

Welcome

Welcome to the Winter 2010-11 edition of Network, the newsletter designed to keep colleagues delivering the NHS Breast Screening Programme up to date with news and progress from within the screening community. We have had a fantastic response from you so far, but please do keep us posted with your latest developments by emailing press.office@nhscancerscreening.co.uk or give us a call on **020 7400 4499**. We'd love to hear from you!

We'd especially like to hear about any activities you're running that are aimed at engaging with BME/hard-to-reach groups. Sharing innovative ideas will help deliver best practice and a better service for these key populations.

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Breast screening success in a deprived multi-ethnic London borough

Breast screening uptake varies across the UK but is a particular problem in and around London. Although uptake was 73 per cent nationally in 2009, in London it was only 61 per cent. In the London Borough of Tower Hamlets, a deprived borough where 27 per cent of the population is Bangladeshi, this figure has historically been lower still. In 2005, uptake for breast screening in the borough was just 44.5 per cent.

However, by 2008-2009 uptake had risen to 63.5 per cent – an increase of 19 per cent. A large part of this increase can be attributed to an innovative approach developed by the public health team at NHS Tower Hamlets. Indeed the work has just been awarded the Health Service Journal Award for the best social marketing campaign

In 2008 several initiatives were introduced to promote breast screening through primary care services. Extra incentives were offered to GPs through a Local Enhanced Scheme, and staff at 20 GP practices received training from public health teams on the benefits of screening. In addition, a Bangladeshi GP screening lead was appointed across all three cancer-screening services.

Another pilot scheme focussed on targeted outreach work among the Bangladeshi community by local community development charity Social Action for Health (SAfH).

Solma Khatoon, Cancer Screening Facilitator at NHS Tower Hamlets said:
“SAfH workers who were themselves from the Bangladeshi community spoke to women in their own language to find out why they hadn't attended and to help them overcome any barriers.”



CSS facilitator holding a session with women in London Borough

Cover story continued....

"We found women were saying things like 'Men do the screening' or 'You have to take off all your clothes' or 'It really hurts'," says Jahera Ali, Cancer Screening Project Co-ordinator at SAfH. "Often women were unwilling to attend alone or worried because they had no English. Many were unsure how the services worked."

Four half-day block bookings were made at local breast-screening clinics and community transport to the sessions was provided for groups of women from their own GP practices.

"We called everyone twice, once to book people in and again to remind them," says Sharon Hanooman, Deputy Director of SAfH. "We also made sure that whoever made the phone calls was at the GP practice to greet the women as they arrived, so it was all very personal. "Then we accompanied the women on the minibus and provided refreshments on the way," says Sharon.

"We took everyone back to the practice and asked them to go and spread the word that it wasn't so bad."

Sharon Hanooman,
Deputy Director of SAfH

Of 219 women contacted by SAfH, 151 women (69 per cent) attended screening. The success of the pilot scheme means it has now been rolled out to the neighbouring borough of Hackney, which also has a multicultural population. "We actually have women thanking us for ringing up," says Sharon Hanooman. "It's that personal touch that really encourages them to attend."

To find out more about SAfH's work on improving breast-screening attendance among a multicultural population, contact Susie Crome at susiec@safh.org.uk.



Women watching Bengali Breast Screening DVD

NHS Heywood, Middleton and Rochdale and the Royal Bolton Hospital develop innovative screening invitation

NHS Heywood, Middleton and Rochdale has created a new specially designed breast screening invitation. The pilot project forms part of a wider collaborative work programme across Greater Manchester which aims to improve attendance at breast screening. The work programme is led by the Greater Manchester Public Health Network and supported by the GM Public Health Practice Unit.

The invitation pilot project coincides with investment in a new digital mammography unit which will be located at NHS HMR's flagship health centre, Nye Bevan House.

Elizabeth Wilson, Public Health Programme Manager at NHS Heywood, Middleton and Rochdale and Nicola Crosby, the Patient and Public Involvement Lead worked in partnership with local residents and sisters Christine Abbott and Mal McCall. They held focus groups within the local community to discuss potential approaches to encourage women to attend screening appointments.

