Supporting Community Knowledge Brokers

Information systems challenges in Breast Screening Service delivery at the pointy end*

*Persuading women to register for a breast screen
Different Perspectives

• **Value** for government/taxpayers
  – Cost-effective health service saving women’s lives
  – High quality ACCREDITED health service

• **Value** for women
  – Screening means we can identify a cancer before big enough for symptoms; better outcomes for cancer treatment
What motivates a woman to register as a client?

Community education and recruitment
Today’s Focus

Community education and recruitment activities
Researching Community Education and Recruitment as knowledge brokering

1. UNDERSTAND HUMAN ACTIVITY
   – (Health) knowledge broker role
   – Communicating the value of having a breast screen

2. EXPLORE INFORMATION SYSTEM SUPPORT
   – Information systems to support community
Information Behaviours in the Office

- Identifying
- Assessing
- Gathering
- Processing
- Synthesising
Making an appointment

Screening mammograms are free at BreastScreen Tasmania.

**Phone** 13 20 50

(local call cost) to make an appointment

Call between 8:30 am and 5 pm Monday to Friday.

- Generally, you will get an appointment within four weeks.
- If you still get your periods and get tender breasts, make an appointment time for the week after your period.
- If you have breast implants, tell the booking staff so they can make a longer appointment for you.
- If you need an interpreter please let us know when you make your appointment.
- With prior notice, extra time and assistance during screening can be arranged for women who may require it, e.g. for some women with disabilities.

Where do I go for my mammogram?

Women who live in Southern Tasmania:

BreastScreen Tasmania Hobart Clinic Level 4, 25 Argyle St, Hobart

Women who live in Northern Tasmania:

BreastScreen Tasmania Queen Victoria Complex 77 High St, Launceston

Women in the East, West and North West can attend the Mobile Screening Unit when it is in their area.

A screening mammogram is an x-ray of the breast that is the best way of detecting breast cancer at its earliest stages.

Early detection of breast cancer offers you a better chance of successful treatment and recovery.

Phone 13 20 50

for an appointment at any unit

BreastScreen

A joint Australian, State, and Territory Government Program

Tasmania’s only accredited screening service

NO more Excuses

BreastScreen every 2 years

RARELY!
Information Behaviours in the field

- Fragmented over place
- Interrupted over time
- Ad hoc/opportunistic tailored for individual people

“Information at your fingertips” Possible? Useful?
UNPACKING COMPLEXITY

NOT JUST Information

• Behaviours related to information access
  → Information Technology support for information access ‘on the road’?

BUT ALSO

• Behaviours related to information seeking
  → IT support for eliciting information from potential clients?
Persuasive Communication To Trigger Action (“Micro-brokering”)

- Listening
- Questioning
- Assessing barriers to participating
  - Current knowledge; fear; uncertainty; doubt; past experience
- Combining professional knowledge and knowledge of individual
  - Judging what information will be the trigger
CONCLUSIONS/LESSONS LEARNED

• Project used ethnographic methods
  – expected complexities
  – Investigation to determine the nature

• Clarity: that information access NOT the most important issue, in fact Information Technologies likely to ADD complexity to work

• Further work: investigation into nature of ‘micro-brokering’
Interested in Information Behaviour?

- Workshop at OzCHI: “Information Science and HCI”
- 8\textsuperscript{th} December 2008
  Cairns (Far North Queensland)
- Organisers:
  Christopher Lueg (UTas), Gregor McEwan (Hxl), Amanda Spink (QUT)