

Welcome

Welcome to the winter 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.

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Japanese visitors seek to learn from successes of NHS Cervical Screening Programme

When Japanese biomedical scientist Minori Tabuchi worked in Winchester, she was so impressed by what she saw of the NHS Cervical Screening Programme that she returned in July 2011 with a team of Japanese journalists.

Representing the 'Shukan Asahi', one of the oldest and most respected weekly newspapers in Japan, the journalists travelled to Winchester to report on cervical screening in England.

Only 20 per cent of women in Japan undergo cervical screening and all samples are taken by doctors. However, in England, cervical screening coverage is over 79 per cent (over 81 per cent in Hampshire) and the majority of tests are taken by highly experienced practice nurses. To find out more and to learn from the successes upon which our world class Programme is built, the Japanese team visited the Royal Hampshire County Hospital (RHCH) cytology laboratory in Winchester.

Following a series of interviews with cytologists, the journalists visited the Friarsgate GP surgery to see how the Programme works from the patient's experience. They also travelled to Oxford to meet the regional Quality Assurance Director and Programme Manager, who explained how cervical screening in Hampshire is monitored against the national standards. They returned after a busy weekend to meet representatives from the Hampshire and Isle of Wight Practitioner and Patient Services Agency, as well as the Public Health manager from NHS Hampshire.

The journalists interviewed Professor Julietta Patnick, Director of the NHS Cervical Screening Programme, to hear about the history of cervical screening in England and the way in which the Programme has developed. Finally, a busy few days were brought to a close after the group spent some time with Kate Aston, Consultant gynaecologist and lead colposcopist for RHCH.

Commenting shortly after the team returned to Japan, Craig Roberts, Cytopathology Operations Manager for Winchester and Eastleigh Healthcare NHS Trust, said: "It has been a pleasure and a privilege to be able to demonstrate to our Japanese guests how this highly successful screening programme works in England.

"The NHS Cervical Screening Programme has a demonstrably high success rate in preventing cervical cancer by early detection of pre-cancerous cell changes, and countries looking to implement or improve a screening service could certainly benefit from visiting England to see how ours works.

"The information the Shukan Asahi has taken back to Japan could result in better screening for Japanese women."

Meanwhile, Minori Tabuchi thanked all those healthcare professionals who had given up time to share their experiences, saying: "We are grateful to everybody who worked to help us understand the achievements of the NHS Cervical Screening Programme and we hope our activities and the UK success story can improve our own cervical screening programme."

Poll reveals worrying lack of awareness around cervical cancer and screening among ethnic minority women

Figures released by Jo's Cervical Cancer Trust in the spring of 2011 revealed a significant lack of awareness around cervical cancer prevention amongst ethnic minority women.

The results of a YouGov survey of 2,000 women for the charity showed clear differences between white and ethnic minority women on a number of key issues including knowledge around the disease, how they respond to screening invitations, and what is needed to boost attendance.

The poll found that more Black and Minority Ethnic (BME) women of screening age (12 per cent compared with 8 per cent of white women) said they had never attended a cervical screening appointment. The messages about cervical screening are clearly not reaching this group as 43 per cent said they wanted a more detailed explanation of the risks of not having screening compared with only 36 per cent of white women. And whereas 73 per cent

of white women think cervical screening is a necessary health test, this figure dropped to 65 per cent for BME women.

Where screening takes place and who does it is a bigger issue for BME women. Of those questioned, 30 per cent said greater choice of where to have the test would encourage them to attend compared with 22 per cent of white women. Only 28 per cent of BME women would be comfortable talking to a male GP about cervical screening, as opposed to 45 per cent of white women.

Both groups of women agreed (39 per cent BME, 41 per cent white) that extended hours at their GP surgery would encourage them to attend for screening.

