



ATTACHMENT TWO

INFORMATION & EDUCATION PROGRAMME - PROPOSED NATIONAL ROLLOUT

Overview

The Information & Education Programme has been operating since 2000 and statewide within Queensland since June 2003. The Programme is auspiced and supported by Queensland Health and the Gynaecological Cancer Society.

This Programme was designed with the goal of providing holistic, timely, authoritative information on the treatment and management of the full range of gynaecological cancers to gynaecological cancer patients, their families and carers, students, medical and Allied Health professionals and all other stakeholders.

Programme Elements

At the centre of the Information and Education Programme is a public access, interactive Internet site at www.gcsau.org. This site currently contains over 40,000 pages of information, specifically written for four different user groups. There is specialised information for patients; a section for carers and families; a student information section and a site dedicated to providing medical and Allied Health professionals with information on the treatment and management of all aspects of gynaecological cancers.

Our aim, however, is for the widest possible distribution of gynaecological cancer information. As many of the Programme's users are potential older and likely to be less computer literate, or live in rural and remote areas where Internet access is limited, we have also reproduced the Internet material on interactive CD-Rom and in 33 titles of printed material.

To enable the Society to efficiently and accurately answer questions from the community and medical profession regarding gynaecological cancer, we have developed an extensive resource collection and database. This database contains information on other authoritative Internet sites, a large collection of resource print material; help organisations (both community and commercial), audiovisual material and specific help contacts relating to gynaecological cancer.

Internet Site www.gcsau.org

Distribution: Worldwide (currently English only; German and Chinese underway)

The Internet has, in recent years, become the world's most dynamic and effective information delivery medium. It allows for the multimedia delivery of information to an international audience. This information can be easily updated, allowing users to access up-to-date and accurate information from their most convenient location.

Given the sensitive nature of gynaecological cancer, the Society considered the Internet to be the most effective way to provide users with the information they required whilst retaining anonymity and confidentiality. It is also the most effective way to ensure the information accessed by users is authoritative, timely and remains relevant to their needs.

The Internet site component consists of over 40,000 pages of information. The website provides free regional, national and international access to all. On-line, real-time translation into Greek, Italian, and French is being investigated, with translation into Chinese and German underway.

The site contains information specific to the needs of patients, carers and families, students, medical and Allied Health professionals. It is navigated by choosing from one of these user categories, followed by one or more of the six major cancer types being investigated. These cancer types are:

- . cervix
- . uterus
- . ovary
- . vulva
- . vagina
- . tube

In keeping with the Society's desire to provide holistic information on treatment and management, the user may then select from one of the following categories of information:

- . general
- . fact sheet
- . diagnosis
- . treatment
- . anaesthetics
- . chaplaincy
- . chemotherapy
- . dietetics
- . lymphoedema
- . nursing
- . OT
- . pharmacy
- . physiotherapy
- . psychology
- . radiotherapy
- . social work
- . complementary medicine
- . sexuality and cancer

Other features include:

- . full user interactivity, including e-mail access for additional information
- . an e-mail activated on-line discussion group
- . a 600 page (and ever expanding) glossary
- . databases containing:
 - . medical terminology

- . medication references
- . service providers (currently Queensland although to be expanded to national)
- . women's health care contact details
- . women's health care event calendar
- . advanced gynaecological cancer treatment centres details
- . cursor activated, computer designed interactive anatomical diagrams
- . hyper-links to other authoritative cancer sites, including sponsor sites where users can access additional information on products and services that may be of value to them
- . relaxation music to enhance comprehension and retention
- . a specialised "fact Sheet" facility covering each cancer type and designed to be downloaded by a medical practitioner and given to their patient as a post-consultation reference.

