

ADAPTING THIS GUIDE

This conversational guide reflects what we heard in co-design sessions with members of six communities in East Toronto (speaking Arabic, Bengali, Dari, Pashto, Slovak and Urdu).

These communities are diverse and the findings may not reflect every individual's preferences or norms.

We encourage Community Health Ambassadors (CHAs) and health organizations to use discretion in how to best adapt this guide and navigate these important conversations.

For East Toronto Health Partners, this guide is accompanied by:

- a **synthesis of findings** from co-design sessions with community members and CHAs, conducted at Flemingdon Health Centre (FHC) in fall 2023
- a short **report** explaining the rationale behind the design and content of this guide, based on (1) behavioural science, and (2) findings from the two co-design sessions

If you are adapting this guide for other outreach initiatives, the **report can serve as a useful checklist** to maintain behavioural science concepts.

DESIGN PRINCIPLES

These cards are designed for East Toronto Health Partners (and any other health organizations) to have full control—so that they are easy to edit, translate, or adapt for this and future outreach initiatives.

Please follow these design principles:

1. **Simple** (ideally 1 goal or topic per card)
2. **Easy to read** (short words and sentences, maximizing white space)
3. **Easy to scan** (clear wayfinding with icons, page numbers and colour coding)
4. **Modular** (cards still make sense alone or reordered)
5. **Flexible** (adaptable by CHAs to help different community members)

TALKING TO COMMUNITY MEMBERS ABOUT CANCER SCREENING:

A step-by-step guide for Community Health
Ambassadors

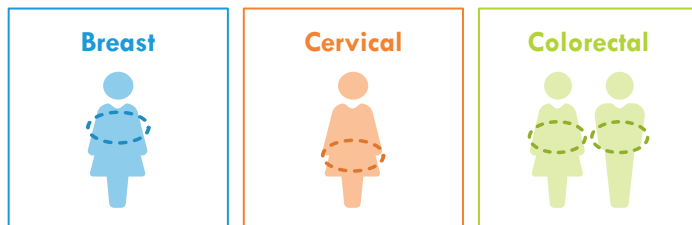
East Toronto Health Partners

January 2024



USING THIS GUIDE

This guide summarizes key information for Community Health Ambassadors (CHAs) from Flemingdon Health Centre (FHC) about screening tests for **3 types of cancer**:



1. GETTING STARTED

- [1.1 Screening process and timing](#)
- [1.2 Reflecting before calls](#)
- [1.3 Talking about cancer](#)
- [1.4 Collecting data](#)

2. HAVING CONVERSATIONS

- [2.1 Initial call](#)
- [2.2 Introducing the topic](#)
- [2.3 Explaining why it matters](#)
- [2.4 Supporting the first step](#)
- [2.5 Common reactions](#)
- [2.6 Follow-up call](#)
- [2.7 Checking in on progress](#)

3. HELPFUL INFORMATION

- [3.1 Frequently asked questions](#)
- [3.2 Strategies for hard conversations](#)
- [3.3 Screening details](#)
- [3.4 Screening locations](#)
- [3.5 More resources](#)
- [3.6 Multilingual resources](#)



1.1.1 SCREENING PROCESS AND TIMING

	Who is eligible	When	What test	Does it work	Who does it	Where
Breast cancer	Women, nonbinary, and trans people aged 50-74.*	Every 2 years	Mammogram	Regular screening can find it when it is small and there is a better chance of treating it successfully.	An X-ray technologist	Diagnostic Imaging (DI) centre or hospital
Cervical cancer	Women, nonbinary, and transmasculine people aged 21-70 who have a cervix.*	Every 3 years	Pap test	Regular screening, timely follow-up of test results, and HPV immunization make it almost entirely preventable.	Family doctor or female doctor / nurse practitioner	FHC (at the member's family doctor's office)
Colorectal cancer	Men and women aged 50-74.*	Every 2 years	FIT kit	When caught early enough through regular screening, there is a 9 out of 10 chance of it being cured.	Member does it themselves	At home (then mailed or dropped off at FHC)

*Screening is FREE if members meet this criteria (or are referred by their doctor) and have a health card / are a patient at FHC.



1.1.2 SCREENING PROCESS AND TIMING

Breast cancer	CHA SUPPORT ✓		
	1. Booking appointment Community member (“member”) chooses an imaging centre or hospital and books an appointment by phone or online form.	2. Getting screened Member gets screening test (mammogram) at the location they choose within about 3 months .	3. Receiving results For abnormal results, the member’s doctor will follow up in about 1 month .*
Cervical cancer	CHA SUPPORT ✓		
	1. Requesting screening Member says ‘yes’ to the CHA, who informs FHC via a spreadsheet.	2. Booking appointment Member receives call from their doctor’s office within about 2 weeks to book an appointment.	3. Getting screened Member gets screening test (Pap test) at FHC within about 1 month .
Colorectal cancer	CHA SUPPORT ✓		
	1. Requesting screening Member says ‘yes’ to the CHA, who informs FHC via a spreadsheet. The doctor’s office asks LifeLabs to mail test.	2. Completing test Member receives screening test (FIT kit) in the mail within about 2 weeks and follows instructions to complete it at home.	3. Returning test Member mails or drops off the completed test at FHC within about 2 days of completing it.

*For normal results, Ontario Health will send the member a letter within 3-4 months.

1.2 REFLECTING BEFORE CALLS



HOW MIGHT **GENDER** IMPACT OUR CONVERSATION?

Community members (“members”) may be uncomfortable with or unwilling to discuss these cancer screenings with a CHA or family member of the opposite gender. People may avoid screening due to potential stigma (like perceptions of sexual activity, masculinity). Guiding them to ask about a same-gender provider for the screening may help.

