

# New BreastScreen NSW website

BreastScreen NSW has launched a new website. This website plays a crucial role in raising awareness about the program, facilitating easy access to screening information, and encouraging a seamless screening booking process.



Over 75% of users access the BreastScreen NSW website on a mobile device. The new website incorporates a mobile first user-friendly interface, prioritising functionality, and ease of navigation.

Take a look around our new website on your mobile.

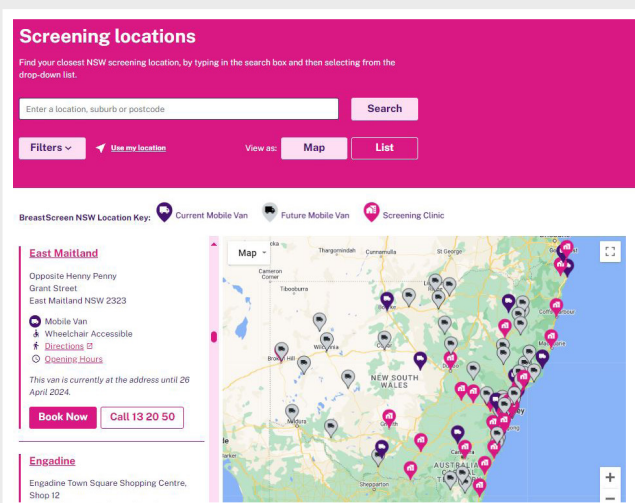
## Why we need a new website

The new BreastScreen NSW website is housed on a new and improved Content Management System (CMS). This has enabled improved functionality and overall user experience. Design and content updates enhance accessibility for focus populations, pathways to bookings and strengthen the BreastScreen NSW brand.

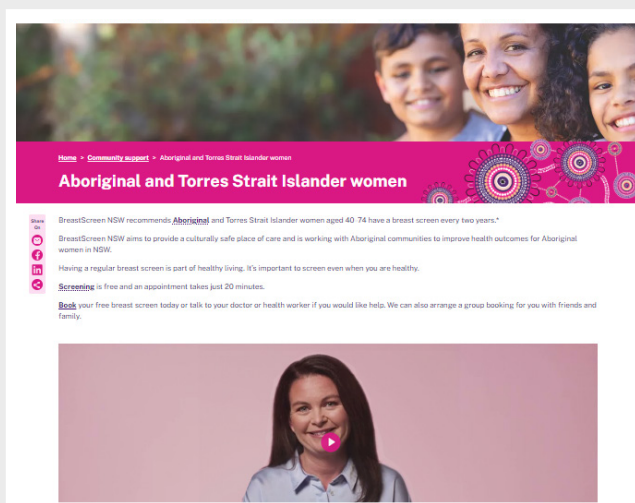
## Key features and benefits

- **Enhanced user experience:** Better access to information, resources and screening locations helps users find what they need faster and easier.
- **Accessibility focus:** Improved functionality and content, particularly for focus populations (culturally and linguistically diverse and Aboriginal communities), aims to bridge participation gaps.
- **Booking conversion boost:** Improving the user experience will guide users seamlessly to the booking site.
- **Design and content update:** The project has provided an opportunity to undertake a full review and update of the content and design. In addition, branding has been updated to align with NSW Government Brand Guidelines. The updated site upholds BreastScreen NSW's credibility and maintains its position as a leading authority in breast cancer screening.
- **CMS upgrade:** Transitioning to the new CMS, improves functionality.

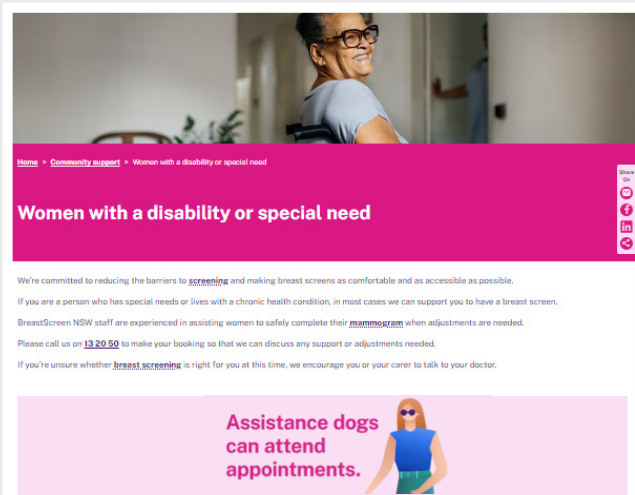
## See below a selection of refreshed pages from the site



