

Welcome

Welcome to the summer edition of **Links**, the newsletter designed to keep colleagues delivering the NHS Cervical Screening Programme up to date with news and progress from within the community.

This is your newsletter so please let us know of any local news and events by emailing us at press.office@nhscancerscreening.co.uk or call on **020 7400 4499**.

We'd especially love to hear about any activities you're running that are aimed at engaging with hard-to-reach groups such as younger women. Sharing innovative ideas will help deliver best practice and a better service for all.

Editor:

Professor Julietta Patnick CBE
Director of NHS Cancer Screening Programmes
Fulwood House,
Old Fulwood Road,
Sheffield, S10 3TH

Editorial Team:

NHS Cervical Screening Programme Press Office
5th Floor, 100 Gray's Inn Road,
London, WC1X 8AL
Tel: 020 7400 4499
Fax: 020 7400 4481
Email: press.office@nhscancerscreening.co.uk

Cervical Screening Open Day on the National Roll-Out of HPV Triage and Test of Cure

On 9 March 2011 the NHS CSP held a Cervical Screening Open Day at the Royal College of Obstetricians and Gynaecologists to advise people working in the Screening Programme on key changes in cervical screening in England.

The changes, due to come into effect this financial year, were announced in the 2011/12 NHS Operating Framework, and confirmed in the 2011 Improving Outcomes Strategy for Cancer. The Government's decision to introduce HPV triage and Test of Cure into the Screening Programme was made following several years of work on the HPV pilot scheme and the Sentinel Sites Implementation Project.

HPV testing will now be used for triage of women with borderline or mild cervical abnormalities. This will lead to greater efficiency and accuracy across the NHS Cervical Screening Programme.

The Open Day began with a presentation on the science behind HPV testing, given by Professor Jack Cuzick from the Centre for Epidemiology, Mathematics and Statistics at the Wolfson Institute. This was followed by presentations from the Bristol and Sheffield Sentinel Sites on their study results, and then a "round table" with all six

sentinel sites. The afternoon session was chaired by Professor Henry Kitchener, Chair of Gynaecological Oncology at Manchester University, and dealt with the practicalities of implementation.

Guidance on how colposcopy, quality assurance and primary care would be affected were all covered in the session.

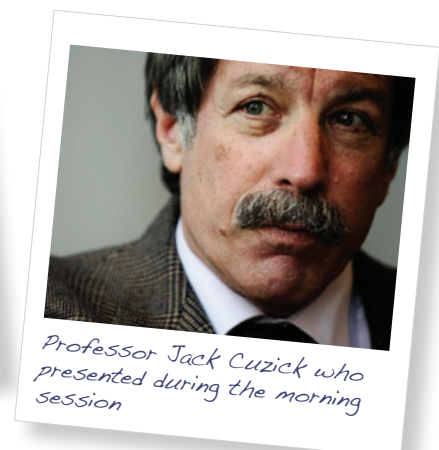
The Programme promised to produce an evaluation report, implementation guidance and materials for primary care, including information for patients. There would also be revised guidance on cervical cytopathology (an update of the 2000 ABC guidelines), and new guidance on colposcopy and histopathology.

Richard Winder, Deputy Director of the NHS Cancer Screening Programmes, said: "This is an important development in our Programme enabling us to screen women more effectively and efficiently, reducing unnecessary procedures and minimising any associated anxiety, so please do keep an eye out for upcoming materials."



Royal College of Obstetricians and Gynaecologists

Setting standards to improve women's health



Salford PCT wins 2010 Cervical Screening Awards

In December 2010, Salford PCT was given the top honour in the first ever Cervical Screening Awards run by Jo's Cervical Cancer Trust. Nilli Williamson, Primary Care Commissioning Manager at NHS Salford, led an impressive campaign to raise awareness, improve access and provide services sensitive to culture, religion, language and disability.

“Nilli Williamson and her team at NHS Salford delivered an outstanding campaign to raise awareness, improve access and provide targeted services.”

Nilli's campaign aimed to address the variations in screening uptake across Salford and to identify those women with whom the practices needed to engage to boost coverage. In collaboration with the sexual health department, Nilli's team worked to deliver Saturday and evening clinics, while a sub project group concentrated on the delivery of a service for women with disabilities.

