

Equitable access to primary care
services illustrated by
approaches to enhance Breast
Screening participation in Ordsall

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Ordsall Health Surgery

Approximately 11,000 patients across Ordsall estate and Salford Quays

A diverse patient population

The population sits within the 2nd most deprived decile (under the English Indices of Deprivation 2019)

37% coded Black or Asian minority ethnicity

27% coded as not having English as main or second language

Eligible breast screening cohort of 841 patients, 490 due to be recalled

Breast Screening coverage - July 2024 40.5%

(Salford South East PCN 36.1%)

Ordsall Breast Screening period beginning 19th September 2024





What is Fairer Health for All?

More than a mantra or a rally cry, 'Fairer Health for All' is a system-wide commitment and framework which sets forth a blueprint for how we can work together to reduce health inequalities and tackle inequalities across the wider, social determinants of health, as well as create a greener, fairer, more prosperous city-region.



Cancer screening participation

Participation in cancer screening programmes is influenced by many barriers, which may be complex and intersectional

Barriers may be more prominent in groups traditionally underserved by health services and could be related to the individual or based in system delivery

Underserved groups include those of ethnic minority, migrant status, with a language barrier, poor literacy, experiencing higher levels of social-economic deprivation or living with a physical or learning disability, amongst others

There has been research into the evidence for interventions to improve uptake of screening programmes but evidence around interventions that might improve uptake among underserved groups is not well documented

Some underserved groups are traditionally more difficult to engage in research around this

Participation in screening has an impact on health outcomes within these groups

Breast Screening Programme

All women in England aged 50 up to their 71st birthday are invited for breast screening every 3 years

The NHS Breast Screening Programme is commissioned by NHSE

There are currently no incentivised targets in primary care for breast screening uptake

Breast cancer is the most common type of cancer in the UK, most cases occur in women over 50 years old

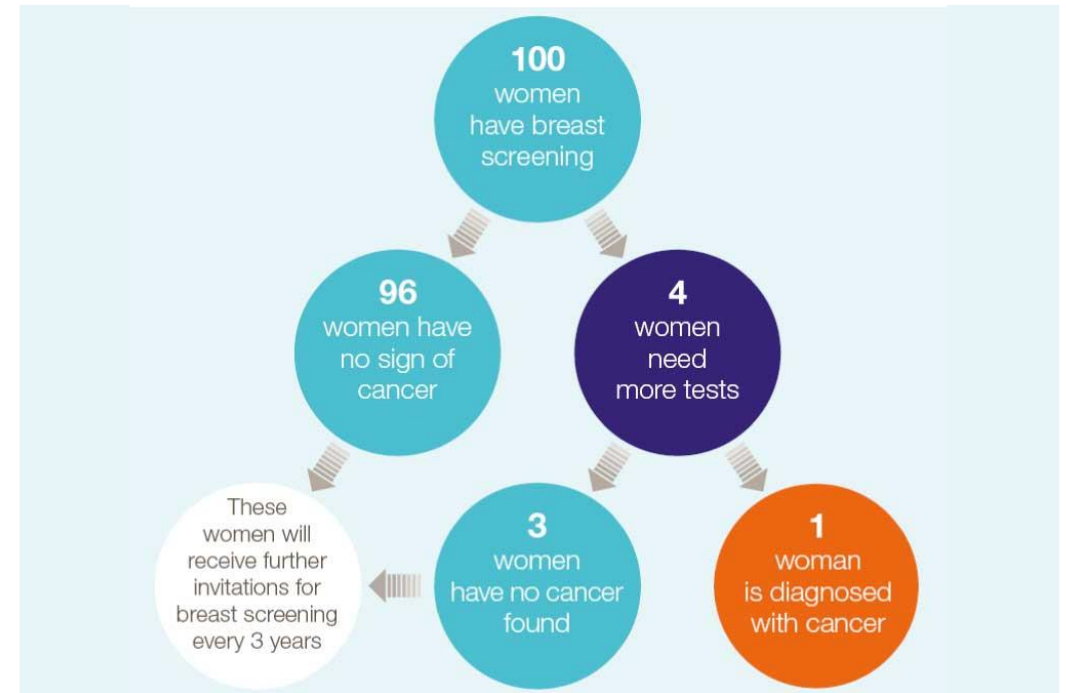
Breast screening uses an X-ray test called a mammogram to check the breast for signs of cancer - it can spot cancers that are too small to see or feel