The women they spoke to suggested that a reminder card would encourage them to take up screening and more focus groups were held to discuss the format of the invitation.

The reminder cards, complete with bright pink border and calligraphy, were sent out to around 150 women who were identified as having no intention of attending for screening. The card features Christine's story, describing how she discovered that she had breast cancer as result of a screening appointment but had she taken up her invitation three years earlier the cancer could have been discovered at an earlier stage. Elizabeth Wilson said: "Some of the women told us that they had attended their screening appointments because they were aware of Christine's breast cancer experience and this had motivated them."



Paul Burstow commended the invitations as an example of great practice. He said: "This is an excellent example of a soft-touch approach to calling in women to what must often be a difficult process."

The cards will continue to be sent out for the next four months. The pilot interventions undertaken throughout Great Manchester will be evaluated and a report will be available in 2011.

For further information about this pilot and the wider collaborative work programme to improve attendance at breast screening please contact Emma Smith at emma.smith@alwpcpct.nhs.uk

Improving Outcomes: A Strategy for Cancer – Trial to Run Longer

In January 2011, the Department of Health published the updated Cancer Reform Strategy. On announcing the strategy, the Government emphasised its commitment to save 5,000 extra lives a year from 2014/15 and said that this is what they will be measuring success against.

The document confirmed that, subject to consultation on Healthy Lives, Healthy People, the NHS Cancer Screening Programmes, including screening QA, will become the responsibility of Public Health England (PHE). The UK NSC will continue to advise Ministers on all aspects of new and existing screening programmes and PHE will set national policy, pilot and evaluate new cancer screening programmes or extensions to existing ones, and run QA programmes. The NHS Commissioning Board will be funded annually by the PHE to commission local elements of the screening programmes on their behalf.

For breast screening, the strategy outlines the Government's plans to run the randomisation of the age extension

over two three-year screening rounds rather than one. Full roll-out to women aged 47–49 and 71–73 is expected to be completed after 2016.

In relation to digital mammography, the strategy advises programmes to move to direct digital as quickly as possible.

There is also a reference to the new information leaflet, explaining that it has been revised to take account of the latest evidence on breast cancer screening and informed choice.

Finally, the report announces that the Advisory Committee on Breast Screening (ACBS) is developing practical guidelines for the NHS on the surveillance of women deemed to be at a higher risk of breast cancer.

The full strategy can be accessed at http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_123371

Breast Cancer deaths fall in the UK

A study published in the *British Medical Journal* found that breast cancer deaths have fallen in the UK since the 1980s, but mortality rates from the disease continue to be among the highest in Europe. The review of 30 countries, led by French researchers, showed the UK rate dropped by about a third, thanks to better care and speedier diagnosis.

The number of UK deaths caused by breast cancer fell to 28.2 per 100,000 – equivalent to 12,000 deaths per year. The study looked at the rate at which breast cancer was highlighted as a cause of death from 1987–9 and compared that with 2004–6. Overall the mortality rate across the 30 countries fell by a fifth to 24 per 100,000 deaths.

The researchers at France's International Prevention Research Institute said the falls seen in most countries could be attributed to faster diagnosis and better quality care – although they admitted some variations in performance could be down to the different way deaths are recorded. They said they would expect the UK death rate to continue improving and finally reach the top performers, although they added lifestyles may be hampering progress to some extent (such as drinking, obesity and the age at which a woman has children).

“The rapid drop in breast cancer mortality rates shows that the changes the NHS has made in treatment, screening and access to drugs have really made a difference.”

The Department of Health

Goodbye to Glen Penn, Wirral Breast Screening Programme

Glen Penn, Screening Office Manager at Wirral Breast Screening Programme, has taken early retirement from her current post after 21 years. Glen was instrumental in establishing the service with just two colleagues working in the small back room of a local community hospital and even hand-delivered the first screening invitations to make sure the programme began on time!

Glen has worked hard with her local GPs to achieve a high uptake of screening and has developed her role to encompass the symptomatic service following the programme's move to Clatterbridge Hospital. Her responsibilities were widened further when she joined the Merseyside/Cheshire QA team as Administration Co-Ordinator in 1999 and she has been a valuable member of the North West QA team.