They also produced a range of new eye-catching leaflets and posters which were sent out to all practices, health centres, pharmacies and other public locations where patients could access them. Finally, following advice by some practices that a large number of Polish patients were not attending, the team designed and translated letters to help them understand the need to attend their appointments.

The judges were extremely impressed with a number of applicants, and Robert Music, Director of Jo's Cervical Cancer Trust, strongly commended a very deserving winner: “Nilli Williamson and her team at NHS Salford delivered an outstanding campaign to raise awareness, improve access and provide targeted services.”

Commenting on the achievements of her campaign, Nilli said: “Screening can mean the difference between life and death but the numbers attending had been falling. So we talked directly to women who had missed their tests to offer information and reassurance. We made it easier for women to come along by setting up more clinics in different places and we did all we could to tailor our services to meet particular needs – whether those were cultural or religious, to do with communication or health and disability issues.

“The project was a success and overall those practices with low uptake did see increases.”

Results from the campaign show that the most significant achievement was the service held in the children's centre where the two GP practices involved saw an 8 per cent and 5 per cent increase in uptake respectively. The Saturday and evening clinics saw over 200 patients in a two month period and the practices that had experienced language barriers confirmed that uptake in the Polish community increased due to greater understanding via the translated letters.

In addition to the winner, there were two highly commended campaigns:

- Julie Grimmer, Cancer Collaborative Programme Manager at The Early Presentation of Cancer Symptoms Programme, North East Lincolnshire Care Trust Plus, for ‘Late For Your Date’, using effective strategies to target low-uptake among 25–34 year old women.
- Coleen Baxendale, Community Health Action Team for Learning Disabilities, Doncaster, for achieving high standards in enabling women with learning disabilities to learn more about cervical cancer screening, and in providing targeted support for accessing services.



Nilli Williamson (in the pink scarf) with her team at Salford PCT

Jo's Cervical Cancer Trust launched the Screening Awards last year as a way of celebrating some of the high-quality work going on to raise awareness and increase uptake. As Robert Music explains: “The competition both rewards excellence and provides a great opportunity to share best practice and learn from each other”.

Professor Julietta Patnick, CBE, Director of the NHS Cancer Screening Programmes added: “These awards had some very strong contenders who were running innovative and targeted awareness programmes in their local areas, aiming to significantly boost screening uptake.”

Having assessed a number of excellent entries in 2010, the panel is looking forward to seeing more evidence of hard work and creative ideas in this year's awards.

The 2011 Screening Awards was launched on the 6th June 2011 at the start of Cervical Screening Awareness Week. If you think your organisation or project could be eligible you can apply by downloading a form at: <http://www.jostrust.org.uk/screeningawards>
The deadline is 5pm, Friday 16th September 2011.

Cancer charities meet cervical screening experts



Professor Julietta Patnick
CBE, Director of the
NHS CSP



Professor Peter Sasieni,
Wolfson Institute, Queen
Mary University of London

In January 2011 the NHS Cervical Screening Programme held a half day meeting at Bart's Hospital in London with representatives from a number of cancer charities. This session was an opportunity for the charities to hear from cervical screening experts about recent developments in screening and the evidence on which the Programme is based.

Professor Julietta Patnick CBE, Director of the NHS CSP, introduced the meeting with a brief overview of the Programme, explaining the history and process of cervical screening in England. She was then joined on the panel by Professor Peter Sasieni, Professor of Biostatistics and Cancer Epidemiology at the Wolfson

Institute, Queen Mary University of London. Professor Sasieni described the Programme's initiatives to help improve awareness and recognition of cervical cancer symptoms.

Following the 2009 review of the age at which cervical screening should begin, the Programme has commissioned two research projects to help GPs. The first is an audit of GP notes of women under 30 who have had cervical cancer, from 12 months before their diagnosis. The second involves interviewing newly diagnosed women aged 20–26 and comparing their feedback with their GP notes. This should help determine how GPs manage symptoms in young women and decide whether or not more needs to be done to raise awareness, both among the women themselves and their doctors.

