

Merton Overview & Scrutiny Committee

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Cervical & Bowel Cancer Screening Update

NHS England (London Region)
South West London Bowel Screening Centre
RMP Cancer Alliance
June 2023

NHS England and NHS Improvement

Agenda Item 5



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Screening & Immunisation Priorities



Our mission is to improve health outcomes and reduce health inequalities through commissioning high-quality screening and immunisation programmes across London region.

We will do this by setting the strategic direction for screening and immunisation across London, striving to deliver equitable, high-quality services that improve population health outcomes.

Our priorities are:

- **Transforming** screening and immunisation programmes in London through implementation of programme changes, service reconfigurations and pathway redesign.
- Developing and delivering **London Immunisation and Screening Strategies**
- Greater focus health outcomes through the developing a regional **London Cervical Cancer Elimination Strategy** and delivery plan
- **Developing a population-centred approach to reducing inequalities**
- **Performance improvement** ensuring all services meet or exceed national standards.
- Improving resilience and sustainability of services particularly focussing on **workforce development** and **demand & capacity planning**

The **key enablers** to the delivery of these priorities are:

- **Public health leadership and expertise** to maximise the population benefits of our programmes and effectiveness in reducing inequalities.
- **Effective communication, community engagement, social marketing and health promotion** targeting hardly reached groups.
- **Data and analytics** to improve population insights, monitoring and evaluation.
- **Digital innovation** to improve access, participation, operational efficiency and service delivery.
- Embedding a continuous **quality improvement** approach and culture at all levels of the system
- **System partnerships** to support outcomes and place-based approaches to addressing inequalities and the integration of screening and immunisation into wider PH agendas.

Bowel Cancer Screening Programme

NHS Bowel Cancer Screening Programme



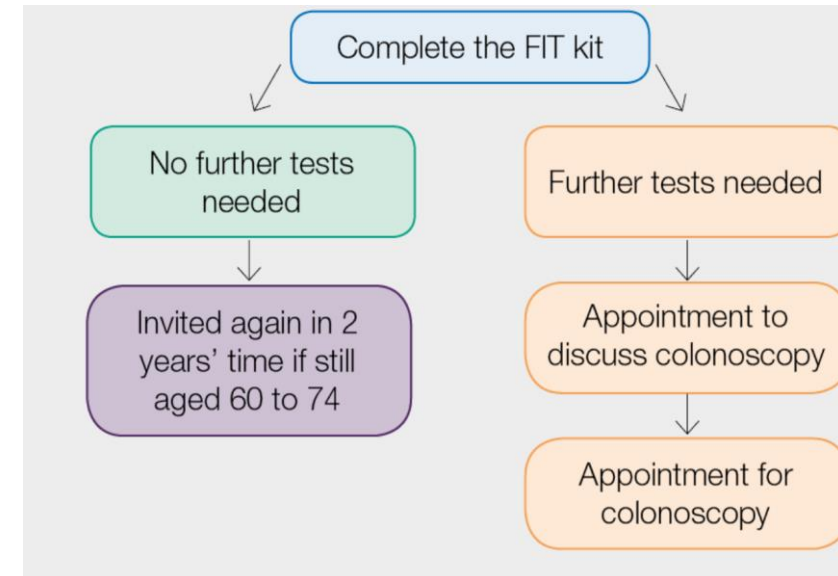
- **Benefits of screening:** We offer screening to detect bowel cancer when it is at an early stage in people with no symptoms. This is when treatment is more likely to be effective. Screening can also find polyps. These are abnormal clumps of cells in the bowel. Polyps are not cancers, but may develop into cancers over time. Polyps can be easily removed, which reduces the risk of bowel cancer developing.
- Regular bowel cancer screening reduces the risk of dying from bowel cancer.
- **Who we invite:** We offer bowel cancer screening using a home testing kit to everyone in England from the age of 56. We offer screening every 2 years between the ages of 56 and 74. We are gradually extending this age range, and people aged 54 are now being invited as part of this process. If you are over 74, you can ask for a kit every 2 years by calling our free helpline on 0800 707 60 60.
- **The pathway:** We send you an invitation letter with information about bowel cancer screening. The information is to help you decide whether to take part. Then we send you a faecal immunochemical home test, or 'FIT kit' for short. It detects blood in your poo (blood you would not notice by eye). We look for blood because polyps and bowel cancers sometimes bleed. Finding blood does not diagnose bowel cancer but it means you need further tests (usually a bowel examination).

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From summer 2023, people with Lynch syndrome* will be offered two-yearly colonoscopies as part of NHS bowel screening programme

How is screening organised

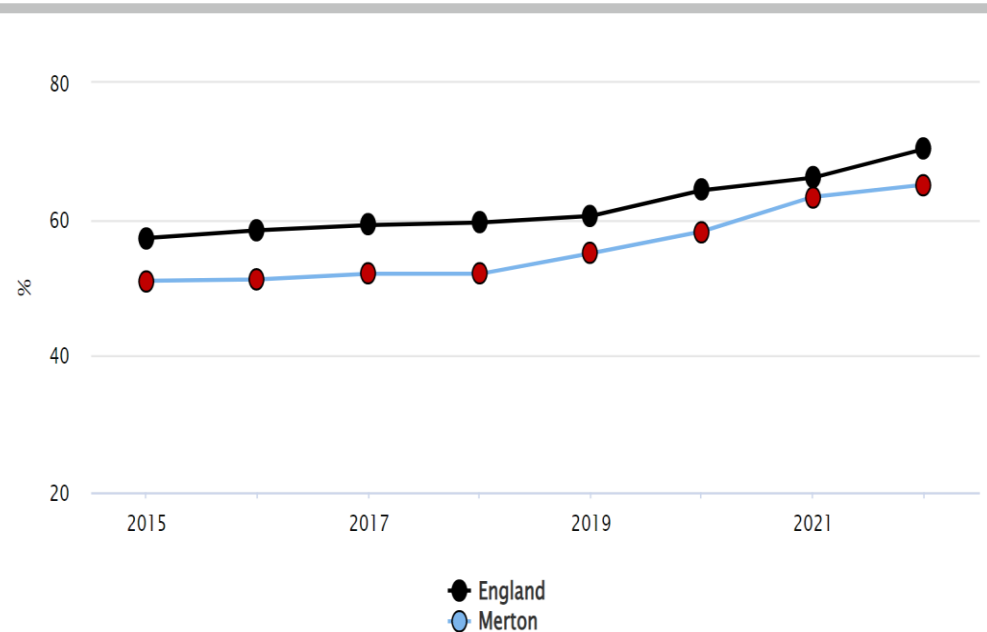
- NHS England commissions the bowel cancer screening services; from invitation to initial diagnosis
- SWL ICB commission further diagnosis (to support staging) and treatment of screen-detected cancers
- GPs provide the identifiable information (name, address, sex, age) used to invite people for screening and are responsible for supporting participation across the pathway (from screening to treatment)
- RMP Cancer Alliance brings together system partners and providers to transform and improve early diagnosis of cancer, including cancer screening uptake
- The London Bowel Screening Hub (hosted by London North West University NHS Trust) sends out invitation/reminder/results letters and kits, tests the kits and provides a call centre
- St Georges NHS Trust hosts the SWL Bowel Screening centre which offer specialist screening practitioner pre-colonoscopy assessment, colonoscopy and health promotion



*Lynch syndrome is an inherited genetic condition which increases the risk of developing cancers such as bowel cancer, endometrial cancer and other cancers

Bowel screening coverage: 60-74 year

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Recent trend: ↑ Increasing & getting better