Glen particularly enjoyed the regular QA visits she has been involved in and feels she has been able to bring many areas of good practice back to Wirral as a result of her regional role. She has



Glen Penn, Screening Office Manager at Wirral Breast Screening Programme

worked on many national screening groups and has also undertaken QA work within the North East Yorkshire & Humber region.

Glen is grandmother to seven grandchildren, has travelled widely and competes regularly in athletic events including two London marathons, raising money for both the Wirral breast unit and Breakthrough Breast Cancer.

We wish her a long and happy retirement.

New trial to compare tomosynthesis with digital mammography

Professor Fiona Gilbert at the University of Aberdeen will be undertaking a new study from December 2010 comparing tomosynthesis with digital mammography in the UK NHS Breast Screening Programme (also known as the TOMMY Trial).

Breast tomosynthesis is a newly developed imaging technique that takes multiple low dose x-ray images of the breast. These images are processed by a computer to reconstruct a 3D images of breast tissue. This allows small cancers to be seen more easily and therefore detected earlier.

Breast screening is the best method of reducing mortality from breast cancer by early detection of the disease. However, with a standard x-ray (mammogram) overlapping structures can obscure some cancers or make normal tissue appear abnormal. This is a particular problem in younger women and those with dense breasts. It means that some cancers are missed at screening and can generate increased anxiety for any women who go on to have further, possibly unnecessary, tests.

Breast tomosynthesis is a newly developed imaging technique that takes multiple low dose x-ray images of the breast. These images are processed by a computer to reconstruct a 3D images of breast tissue. This allows

small cancers to be seen more easily and therefore detected earlier. It also reduces the number of false alarms and recalls for assessment. It is not known whether tomosynthesis could replace digital mammography as a screening technique or whether it should be used in addition. The aim of the trial is to compare tomosynthesis with standard digital mammography in women (47–73 years). The trial will also include women (40–49 years) who are at high or moderate risk of developing breast cancer because of family history and who attend annual breast screening.

The study is due to be completed in early 2015. Please visit the following website for more information: <http://www.hta.ac.uk/2296>

New Breast Screening Leaflet

The NHS Breast Screening Programme has published an updated version of the breast screening leaflet that is issued to all women invited to take part in the screening programme.

Professor Julietta Patnick, Director of the NHS Cancer Screening Programmes said: "The leaflet was produced independently from the NHS by a team led by Dr Joan Austoker, a leading expert on informed choice. Her team used robust research and testing techniques. Published research on breast screening was reviewed and a first draft of the leaflet was produced. This draft was then rigorously tested in a series of focus groups comprising women from ethnically and regionally diverse

backgrounds, all of whom were drawn from the appropriate age group for screening. The authors also carried out a consultation process, meeting with parties interested in the content, before the leaflet was finally reviewed by clinical and language experts to ensure accuracy and clarity.

"The leaflet will be sent to women when they are invited to take part in the screening programme. If they want further information or have any questions they can also visit our website and speak to their GP or practice nurse."

The new leaflet is available from the NHS Cancer Screening Website: <http://www.cancerscreening.nhs.uk/breastscreen/publications/ia-02.html>

New Breast Implants and Breast Screening Leaflet

The NHS Breast Screening Programme has also published an updated version of its leaflet for women with breast implants. All women in the screening age group are invited for screening, including those with breast implants who may have specific requirements and concerns. This leaflet is designed to give women information about how breast implants affect mammography.

To order the new leaflets please contact the Department of Health order line:
Telephone: **0300 123 1002**
Textphone: **0300 123 1003**
Or visit: <http://www.orderline.dh.gov.uk>

For the new Breast Screening leaflet please quote: **403722/Breast Screening**

For the Breast Implants leaflet please quote: **BIBSLFT/Breast Implants**





In Parliament

New Health Select Committee

Following a ballot in June 2010, the Conservative MP Stephen Dorrell was elected to chair the new Health Select Committee. Mr Dorrell served as Secretary of State for Health under John Major between 1995 and 1997.