Printed Material Content

Distribution: Regional & National

Target: General Practitioners, O&G specialists; gynae oncologists; public, private and specialist gynae cancer hospitals; community health & nursing centres; rural & remote hospitals & mobile nursing services; other cancer organisations and stakeholders

Not all prospective users of the Programme will have access to the Internet due to age, regional location or lack of computer literacy. In recognition of these circumstances, the Society has developed 24 specific purpose titles of printed support material. This material contains content drawn from our Internet site and includes the following titles:

- . Cancer of the Cervix (leaflet)
- . Cancer of the Cervix (booklet)
- . Cervical Cancer Vaccine – The Facts (leaflet)
- . Cancer of the Ovary (leaflet)
- . Cancer of the Ovary (booklet)
- . Cancer of the Fallopian Tubes (leaflet)
- . Cancer of the Fallopian Tubes (booklet)
- . Cancer of the Uterus (leaflet)
- . Cancer of the Uterus (booklet)
- . Cancer of the Vagina (leaflet)
- . Cancer of the Vagina (booklet)
- . Cancer of the Vulva (leaflet)
- . Cancer of the Vulva (booklet)
- . What is Gynaecological Cancer? (leaflet)
- . What is a Gynaecological Oncologist? (leaflet)
- . Gynaecological Surgery - Vulvectomy (leaflet)
- . Gynaecological Surgery - Hysterectomy & Salpingo-Oophorectomy (leaflet)
- . Gynaecological Surgery - Pelvic Lymphadenectomy (leaflet)
- . Gynaecological Surgery – Sexuality Issues (leaflet)
- . Gynaecological Cancer Society (leaflet)
- . Pap Smear Test – What Do the Results Really Mean? (leaflet)
- . Information and Education Programme (leaflet)
- . Emotional Support Programme (leaflet)
- . Supporting Partners Programme (leaflet)
- . Pain Management (Booklet)

- . Relaxing Exercise (booklet)
- . Supportive Partner (booklet)
- . Understanding Treatment & Cure (booklet)
- . Shock & Change (booklet)
- . A Guide to Supporting Your Children (booklet)
- . Priorities (leaflet)
- . Supporting Partner (leaflet)
- . GyCan (quarterly newsletter)

All titles are currently the subject of a Society and James Cook University sponsored indigenous community review of content, graphics and layout. The Society envisages producing a parallel range of publications specifically tailored to the needs of indigenous groups. Attachment (Two c) contains a full list of the Society's available resources.

CD-Rom Content

Distribution: Regional, National & International

Target: O&G specialists; gynae oncologists; specialist gynae cancer hospitals; community health centres; rural & remote hospitals; rural & remote mobile nursing services; AusAid

In further recognition of the lack of access to the Internet, particularly in rural and remote areas, the Society has developed an interactive CD-Rom. This CD-Rom contains the information and features of the entire Internet site, including the full search and navigational functions.

The CD-Rom also contains down-loadable copies of all printed material, in PDF format, so that they can be reproduced, if required, at point-of-need.

The Society also produces a relaxation CD-ROM incorporated in our Supporting Partners Kit and available separately.

Hospital based Information System

Comprising a computerised Information Booth (see attached) and Literature Stand (see attached), the Information System is supplied to hospitals that specialise in the advanced care of gynaecological cancer patients.

The Literature Stand holds all 33 titles of printed material published by the Society and provides for both leaflet and booklet formats. The steel and acrylic construction features a non-slip base, is fully rotating, stands 1.9 meters high and has a ½ square meter footprint. The stands are available to major gynaecological treatment facilities, teaching centres and cancer referral organisations. Currently there are 14 Literature Stands placed throughout Queensland.

The Society's Information Booth features a computer driven 40,000-page resource unit containing information and education material for patients, their carers, students and medical professionals.

The Booth contains a specially modified computer drive – monitor – keyboard – mouse – printer – computer booth and twin stereo speakers and comprises a specially adapted computer containing the latest version of the Society's CD-Rom.

The CD is a direct copy of our web site www.gcsau.org and can be updated as required. A user has the option of listening to especially composed relaxation music whilst viewing the available information. An 'Information Booth' is available free of charge to major gynaecological cancer treatment facilities and educational centres.

Resources

During the development of our Information and Education Programme, the Society collected support resources from throughout the world that can be made available to users of the Programme. These resources include books, pamphlets, brochures, audio tapes, video tapes, complementary Internet sites, community health services, women's health information and referral centres, news articles, support group meetings and complementary medicine.

On-line databases were created covering community service and support groups, pathology collection centres, lymphoedema treatment clinics, additional authoritative websites and other related health services. These databases are now national in content have expand in number to provide contact information for practitioners in many different medical and Allied Health areas that relate to gynaecological cancer.