Professor Sasieni went on to explain why the screening age boundaries were currently set at 25 to 64 in England.

Dr Karin Denton, Consultant Cytopathologist and Director of the South West Regional Cytology Training Centre, delivered a presentation on HPV triage, drawing on her experiences in the Bristol pilot site. She described their management structure, their daily routine and the challenges they faced. She said that sample taker training was particularly important because, as the woman's first point of contact, the sample taker was the main source of information about HPV testing.

Finally, Professor Patnick updated the charities on the *Improving Outcomes*

Strategy for Cancer, and summarised the Programme's progress with cytology turnaround times.

There was plenty of opportunity for open discussion throughout the meeting and it was a useful way for the charities to have their screening-related questions answered. Commenting on the day, Professor Julietta Patnick said:

“ This meeting provided a worthwhile opportunity to update the charities on the way our Screening Programme has developed, while also answering their questions and discussing their activities. Moreover, it was a way for us to thank them for their hard work in helping women make choices about screening and encouraging them to continue with this important task. ”

Professor Julietta Patnick CBE,
Director of the NHS CSP



Cancer Screening Programmes



All go at Jo's Cervical Cancer Trust – cinema campaign and new helpline

Jo's Cervical Cancer Trust has launched a national helpline, staffed by a countrywide group of trained volunteers who have all had personal experience of cervical abnormalities or cervical cancer, or who have dealt with it as health professionals.

Announcing the launch, Robert Music, Director of Jo's Cervical Cancer Trust, said: **“This is the first helpline of its kind, solely dedicated to anyone in the UK affected by cervical abnormalities or cervical cancer. That's the women themselves or anyone concerned for them.”**

And to mark this year's Cervical Cancer Prevention Week, Jo's Cervical Cancer Trust ran another cinema campaign in 220 venues across the UK. The charity displayed postcards in foyers and posters in washrooms. The campaign, called “80s girl”, used positive messages to remind young girls and women that take up of screening and vaccination is about 80 per cent. It urged them to do something worthwhile by joining the club.

Jo's Cervical Cancer Trust helpline:
0808 802 8000



Woman to Woman – working with communities and GP practices to increase uptake

Historically, Blackburn with Darwen (BwD) has some of the lowest cervical screening coverage rates in the North West. As a result, BwD Healthy Living, a charity aimed at tackling social and economic inequalities in the region, was commissioned to lead a campaign to raise awareness and increase uptake. The project was supported by NAEDI funding in collaboration with Lancashire and South Cumbria Cancer Network, Blackburn with Darwen PCT, LaSCA and the North West QARC.

BwD Healthy Living recruited two multi-lingual Community Health Educators and a Project Co-ordinator to improve access to screening at practice level.

The team then targeted community populations to raise awareness and also encouraged GP practices to consider the barriers to screening while developing their services.

“ Early findings and evaluation are showing the benefits of such a project at increasing screening rates and educating local communities. The evaluation will be able to identify examples of good practice which could be rolled out more widely across the PCT. ”

Three practices were selected for the initial 12 month project, on the basis of having the lowest coverage rates for the PCT area. 830 women were identified across the three practices as either “never been screened” or “lapsed screening”. 85 per cent of these women were South Asian and from an area of high deprivation.

A number of initiatives were put in place which included:

- Direct contact between women and community health educators
- One-to-one home visits
- Group workshops to gather views on why women don't attend

Wider community initiatives included:

- Awareness raising through local TV (Ummah channel)
- Local radio (Radio Ramadan)
- Liaison with local mosques
- Support from the local VUE cinema – in conjunction with a Bollywood movie showing a storyline of a woman with cervical cancer.

In response to the feedback from South Asian women, posters were developed and translated into Urdu. The team also produced a leaflet to promote screening from an Islamic perspective and this was authenticated by the local Imam from the Local Council of Mosques.

GP workshops were carried out to highlight key aspects of the practice management of screening with support from BwD PCT. Many practices were not aware of the differences between uptake rates as defined by the Quality and Outcomes Framework (QOF) and overall coverage rates and this resulted in one practice turning down an invitation to participate.