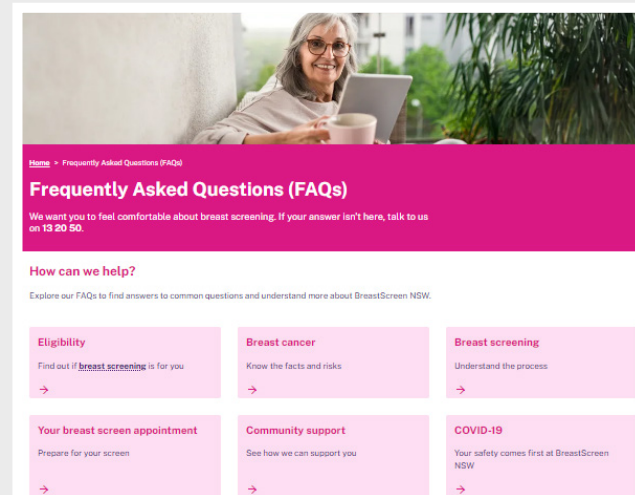
Users can easily find a screening location convenient for them anytime using our search tool.



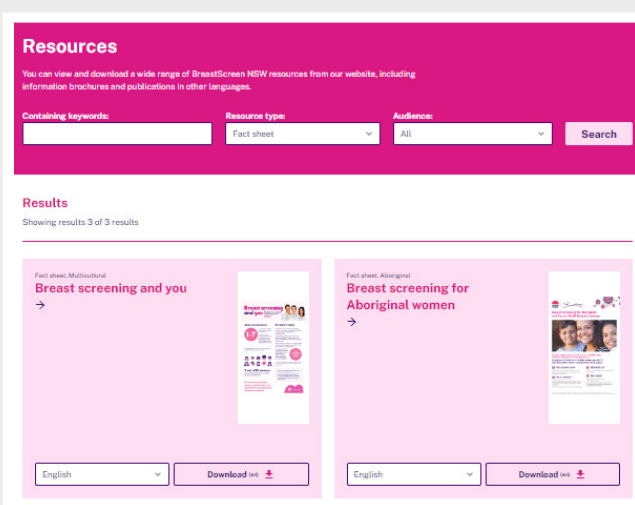
Content has been designed to meet the needs of Aboriginal and Torres Strait Islander women.



Tailored information is provided for women with a disability or special need.



An extensive FAQs section has been included to help women find the information that they need.



A range of resources are available to download or order in printed form.



A selection of in language pages aim to engage culturally and linguistically diverse populations.



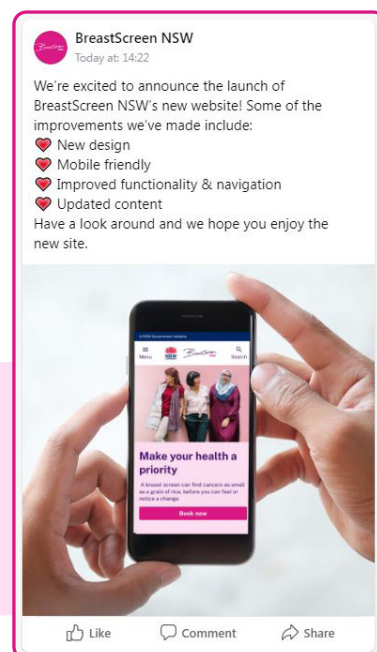
## Audience

The website primarily targets **women in NSW aged 50–74**. To improve engagement and accessibility, other audiences carefully considered in the content and layout of the site include:

- Aboriginal women aged 40–74 in NSW
- Culturally and linguistic diverse women aged 50–74, with a focus on Chinese, Vietnamese and Arabic languages
- Health professionals
- Women with a disability or special need
- Women in rural or remote areas
- Women of all ages (under 40, 40–49 and 74+) wanting to find out more about breast screening
- Friends and family of users eligible for screening
- Trans and gender diverse people.

## Website objectives

- **Improved user experience, functionality, and accessibility:** These improvements will contribute to a 5% increase in website traffic, 12 months from launch.
- **Improved user journey and findability:** This will contribute to a 10% increase in online bookings, 12 months from launch.



You can help spread the word about our [new website](#) by sharing our posts on social media.

**For further information** about BreastScreen NSW visit our new website

**W:** [breastscreen.nsw.gov.au](https://breastscreen.nsw.gov.au) or, contact us directly at

**E:** [cinsw-breastscreennsw@health.nsw.gov.au](mailto:cinsw-breastscreennsw@health.nsw.gov.au)

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