Benefits -

- The aim of breast screening is earlier detection of breast cancers and reduction in breast cancer mortality
- In England's 2022-2023 screening period 18,942 women had a cancer detected through breast screening, equating to 8.7 cases per 1000 patients screened
- Of those detected, 79.3% were invasive cancers
- Estimated 1300 lives saved each year from breast cancer

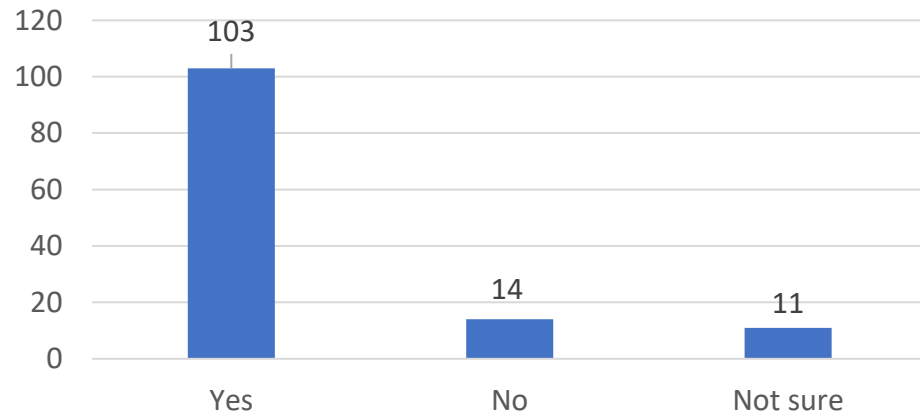
Risks –

- Overdiagnosis - for every 1 woman who has her life saved from breast cancer, about 3 women are diagnosed with a cancer that would never have become life-threatening
- False positive – leading to unnecessary invasive investigation
- False negative – missed cancers, false reassurance
- Pain or discomfort from the procedure or further investigations (FNA/biopsy) – One review cited 35% reported pain before/after mammogram, can be a factor in re-attendance
- Psychological distress – anxiety due to recall or further tests

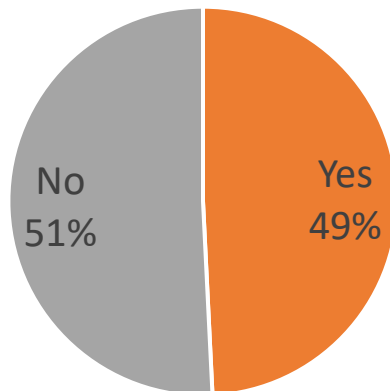


Patient pre-screening survey – Insights into barriers to Breast Screening

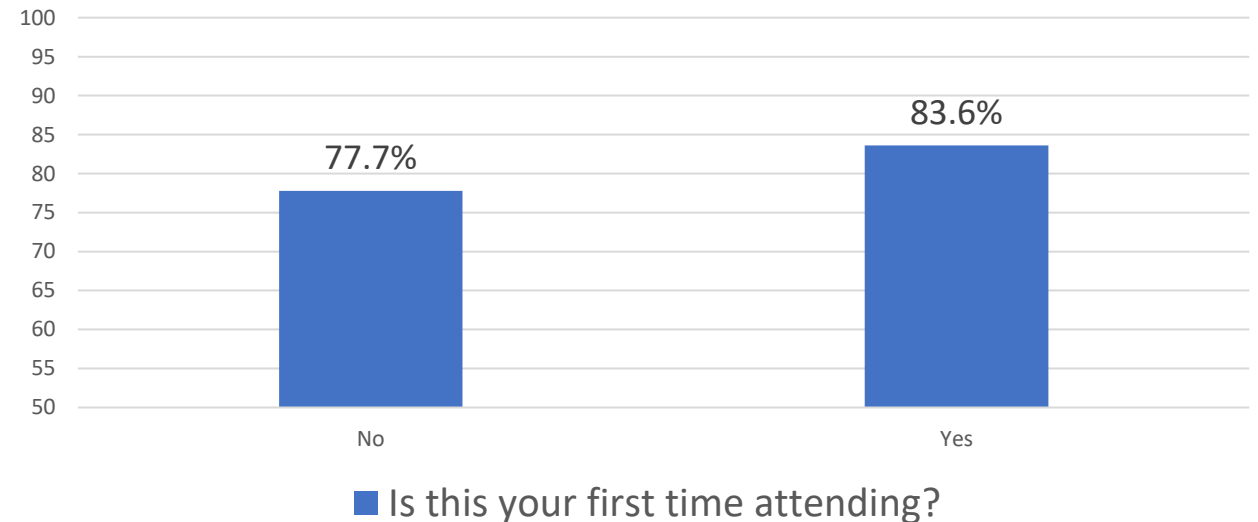
Do you plan to attend your breast screening appointment?