Use social norms that emphasize that screening is normal (like “other women / men I’ve helped have said that...”) and offer same-gender options where possible.



HOW MIGHT **LANGUAGE** IMPACT OUR CONVERSATION?

Members might not know English well enough to fill out forms or speak to doctors. They might rely on family members to do these tasks or translate. Some words might be taboo (like “cancer”), uncomfortable (like “sexual activity”), or confusing (like “colorectal”). See the next card for a few alternatives.

Make it easy by giving support in the member’s preferred language, reflecting their word choices, and checking understanding regularly and respectfully.



HOW MIGHT **CULTURAL NORMS** IMPACT OUR CONVERSATION?

Members may prefer a direct or indirect approach, and may be uncomfortable with these topics. There may be stigma around talking openly about pain or health. Families may not discuss these topics, and household decision-makers may not prioritize screening.

Build rapport by easing into stressful topics, making follow-up calls, and showing how screening helps the member support their family by staying healthy.

1.3.1 TALKING ABOUT CANCER



HOW MIGHT **FEARS OF CANCER** IMPACT OUR CONVERSATION?

The word “cancer” might be jarring, cause fear or discomfort, or be taboo for members. This depends on the person, so it’s important to take cues from members and reflect their language. **Alternatives to “cancer” or “cancer screening”** could include “check for early signs of illness” or “health assessment”.



INSTEAD OF SAYING...

~~“this test identifies pre-cancerous cells in the cervix”~~



I COULD SAY...

“this test checks to make sure that your cervix is healthy”



INSTEAD OF SAYING...

~~“screening is for women who are or have been sexually active”~~



I COULD SAY...

“screening is for anyone with a cervix”



HOW MIGHT **MARITAL STATUS** IMPACT OUR CONVERSATION?

Talking about “sexual activity” may be offensive or embarrassing. Married members may not see themselves as “sexually active”— if it comes up, alternatives could include “marital relations”. Ontario Health recommends cervical cancer screening for everyone with a cervix, so there is **no need to bring up marital status**.

1.3.2 TALKING ABOUT CANCER



HOW MIGHT **MEDICAL TERMS** IMPACT OUR CONVERSATION?

Medical jargon is often complicated and difficult for people to understand. The **concept of “screening” may confuse people**, too: members may assume that you are calling because they’re sick, that they don’t need screening if they don’t have symptoms, or that the tests prevent or treat illness (they just detect early signs).



INSTEAD OF SAYING...

~~“this test identifies pre-cancer in the gastrointestinal tract”~~



I COULD SAY...

“this test checks to make sure your intestines are healthy”



HOW MIGHT **AVOIDANCE** IMPACT OUR CONVERSATION?

Getting screening may cause fear, embarrassment or discomfort— feelings people want to avoid. If **screening seems hard or time-consuming**, it may be put off. Words like “fecal” may be off-putting, too. People may rush through at-home tests and miss instructions, then need to complete the test again.



INSTEAD OF SAYING...

~~“Fecal Immunochemical Test that finds blood in your stool”~~



I COULD SAY...

“quick, easy stool sample in the privacy of your home”

1.4 COLLECTING DATA



WHERE TO TRACK DATA

[Spreadsheet 1]

- track initial calls, follow-up calls, outcomes

[Action items for medical secretaries]

- communicate Pap test/FIT kit requests

[Questions on barriers and enablers on same list]

- track specific barriers and enablers as they come up (like childcare, transportation, etc.)

[Mammogram appointment availability preference on the same list]

- track who might be interested in a mammogram clinic, and preference for evening/weekend and days of week

[Asking if people are interested in after hour clinics on the list as well]

- track who might have a preference for morning/afternoon and days of week



CHECKLIST FOR EVERY CALL

Required:

- ☐ Call status — spoke/rescheduled/left voicemail
- ☐ Receptiveness — interested/not interested/unclear
- ☐ Target behaviour — booked mammogram, completed Pap test, or returned a complete FIT kit
- ☐ Current step — initial/additional/follow-up call
- ☐ Action items — like printing Urdu FIT kit instructions

Optional:

- ☐ Preferences — mammogram location, call/online form
- ☐ Interest in possible supports — evening/weekend mammogram clinic, shared transportation to appointment, FIT kit in new language like Bengali
- ☐ Any specific barriers or enablers

2.1 INITIAL CALL

CHA says:

“Hello, my name is [] and I am a Community Health Ambassador in [].

I’m calling to speak with [formal version of name]. Is this [she/he]?

If you have met before

We met at [place]. Nice to speak with you again.

We’ve chatted a few times. How [is your day/are you doing in this weather]?

I’m calling on behalf of your doctor’s office at Flemingdon Health Centre—FHC—to help make sure people in the community get this **important, free health outreach** happening right now. I am not calling because you are sick.

Do you have a few minutes now to talk?”

WHAT IF IT'S NOT A GOOD TIME TO TALK?



SET UP ANOTHER TIME:

“I understand! When is a good time to call back and speak with you? It will only take about 5-10 minutes.”



LEAVE A VOICEMAIL:

“Hello, my name is [] and I am a Community Health Ambassador. I’m calling from Flemingdon Health Centre—FHC—to speak with [formal version of name].

My call today is on behalf of your doctor’s office. I am not calling because you are sick.

Please call me back today at [number] before [time], or I will give you a call back on [day]. It will only take about 5-10 minutes and it is important that we check in.”