Commenting on the findings, Robert Music said: **"This survey has highlighted some very real concerns in awareness, understanding and acceptance of cervical screening. It also very clearly shows that we all need to think about**

where it is best to offer screening for BME women and by whom. If we can take positive action from the results of this survey we can hopefully persuade more women from BME communities to attend cervical screening, which quite simply could save their lives."

The NHS Cervical Screening Programme continues to carry out research into engaging these groups and overcoming barriers to screening.



Forthcoming event to raise awareness of cervical cancer and screening among BME communities, co-hosted by NHS Cervical Screening Programme and Jo's Cervical Cancer Trust

On 26 January 2012, as part of Cervical Cancer Prevention Awareness Week, the NHSCSP and Jo's Cervical Cancer Trust will meet representatives of Black and Minority Ethnic (BME) Communities to discuss cervical cancer and screening.

This follows Jo's Trust's 2011 survey which highlighted a lack of awareness among BME women about the benefits of screening.

The event will take place on Thursday 26th January 2012 at the King's Fund, 11-13 Cavendish Square, and will provide an opportunity for community representatives to hear from leading cervical screening experts. It is also intended as a forum through which to share experiences and best practice about working together to deliver benefits for different communities.

If you are interested in attending, please contact Lucy Meade on **0207 400 4499**, or **press.office@nhscancerscreening.co.uk** for further details.



Cervical Screening Programme

EastEnders story line raises cervical cancer awareness



*EastEnders Tanya Jessop
played by Jo Joyner*

Throughout the second half of 2011, millions of EastEnders viewers have been glued to unfolding events following character Tanya Jessop's cervical cancer diagnosis. The soap opera's popular Walford mother, played by actress Jo Joyner, attended a routine screening appointment during an episode in September and, following further investigations, was later informed that she had cervical cancer.

Her reaction to diagnosis and subsequent treatment has been played out over a number of months, closely followed by approximately 10 million avid viewers.

The BBC is to be congratulated for raising awareness of the disease, and highlighting the importance of attending cervical screening appointments. The programme's producers carried out extensive research to make the storyline realistic, consulting with several clinicians and charities including Jo's Cervical Cancer Trust and Macmillan Cancer Support. Given the demographic of its viewers, the programme naturally targets a wide range of women eligible for cervical screening and, beyond the tri-weekly episodes and Sunday omnibus, the show's content is also extensively trailed and discussed in women's magazines and the tabloid press.

The so-called "Jade Goody effect" of 2009 showed only too clearly the impact of a highly publicised cervical cancer ordeal in encouraging others to take part in the Screening Programme. The number of women aged 25 to 64 who underwent screening increased by 400,000 in 2008/09, from 3.2 million to 3.6 million, following the high profile diagnosis and death of the reality TV star. Thankfully on this occasion the diagnosis and treatment are fictional, and all the misfortune associated with the disease is saved for the screen. Nevertheless, as in the tragic case of Jade Goody,



the EastEnders character is well-known to many of the women the NHS Cervical Screening Programme is aimed at.

Robert Music, Director of Jo's Cervical Cancer Trust, who helped to advise the producers, said: "We hoped that by showing this storyline to its millions of viewers, it would not only raise awareness of cervical cancer but also help the public to be more informed about this issue."

The actress Jo Joyner was obviously personally touched by the storyline, and subsequently took part in the TV game show *Celebrity Family Fortunes*, winning £10,000 for the Jo's Cervical Cancer Trust. The programme was aired on Saturday 10 September 2011 with Jo and her family competing against X-Factor winner Joe McElderry. Commenting on the donation, Robert Music said: "Everyone at the charity is thrilled that Jo chose to support us in the first place and to then win £10,000 was just fantastic. These funds will help us reach and support more women affected by cervical abnormalities".

Lesbian & Gay Foundation's campaign wins national screening award

A Hollywood-themed campaign in the North West won the Jo's Cervical Cancer Trust 2011 Cervical Screening Awards at the beginning of November 2011. The 'Are You Ready For Your Screen Test?' campaign, which included humorous short films on YouTube based on blockbuster movies such as *Star Wars*, *Love Actually* and *Dirty Dancing*, was launched by the Lesbian and Gay Foundation (LGF) in partnership with the University of Salford and funded by the NHS Cervical Screening Programme.

