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MEDIA RELEASE

Thursday , 10 May 2018

ITALIANS URGED TO BE *MAMMONI FOR MAMMOGRAMS* FOR MOTHER'S DAY

With over 10,000 eligible Italian women in NSW overdue a screening mammogram, this Mothers' day, all Italians are being urged to be *'mammoni for mammograms'* and encourage their beloved mamma to book a lifesaving breast screen.

The campaign is part of the 10,000 Italian Roses Project, an initiative of the NSW Multicultural Health Communication Service in partnership with Co.As.It. Italian Association of Assistance and Westmead Breast Cancer Institute with support from the University of Technology (UTS). The program was established through a \$150,000 grant from the NSW Government, part of its \$6.5 million investment in awareness campaigns and community grants over the past three years.

In time for Mothers' Day, the 10,000 Italian Roses Project is running a social media campaign *'mammoni for mammograms'* calling Italian men and women to encourage their mamma and other relatives to call BreastScreen NSW and book their next breast screen which could help save their lives.

Acting Director at the NSW Multicultural Health Communication Service, Michael Camit said that it was vital to get the message out to the Italian community about the importance of regular mammograms.

"Our recent state-wide survey of Italian women revealed that they were not booking their breast screens because they were unsure of the advantages of using the BreastScreen NSW service," he explained. "This insight has helped us provide relevant information to guide women through our growing group of 10,000 Italian Roses Project ambassadors."

Service Director at Westmead Breast Cancer Institute, Associate Professor Nirmala Pathmanathan, said BreastScreen NSW uses mammography (X-ray pictures of the breast) because it is the most effective screening test to detect breast cancer.

"Amazingly, these pictures can find cancers as small as a grain of rice - before you or your doctor can detect any changes in your breasts," said Dr Pathmanathan.

New data shows that the 10,000 Italian Roses Project is already affecting change with BreastScreen NSW reporting a 24 per cent increase between 2015 and 2017 in first time screeners from women from Italian background.

Mr Thomas Camporeale, General Manager of Co.As.It. said "Through the 10,000 Italian Roses Project information sessions, there is now better understanding of breast cancer and the role of breast screening in early detection and better treatment outcomes.

"We are so grateful for the outstanding support we've received from the Italian-Australian policy makers, community leaders, entertainers, health workers, medical practitioners and members who have been spreading the important message of regular breast screening for women aged 50-74 within the Italian community."

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Editor's Notes:

All women aged between 50 and 74 should call 13 20 50 to book their free mammogram with BreastScreen NSW.

Watch the 'Mammoni for Mammograms' social campaign video today:

<https://www.facebook.com/10000ItalianRoses/videos/602142576818920/>

Thank you to the following mammoni for supporting the 10,000 Italian Roses Project:

- Hon John Sidoti, MP Drummoyne
- Alfi Arcuri, 2016 The Voice Winner / Universal Recording Artist
- Cossima De Vito, ARIA Award Winner / 2003 Australian Idol Top 3
- James Liotta, Comedian/Actor
- Josh Sama, MKR 2018 Semi-finalist

Join the conversation on www.facebook.com/10000ItalianRoses

Send a tweet <https://twitter.com/10Kitalianroses>

Note: The word "Mammone" means "mummy's boy" in Italian. Although traditionally applied only to men, we have called the campaign "Mammoni" to be inclusive to all men and women in the Italian community.