2.2 INTRODUCING THE TOPIC

“...That’s great! Our conversation will take about 5 or 10 minutes. I’m calling many people in our community so that everyone eligible for this screening program can **get it done soon**. The screening is to make sure there are no problems you and your doctor need to be aware of...”

For breast

...Screening is a special X-ray of your chest taken at a nearby hospital or imaging centre. This test is for women’s health.

For cervical

...Screening is a simple tissue swab by a doctor or nurse practitioner at FHC. This test is for women’s health.

For colorectal

...Screening is a quick, painless test you complete in the comfort and privacy of your home. This tests the health of your intestines.”

Some members will be fine with the word “cancer”. Be cautious. If they seem comfortable, you can mention it directly.

WHAT IF THE CONVERSATION GETS DERAILED?



UNFOCUSED CONVERSATION:

“[Oh goodness / I’m sorry to hear that’s happening]. I don’t want to take up too much of your time, and I want to make sure I give you all the information on this free screening program. Let me tell you why it’s important for you to know about this.”



UNRELATED MEDICAL CONCERNS OR QUESTIONS FOR A DOCTOR:

“I am not a doctor and I can’t give medical advice or ask your doctor questions for you. But I can share the phone number for FHC and they should be able to help. Do you have a pen and paper? It is (416) 429-4991.”



2.3 EXPLAINING WHY IT MATTERS

“...You are one of many [women / men] in the community who I am calling. The **right age** for this screening test is [age range]. The Government of Canada recommends this for every [man / woman] in that age group.

This test is **free for you** because you have a health card or your family doctor is at FHC. The screening test is called a **mammogram** / **Pap test** / **FIT kit**. Have you had one?

Getting the test does not mean you are sick. It just checks to make sure things are okay. It should be done every few years. [Women / men] get the test while they are healthy so that the doctor can see any changes in their health before something serious happens. This is **standard in Canada**. I'm calling so you don't miss the chance to get seen for free.

Understanding
check

Do you think you could explain this screening to a family member or close friend? It might feel silly, but can I hear what you would say to them to explain it?”

WHAT IF THE SCREENING IS DISMISSED?



NEGATIVE EXPERIENCES WITH PRIOR HEALTHCARE:

“[That sounds bad / I'm sorry to hear that you experienced that]. I do have a few tips for what [women / men] can do so that [their time in the waiting room is shorter / the test is more comfortable / the test is completed successfully / they receive the results from their family doctor].”



SCREENING IS NOT A PRIORITY OR SOUNDS
DIFFICULT / PAINFUL:

“What you're saying makes sense to me. I've also heard some [women / men] in our community say that they did the test anyway because it felt good afterwards to know that there was nothing they or their families needed to worry about.”

See [3.3 Screening Details](#) for tips on preparing for tests.



2.4.1 SUPPORTING THE FIRST STEP

“...Life can get busy and there are many priorities to take care of [your family / yourself].

Requesting this free screening test is an **important and easy step you can take this week** to make sure you are in good health [and can be there for your family].

For breast

To complete the mammogram, you choose a location and then call or book online. Can I help figure out the best location for your appointment?

Are you ready to book online, or would you like to call?



I'll walk you through the booking form! Can you go online and search for [location name]?



Here is their phone number: [phone number]. Can you call them [today / when they open tomorrow]?

For cervical

To complete the Pap test, your doctor's office will reach out to you so that you can choose a good time. **Can I tell them to give you a call to schedule that?**



Great! You'll get a call from FHC [week].

Can I share some tips for the best time to schedule your mammogram / Pap test?

I'm here to help you understand what to expect and how to plan ahead so that the screening is easy and comfortable for you. Is there anything you're not clear on, or not sure about? I will also call you in about 4 weeks to check in.”

Locations, phone numbers, and online booking forms are in [3.4 Screening Locations](#).

See [3.3 Screening Details](#) for tips on when to book.




2.4.2 SUPPORTING THE FIRST STEP

“...Life can get busy and there are many priorities to take care of [your family / yourself].

Requesting this free screening test is an **important and easy step you can take this week** to make sure you are in good health [and can stay strong for your family].

For colorectal

To complete the FIT kit, your doctor's office will have it mailed to you so you can take an easy, painless stool sample in the privacy of your home. **Can I tell them to send you the FIT kit?**


 It will be sent to the address on file with your family doctor! You will get it in a few weeks.

Once you complete the test, you will have 2 days to mail it back or leave it in the 24-hour drop box at FHC. The instructions you will get in the mail are in English. **Is there a better language for you?**

 It does **not** look like [language] is available yet. Can I help translate the instructions now?



Can you go online and search for “FIT kit instructions Toronto”? We can translate the English version together.

 Great! [language] is available. Would you prefer to read the instructions online or have a printed copy?



Can you go online and search for “FIT kit instructions Toronto”? I'll help you find the [language] version.



Printed instructions in [language] will be at the FHC front desk for you or a family member to pick up!

I'm here to help you understand what to expect and how to plan ahead so the screening is easy and comfortable for you. Is there anything you're not clear on, or not sure about? I will also call you in about 4 weeks to check in.”

See [3.6 Multilingual Resources](#) for available languages.



2.5 COMMON REACTIONS

WHAT IF THEY SEEM...



UNSURE:

"I can help answer questions you might have. One question I often get is..."



UNINTERESTED:

"Can you share why?... Thanks for telling me."

See [3.1 Frequently Asked Questions](#).

Apply tips from [3.2 Strategies for Hard Conversations](#).



TO NEED HELP WITH TRANSLATION:

"Would you like to review the FIT kit instructions / online booking page together now? We can translate together."