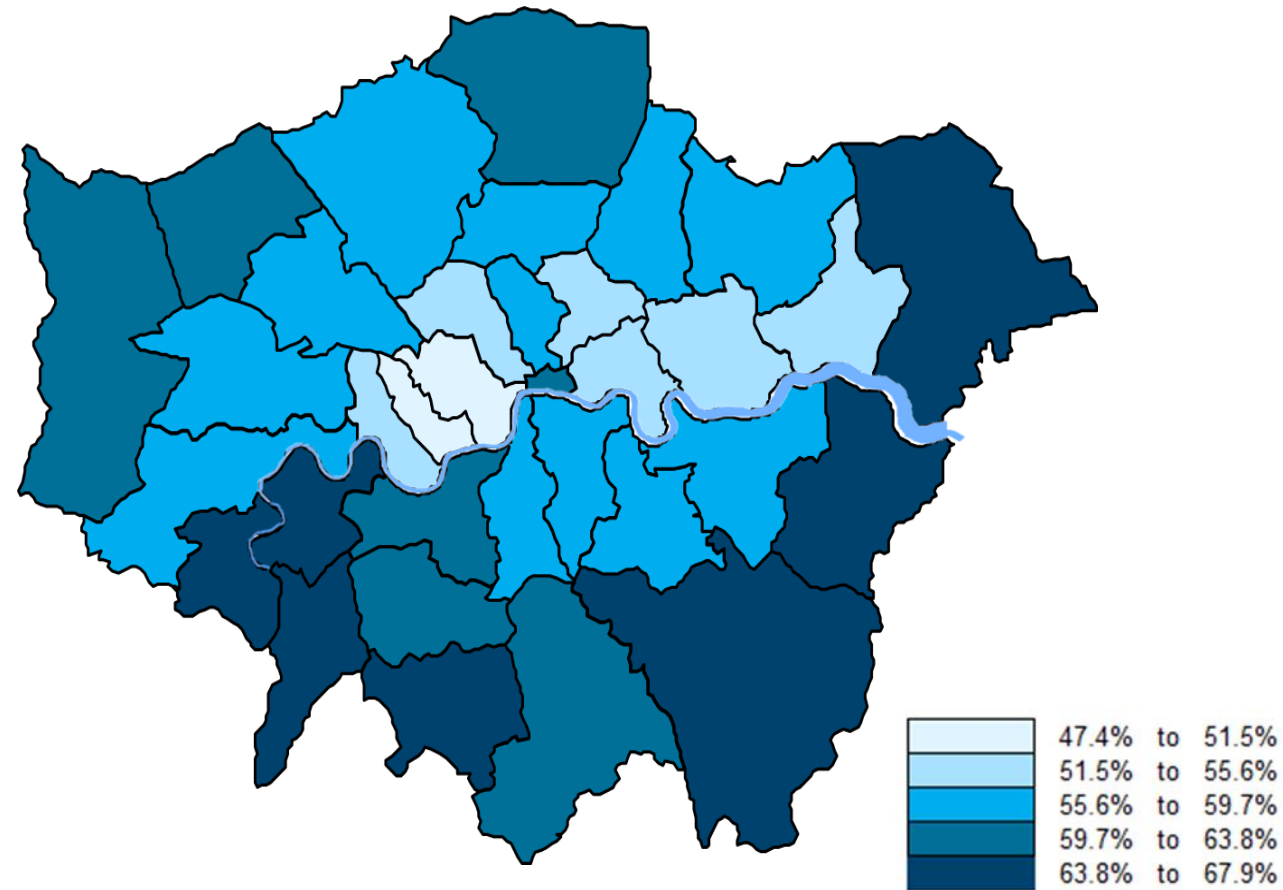
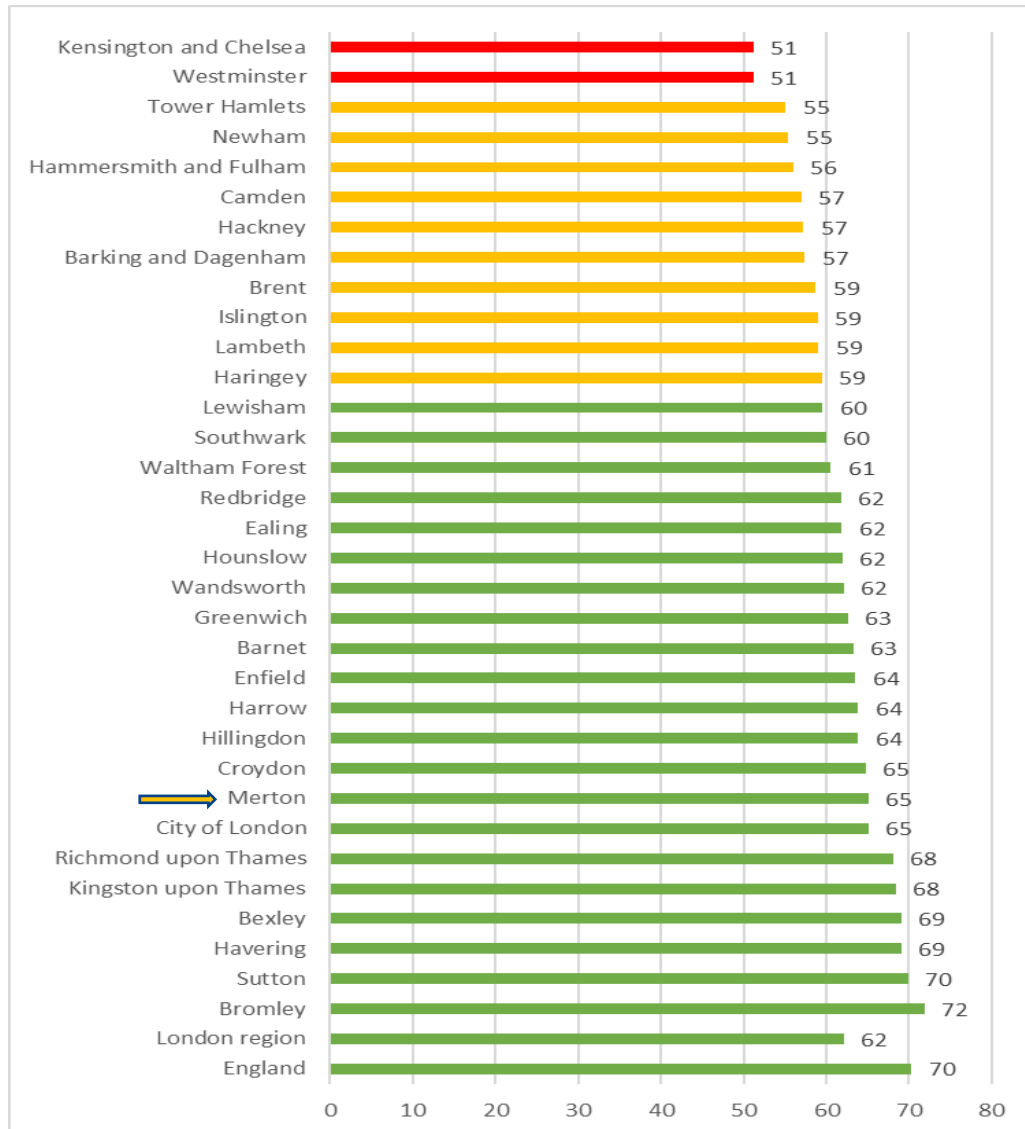
Period	Merton		London	England
	Count	Value		
2015	11,962	51.0%	47.5%*	57.3%*
2016	12,282	51.2%	48.8%*	58.4%*
2017	12,882	52.0%	49.5%*	59.2%*
2018	13,254	52.0%	50.1%*	59.5%*
2019	14,439	55.0%	51.3%*	60.5%*
2020	15,795	58.2%	56.0%*	64.3%*
2021	17,661	63.3%	59.9%*	66.1%*
2022	18,557	65.1%	62.1%*	70.3%*

Source: NHS Digital data not in the public domain, from the Bowel Screening Programme

Between 2021 and 2022, bowel cancer screening coverage in Merton increased from 63.3% to 65.1%, and by 10% since 2019 (55%)

In 2022, coverage in Merton was above the London average of 62% but below England (70.3%)

Bowel screening coverage (60-74yr) 2022



Definitions

Uptake: The proportion of men and women aged 60 to 74 invited to participate in bowel cancer screening who adequately participate.

Coverage: The proportion of eligible men and women aged 60 to 74 invited for screening who had an adequate faecal occult blood test (FOBT) screening result in the previous 30 months.

Cervical Screening Programme

NHS England and NHS Improvement



NHS Cervical Cancer Screening Programme



Benefits of cervical screening: NHS cervical screening helps prevent cervical cancer. It saves thousands of lives from cervical cancer each year in the UK. In England cervical screening currently prevents 70% of cervical cancer deaths. If everyone attended screening regularly, 83% could be prevented

Who we invite: Cervical screening is for women and people with a cervix. We offer screening every 3 years from age 25 to 49 and every 5 years from age 50 to 64. This is because most cervical cancers develop between these ages. First invitations arrive a few months before people turn 25.

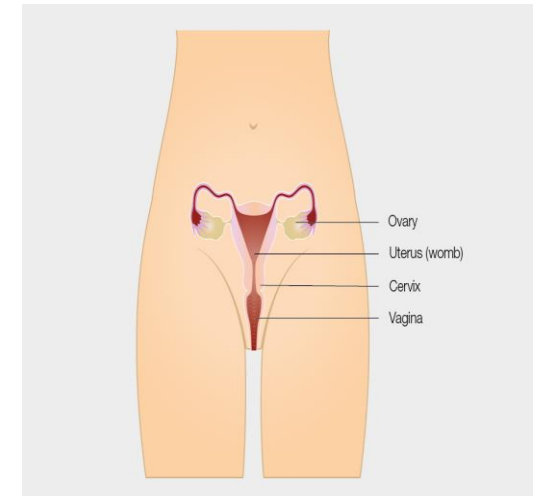
- Cervical cancer: Cervical cancer happens when cells in the cervix grow in an uncontrolled way and build up to form a lump (also called a tumour). As the tumour grows, cells can eventually spread to other parts of the body and become life-threatening. Your cervix is the lowest part of the uterus (or womb), and it is found at the top of the vagina. Nearly all cervical cancers are caused by HPV- Human Papilloma Virus
- Cervical screening is not a test for cancer. It looks for abnormal cells in the cervix. Abnormal cells can develop into cancer if left untreated.

The test involves using a soft brush to take a small sample of cells from the surface of your cervix. The sample is put into a small plastic container and sent to a laboratory. It is tested for the types of HPV that can cause cervical cancer. If you have a negative result for the most common types of HPV that cause cervical cancer, your risk of cervical cancer is very low and there is no need to check for abnormal cells even if you have had these in the past.