Annie Emery, Programme Manager at the LGF said: "Less than half of lesbian and bisexual women of eligible age we surveyed in the North West had been for cervical screening during the recommended three to five years previously. And we knew

lesbian women were being diagnosed with cervical cancer. There was a vital need to raise awareness."

As well as the YouTube films, the campaign used booklets, posters and radio, print, online and social media advertising and information, all with the Hollywood theme and had a massive impact. After only nine months of raising awareness, screening attendance amongst the lesbian and bisexual women surveyed jumped from 49 per cent to 73 per cent.

Meanwhile, Dudley PCT earned a Highly Commended honour for the 'Life Is Precious' campaign. To combat poor uptake in local minority ethnic groups, the campaign focused on overcoming barriers to screening, including language and unfounded fears.

“ By the end of the year-long campaign we have seen a real boost in awareness of the signs and symptoms of cervical cancer and a positive change in behaviour when it comes to screening. We have 17 Community Health Champions now and predict that they will reach around 400 people over the next year, so the benefits have the potential to be even greater and more widespread. ”

Jody Pritchard
Programme Manager of Dudley's
Community Health Improvement Team

Joint project to improve cervical screening uptake in Leicester

Over the past few years, cervical screening coverage in Leicester has been lower than the national target of 80 per cent (see Figure 1). In March 2009, for example, 77 per cent of women in the target age group in Leicester had been screened in the past five years, compared with over 79 per cent nationally. So in July 2010, the East Midlands Cancer Network and NHS Leicester City launched a joint project to help local practices identify the reasons for this. The aim was then to implement measures to boost uptake.

The project team undertook a detailed review of screening data for all practices in Leicester. They also examined the possible association of screening coverage with socio-economic deprivation and ethnicity of practice populations. The review identified a number of poorly performing practices, and also some which achieved high uptake rates despite complex social and demographic characteristics of their populations, including high ethnicity and economic deprivation.

Fourteen GP practices with uptake rates significantly below 80 per cent were visited by the project team over a four month period in 2010. During the visits, practice managers, nurses and GPs were invited to discuss cervical screening performance in the context of their own practices.

Individual action plans were then agreed with the practices based on issues identified during the interviews. Common findings included:

- Administrative and data problems caused by discrepancies between the IT systems used by GP practices and that used by the central call-recall system to monitor uptake.
- Difficulties maintaining up-to-date contact details for transient populations – for example in those practices with a high proportion of students registered.
- Low uptake among women unfamiliar with national screening programmes, for example, young women who had never been screened, and those from countries without an equivalent programme.
- Staffing problems in some inner city practices which were struggling to recruit nurses.

Most of the poorly performing practices expressed an interest in learning from those with higher coverage rates. So the project team talked to staff at the high achieving ones whose population profiles were similar.

Suggestions for improvement in uptake included:

- **Rigorous data management:** proactive patient list management and full engagement with the local screening services and cytology laboratory in tracking individual patient details and their screening status.
- **Good knowledge of practice population and individual patient needs:** dealing with communication problems and constantly ascertaining the reasons for women's non-attendance through telephone contact and discussions during clinic appointments. One practice offered interpretation services and others emphasised the importance of understanding how women's religious background, family circumstances and attitudes towards sexual activity affected their decision to take up screening.
- **Organised and effective teamwork:** ensuring strong clinical leadership, sufficient availability of sample takers and time appointment flexibility.