Commenting on his appointment, he said: "The Select Committee has a vital role in scrutinising the performance of the Government and reporting on it to the House and to the public. We all know that government spending is going to be more constrained in the years ahead; I believe this makes it doubly important that the Select Committee is able to produce authoritative reports which analyse the impact of government decisions on the patients and staff of the NHS."

Under Stephen Dorrell's chairmanship, the Committee consists of a further ten MPs, none of whom has served on it before. The members are: Rosie Cooper,

Labour; Nadine Dorries, Conservative; Andrew George, Liberal Democrat; Fiona Mactaggart, Labour; Grahame M Morris, Labour; Virendra Sharma, Labour; Chris Skidmore, Conservative; David Tredinnick, Conservative; Valerie Vaz, Labour; Dr Sarah Wollaston, Conservative.

So far, the HSC has announced two inquiries. The first will investigate Public Expenditure, scrutinising the Coalition Government's pledge that "health spending increases in real terms in each year of the Parliament." The second is an inquiry into Commissioning. This will examine how the new Government intends to resolve the issues that have undermined commissioning in the NHS over the past two decades. The Committee believes that its inquiry will contribute to the debate about the implementation of policies outlined in the White Paper: *Equity and Excellence: Liberating the NHS*.

Public Health White Paper published

The Department of Health (DH) has launched its public health white paper *Healthy Lives: Healthy People*. The main announcement is the move to hand responsibility and power for public health to local authorities, together with the ring-fencing of the public health budget. Directors of Public Health will be employed in Local Authorities and be the ambassadors of health issues for the local population. In practice, this means that they will lead discussions about how the ring-fenced money is spent to improve public health. This will include influencing investment decisions right across the Local Authority, with the goal of enhancing health and well-being.

At a national level, a new core public health service (Public Health England) will combine experts from public health bodies such as the Health Protection Agency and the Chief Medical Officer's Department, and be set up as part of the DH. The report proposes that

Public Health England should be responsible for funding and ensuring the provision of services such as screening. Public Health England will, "include elements of public health activity currently held with the DH and within SHAs, along with functions of the Public Health Observatories and cancer registries. Public Health England will work with local government, the NHS, other government agencies and other partners as necessary in building partnerships for health." The transition to Public Health England will be developed in alignment with changes to PCTs and SHAs and the creation of the NHS Commissioning Board. The detailed arrangements will be set out in a series of planning letters throughout the course of 2011.

To view the White Paper in full please go to: <http://www.dh.gov.uk/en/PublicHealth/Healthyliveshealthypeople/index.htm>

Shadow Health Team Announced

Following the election of Ed Miliband as leader of the Labour party the shadow health team responsibilities have also been announced.



John Healey

John Healey MP has been appointed Shadow Secretary of State for Health. John served as Minister for Housing at the Department for Communities and Local Government prior to the 2010 General Election and has been MP for Wentworth and Dearne since 1997. In the 1980s he was a full-time disability rights campaigner for several national charities, including MIND, Royal National Institute for the Deaf (RNID), and the Royal Association for Disability and Rehabilitation.



Emily Thornberry

Emily Thornberry, MP for Islington South and Finsbury will have responsibility for the shadow adult social care, mental health and cancer brief including cancer screening. Emily was elected to Parliament in 2005 and previously worked as a human rights lawyer. She will also assume responsibility for the NHS workforce, pay and pensions. The other MPs joining the shadow health frontbench are Diane Abbott MP (Hackney North and Stoke Newington), Derek Twigg MP (Halton) and Liz Kendall MP (Leicester West).

Forthcoming events / training dates / diary

Kingston University

Kingston University, Faculty of Health & Social Care Sciences, School of Radiography, Penhryn Rd, Kingston upon Thames, KT1 2EE

- **Kingston University/St Georges University of London in partnership with the Breast Screening Training Centres at The Jarvis, Guildford and St George's Hospital, London.** Foundation Degree (FdSc) in Breast Imaging for Assistant Practitioners

A 2 year programme of 8 modules (total of 5 attendance weeks) commences April 11th 2011 with

Module 1 – Introduction to the workplace.