- If you have a positive result for HPV we will check the sample for abnormal cells. Abnormal cells are not cancer, but they could develop into cancer if left untreated.
- As a next step we may offer you another examination (called a colposcopy) to look at your cervix more closely. If we find abnormal cells during colposcopy we may suggest you have the cells removed. This is how screening can prevent cervical cancer.

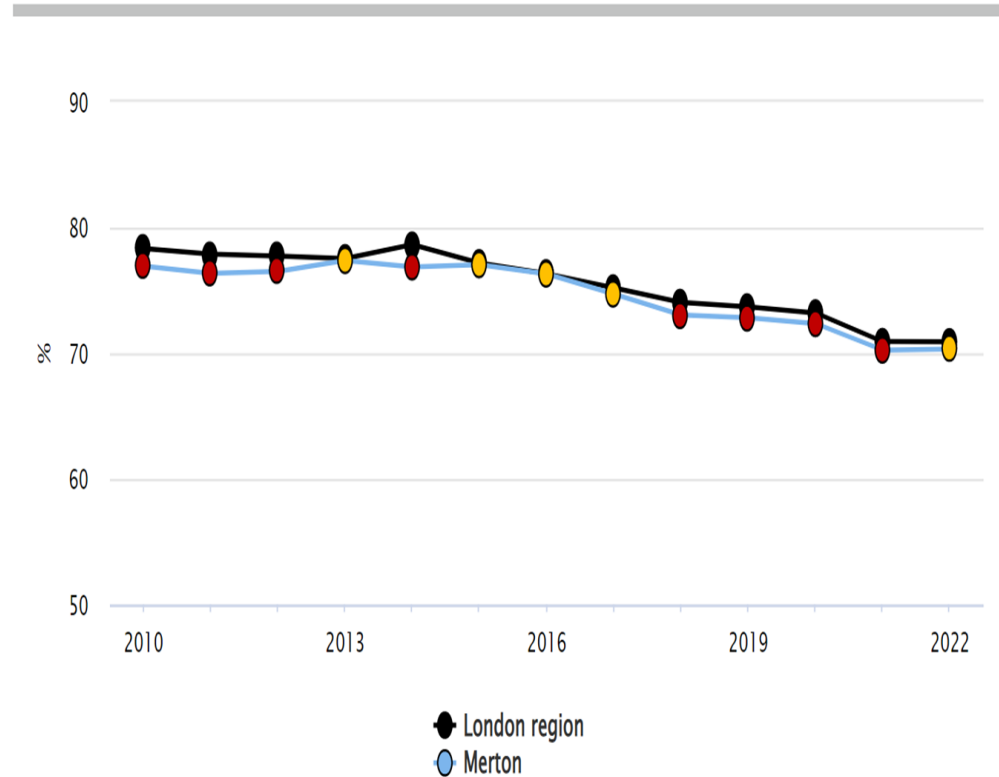
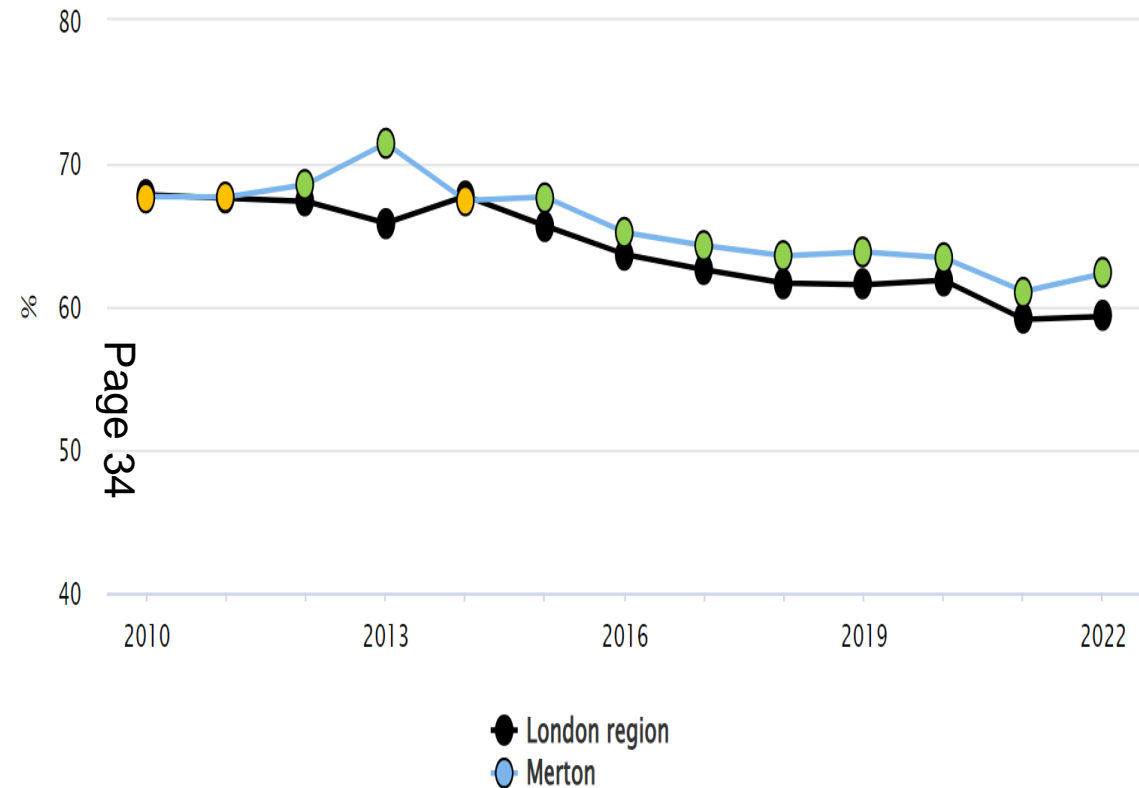
How is screening organised

- The Cervical Screening Administration Service (CSAS) sends invitation and results letter to all eligible individuals in England
- Cervical screening is undertaken in primary care and commissioned by ICBs. A small proportion of screening is undertaken in sexual health clinics and this commissioned by NHSE
- Cervical Screening London Lab (CSL) tests all cervical screening samples in London and is commissioned by NHS England
- Women with a cervical screening abnormality who required further investigation and treatment are referred for colposcopy which is a specialist gynaecology service. St Helier provides colposcopy services to Merton and this is commissioned by SWL ICB
- RMP Cancer Alliance brings together system partners and providers to transform and improve early diagnosis of cancer, including cancer screening uptake



Cervical screening coverage 25-49

Cervical screening coverage 50-64



In 2022, coverage (25-49 year) in Merton was 61% which was higher than regional average (59.3%) but lower than England (67.6%).

Between 2021 and 2022, Merton coverage increased by 1.2%, which was higher than the 0.2% increase across the region. During this period, coverage in England declined from 68 to 67.6% in this age group.

In 2022, Merton coverage (50-64) was 70.3% which is lower than the London (70.9%) and national (74.6%) rates of 70.9% and national Merton 70.3 unchanged,

<https://fingertips.phe.org.uk/search/cancer%20coverage>

Cervical screening coverage 25-49, 2021/22

Area	Value
England	67.6*
London region	59.3*
Havering	72.2
Bromley	72.0
Bexley	71.7
Sutton	70.9
Richmond upon Thames	66.7
Croydon	65.9
Lewisham	64.3
Enfield	63.9
Kingston upon Thames	63.3
Hillingdon	63.0
Waltham Forest	62.6
Merton	62.3
Barking and Dagenham	62.0
Greenwich	61.9
Wandsworth	61.9
Lambeth	60.5
Hackney	60.4
Islington	60.3
Hounslow	59.9
Haringey	59.4
Southwark	59.1
Barnet	58.7
Redbridge	58.2
Newham	57.6
Harrow	56.6
Brent	53.8
Islington	52.8
Hammersmith and Fulham	50.7
Tower Hamlets	50.3
Camden	46.2
Westminster	43.8
Kensington and Chelsea	42.6
City of London	42.1



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Cervical screening coverage 50-64, 2021/22

Area	Value
England	74.6*
London region	70.9*
Havering	76.9
Bromley	75.8
Bexley	75.6
Sutton	74.9
Croydon	74.3
Enfield	74.0
Hillingdon	73.8
Waltham Forest	73.2
Lewisham	72.7
Richmond upon Thames	72.3
Newham	72.2
Redbridge	71.9
Kingston upon Thames	71.7
Ealing	71.6
Hackney	71.5
Hounslow	71.4
Haringey	71.2
Greenwich	71.1
Southwark	70.9
Islington	70.8
Barking and Dagenham	70.6
Harrow	70.4
Merton	70.3
Barnet	70.3
Brent	70.0
Lambeth	69.9
Tower Hamlets	68.8
Wandsworth	68.7
City of London	64.1
Camden	64.1
Hammersmith and Fulham	63.4
Westminster	57.6
Kensington and Chelsea	53.7