In developing a world-class gynaecological cancer information and education resource of use to the widest possible number of people, content was required from a large number of expert organisations and individuals involved with the care and treatment of gynaecological cancer. Through working with these groups and individuals, the Society established an extensive network of connections, which has proven to be of benefit to users of the Programme. Supporters of and contributors to the Programme include:

- . Queensland Government - Qld, Aus
 - . Queensland Health
 - . Office of Women's Policy
 - . Information Industries Branch
 - . Royal Women's Hospital
- . University of Queensland - Qld, Aus
 - . Department of Obstetrics & Gynecology
 - . Chair of Gynaecological Cancer
- . Microsoft (Australia) - NSW, Aus
- . The Centre for Gynaecological Cancer - Qld, Aus
- . Gynaecological Cancer Society - Qld, Aus
- . CancerBACUP - London, UK
- . Indiana University - Indiana, USA
- . Cancer Foundation of Western Australia - WA, Aus
- . Gynaecological Awareness Information Network - WA, Aus
- . Nutrition Australia - Qld, Aus

- . Australian Physiotherapy Association - Qld, Aus
- . Lymphoedema Association of Queensland - Qld, Aus
- . Queensland Radium Institute - Qld, Aus
- . Queensland Institute of Medical Research - Qld, Aus
- . Royal Women's Hospital - Qld, Aus
- . Healthwise Centre, Wesley Hospital - Qld, Aus
- . The Townsville Hospital - Qld, Aus
- . Women's Health Queensland Wide - Qld, Aus
- . Karuna Hospice Service - Qld, Aus
- . Sullivan Nicolaides - Qld, Aus
- . Mobile Women's Health Network - (Qld Gov) - Qld, Aus
- . Bristol- Myers Squibb - NSW, Aus
- . Queensland Health - (Qld Gov) - Qld, Aus
- . Office of Women's Policy - (Qld Gov) - Qld, Aus
- . Information Industries Branch - (Qld Gov) - Qld, Aus
- . Queensland Medical Laboratories - Qld, Aus
- Sponsor GCS Information & Education Programme.

Content Contributors:

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Dietetics

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Chaplaincy

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- . Julia Banks
Consumer Representative
- . Jude Gower - Graphic Artist
Director, J&J Concepts
- . John Gower
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plus a team of past and present patients and carers whose input and critical analysis has been invaluable. All contributors have volunteered their time and skills in compiling our content material and pledged their future update and revision support.

Outcomes

Since the launch of the Programme in 2000, the demand upon its services has been extremely high. www.gcsau.org is currently experiencing in excess of 49,000 hits per month from all over the world. A surprising and most pleasing aspect has been the 5.6-minute average duration of stay per user. This is considered within the Internet industry as extremely long, and indicates the quality and relativity of the content.

Access to the website has led over 40 users per month to contact the Society directly via e-mail from throughout Australia and over 30 countries around the world seeking further information, resources and contacts.

The initial distribution of printed material has led to their universal acceptance and an ever-increasing demand for their production. The ready acceptance of our plain-language leaflets and booklets has necessitated the expansion of the number of titles from the original 12 to the current 33.

Feedback from users of the Programme, including patients and medical and Allied Health professionals has reinforced the effectiveness of the Programme through its ability to reach the target audience with timely, authoritative information presented in an easy-to-comprehend format. All delivery mediums have proven efficient and effective in achieving their goals. The addition of the CD-ROM has only enhanced our effectiveness.

Proposal

The Gynaecological Cancer Society proposes the national rollout of the Information & Education Programme comprising two elements:

- 33 titles of print literature and associated material(attachment 2a)
- Hospital based Information Kiosks (attachment 2b)

Both elements of the Information & Education Programme are tried and tested and available for immediate rollout. Our fully costed proposal assumes an initial five (5) year federal involvement. Subsequent funding would be sought from participating state and territory authorities.