CONFUSED:

"I want to make sure I explained the next steps clearly. Let's recap. First, you need to choose 1 of 4 locations near you for the mammogram. Many women pick the closest one or the one with the best times for them. Then, you book an appointment online or by phone / wait for your doctor's office to call you to book the Pap test / wait for the FIT kit to arrive in the mail... is that clear?"

2.6 FOLLOW-UP CALL

CHA says:

“Hello, my name is [] and I am a Community Health Ambassador in [].

I’m calling back to speak with [formal version of name]. Is this [she/he]?

“We spoke a few weeks ago. I hope you’ve been well!”

If an indirect style is best

“How is [your day going so far]?”

“I’m calling back on behalf of your doctor’s office at Flemingdon Health Centre— FHC— to follow up about the screening test. Don’t worry, I am not calling because you are sick but it is important that we check in.”

Do you have a few minutes now to talk?”

WHAT IF IT'S NOT A GOOD TIME TO TALK?



SET UP ANOTHER TIME:

“I understand! When is a good time to call back and speak with you? It will only take about 5-10 minutes.”



LEAVE A VOICEMAIL:

“Hello, my name is [] and I am a Community Health Ambassador. I’m calling from Flemingdon Health Centre—FHC— to speak with [formal version of name]. I called a few weeks ago. My follow-up call today is on behalf of your doctor’s office. Don’t worry, I am not calling because you are sick.

Please call me back today at [number] before [time], or I will give you a call back on [day]. It will only take about 5-10 minutes and it is important that we check in.”



2.7.1 CHECKING IN ON PROGRESS

“...Last time we spoke, you planned to do the screening test soon! The first step was booking a...

For breast

...mammogram at [personalized location].

Have you had the chance to book it?

For cervical

...Pap test at FHC. **Have you received a call from your doctor's office to book it?**

✗ NOT BOOKED

“Are you ready to book today?”

✓ BOOKED

“That's great! When is the appointment coming up?”



It's very important to write your family doctor's name on any forms at the appointment. If you do not, they will not get your results.

Can I help you figure out what you'll need to bring for the Pap test / mammogram?

On calls like this, I often walk people through the process and help make a plan for the appointment. How will you get there?”

See [3.3 Screening Details](#) for tips on preparing for tests.



2.7.2 CHECKING IN ON PROGRESS

✓ READY TO BOOK

“That’s great!

For cervical

Do you have the phone number for your doctor’s office?



Do you have a pen and paper? The FHC phone number is: (416) 429-4991. Can you call them [today / when they open tomorrow]?

For breast

There are 4 locations. Which is best for you?
Would you prefer to book online or call?



I’ll walk you through the booking form! Can you go online and search for [location name]?



Here is their phone number: [phone number]. Can you call them [today / when they open tomorrow]?

I’m here to help you understand what to expect and how to plan ahead so it is easy and comfortable for you. Is there anything you’re not clear on, or not sure about?”

✗ NOT READY TO BOOK

“Are there things like location hours or transportation that are getting in the way?



Sometimes we can offer a day with shared transportation, which is what a lot of people do to get to their appointments.

When would be the best times and days of the week for you? We can let you know if transportation is scheduled.



We may be able to offer an evening or weekend mammogram clinic if enough people are interested—a lot of other women have gone with this option. **When would be the best times and days of the week for you?**

I’m here to help answer questions. Is there anything you’re not clear on, or not sure about?”

Locations, phone numbers, and online booking forms are in [3.4 Screening Locations](#).

Record times and days on list in [1.4 Collecting Data](#).



2.7.3 CHECKING IN ON PROGRESS

“...Last time we spoke, you planned to do the screening test soon! The first step was booking a...

For colorectal

...getting the FIT kit in the mail. Have you received it?”

✗ DID NOT RECEIVE KIT

“I will check with your doctor’s office this week that it was sent properly. What is your correct mailing address?”

✓ RECEIVED KIT

“Great! What was your experience like completing the test?”

...Thanks for telling me. So, have already sent the complete FIT kit back or not yet?”

See [3.4 Screening Locations](#) for directions to the FHC drop box for completed FIT kits.

✓ RETURNED KIT

“Great! You will get your results in the next few months. Is there anything you’re not clear on, or not sure about?”

✗ HAVE NOT RETURNED KIT

“Are you able to send it today or this week? It’s important that the test is mailed back quickly— about 2 days or less from when you complete the test.

Are there things like mailing, timing or transportation that are getting in the way?



If it’s easier for you or a family member to drop it off, there is a drop box at FHC that is open 24 hours. Do you know where to find it?

I’m here to help answer questions. Is there anything you’re not clear on, or not sure about?”

3.1.1 FREQUENTLY ASKED QUESTIONS

Question	Do	Don't
<p>Why are you calling me specifically?</p> <p>“I am not only calling you— there are several people in [neighbourhood] who are eligible for this free screening, and I don't want anyone to miss out. So I am calling a lot of people.”</p>	<p>✓ Show that they are not the only person you are calling</p> <p>✓ Remind them they are eligible and the service is free of charge for them</p>	<p>✗ Do <i>not</i> mention stigmatized elements of eligibility, such as being sexually active</p>
<p>Why isn't my family doctor calling me about this?</p> <p>“I am working with Flemingdon Health Centre and East Toronto Health Partners — we help make sure people from [community] don't miss out on services. My family is also part of [community], so I help doctors with outreach.”</p>	<p>✓ Remind them you are also from their community</p> <p>✓ Explain your affiliation with the health system</p>	<p>✗ Do <i>not</i> indicate that their doctor is “too busy” for them</p>
<p>Is my information private when I book?</p> <p>“The online booking system and medical health records meet the standards of health privacy laws in Ontario. The only way someone will know about your appointment is if they are translating for you or if you choose to tell them.”</p>	<p>✓ Give a short, clear answer</p>	<p>✗ Do <i>not</i> dwell on privacy too long, which may cause unnecessary concern</p>