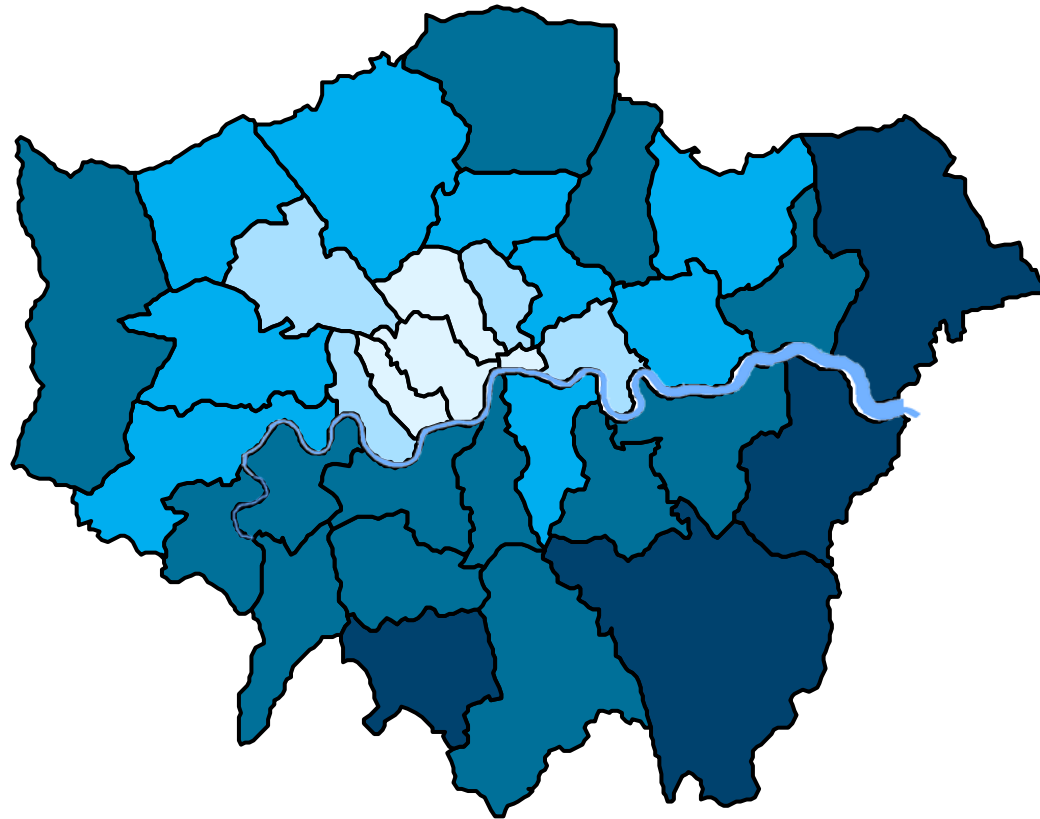
Cervical screening coverage 2022



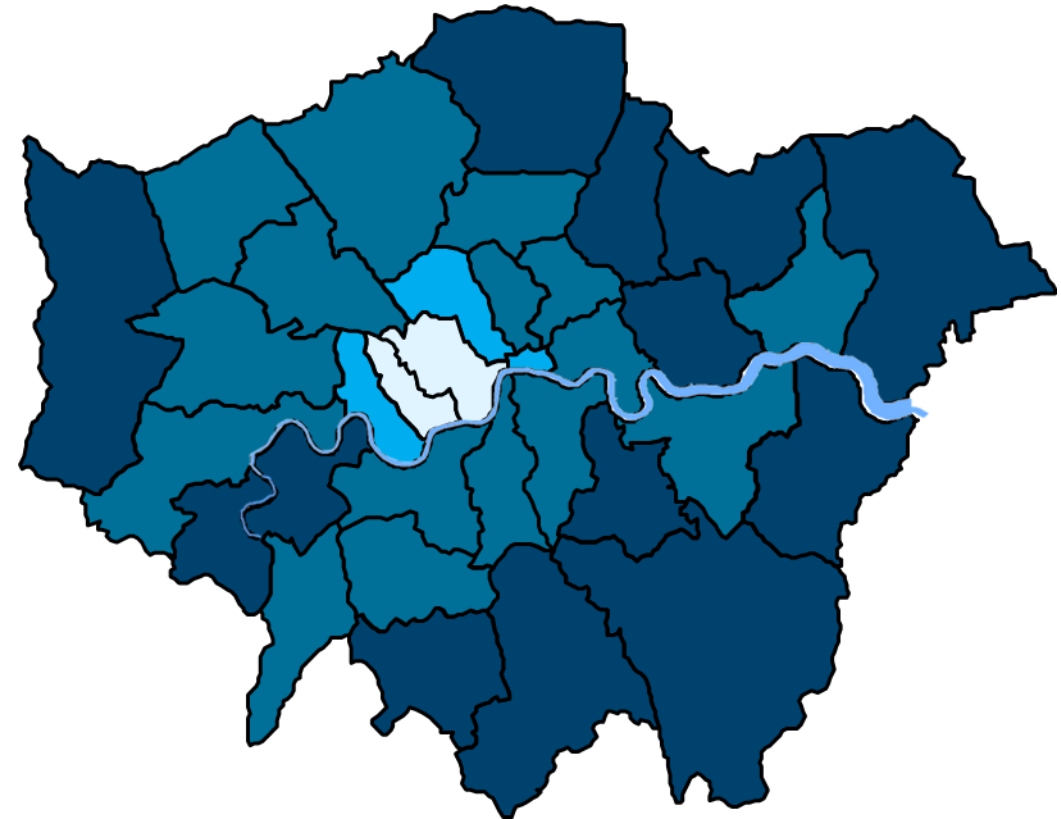
25 – 49, 3.5 year

50-64, 5.5 year

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Lightest blue	42.9% to 48.8%
Light blue	48.8% to 54.7%
Medium blue	54.7% to 60.5%
Dark blue	60.5% to 66.4%
Darkest blue	66.4% to 72.3%



Lightest blue	53.5% to 58.1%
Light blue	58.1% to 62.6%
Medium blue	62.6% to 67.2%
Dark blue	67.2% to 71.8%
Darkest blue	71.8% to 76.3%

IMPROVING UPTAKE & REDUCING INEQUALITIES

- SWL Bowel Cancer Screening Centre
- RMP Cancer Alliance
- NHS London

Inequalities

Cervical screening

Behavioural barriers

- Fear, embarrassment, previous negative experience, test acceptability, inconvenience, lack of time, lack of awareness, not prioritising screening attendance

Structural barriers

- Access- requirement to make a telephone appointment, appointment venue, appointment
- Paper-based letters and information materials in English language
- Postal communication

Social, economic and demographic factors

- Lower coverage in women aged 25-34, followed by 60-64
- Lower coverage in White Other (White Irish, Polish, Romanian) and Middle Eastern ethnic groups
- Similar coverage between white British, Black Caribbean/African and all Asian ethnic groups
- No association between coverage and deprivation in London

Under-served groups

- People with learning disabilities, severe mental illness, LGBTQI+, non binary, transmen with a cervix, people experiencing homelessness, victims of sexual violence, travellers,



Bowel cancer screening

Behavioural barriers

- Fear of cancer diagnosis, test acceptability, lack of awareness

Structural barriers

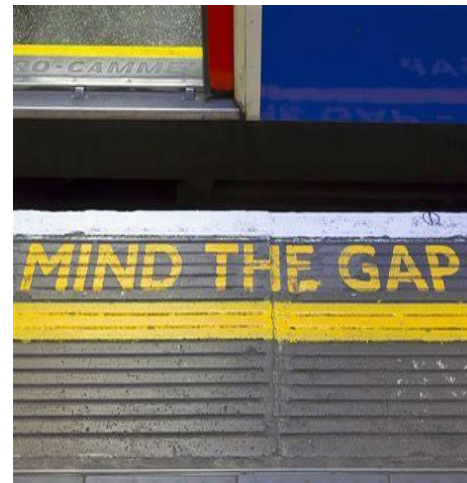
- Paper-based letters and information materials in English language
- Postal communication

Social, economic and demographic factors

- Younger people (54-60),
- Lower coverage in ethnic minority groups
- Lower coverage associated with deprivation

Under-served groups

- People with learning disabilities, severe mental illness,, people experiencing homelessness, travellers, people in detained estates (inmates in prison)
- People with visual impairment



NHS London

NHS England and NHS Improvement



NHS London Region: Bowel Cancer Screening Health Inequalities – 6 priorities

Health promotion

Strengthening health promotion delivery model in London through development of best practice, joint working and professional development