Will this be your first time attending breast screening?



Percentage of people that will be attending breast screening by subgroup

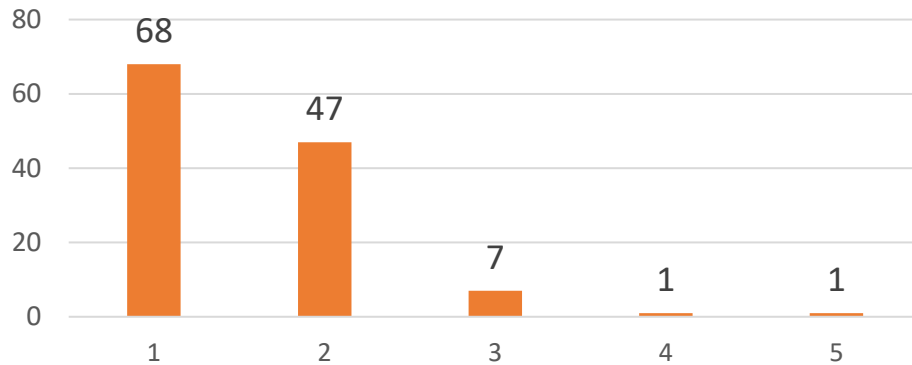


490 questionnaires sent via text link to patients due for recall September 2024

128 responses

Patient survey

How many barriers are there for people to attend? (0 - 5)



Known barriers

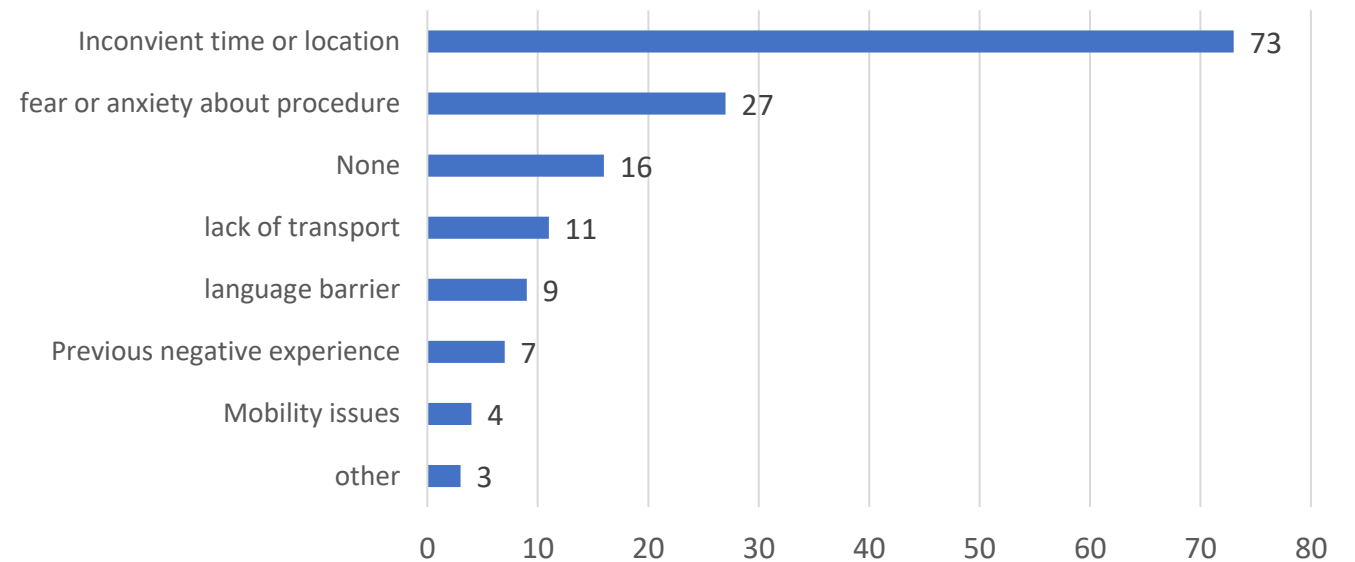
Mobile breast screening van is located at Pendleton Gateway – option of moving van to Ordsall explored but not viable option due to cost