Module 2 – 'Foundation to Clinical Skills Supporting Assessment Techniques' will be delivered w/c September 5th 2011

Costs, dates and details of further modules can be supplied on application. Please contact Judi Curtis at judi.curtis@sgul.kingston.ac.uk
Tel: 020 8417 2504

St Georges Hospital Training Centre

Duchess of Kent Breast Screening Unit, St George's Hospital, 205 Blackshaw Road, Tooting, London, SW17 0BZ

- **Master Class for Staff Delivering Bad News & Improving Communication – 8th April 2011 at St. George's Hospital** (For Consultants, SpRs, Breast Clinicians, Nurses and Advanced Practitioners). This well-established Master Class is of value to clinical staff (Medical, nursing and advanced practitioners) who are working in Breast Imaging and Breast Screening. The format consists of small group work, workshops and practical clinical demonstrations with an experienced faculty. There is the opportunity for delegates, if they wish to participate in clinical scenarios. The day covers the principles of good communication, how best to impart information and deal with the range of responses including anger attendees will improve ability and confidence in difficult situations.

- **Professional Practice in Mammography (PgC) - 9th May 2011 at St George's Hospital** (For Radiographers specialising in Mammography). This is a newly developed course that has progressed from the 'Certificate of Competence' in Mammography. The course lasts for one year and aims to facilitate the professional development of the student to enable them to gain the experience and expertise necessary to become an effective, competent, independent mammography practitioner within the multidisciplinary breast care team in which they are a member.

- **Multi Disciplinary Study Day – Summer 2011 at St. George's Hospital** (For Consultants, SpRs, Breast Clinicians, Nurses and Advanced Practitioners). This 2-day study day is aimed at senior trainees and junior Consultants in Breast Imaging, Surgery and Pathology and would also be of interest to Advanced Practitioners who are undertaking clinical work. An experienced multi-disciplinary faculty will cover all aspects of current management of breast disease from benign disease through early to advanced breast cancer. Places are limited to allow delegates to participate in case based discussion between formal lectures. This day provides a useful overview for clinical staff from all disciplines involved in the management of patients with breast disease.

For further information please call Sharon Montaque on 0208 725 1534 or visit www.stgbec.org.uk

King's College Hospital Breast Screening Training Centre
South East London National Breast Screening Training Centre, King's College Hospital, Denmark Hill, London, SE5 9RS

Please contact Makeda Bent if you are interested in attending these courses on: m.bent@nhs.net or 0203 299 3870.

Jarvis National Breast Screening Training Centre

Stoughton Road, Guildford, Surrey, GU1 1LJ

Various Postgraduate Modules are on offer. Please contact Angela Jones for further details on: 01483 783 260

Nottingham Breast Education Centre

Blamey Education Centre, Breast Institute, City Hospital Campus, Hucknall Road, Nottingham, NG5 1PB

For further information, please contact Chinthika Ranaweera or visit: <http://www.thebreastinstitute.com/Nibec/TrainingCalendar.aspx>
Email: nibecenquiries@nuh.nhs.uk
Tel: 0115 969 1689

Coventry Breast Screening Training Centre

Warwickshire, Solihull & Coventry Breast Screening Unit, Ground Floor, West Wing, University Hospital, Coventry, CV2 2DX

For further information please contact Chris Marano:
Email: chris.marano@uhcw.nhs.uk
Tel: 024 7696 7169
Fax: 024 7696 7180

Manchester Breast Screening Training Unit

Nightingale Centre and Genesis Prevention Centre, Wythenshawe Hospital, Southmoor Road, Manchester, M23 9LT

For further information please contact Carol Barclay:
Email: carol.barclay@uhsm.nhs.uk
Tel: 0161 291 4466

A one day course designed to give Radiographers and Nurses working in the Breast Care Unit a clear understanding of the radiological and pathological interpretations used in the diagnosis of both benign and malignant breast disease. Cost: £100.00 including lunch

For further details and booking please contact Mrs Liz Lord:
Tel: 0161 291 4460