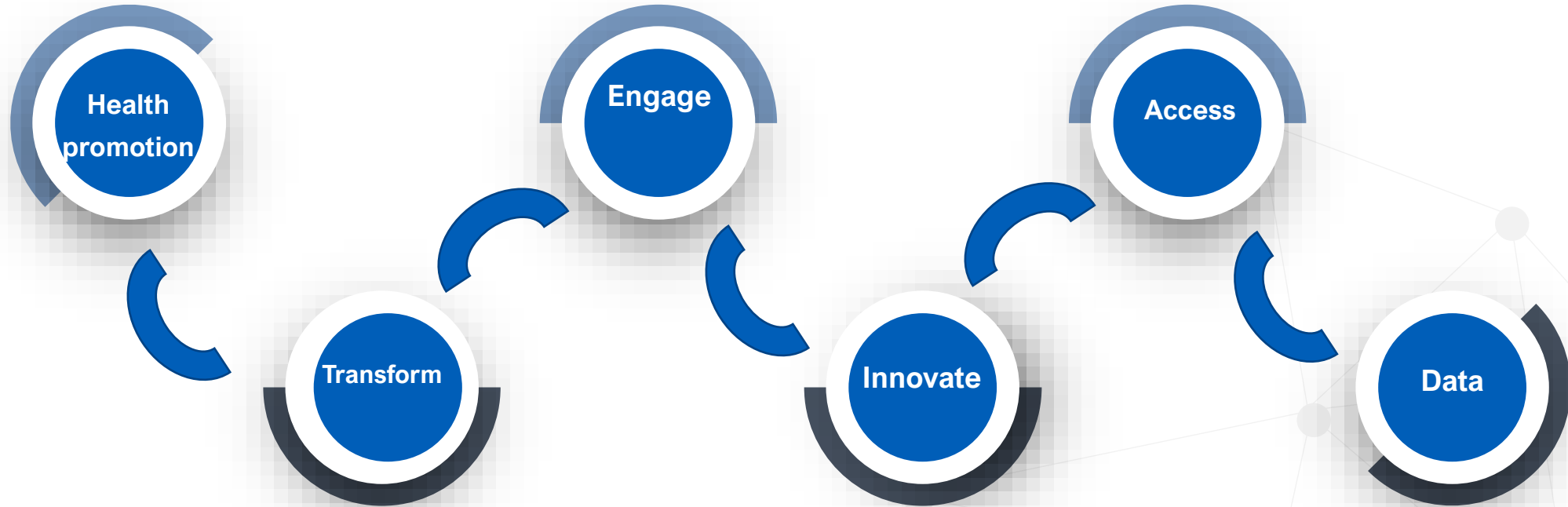
Marketing and communication

- PR campaign and community engagement
- SMS evaluation and improvement

Improving access to underserved groups

- Developing pathways to homeless, PWLD, SMI
- Improve colonoscopy uptake

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Transform

- Extend bowel screening to 50-54-year-olds
- Integrate Lynch surveillance in bowel screening programme

Research and innovation

Research trial on patient navigation vs. SMS (UCL/Surrey Universities)

Data

- Health equity audit & social marketing campaign insights inform future planning

NHS London Region: Cervical Cancer Screening Health Inequalities – 6 priorities



Improving access to underserved groups

- Screening in sexual health services
- Developing pathways to homeless, PWLD, SMI
- Screening HIV +ve
- Self-sampling for non-responders

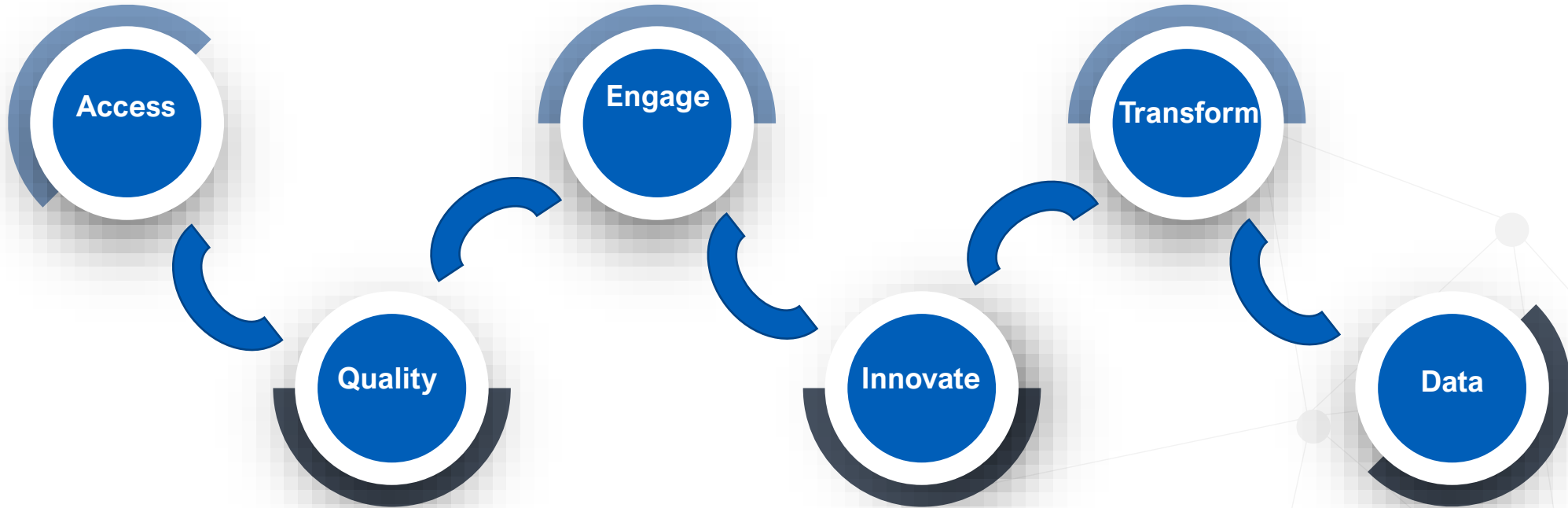
Marketing and communication

- PR campaign and community engagement
- SMS evaluation and improvement

Service transformation/improvement

- Colposcopy review
- Digital-online booking, cervical screening management system, colposcopy digital solution
- Extended intervals

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Quality

Expanding colposcopy capacity
Sample taker training, sample handling improvement

Research & innovation

- Pilot HPV Self-sampling for non-responders
- National HPVvalidate study - self-sampling as primary screening test

Data

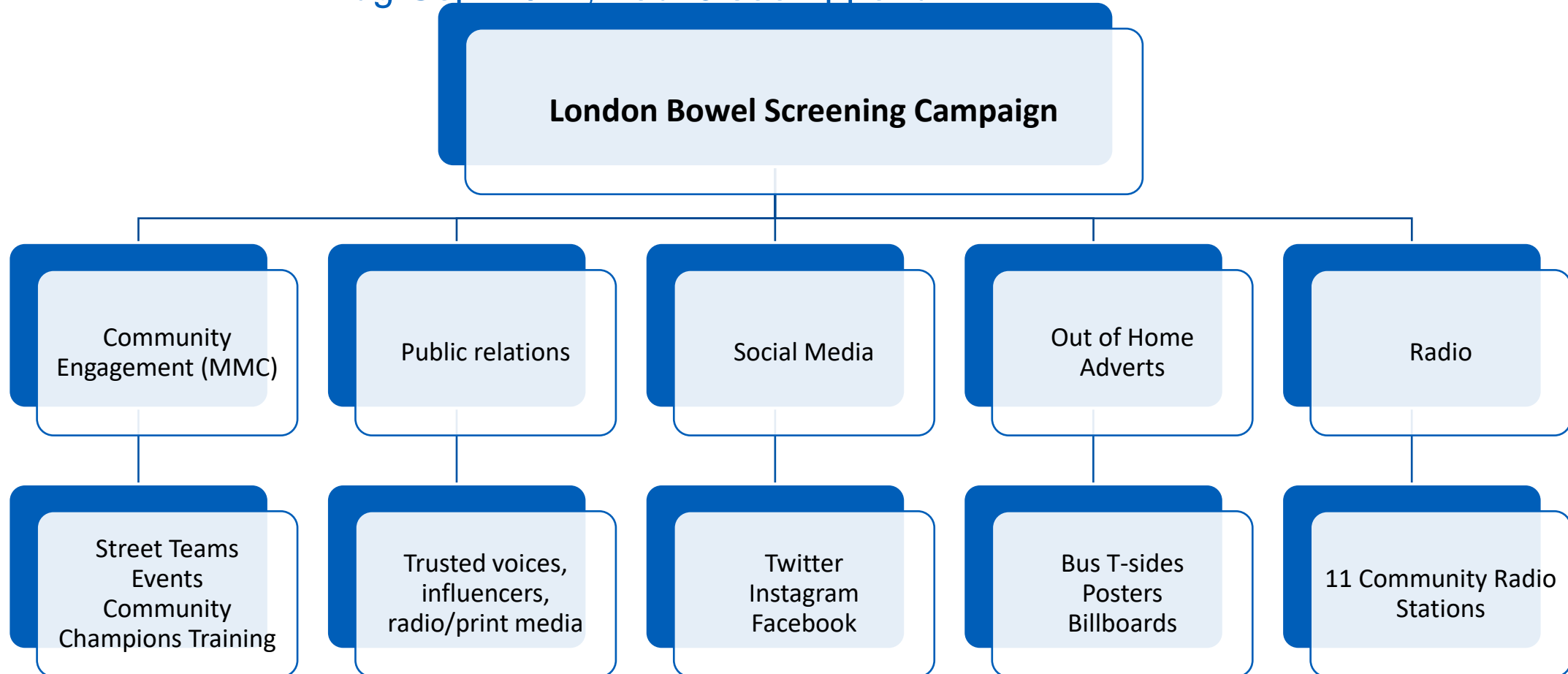
- Health equity audit & social marketing campaign insights inform future planning