Some public transport (bus) links to the Gateway (but not all run through the housing estate)

Screening invites sent in English with number to call for translator support or if they have access issues (access issues also includes physical disability or sensory impairment)



Number of people that mentioned each barrier amongst their reasons for barriers to attending screening





Insights and challenges

Majority of respondents to patient survey perceive at least one barrier to attendance

Potential bias in survey – are those engaging in survey more likely to be planning attending?

Language barrier – invites sent in English – no scope to influence this

Highlighted lack of patient awareness and fears around screening

Analysis of Ordsall practice data – issues with coding of language/access needs identified from searches

Poor communication between screening services and primary care - out-dated IT system in Breast Screening Programme

- Recall list is not shared with practices ahead of screening period
- Discrepancies between recall list from screening team and Ardens searches
- Non-attenders notification sent on paper slip by post to be scanned in – laborious and room for human error in scanning this – other screening programmes utilise digital notification
- Also poses logistical challenges for targeted promotion of screening

Breast screening uptake does not form part of incentivised work for GP surgeries (QOF/Salford Standards)

Trans health - there should be counselling on screening and how change of gender and NHS number affects recall for this – practice protocol under review

Breast Screening Uptake Approaches

Collaborative working with SSE PCN, Manchester Breast Screening Programme, Health Improvement Team and PHIIT to develop approaches to overcome these barriers

Practical support for patients to attend screening – transport and travel information advertised

- ‘Breast Screening Buddy’ message - highlighting patients can move their appointment to attend with a friend to promote sharing lifts/transport
- Four Saturday clinic dates throughout Ordsall’s screening period
- Pilot scheme with Salford Assist to fund travel for those with low income/mobility issues – patients to be contacted by care coordinator if DNA screening to explore reason for DNA and eligibility for this

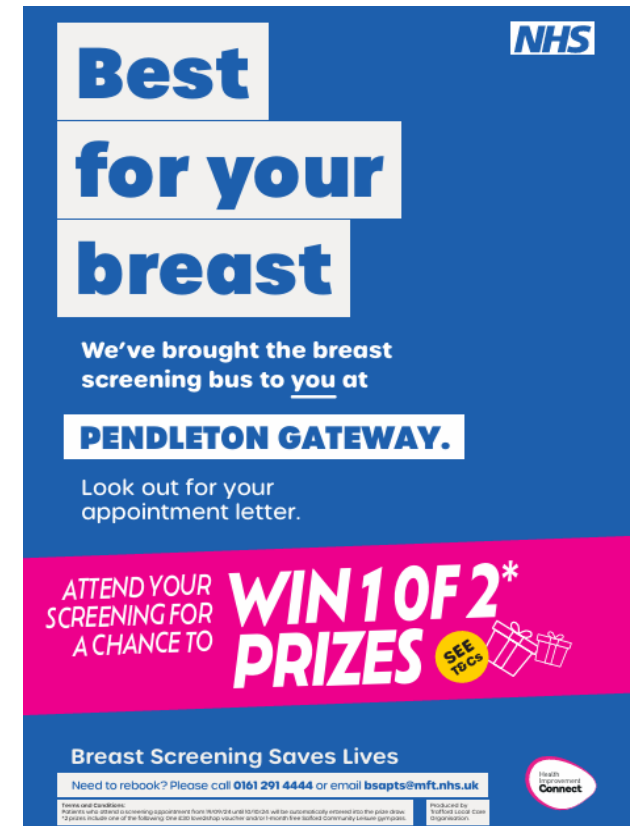
Advertisement the upcoming screenings throughout NHS locations, community/faith organisations and local businesses

