



## #ScreenForMe community celebration

4 May 2021

Two years after its inception, Gippsland Primary Health Network (Gippsland PHN) is relaunching the #ScreenForMe campaign to raise community awareness of cancer screening.

The #ScreenForMe relaunch community event will be held at the **Moe Library on 12 May from 12.30pm**. Not only will the event mark the campaign's second birthday, but Gippsland PHN is taking the opportunity to launch Phase 2 of the #ScreenForMe campaign, **I've #Screened For Me**.

#ScreenForMe aims to empower the community to make a difference by encouraging their friends and family to be proactive in looking after their health by screening for breast, bowel and cervical cancer.

Gippsland PHN Chief Executive Officer, Amanda Proposch, said Phase 2 of the campaign took this approach one step further.

"I've #Screened For Me encourages local people who have screened to share their experience with the broader community to encourage others to participate in cancer screening," she explained. "Anyone that regularly screens for breast, bowel or cervical cancer is well placed to influence others to screen for cancer and we welcome them to become an I've #Screened For Me Screening Advocate."

Screening Advocates can share their cancer screening stories in many ways;

- With Gippsland PHN as part of the Screening Advocates program
- By starting a conversation with friends and family about the importance of screening and early detection
- Being proud they have screened and shared the #I'veScreenedForMe message online

Several Screening Advocates have already shared their cancer screening stories with Gippsland PHN and these short films will be showcased online as a part of the relaunch community event. One of these will be Traralgon local, Donna Faulkner, who will also be a guest speaker on the day, sharing her experience with bowel cancer.

Developed locally as part of the Victorian Government's Latrobe Health Innovation Zone program, Ms Proposch said it was exciting for the #ScreenForMe campaign to once again be present within the community.

"#ScreenForMe is such a unique program in that it features local community members of all ages asking their loved ones to 'Screen For Me' and now, as Screening Advocates, their story can potentially help save the life of someone they might not even know," she said.

*#ScreenForMe is part of an innovative three-year project designed to improve the long-term health and wellbeing of Latrobe Valley residents. Funded by the Victorian Government as part of the Latrobe Health Innovation Zone, and managed by Gippsland PHN, the project works with the community and local health providers to help increase participation in screening for preventable cancers.*

### ENDS

Gippsland PHN is part of a national network of 31 Primary Health Networks across Australia. Primary Health Networks are predominantly funded by the Australian Government to tackle identified national objectives and priority areas. Visit: [gphn.org.au](http://gphn.org.au)

**For more information, contact Tracy VanderZalm at Gippsland PHN on 0447 491 345.**