London Bowel Cancer Screening Campaign



Aug-Sept 2022, Feb23 see Appendix 4

London Bowel Screening Campaign

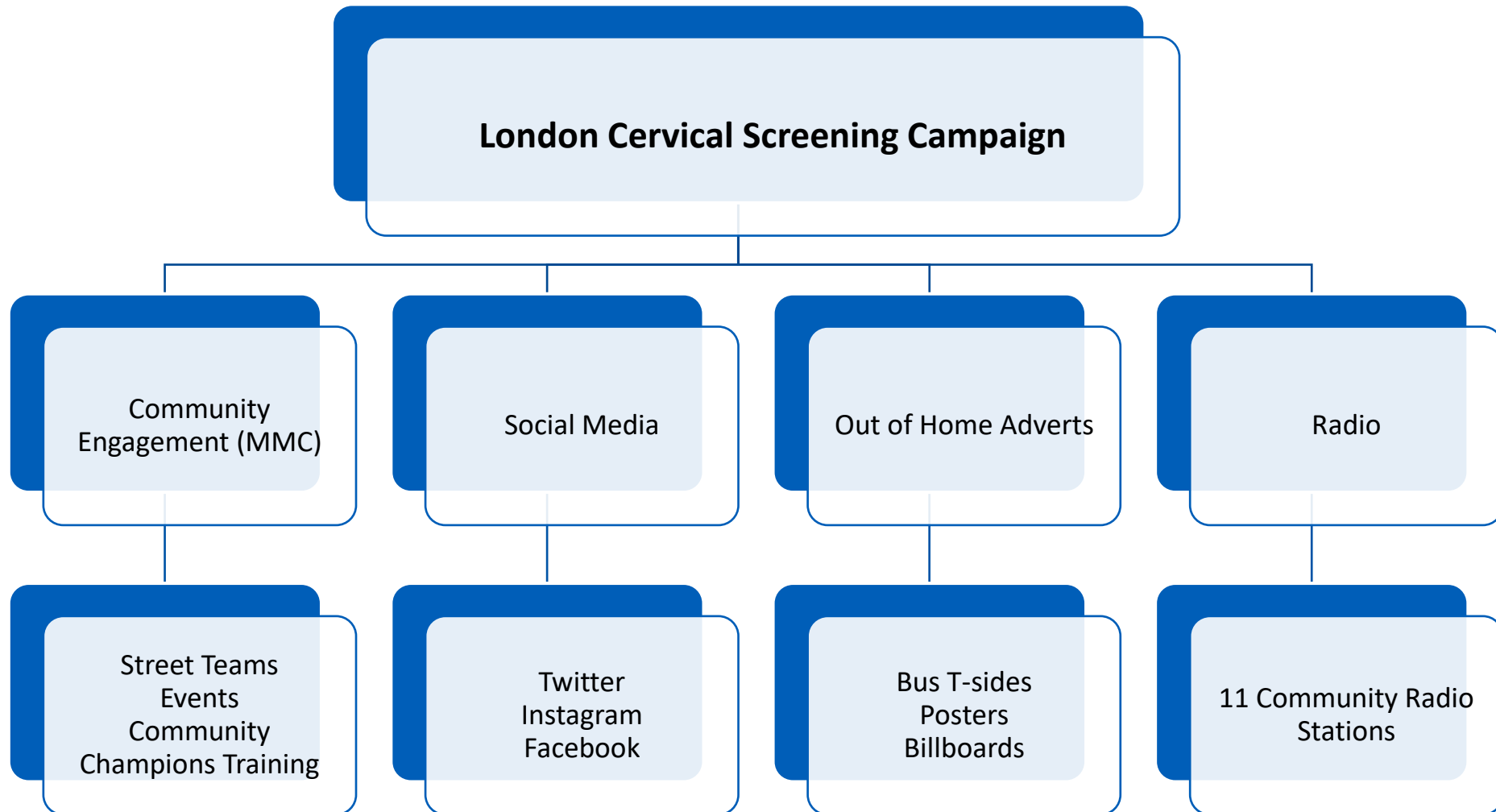


London Cervical Screening Campaign

Feb-April 2022 - see Appendix 3



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Targeting under-served

- Cancer screening for people with severe mental illness in forensic secure units
- Bowel screening in detained estates
- My Body Back- specialist cervical screening services for victims of sexual violence
- Screening for people experiencing homelessness (led by NCL Cancer Alliance)
- Cervical screening in sexual health clinics

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I have a right to register and receive treatment from a GP practice

Healthy London Partnership

www.healthy london.org

Groundswell



Public Health England

Guidance

NHS population screening: improving access for people with severe mental illness

Published 15 March 2019

SWL Bowel Screening Centre: Merton Update

By Lisa-Lyna Ofosu-Asare

Lisa-Lyna Ofosu-Asare
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Health Improvement Specialist
BCSC, St George's University Hospital

NHS England and NHS Improvement



Bowel Cancer Screening Programme OVERVIEW

Bowel Cancer Screening in South West London (SWL) is delivered by the Bowel Cancer Screening Centre (BCSC) based in St George's Hospital. The BCSC has a dedicated Health Improvement Specialist called Lisa-Lyna Ofosu-Asare (myself), that supports the uptake of Bowel Cancer Screening across SWL. This is done in 2 main parts, community engagement and practice support.

Practice & PCN Support

- ▶ Bowel Cancer Training for both Clinical and Non-Clinical Staff covering:
- Bowel Cancer - Signs & Symptoms
 - The Role of the Bowel Cancer Screening Centre
 - Bowel Cancer Screening Programmes
 - Prevention of cancer
- ★ **All staff will receive a training certificate upon completion.** ★
- ▶ Individually tailored practice/PCN support to look at increasing uptake
 - ▶ Provide practices/PCNs with their real-time data for Bowel screening uptake
 - ▶ Arrange community awareness events in practices
 - ▶ Provide practices with Bowel Cancer Resources
 - ▶ N.B. All support highlighted can now be done virtually, if preferred

Community Engagement

- Dedicated Bowel Cancer Awareness Talks
- Holding Stalls with resources and information's
- 1:1 support
- The option for virtual or face to face engagement

Merton Specific Updates

- Currently providing Health Awareness Days in GP practices across Merton. These days involve dedicated sessions for bowel cancer awareness amongst their patients. Text invites are sent ahead of the selected day to invite patients to come in and speak about Bowel Cancer with me.
- I am closely linked in with Merton Public Health Team/ Merton Council to continue community engagement in the area. So far we have held 2 health and wellbeing days (January and February), I have supported at Pollard Hill community Day by holding a stall and I have continued to hold awareness sessions across various community groups.
- I attend regular update meetings with the Merton Public Health Principal to review my current community work across the patch and discuss further ways of engagement with the various Community Organisations across the patch.
- I have linked in with the Libraries across Merton to deliver Bowel Cancer Awareness Sessions across all 7 libraries in the borough. Heavy promotion took place in March and I delivered the awareness sessions across all the libraries during Bowel Cancer Awareness Month in April.
- I have been involved with working with the Croydon LD Community nursing team to introduce a new LD Pathway in Croydon to support LD Bowel Screening non responders. Off the back of much interest with this new pathway, I have now linked in with the Merton LD Nursing team work on introducing a similar pathway in the borough.
- I continue to provide Bowel Cancer Training sessions to both clinical and non clinical staff across the GP Practices in Merton. The sessions take place either face to face or via MS Teams depending on the preferred choice of the practice.
- I have been working closely with practices in Merton to encourage them to make use of their social media platforms and raise awareness for Bowel Cancer Screening this way. I provide practices with website links for CRUK, Macmillan and Bowel Cancer UK where they can download publications material for free and use them across their social media platforms opt websites
- I work with GP practices on increasing their screening uptake. As a result, I have put together a dedicated “Bowel Cancer Screening script pack” to help support practices to contact their bowel cancer screening non responders which I have been sharing widely at every practice engagement I have.

RMP Cancer Alliance: Merton Update

By Claire Barry

NHS England and NHS Improvement



RMP works with all practices and screening centres across west London to improve screening uptake and coverage. These supports include:

1. Funding of a screening improvement facilitator to work with the practices in SWL with the lowest cervical and bowel screening performance. The facilitator supports practices to develop and implement action plans to improve their screening performance. Ongoing to March 24.

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7 Merton practices have already engaged with service with 2 more in next round of priorities

2. Funding for a third sector organisation to provide a multilingual call reminder service for the bowel screening programme. Project complete. 1,215 patients were contacted who had DNA'd their invitation or were due their first screen.

7 practices in Merton signed up to this service

Cervical Screening Improvement Initiatives

Cervical Screening via Extended Access Hubs

- RMP funded extended hours cervical screening via PCNs and GP Federations until end of **September 2022** - this then became part of the national PCN DES.

Merton GP Federation and 5 Merton PCNs participated in this project

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- The Federations were funded to develop a video for their borough so this could be sent via the text and promoted widely on all communication platforms available.
- All borough specific videos in SWL can be found on [RM Partners – YouTube](#)
- Additional videos in various languages were made available to all practices :

Ealing videos developed by Belmont Medical Practice:

[Why having a cervical smear test is important?](#) (Punjabi)

[The Importance of Smear Tests](#) (English)

[Cervical Screening Brent \(Somali\) – YouTube](#) (Somali)

[Have you had your cervical screening? – YouTube](#)

- Dedicated cervical screening clinics for trans men and non-binary people.