3.1.2 FREQUENTLY ASKED QUESTIONS

Question	Do	Don't
<p>Can you ask my doctor about...</p> <p>"I do not speak directly with your doctor. What I do is send information about this screening program to the Medical Secretary at your doctor's office. If it would help, I can share the phone number for FHC and you can reach them after this. Do you have a pen and paper? The number is (416) 429-4991."</p>	<ul style="list-style-type: none"> ✓ Recommend they ask their doctor ✓ Offer contact information 	<ul style="list-style-type: none"> ✗ Do <i>not</i> try to provide any medical advice
<p>Can you explain [medical process]...</p> <p>"That's something that you can ask about [before your appointment / during the appointment]. If it would help, I can share the phone number for FHC and you can reach your doctor's office after this. Do you have a pen and paper? The number is (416) 429-4991."</p>	<ul style="list-style-type: none"> ✓ Direct them to the right person to ask ✓ Suggest the right time ✓ Offer contact information 	<ul style="list-style-type: none"> ✗ Do <i>not</i> try to answer specific medical questions
<p>Is my [family member / friend] eligible for free screening, too?</p> <p>They might be. It depends on their age and other factors—they can ask at the doctor's office.</p>	<ul style="list-style-type: none"> ✓ Recommend they ask the doctor's office 	<ul style="list-style-type: none"> ✗ Do <i>not</i> try to determine their eligibility



3.1.3 FREQUENTLY ASKED QUESTIONS

Question	Do	Don't
Will it hurt? For cervical There may be some discomfort, but for most people it's not too bad. If it hurts a lot, say "please stop, this hurts" and take a break. For breast It's not too uncomfortable for most people. If it hurts a lot, say "please stop, this hurts" and take a break. For colorectal No— it's a quick, painless test you do at home.	✓ Emphasize that many people do not experience a lot of pain ✓ Be honest that some people experience discomfort	✗ Do <i>not</i> promise there will be no pain
Will the person doing the screening test be a woman? For cervical Usually your family doctor does the Pap test. If they are a man and you would prefer a woman do it, you can make that request when the doctor's office calls to book your test. For breast You can ask if the X-ray technologist will be a woman or request that when you book—just call the location.	✓ Provide clear steps for how to request that a woman do the test ✓ Suggest the right time ✓ Ask if they have a pen to write your advice down	✗ Do <i>not</i> promise that the person who does the screening will be a woman

3.2 STRATEGIES FOR HARD CONVERSATIONS

If a member doesn't want a screening test, that is their choice.

But before you give up, ask why they are not interested. Try to continue the call using these strategies.

HEAR is an acronym for four tips you can use to help you persuade someone who disagrees with you.

H	<p>Hedge your claims. Hedging means softening your claims, even when you know you are right. Some people are afraid that hedging makes you sound uncertain or not confident— but actually, it makes you sound honest and humble.</p> <ul style="list-style-type: none"> – Community member: I heard mammograms are painful, and I'm not interested. – You: There is sometimes a little discomfort, but for most people it's not too bad.
E	<p>Emphasize agreement. Finding common ground helps you show them that you're on the same team, and can help keep the conversation from becoming an argument.</p> <ul style="list-style-type: none"> – Community member: I don't have time— I have four kids to feed. – You: I am also a family person— that's why I do this, actually. Screening helps you and other people in [neighborhood] stay healthy so you can continue to be there for your family.
A	<p>Acknowledge other perspectives. When you acknowledge your understanding of the other perspective, you show that you're listening and thinking about what they are telling you.</p> <ul style="list-style-type: none"> – Community member: I am not comfortable with this type of thing. I'm fine without it. – You: It sounds like this is out of your comfort zone. I've heard from other women that they feel better about getting this test when the doctor is a woman— would that feel more comfortable?
R	<p>Reframe to the positive. Positivity can be a way to show respect for the person you're speaking to— and even flatter them! Use "I" statements to show that you are impressed or appreciative.</p> <ul style="list-style-type: none"> – Community member: I take care of myself in other ways. I shop organic and don't eat fried food. – You: Wow, that's the lifestyle I'm striving for! It sounds like you're very health aware, so I think you will appreciate knowing you've done everything you can to stay healthy.



3.3.1 SCREENING DETAILS: MAMMOGRAM

	How to book	How to prepare	What to remember	What screening looks like	What happens next
Breast cancer	<p>Member chooses a convenient location. They book online or by calling.* They can:</p> <ul style="list-style-type: none"> ✓ Ask about the gender of the provider if this is important. ✓ Choose a date that will be ~2 weeks after a menstrual period to minimize discomfort. ✓ Reduce wait time by booking an early morning appointment. 	<p>On the day of the test, the member can:</p> <ul style="list-style-type: none"> ✓ Avoid caffeine to minimize discomfort. ✓ Wear a 2-piece outfit (like a top and pants). ✗ Avoid deodorants, body lotions, perfumes or powders to help with test accuracy. ✓ Bring health card. ✓ Arrive 15-30 minutes early to complete any forms. 	<p>It's very important to put the name of the family doctor on all forms so that they receive the results.</p> <p>The person taking the mammogram can adjust the pressure if needed to minimize discomfort.</p> <p>The test takes about 30 minutes, although there may be a wait time.</p>	<ol style="list-style-type: none"> 1. The X-ray technologist will give the member privacy to undress their upper body, usually changing into a hospital gown. 2. They will place the member's breast on the mammography machine. 3. A plastic plate will move down slowly to press the breast and hold it in place. There will be some pressure for a few seconds on the breast (this pressure does not harm breast tissue). 4. Mammograms are taken of each breast from 2 different angles. 	<p>Normal results: It's very likely that the member will have normal results—most people do!</p> <p>Member receives a letter from Ontario Health with timing for their next mammogram.</p> <p>Abnormal results: The family doctor will explain what this might mean and may refer the member for additional tests. It does not necessarily mean that they are sick.</p>

*The CHA can help over the phone, but cannot book for the member or translate at appointments.