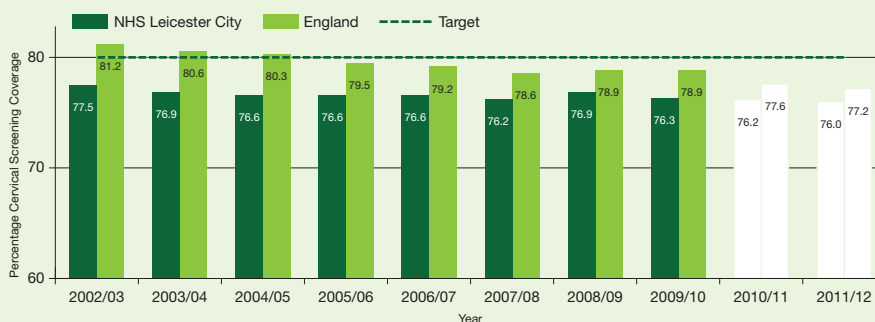
NHS Leicester City followed up the practice visits by implementing an action plan which began with a presentation of the project findings to Leicester Health Inequalities Board. It was agreed that monitoring of cervical screening uptake should be included in the annual Quality Review visits by the PCT to individual practices, and that there should be an investigation of practices with high exception reporting.

Additional resources were secured to link the promotion of cervical screening to the cancer early awareness programme. Furthermore there was a drive to improve the link between GP registration and follow-up data and information held by the screening services, cytology laboratories and other service providers.

Speaking of the results in October 2011, Jade Atkin, from the East Midlands Cancer Network, said: "While it is perhaps too early to evaluate the full impact of the changes, there are already some evident improvements. The number of practices hitting the 80 per cent target doubled from three in 2009/10 to six in 2010/11 and there has been a 2.4 per cent rise in the total coverage across all study practices. The project has served as an important opportunity for underperforming practices to understand the reasons for their low coverage and to learn from the innovative and constructive approaches of the higher achieving practices in the area."

Dr Hanna Blackledge, Public Health Specialist at NHS Leicester City, commented: "This project highlighted the importance of engagement of GPs and their staff in maximising the uptake of cervical screening. Low screening uptake means missed opportunities for the early detection and prevention of a very distressing illness or even premature death. Ongoing work is required by practices to ensure women regularly attend for screening to reduce mortality from cervical cancer in Leicester."

For more information about the project please contact Jade Atkin on **0116 222 7180** or Jade.Atkin@leicestercity.nhs.uk, or Dr Hanna Blackledge on **0116 252 8377** or Hanna.Blackledge@leicestercity.nhs.uk



Comparison of Cervical Screening Coverage between NHS Leicester City and England from 2002/03 projected to 2011/12 using KC53 data for Women aged 25-64 years.



Season's Greetings and a Happy New Year!

from all at the NHS Cervical
Screening Programme



In Parliament

NHS Future Forum

The NHS Future Forum was set up on 6 April 2011 as an independent group to 'pause, listen and reflect' on the content of the Health and Social Care Bill as part of the Government's "listening exercise". Its 45 members attended around 200 events and met with over 6,700 people. Following the listening exercise, the NHS Future Forum made a series of recommendations on the future for NHS modernisation.

As well as an emphasis on integration and co-ordination of services, the Future Forum recommended a move towards clinical commissioning and a slower pace to the changes. The Government accepted the core recommendations and re-committed the relevant parts of the Health and Social Care Bill for further debate.

Ed Miliband appoints new Shadow Health Team



In October 2011, Ed Miliband MP, Leader of the Opposition, announced his new frontbench team following an autumn reshuffle. Andy Burnham MP made a return

to the health brief after John Healey MP decided to step down from the Shadow Cabinet for personal reasons. In a letter to Ed Miliband, Mr Healey said he had "relished the last year as Shadow Health Secretary" but felt that it was "time for me to put my family first".

Andy Burnham MP served in the Cabinet under Gordon Brown from 2007 to 2010 as Chief Secretary to the Treasury, Culture Secretary and Health Secretary. He was a candidate in the 2010 Labour leadership election, coming fourth out of the five candidates, and was subsequently appointed Shadow Secretary of State for Education. Since his move to Shadow Health Secretary in October, he has launched a major national campaign calling on the Government to "Drop the Bill".