- Adaptation of screening materials to be culturally sensitive – feedback from community links in previously screened areas that pictures representing breasts would prevent them picking up leaflets

Proforma completed to highlight transgender patients, patients with double mastectomy and Learning Disability to screening team

- LD team undertaking project to focus on screening within this group
- Challenges around disclosure of trans patients as not recorded in clinical record where gender/NHS number changed

GP endorsement - SMS reminders of screening invite period and DNA message - translated into our most requested languages



The leaflet is a vertical rectangular poster with a blue background. At the top right is the NHS logo. The main headline is 'Best for your breast' in large, bold, white and blue text. Below this, it says 'We've brought the breast screening bus to you at' in white. A white box contains the text 'PENDLETON GATEWAY.' in blue. Below that, it says 'Look out for your appointment letter.' in white. A pink banner at the bottom contains the text 'ATTEND YOUR SCREENING FOR A CHANCE TO WIN 1 OF 2* PRIZES' in white and yellow, with a 'SEE TO DO' icon and a gift icon. At the very bottom, it says 'Breast Screening Saves Lives' and 'Need to rebook? Please call 0161 291 4444 or email bsapts@mft.nhs.uk'. There are also small logos for 'Health Improvement Connect' and 'Salford Local Care Organisation'.

Approaches and interventions

Events:

- Community education about the value of breast screening and breast awareness
 - Answer Cancer offer of Breast Screening awareness sessions to community touch points
 - Community event with the Health Promotion team mobile van 9th September and distribution of promotional materials
 - Breast screening drop-in session at Ordsall Health Surgery 5th September
 - Reception staff training – ‘Breast Screening Awareness Training’ – to improve confidence in discussing screening with patients

Post-attendance:

- Post-attendance survey at mobile Breast Screening van – QR code and paper form – to gain insight into patient experience and feedback on any barriers to attendance
- Weekly DNA reports to be analysed with follow-up of non-attenders by Care Coordinator – referral for funded travel if eligible
- Feedback to other practices in PCN
- Success of project to be analysed in December/January



Do you have questions about breast screening?

Do you feel anxious about attending?

Do you want to know more about it?

Please drop-in to our

Breast Screening Q&A Event

Everyone welcome 10am - 12pm

Thursday 5th September 2024

at

Ordsall Health Surgery

with Faiza Chaudhri

from the Manchester Breast Screening Programme

Contact us online

Submit a new request



Observed barriers

- New triage system for appointments since August 2023, total triage of appointments since August 2024 with translation available for some, not all, languages on the triage webform
- Interpreter and access needs not coded well in new patient registration – entered in warning box that doesn't show in clinical record
- Staff understanding about access needs and language barriers
- PPG includes same group of members for a long time, do they represent all of our community?
- Navigation of registration process and use of services for those unfamiliar with the NHS

Opportunities and scope for further work on equitable access:

- Insight to staff understanding/experience of patient access – staff survey
- Planned contact with online triage provider re: language provision
- Understanding patient experience – insights from Hong Kong community representative and Community Development link-worker, diversifying the Patient Participation Group
- Cleansing of IT systems – ensuring correct coding of ethnicity, language needs and access needs – including staff training on this
- Developing role of care-coordinator in supporting patients with access needs
- Understanding 'unknown patients' – unregistered and not in contact with services and how we reach them

Observations
on access to GP
services:
scope for
further work

Thanks to:

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Sources:

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- *Population screening: review of interventions to improve participation among underserved groups* (2022). <https://www.gov.uk/government/publications/population-screening-improving-participation-in-underserved-groups/population-screening-review-of-interventions-to-improve-participation-among-underserved-groups>.
- *Programme summary - NHS England Digital* (27/06/2024). <https://digital.nhs.uk/data-and-information/publications/statistical/breast-screening-programme/england---2022-23/introduction>.
- NICE (May 2022) CKS is only available in the UK. <https://cks.nice.org.uk/topics/breast-screening/background-information/benefits-harms-of-the-screening-programme/#benefits>.