ITEMISED BUDGET INFORMATION & EDUCATION NATIONAL ROLLOUT

(Year One)

Item	Function	Allocation	Comment
Print Material Production Booklets	Production of 20,000 units	\$24,000	Based upon probable need
Print Material Production Leaflets	Production of 40,000 units	\$20,000	Based upon probable need
Production of CD-ROM	Production of 1,000 units	\$ 2,000	Based upon probable need
Distribution of Material	National distribution	\$10,000	Postage & delivery costs
Web site Infrastructure	Updates & monitoring	\$ 5,000	
Staff Wages	Production, editing	\$60,000	Proportional allocation
Administration	Management Infrastructure	\$35,000	Proportional allocation
Travel & Accommodation	Implementation of rollout	\$10,000	Siteing stands & booths
Print Equipment		\$50,000	Additional & replacement equipment
Literature Stands	Bases upon 200 units	\$ 6,000	
Information Kiosks	Based upon 15 units	\$15,000	
Total		\$237,000	

Over the initial five (5) year rollout phase of the Supporting Partners Programme the total expenditure would be as follows:

(Five Year)

Year	Budget	Comment
Year One (1)	\$237,000	Including implementation expenses
Year Two (2)	\$171,000	Lower implementation & travel expenses
Year Three (3)	\$181,000	Replacement stands & booth equipment
Year Four (4)	\$190,000	General Inflation pressures
Year Five (5)	\$190,000	Stabilised numbers and costs
Total	\$969,000	

FREE-STANDING LITERATURE DISPLAY STAND



The Gynaecological Cancer Society's 'Information Stand' holds all 33 titles of printed material published by the Society and provides for both leaflet and booklet formats.

The steel and acrylic construction features a non-slip base, is fully rotating, stands 1.9 meters high and has a ½ square meter footprint.

The stands are available to major gynaecological treatment facilities, teaching centres and cancer referral organizations.

ATTACHMENT (TWO B)

HOSPITAL BASED COMPUTERISED INFORMATION KIOSK



The Gynaecological Cancer Society's 'Information Kiosk' features a computer driven 40,000-page resource unit containing information and education material for patients, their carers, students and medical professionals.

An 'Information Kiosk' is available to major gynaecological cancer treatment facilities and educational centres. The Booth comprises a specially adapted computer containing the latest version of the Society's CD-Rom. The CD is a direct copy of our web site www.gcsau.org and can be updated as required.

The Kiosk contains a specially modified computer drive – monitor – keyboard – mouse – printer – computer booth and twin stereo speakers. Users have the option of listening to especially composed relaxation music whilst viewing the available information.

ATTACHMENT (TWO C)



PUBLICATION TITLES LIST 2006

INFORMATION & EDUCATION PROGRAMME TITLES

BOOKLET TITLES	NUMBER REQUIRED
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Cancer of the Cervix
Cancer of the Fallopian Tubes
Cancer of the Ovary
Cancer of the Uterus
Cancer of the Vagina
Cancer of the Vulva
Cervical Cancer Vaccine – The Facts * New

LEAFLET TITLES

Cancer of the Cervix
Cancer of the Fallopian Tubes
Cancer of the Ovary
Cancer of the Uterus
Cancer of the Vagina
Cancer of the Vulva
Emotional Support Programme
Gynaecological Surgery - Hysterectomy & Salpingo- Oophorectomy
Gynaecological Surgery – Pelvic Lymphadenectomy
Gynaecological Surgery – Vulvectomy
Gynaecological Surgery – Sexuality Issues
Gynaecological Cancer Society
Information & Education Programme
Pap Smear Test – What Do The Results Really Mean?
Supporting Partners Programme
What is Gynaecological Cancer?
What is a Gynaecological Oncologist?

CD-ROM

Gynaecological Cancer Society web site on CD
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SUPPORTING PARTNERS PROGRAMME TITLES

BOOKLET TITLES

Pain Management
Relaxing Exercise
Supportive Partner
Understanding Treatment & Cure
Shock & Change
A Guide to Supporting Your Children * New

LEAFLET TITLES

Priorities
Supporting Partner

CD-ROM

Relaxing Exercise on CD
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GENERAL INFORMATION

GyCan Newsletter (quarterly publication)
Literature Order Form

ADDITIONAL MATERIAL (please contact)

LITERATURE STANDS

Contains and displays all Information & Education Programme Material

COMPUTERISED INFORMATION BOOTH

For gynaecological cancer treatment facilities

USEFUL PRODUCTS

Gynaecological Cancer Society pens
Gynaecological Cancer Society 'green bags'

ORDER & CONTACT DETAILS

Post: Gynaecological Cancer Society
100 Kilkivan Avenue
Kenmore, Australia, 4069

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