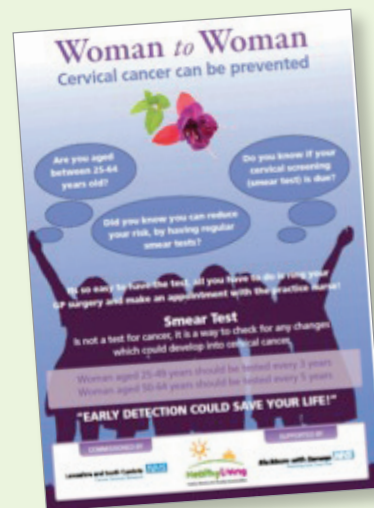
The project was commissioned for 12 months and initial comparative data have shown positive results. Coverage rates have increased in all three targeted practices, one of which has seen an increase of 4.3 per cent in the 12 months to February 2011.



Dilwara Ali (Project Co-ordinator) and Noorjahan Logde (CH/E) at community event

This work is being externally evaluated by Hopwood Palin Associates (HPA), a health consultancy partnership. According to Justine Palin, Owner & Joint Managing Director of HPA: “Early findings and evaluation are showing the benefits of such a project at increasing screening rates and educating local communities. The evaluation will be able to identify examples of good practice which could be rolled out more widely across the PCT.”

For further information on the project, please contact the Project Co-ordinator, Dilwara Ali, **01254-292650**, Blackburn with Darwen Healthy Living.



Cancer incidence statistics published

New UK statistics showing the most recent cancer incidence rates available for the UK have been collated and published by Cancer Research UK.

The statistics show that around 309,500 people were diagnosed with cancer in the UK in 2008; this equates to around 504 cases for every 100,000 people.

Between 1979 and 2008, incidence rates for cancer in Great Britain increased by 26 per cent with a 13 per cent increase in men and a 34 per cent increase in women. However, in the last decade incidence rates have remained fairly constant.

Cervical cancer is shown to be one of the most common cancers for females aged 25 to 49, accounting for 8 per cent

of cancers in this age group. Many more cervical cancers in this age group are prevented by the NHSCSP and, overall, there has been a 12 per cent decrease in incidence in the last decade.

The information contained in the report, as well as more detailed information, is available on the CRUK website at: <http://info.cancerresearchuk.org/cancerstats>



In Parliament

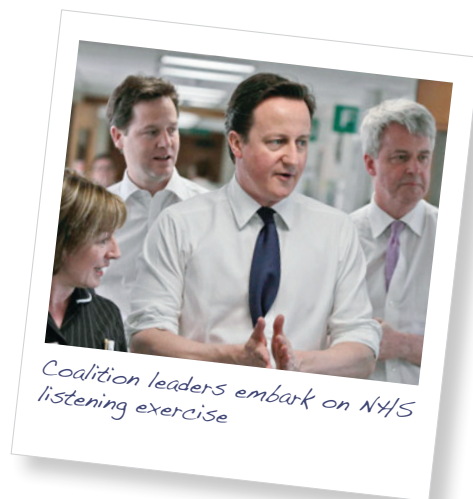
“Natural Break” in progress of Health Bill

In early April 2011, the Secretary of State for Health made an emergency statement to the House of Commons on the Government’s plans for the NHS. Following months of criticism of the Health and Social Care Bill, Andrew Lansley proposed a natural break in the progression of the legislation, which would allow the Coalition to: “pause, listen and engage with all those who want the NHS to succeed.”

Eager to refute allegations of a u-turn, the official Downing Street line has remained supportive of the Health Secretary’s policy: “The Government is utterly committed to the NHS and its principles. We are also committed to modernising the NHS. Progress on the ground continues to be impressive – the speculation is ill-informed and filled with inaccuracies.”

Unsurprisingly, the Labour party was quick to capitalise on the apparent backpedalling. John Healey MP, Shadow Secretary of State for Health, called for Cameron to fundamentally re-write his “dangerous” NHS plans. In response to Lansley’s statement, he said: “In the past 9 months the Tory-led Government has failed to listen, ignoring 6,000 consultation responses and rejecting over 100 Labour amendments to the Bill. This exercise has the hallmarks of an expensive PR stunt.”