[The No Barriers Cervical Screening Project – RM Partners](#)

Cervical Screening Improvement Initiatives

Cervical Screening Sample-Taker Training

- Funding for training additional sample takers as well as mentors and assessors to support the newly trained sample takers.
- Anyone wishing to become an *external assessor (sign off trainee)* must meet the guidance criteria and contact Kat in NWL katarina.durisova@nhs.net and zehra.safdar@nhs.net in SWL (Merton Training Hub lead, SWL).
- **Further guidance on how to become a sample-taker, mentor and/or external assessor can be found here:** [Education pathway - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/education-pathway) (section 3)

• PCN Extended Access Guidance

As part of the new PCN Enhanced hours DES, from 1 October 2022, a PCN must provide enhanced access between the hours of 6.30pm and 8pm Mondays to Fridays and between 9am and 5pm on Saturdays*.

RM Partners created the guidance documents to **support PCNs to deliver Cervical Screening** during enhanced hours. This was based on the learning from the PCN extended service originally funded by RMP.

Appendix 1: Bowel Cancer Screening Performance



Bowel screening KPI's- March 2023

South West London Bowel Screening Centre/St Georges meets or exceeds national performance standards

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	Invitations Sent	Kits Sent	Kits Returned	Uptake (%)	Positivity (%)	Reaching SSP waiting time target (%)	Reaching diagnostic test waiting time target (%)
Aug-22	10,201	11,459	6,478	63%	1.7%	100%	100%
Sep-22	10,656	10,944	6,867	59%	1.5%	100%	100%
Oct-22	11,597	11,197	6,972	54%	1.5%	100%	100%
Nov-22	14,516	15,261	6,860	59%	1.5%	100%	100%
Dec-22	11,258	14,031	6,248	58%	1.7%	100%	100%
Jan-23	13,952	13,193	10,723	58%	1.8%	100%	99%
Feb-23	13,300	14,110	8,157	60%	1.5%	100%	99%
Mar-23	14,043	16,387	11,035	60%	2.0%	100%	100%

Bowel Screening KPIs, March 2023 (Source:OBIEE/NHS Future)

Appendix 2: Cervical Cancer Screening Performance

NHS England and NHS Improvement



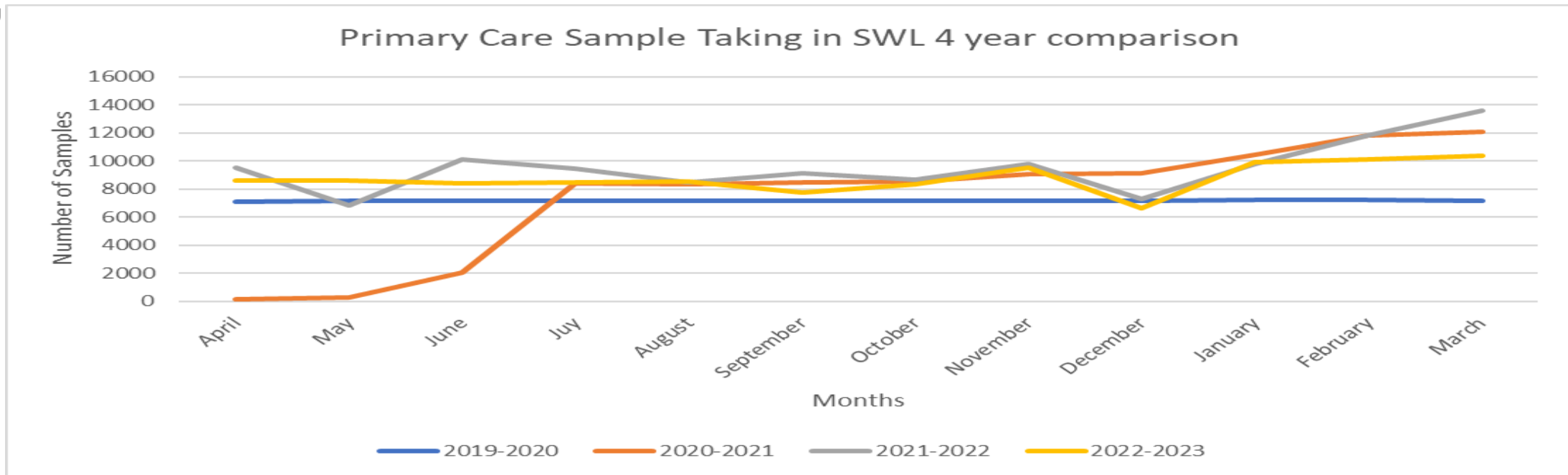
Cervical Screening – Primary Care



In 2019/20 a total of 86,170 cervical samples were taken in primary care. In 2020/21, there was a two to three month pause due to COVID-19. The following period of high activity was a push in Primary Care to not only provide screening to those due an appointment, but to get through the backlog generated by the pause. Recovery of the backlog was achieved in 2021. In the 12 months to March 2023, screening activity in primary care remains higher (+22.2%) than pre-covid/2019/20.

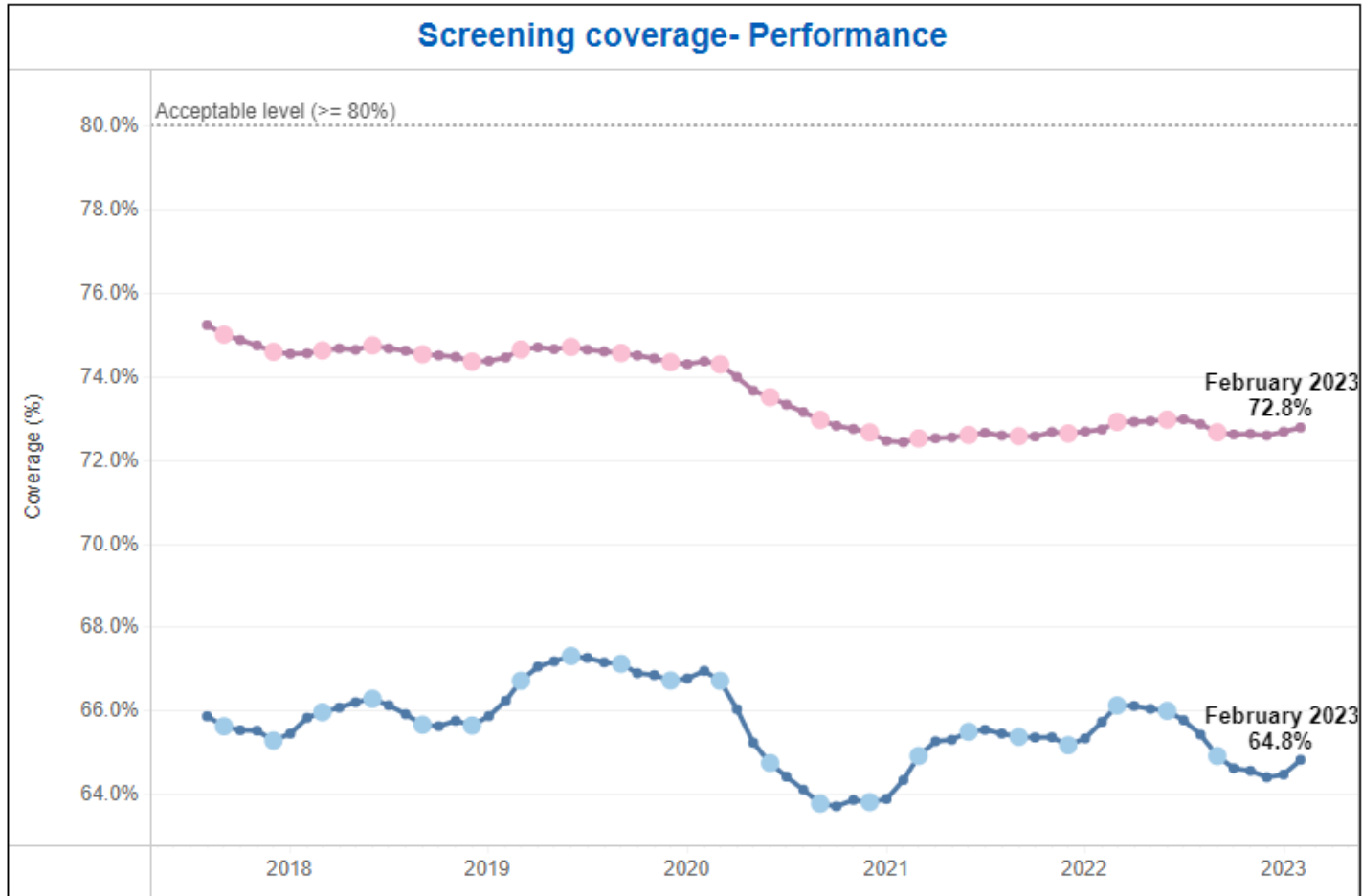
Year	April	May	June	Juy	August	September	October	November	December	January	February	March	Total
2019-2020	7121	7147	7172	7179	7178	7178	7182	7193	7192	7214	7241	7173	86170
2020-2021	150	298	2037	8417	8355	8455	8570	9069	9111	10455	11829	12078	88824
2021-2022	9505	6809	10084	9447	8459	9157	8644	9811	7326	9771	11827	13575	114415
2022-2023	8612	8612	8430	8455	8555	7737	8313	9506	6622	9922	10104	10405	105273