Health & Social Care Bill returns to Parliament

In September 2011, the Health & Social Care Bill re-entered the House of Lords. Despite opposition from some corners of the House, peers voted down a number of bids to delay the Bill at its first and second readings.

In committee stage there has been a great deal of discussion over the proposed transfer of responsibility for the NHS from the Secretary of State for Health to an unelected NHS Commissioning Board. After a series of amendments were disregarded, negotiations continue to take place.

The new Shadow Health Team also includes:

Liz Kendall MP, Shadow Minister for Care and older people

Diane Abbott MP, Shadow Minister for Public Health

Andrew Gwynne MP, Shadow Minister of State for Health with responsibility for legislation, NHS financial performance and NHS performance

Jamie Reed MP, Shadow Minister of State for Health, with responsibility for medicines, pharmacy and industry

Events / Training / Diary

East Pennine Cytology Training Centre

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

- **Borderline Study Day – A one-day update course in ThinPrep® Cytology Westbrooke House, Newmarket**
24 January 2012
- **BSCCP Approved Basic Colposcopy Course**
28 – 30 March 2012
- **Borderline High-Grade lesions & HPV Triage – A one-day update course in Gynaecological Cytology for consultant medical staff**
3 July 2012
- **Pitfalls and Problems in Cervical Cytology – Squamous lesions – A one-day update course in Gynaecological Cytology for consultant medical staff**
4 July 2012
- **BSCCP & CME Approved Advanced Colposcopy Course. A two-day course for Colposcopists seeking BSCCP re-accreditation**
4 – 5 October 2012
- **Breaking Bad News**
This one-day workshop on delivery of bad news and improving communication with patients is ideal for anyone involved in disclosure whether working in Bowel, Breast or Cervical Screening Programme. We are happy to facilitate this course from venues around the country

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

North East, Yorkshire and the Humber Regional Cervical Screening Training

- **Huddersfield University**
January 2012
- **Sheffield University**
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

North of England Regional Cervical Screening Training

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

Cervical Screening Half Day Updates 2012 South of Tyne

- **Sunderland**
7 February 2012
Stadium of Light, Sunderland

19 September 2012
Angel Inn, Gateshead
- **Durham**
8 May 2012
The Durham Centre, Durham
- **Tees**
19 April 2012
Hartlepool United Football Club,
Hartlepool

1 November 2012
Middlesbrough Teaching & Learning
Centre, Middlesbrough

North of Tyne

- **Newcastle**
20 November 2012
The Jesmond Dene Conference Centre,
Newcastle
- **North Tyneside**
14 June 2012
The Village Hotel, Cobalt Business Park,
North Tyneside
- **Northumberland**
21 March 2012
Choppington Welfare Centre,
Northumberland

Cervical Screening 2 Day Basic Courses for Healthcare Professionals

- **South**
17 & 18 January 2012
The Pioneering Centre, Newton Aycliffe

11 & 12 September 2012
The Durham Centre, Durham
- **North**
13 & 14 March 2012
10 & 11 June 2012
13 & 14 November 2012
New Croft House, Newcastle upon Tyne

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

- **Gynae for Trainee Pathologists**
17 – 19 January 2012
- **Cervical Sample Taker Training**
20 – 21 February 2012
- **Introductory in Gynae Cytology**
5 – 30 March 2012
- **Update in Cervical Cytology (for Technical Staff)**
3 – 5 April 2012
- **Prep for C & G Diploma in Cervical Cytology**
17 – 19 April 2012
- **Gynae Pathology for Trainee Colposcopists**
2 – 3 May 2012
- **Update in Cervical Cytology (for Consultant Staff)**
17 May 2012
- **Update in Cervical Cytology (for Technical Staff)**
12 – 14 June 2012
- **Cervical Sample Taker Training**
18 – 19 June 2012
- **Gynae Cytology for Trainee Pathologists**
26 – 28 June 2012

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