3.3.2 SCREENING DETAILS: PAP TEST

	How to book	How to prepare	What to remember	What screening looks like	What happens next
Cervical cancer	<p>Member says 'yes' to screening. The CHA alerts their doctor's office to call and book.* They can:</p> <ul style="list-style-type: none"> ✓ Ask for a female doctor or nurse practitioner if preferred. ✓ Choose a date that is not the week of their menstrual period to minimize discomfort. ✓ Reduce wait time by booking an early morning appointment. 	<p>Before the test, the member can:</p> <ul style="list-style-type: none"> ✗ Avoid sex / marital relations, tampons, creams or medicines in the vagina for 2 days before to help with test accuracy. ✓ Go to the screening even if they forget the above or have a period. ✓ Wear a 2-piece outfit (like a top and pants). ✓ Arrive 15-30 minutes early to complete any forms. 	<p>The member can ask for a female doctor or nurse practitioner when booking.</p> <p>The member may find the test uncomfortable but it is very important to check for cell changes and prevent serious cancers.</p> <p>The test takes about 15 minutes, although there may be a wait time.</p>	<ol style="list-style-type: none"> 1. The doctor will give the member privacy to change into a hospital gown or to undress their lower body and cover it with a paper sheet. 2. The doctor will ask the individual to lie down. 3. The doctor will use a soft brush to take cells from the surface of the patient's cervix so the lab can examine the cells under a microscope. 	<p>Normal results: It's very likely that the member will have normal results—most people do!</p> <p>Member receives a letter from Ontario Health with timing for their next Pap test.</p> <p>Abnormal results: The family doctor will explain what this might mean and may refer the member for additional tests. It does not necessarily mean that they are sick.</p>

*The CHA can help over the phone, but cannot book for the member or translate at appointments.



3.3.3 SCREENING DETAILS: FIT KIT

	How to book	How to prepare	What to remember	What screening looks like	What happens next
Colorectal cancer	<p>Member says 'yes' to screening. The CHA alerts their doctor's office to ask LifeLabs to mail them a test. They can:</p> <ul style="list-style-type: none"> ✓ Ask for instructions in their preferred language, if it is available. Mailed instructions are in English, but many languages are available online. The CHA can arrange for a printed copy the member can pick up at the FHC front desk. 	<p>Before the test, the member can:</p> <ul style="list-style-type: none"> ✓ Carefully review the instructions in advance. ✓ Ask the CHA or doctor's office any questions. ✓ Eat and take medications as usual (including vitamin C and blood thinners). ✗ Avoid rushing. ✓ Plan for how to return the test quickly. 	<p>It's very important to carefully follow instructions so that the member doesn't need to re-do the test.</p> <p>The member needs to return the FIT kit within about 2 days of completing it to help with test accuracy.</p> <p>The test takes about 15 minutes.</p>	<ol style="list-style-type: none"> 1. The member will receive the FIT kit and complete instructions in the mail. 2. They complete the test in the privacy of their home. 3. They or a family member mails the completed test or returns it to the drop box at FHC, open 24 hours.* 	<p>Normal results: It's very likely that the member will have normal results—most people do! Member receives a letter from Ontario Health with timing for their next FIT kit.</p> <p>Abnormal results: The family doctor will explain what this might mean and may refer the member for additional tests. It does not necessarily mean that they are sick.</p> <p>Unsatisfactory results: The family doctor will ask the member to complete and return a new test.</p>

*The CHA can help over the phone, but cannot pick up completed FIT kits.



3.4.1 SCREENING LOCATIONS

Albany Medical Clinic*

✓ Book by phone

Hours:

Monday - Friday: 9:30am - 4pm

Phone: (416) 461-9471 ext. 2320

Email: n/a

Website: www.albanyclinic.ca

Address: 807 Broadview Avenue, Toronto
M4K 2P8

Intersection: Broadview Ave & Pretoria Ave

Parking: Paid parking lot behind the
Broadview subway station.

Central Toronto Diagnostic Imaging*

✓ Book by phone or online

Hours:

Monday - Friday: 8am - 4pm

Saturday: 9am - 5pm

Phone: 416-465-5735

Email: office@insightdi.com

Website: www.insightdiagnosticimaging.ca

Address: 658 Danforth Avenue, Main Floor,
Toronto M4J 4B9

Intersection: Pape Ave & Danforth Ave

Parking: Paid street parking.

Online booking form:

www.insightdiagnosticimaging.ca/booking



Danforth Main Medical Diagnostic*

✓ Book by phone or online

Hours:

Monday - Thursday: 8am - 5pm

Saturday: 8am - 4pm

Phone: 416-691-5071

Email: info@danforthxray.com

Website: danforthxray.com

Address: 2494 Danforth Ave Suite 3A,
Toronto, ON M4C 1K9

Intersection: Main St & Danforth Ave

Parking: Paid street parking.