The Government has subsequently set up a series of events as part of their listening exercise. At the time of writing



Coalition leaders embark on NHS listening exercise

this newsletter, 119 such forums had been organised centrally, with many more planned at a local level.

Speaking at the end of April, Nick Clegg defended the scheme, saying: “Let me stress this, it’s not a gimmick, it’s not a PR exercise. We will make changes, we’ll make significant and substantive changes to the legislation which at the moment is – if you like – suspended in the House of Commons in order to make sure that those who perhaps develop some very serious and legitimate doubts about some of the details of the plans feel that it’s now on the right track again and then we can move forward together.”

Overall the listening exercise is expected to put at least a three month delay in the passage of the Health Bill.



Andrew Lansley MP, Secretary of State for Health

Events / Training / Diary

West Anglia Pathology Services

Westbrooke House, 3 The Oaks,
Newmarket, Suffolk CB8 7XN

■ Aspects of Borderline nuclear changes – Claire Geary

28 September 2011

Lecture and workshops – including
a selection of delegates' cases.

■ Severe dyskaryosis vs CGIN – Claire Geary

5 October 2011

Workshops and lectures comparing and
contrasting these diagnoses with helpful
hints. Including a selection of delegates' cases.

i For more information, please contact
Carole Barrott:
01638 569163
Carole.barrott@addenbrookes.nhs.uk

East Pennine Cytology Training Centre

Raynham House, 2 Capitol Close,
Capitol Park West, Leeds LS27 0WH

■ “Breaking Bad News”

September 2011 (precise date to be
confirmed)

■ Pitfalls and Problems in Cervical Cytology – Glandular Lesions

1 November 2011

■ Pitfalls and Problems in Cervical Cytology – Borderline High-Grade Lesions and the use of HPV Triage and Test of Cure

2 November 2011

■ A Three-Day Update Course for Consultant Biomedical Scientists

8 – 10 November 2011

■ One-Day Masterclass, Histopathology of the Cervix

22 November 2011

i For further information, please contact
Kathryn Hawke:
0114 271 2538
Kathryn.hawke@sth.nhs.uk
Lisa.Holder@nbt.nhs.uk

North of England Regional Cervical Screening Training

Cervical screening training, New Croft House,
Market Street, East, Newcastle upon Tyne
NE1 6ND

■ North

13 – 14 March 2012

11 – 12 September 2012

New Croft House, Newcastle upon Tyne

■ South

January 2012

Teaching & Learning Centre,
Middlesbrough

■ Durham

7 December 2011

Morton Business Park, Darlington

■ North

8 November 2011

May 2012

Dissington Hall, Ponteland

■ South

February 2012

Angel Inn, Gateshead

■ Tees

29 September 2011

April 2012

Wynyard Rooms, Billingham

i For more information, please contact
Michelle Harrison:
0191 229 2950
Michele.harrison5@nhs.net

South West Regional Cytology Training Centre

Department of Cellular Pathology,
Southmead Hospital, Bristol BS10 5NB

■ Cervical Sample Taker Training

19 – 20 September 2011

■ Nurses ½ Day Update in Cervical Screening

7 November 2011

i For further information, please contact
Lisa Holder:
0117 323 5649

North East, Yorkshire and the Humber Regional Cervical Screening Training

From April 2011 the region will be adopting
a local model of training and mentorship.
All training will be provided by the Universities
and mentorship will be organised through
PCT clusters.

The Regional Training Centre's Certificate
Course for Health Care Professionals which is
delivered across the Yorkshire and the Humber
region has ceased from October 2010. Basic
training will continue to be available through
designated universities, please find their
details below:

■ Huddersfield University

September 2011

January 2012

■ Sheffield University

October 2011

February 2012

■ Bradford University

Bradford will be running
a course in early 2012

Date TBC

■ York University

York will be running 2 courses
in the next academic year

Dates TBC

i For further information, please contact
Louise Metcalfe:
07920138240
louise.metcalfe@yorksandhumber.nhs.uk