

Supporting Community Knowledge Brokers

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

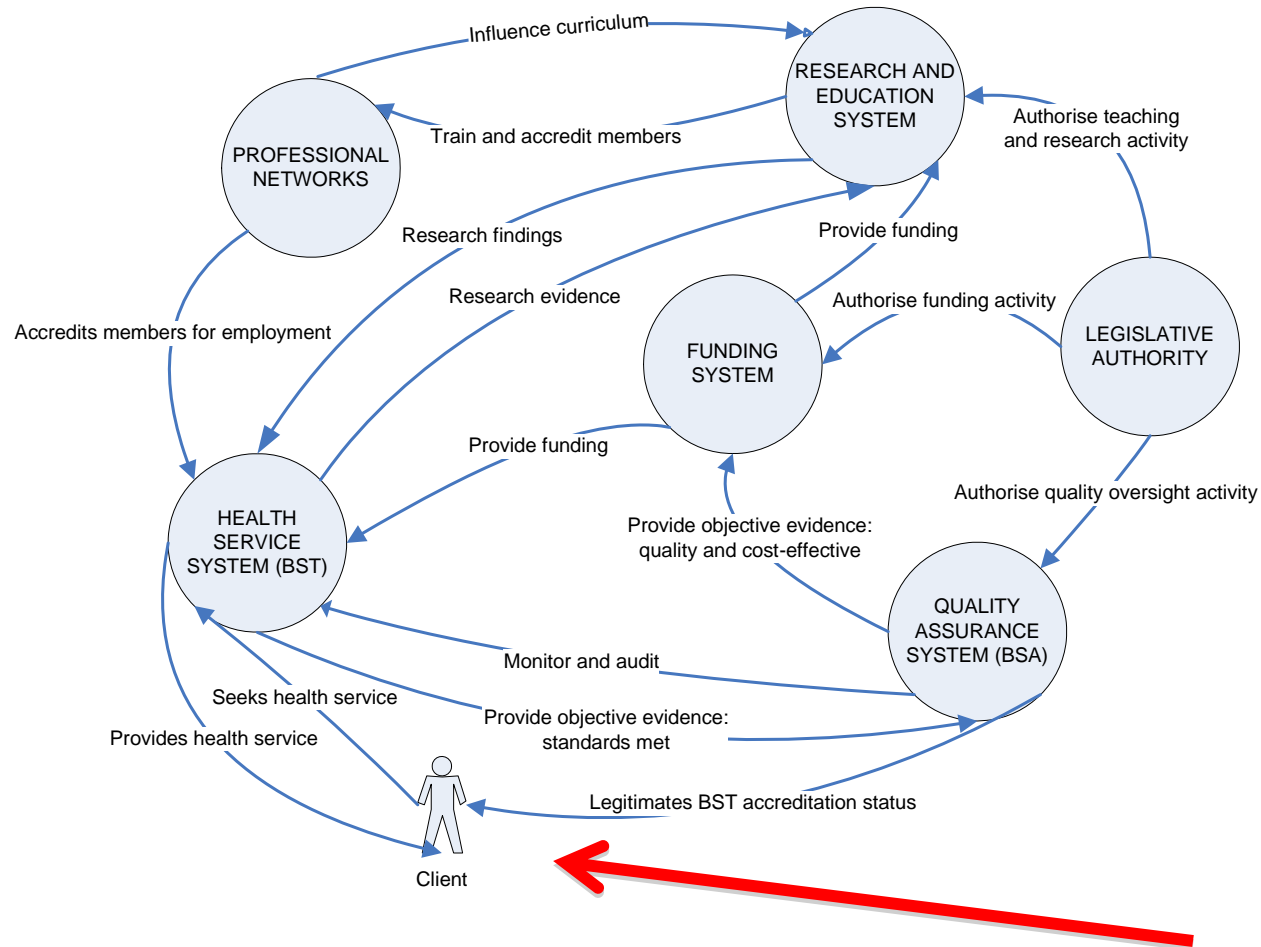
*Persuading women to register for a breast screen





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?



Today's Focus

Community education and recruitment activities



BreastScreen
TASMANIA

Tasmania's only accredited screening service



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



♿ Accessible Access P Only parking

Women who live in Northern Tasmania:
BreastScreen Tasmania
Queen Victoria Complex 7 High Street Launceston



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



BreastScreen
AUSTRALIA

A joint Australian, State, and Territory Government Program

Phone **13 20 50**

for an appointment at any unit

NO more Excuses

BreastScreen Tasmania Every 2 years

A screening mammogram is an x-ray of the breast. It 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.



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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”
- 8th December 2008
Cairns (Far North Queensland)
- Organisers:
Christopher Lueg (UTas), Gregor McEwan
(HxI), Amanda Spink (QUT)