Online booking form:

[danforthxray.com/services/mammography/
#obsp](http://danforthxray.com/services/mammography/#obsp)





3.4.2 SCREENING LOCATIONS

Michael Garron Hospital — Diagnostic Imaging

✓ Book by phone or online

Hours:

Monday - Friday: 8am - 3pm

Phone: (416) 469-6580 ext. 2334

Email: imaging@tehn.ca

Website: www.tehn.ca (translation options top right corner)

www.tehn.ca/programs-services/diagnostic-imaging/mammography

Accessibility: Language interpretation available on request.
Wheelchair-accessible.

Online booking form: portal.healthmyself.net/tehn/forms/VJ#



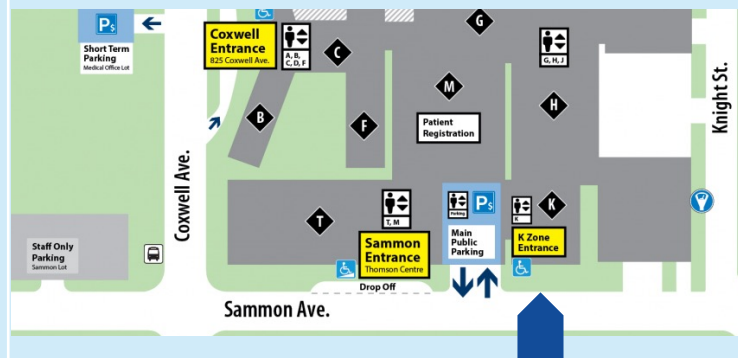
Address:

825 Coxwell Ave
East York M4C 3E7

Intersection: Coxwell Ave & Mortimer Ave

Parking: Main public parking garage (\$5 for every 20 minutes, to a maximum of \$26) and paid street parking.

Location in hospital: K1





3.4.2 SCREENING LOCATIONS

Flemington Health Centre — Primary Care

Cervical cancer

Hours:

Monday - Thursday: 8:30am - 9pm

Friday: 8:30am - 6pm

Saturday: 9am - 2pm

Phone: (416) 429-4991 **Email:** info@fhc-chc.com

Website: www.fhc-chc.com (translate options top right corner)

www.fhc-chc.com/our-services/primary-health-care-services

Address:

10 Gateway Blvd
Toronto ON M3C 3A1

Intersection: Don Mills Rd & Gateway Blvd

Parking: Visitor lot (2-hour time limit) and paid street parking.

Accessibility: Language interpretation available on request.
Wheelchair-accessible automatic main entrance and accessible washrooms (assistance required for some bathroom doors).

Colorectal cancer

Drop box (for FIT kits):

Hours: Always open

Location:

10 Gateway Blvd

Toronto ON M3C 3A1

Phone: (416) 429-4991

Fax: 416 422 3573

Email: info@fhc-chc.com





3.5.1 MORE RESOURCES

Additional screening information in English is available from Cancer Care Ontario:

Breast cancer

Breast cancer and screening: additional details at www.cancercareontario.ca/en/types-of-cancer/breast-cancer/screening

At the mammogram, members will be asked about their **medical history**: see card 32 for context. If a member has a specific medical question, always suggest they call their FHC doctor— do not try to answer.

Cervical cancer

Cervical cancer and screening: additional details at www.cancercareontario.ca/en/types-of-cancer/cervical/screening

Colorectal cancer

Colorectal cancer and screening: additional details at www.cancercareontario.ca/en/types-of-cancer/colorectal/screening

After completing the FIT kit, members need to **carefully store and promptly return it**: further tips in English at www.cancercareontario.ca/en/types-of-cancer/colorectal/screening/fit-instructions



3.5.2 MORE RESOURCES

At the mammogram, members will be **asked health questions privately** (screenshots here are just for CHAs' context).

Personal medical history

OBSP Clinical History Questions

Clinical History

- 1a. If you have ever had monthly bleeding (menstrual period), at what age did it start? _____ Never ☐ Uncertain ☐
- 1b. Has your monthly bleeding (menstrual period) stopped permanently (no periods in the last 12 months)?
 N ☐ No
 Y ☐ Yes, naturally
 S ☐ Yes, surgically (uterus or ovaries removed)
 O ☐ Yes, other
 U ☐ Uncertain
- 1c. How old were you when your monthly bleeding (menstrual periods) stopped? _____ Uncertain ☐
2. Have you ever been pregnant? Yes ☐ No ☐
 If yes → How many full-term pregnancies have you had? _____
 (including still births)
 How old were you when you had your first child? _____
3. Have you ever had breast cancer? Yes ☐ No ☐
4. Have you ever had ovarian cancer? Yes ☐ No ☐
5. Do you currently have breast implants? Yes ☐ No ☐
6. Have you ever had any radiation treatment to the chest (for conditions such as lymphoma) before the age of 30? Yes ☐ No ☐

The following questions should be answered for blood relatives only.

7. Has your mother ever had breast cancer? Yes ☐ No ☐ Uncertain ☐
 If yes, at what age did she find out?
 Before the age of 50 ☐ At 50 years of age or older ☐ Uncertain ☐
- 8a. Have any of your sisters ever had breast cancer before the age of 50?
 Yes ☐ No ☐ Uncertain ☐
- 8b. Have any of your sisters ever had breast cancer at 50 years of age or older?
 Yes ☐ No ☐ Uncertain ☐ If yes, how many? _____

Family medical history

- 9a. Have any of your daughters ever had breast cancer before the age of 50?
 Yes ☐ No ☐ Uncertain ☐
- 9b. Have any of your daughters ever had breast cancer at 50 years of age or older?
 Yes ☐ No ☐ Uncertain ☐ If yes, how many? _____
10. Have your father, brothers, or sons ever had breast cancer?
 Yes ☐ No ☐ Uncertain ☐
11. Has your mother ever had ovarian cancer? Yes ☐ No ☐ Uncertain ☐
12. Have any of your sisters ever had ovarian cancer? Yes ☐ No ☐ Uncertain ☐
13. Have any of your daughters ever had ovarian cancer? Yes ☐ No ☐ Uncertain ☐
- Current Estrogen Use: Yes ☐ No ☐



3.6.1 MULTILINGUAL RESOURCES

The FIT kit is mailed with a letter and instructions in English.

