoped and added, to
improve access for clients

more than

4,000 KILOMETERS

WE RECEIVE
MORE THAN



300 pieces of client feedback

AND



275,000 visits to our website



Our values



I

Integrity



C

Compassion



A

Accountability



R

Respect



E

Excellence

During our workday, our values of Integrity, Compassion, Accountability, Respect and Excellence influence how we care for our clients, how we make our decisions and how we prioritise our tasks. Our values shape how we think, act and speak; when they are shared and respected, they build cohesion and camaraderie that supports the delivery of our service and our Strategic Plan.



Our vision and aims

South Australian women can readily access an equitable, population-based breast cancer screening and assessment program

Our caring, high-quality service leads to the early detection of breast cancer, saving lives and reducing the impact of the disease on our clients, their families, and the South Australian community.

Our clients experience a responsive service that is enhanced through their feedback. They trust that our service is high-quality, safe and effective in its provision, and is based on medical evidence, research and informed best practice.

Our supportive workforce collaborates in excellence as a team, accountable for the high standard of care expected by our clients.

Our primary purpose is the delivery of a high-quality, safe and effective population-based breast cancer screening program.



Strategic objective 1



Adapt to
population
changes

Our eligible population is changing and growing.

Our program adapts to meet changes in demand, while maximising breast cancer screening and cancer detection in our population.

- > We align service delivery models to meet screening demand, to ensure eligible clients access our services at the right time and at a convenient location.
- > Our service works closely with stakeholders to enhance our capacity and to adapt the service to meet changing demands.
- > We design and configure our services to maximise participation of our clients.



Our clients are our motivation, we engage with them to ensure our breast screening service is caring, high quality and a safe experience.

We aspire to exceeding our clients' expectations by continually seeking their advice about how we will protect and develop our program into the future.

- > Our clients receive clear, evidence-based advice meeting their information needs about participating in our screening program.
- > Our clients are satisfied their advice and feedback is incorporated into the planning, implementation, and review of our current and future breast screening service.
- > We actively engage with our clients and consumers and seek their feedback to improve the design and delivery of our service.
- > We listen to the voice of our clients, and their health professionals, with technology and modern engagement techniques.

Strategic objective 2



Clients at
our heart



Strategic objective 3



Working together

Our diverse and highly skilled staff collaborate to deliver a caring, specialist service.

- > Our workforce reflects the diversity of our community, and our teams foster an inclusive and supportive culture.
- > We invest in our workforce and support them to upskill and actively seek opportunities for professional development.
- > We actively promote our program as an employer of choice and collaborate on national staff recruitment campaigns, to attract talent and capability.
- > We are a leader in the national discussion about training, succession planning and future-proofing the workforce.



Our service is informed by world-leading research to improve outcomes for clients. We innovate the way we work to keep improving the experience for our clients.

- > Our research capabilities are enhanced by collaborations and partnerships with local, national, and international stakeholders.
- > We collect and analyse anonymised data to innovate and improve our service and the client journey.
- > Our forward-thinking encourages us to identify smarter ways of working using information technology, automation, and business intelligence.
- > We invest in infrastructure, technology and build our capability to continuously improve our service
- > We raise awareness and educate about the benefits, risks, and limitations of population-based cancer screening by conducting research in collaboration with our clients and their families.

Strategic objective 4

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Innovative approach

For more information

BreastScreen SA
SA Health

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www.ausgoal.gov.au/creative-commons

If you do not speak English, request an interpreter from SA Health and the Department will make every effort to provide you with an interpreter in your language.

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