These two resources are also available translated into **multiple languages**. See cards 34-36 for screenshots, or scan the QR codes here.

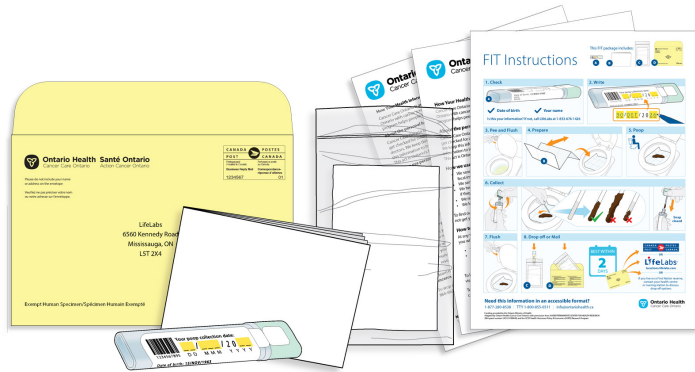
If the member has a specific medical question, always suggest they call their FHC doctor—do not try to answer.

	FIT kit letter	FIT kit instructions
Arabic		
Bengali	X Not yet available	X Not yet available
Dari	X Not yet available	
Pashto	X Not yet available	
Slovak	X Not yet available	
Urdu		



3.6.2 MULTILINGUAL RESOURCES

Members can access translated FIT kit instructions **online** or by requesting a **printed** copy from the FHC front desk (screenshots in this guide are just for CHAs' context).



If there is a problem with the member's FIT kit arrives (for example, if the test arrives **damaged** in the mail or seems to be **lost**), the member should call FHC at (416) 429-4991.

Urdu:

FIT سے متعلق ہدایات



یہ معلومات کسی قابل رسائی فارمیٹ میں مطلوب ہیں
1-877-280-8538 TTY 1-800-855-0511 | info@ontariohealth.ca



Ontario Health
1-877-280-8538 TTY 1-800-855-0511 | info@ontariohealth.ca



Arabic:

إرشادات إجراء FIT



هل تحتاج هذه المعلومات بتنسيق مناسب لأصحاب الاحتياجات الخاصة؟
1-877-280-8538 | الهاتف الكئابل 1-800-855-0511 | info@ontariohealth.ca



تم التمويل بواسطة وزارة الصحة في أونتاريو (Ontario Ministry of Health)
 قاضي الاطباء من Ontario Health (Cancer Care Ontario) مركز KAISER لدراسات الصحة (KAISER PERMANENTE CENTER FOR HEALTH RESEARCH)
 تم المص من UCSF Health Outcomes Policy & Economics (HOPE) برنامج الاماكن (UHS) CA 18866 NH

Dari:

دستور العمل FIT



آیا این اطلاعات را به شکلی قابل دسترس نیاز دارید؟

1-877-280-8538 | TTY 1-800-855-0511 | info@ontariohealth.ca

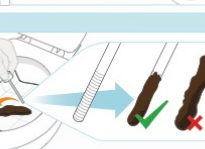
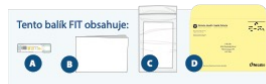
معلومات على الإنترنت: Ontario Ministry of Health (Cancer Care Ontario) و با عنوان: "أثر مركز رادسي لطيفات صحي الكيسر (إك) التخصصي في علاجات طمخية على ملامحة"
 (JH3 CA188646) و برنامجي لطيفات برزسي بامطام و ملامحة و القاصص لملامحة (HOPE) اثر دالمكة كالمطامه، ملامحة ملامحة



Pashto:

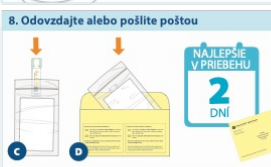
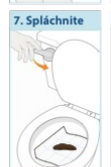
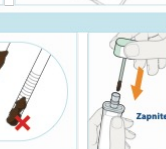


Slovak: Pokyny pre FIT



ایا دی مالوماتو تہ د لاسرسي ور بنی کی اړتیا لری؟
1-877-280-8538 | TTY 1-800-855-0511 | info@ontariohealth.ca

Ontario Ministry of Health
Ontario Health (Cancer Care Ontario)
KANSER PERMANENTE مرکز NIH بریتانی شمیر: (800) 458-5231
22 عقابیه پلاز پالیسی او القصد (HOPE)
DAG



Potrebujete tieto informácie v prístupnom formáte?
1-877-280-8538 | TTY 1-800-855-0511 | info@ontariohealth.ca

Financovanie poskytl Ontario Ministry of Health
Prevádzku spoločnosti Ontario Health (Cancer Care Ontario) so sídlom: KANSER PERMANENTE CENTER FOR HEALTH RESEARCH
(Získo-granta NIH- UHG CA188644) a výskumného programu UCSF Health- Outcomes Policy & Economics (HOPE)
12.04.2018



GET IN TOUCH:

Leah Everist, Behavioural Insights Team
leah.everist@bi.team

Brianne Kirkpatrick, Behavioural Insights Team
brianne.kirkpatrick@bi.team