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Source: NHSE/I Screening GptoLab Data and NHSD coverage and uptake reports

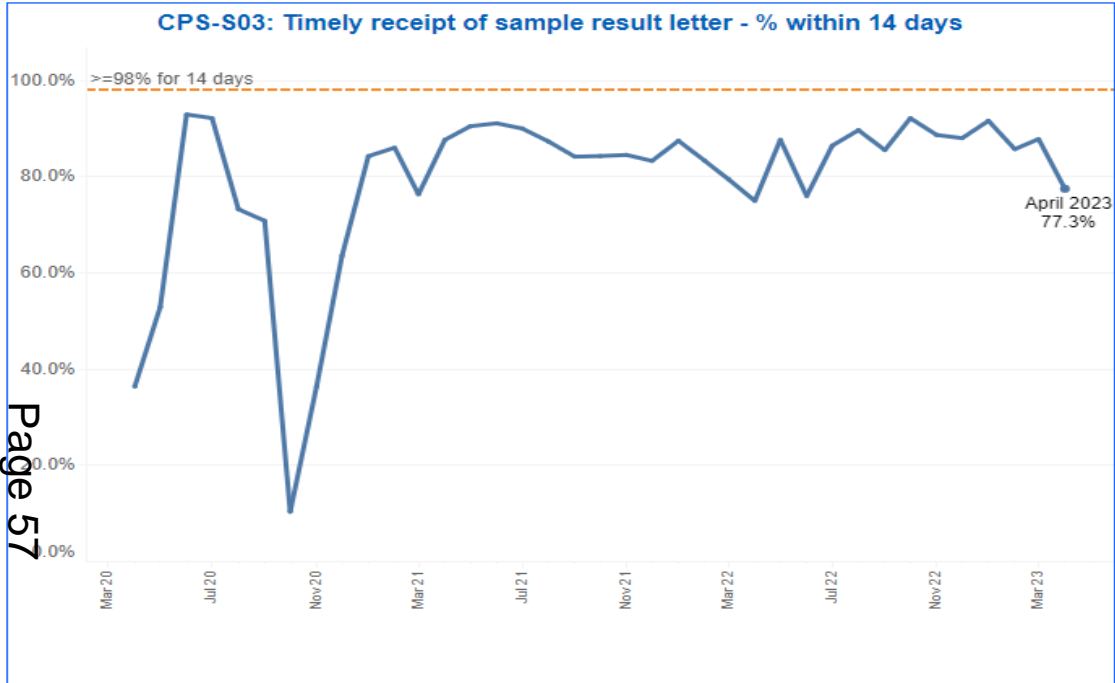
Cervical Screening SWL ICB– Coverage



Coverage in 25-49 year olds continue to be less than in 50-64 year old age group. Whilst there has been general decline in coverage since 2013, it has start to level off in the last two years. This can be attributed to increased access and initiatives, such as the London social media campaign in 2022.

- Aged 25-49, KPI Coverage (published)
- Aged 25-49, Monthly Coverage (%)
- Aged 50-64, KPI Coverage (published)
- Aged 50-64, Monthly Coverage (%)

Cervical Screening – Laboratory (CSL) Performance



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	October-22	November-22	December-22	Quarter 3
Activity				
Received	8241	9417	6551	24208
Authorised	8193	9221	7218	24632
TAT's				
12 day (taken to Authorisation)	94.02%	91.47%	84.98%	91.63%
Cases reported within 10 days of receipt	94.1%	95.1%	89.6%	91.8%

A key performance indicator for the cervical screening programme is that all women should receive their cervical screening test results within two weeks of the sample being taken. The acceptable standard is that 98% of letters should be delivered within 14 days.

In April 2023, performance for London was 77.3% compared to 66.3% across England. CSL are working towards improving performance by further automation in sample processing and recruiting more cytology staff

Colposcopy waiting times

London hospitals, Q4 2021/22 – Q3 2022/23

Source: SQAS



Measure	Standard	Reporting timeframe	Kingston	Croydon	St George's	St Helier
Women offered appointment within 6 weeks of referral of low grade referral	Acceptable $\geq 99\%$	Q3 2022/23	11.6	43.1	87.1	55.7
		Q2 2022/23	6.5	33.7	100.0	54.9
		Q1 2022/23	4.3	32.5	100.0	55.8
		Q4 2021/22	5.4	44.4	100.0	91.0
Offered appointment within 6 weeks of invasive referral	Acceptable $\geq 93\%$	Q3 2022/23	100.0	100.0	100.0	100.0
		Q2 2022/23	no data	100.0	100.0	100.0
		Q1 2022/23	100.0	100.0	100.0	100.0
		Q4 2021/22	100.0	100.0	100.0	100.0
Offered appointment within 2 weeks of severe or worse referral	Acceptable $\geq 93\%$	Q3 2022/23	100.0	100.0	100.0	100.0
		Q2 2022/23	89.3	100.0	100.0	95.2
		Q1 2022/23	100.0	100.0	96.2	100.0
		Q4 2021/22	91.3	96.2	100.0	100.0
Offered appointment within 2 weeks of moderate referral	Acceptable $\geq 93\%$	Q3 2022/23	93.2	100.0	100.0	100.0
		Q2 2022/23	95.2	100.0	100.0	97.7
		Q1 2022/23	92.9	100.0	98.4	98.3
		Q4 2021/22	87.3	100.0	100.0	100.0

Women are invited for colposcopy following the cervical screening test result, usually for one of 4 reasons, which are:

- abnormal cells in the cervix and an infection with human papillomavirus (HPV)
- an HPV infection which hasn't gone away
- The woman has had several screening tests but it was not possible give a result (it is likely there is nothing wrong, but a colposcopy can find out for sure)
- the nurse or doctor who carried out the screening test thought the cervix did not look as healthy as it should

The abnormal cells are either low grade (likely to resolve within 12 months) or high grade (high risk of developing into cancer). Women with low grade abnormal cells should be seen within colposcopy within 6 weeks and those with high grade within 2 weeks.

Colposcopy is usually carried out in a hospital clinic. A specialist takes a close look at the cervix using a magnifying lens with a light (a 'colposcope') and may take a small tissue sample (a biopsy).

Women in Merton are referred to St Heliers.

All Colposcopy units South West London meet the 2 week waiting standard for high grade abnormalities. St Georges experienced a decline in waiting times for low-grade referrals in Q3 due loss of staff. More recent data (interim/unpublished) has shown improvement in performance.

St Heliers has focussed capacity on high grade referrals but has introduced weekend clinics to improve waiting times for low grade referrals

Appendix 3: Cervical Screening Campaign NHS London

NHS England and NHS Improvement



Social media: Twitter, Facebook and Instagram

Reach: 2 million



Reach is the total number of unique people who see your content. **Impressions:** number of times your content is displayed, no matter if it was clicked or not

BuzzFeed UK @BuzzFeedUK

British Women Share How Their Friendships Came Together 🤝

163.5K views 0:02 / 5:00

11:22 am · 1 Mar 2022 · Twitter Media Studio

BuzzFeed UK @BuzzFeedUK

Mindy Kaling And Emma Thompson Give Advice To Women

8:49 194K views

9:30 am · 4 Mar 2022 · Twitter Media Studio

NHS London Sponsored

Two women die every day from cervical cancer, but getting your screening can help stop it before it starts.

"I'm doing it because it could help stop cervical cancer"

Don't ignore your cervical screening invite

nhs.uk/cervicalscreening
Contact your GP practice to book. [Learn More](#)

201 9 comments 52 shares

Impressions: 804,894
Link clicks: 2,655
CPC: £0.73

Two women die every day from cervical cancer, but getting your screening can help stop it before it starts.

"I'm doing it because it could help save my life"

Don't ignore your cervical screening invite

nhs.uk/cervicalscreening
Contact your GP practice to book. [Learn More](#)

572 25 comments 66 shares

Impressions: 1,289,218
Link clicks: 4,453
CPC: £0.76

NHS London Sponsored

Two women die every day from cervical cancer, but getting your screening can help stop it before it starts.

"I'm doing it because cervical cancer can affect younger women too"

Don't ignore your cervical screening invite

nhs.uk/cervicalscreening
Contact your GP practice to book. [Learn More](#)

380 53 comments 104 shares

Impressions: 1,263,415
Link clicks: 3,746
CPC: £0.75

NHS London Sponsored

Two women die every day from cervical cancer, but getting your screening can help stop it before it starts.

"I'm doing it because it could help stop cervical cancer"

Don't ignore your cervical screening invite

gov.uk/cervicalscreening
Contact your GP practice to book. [Learn More](#)

116 24 comments 13 shares

Impressions: 546,977
Link clicks: 1,509
CPC: £0.76

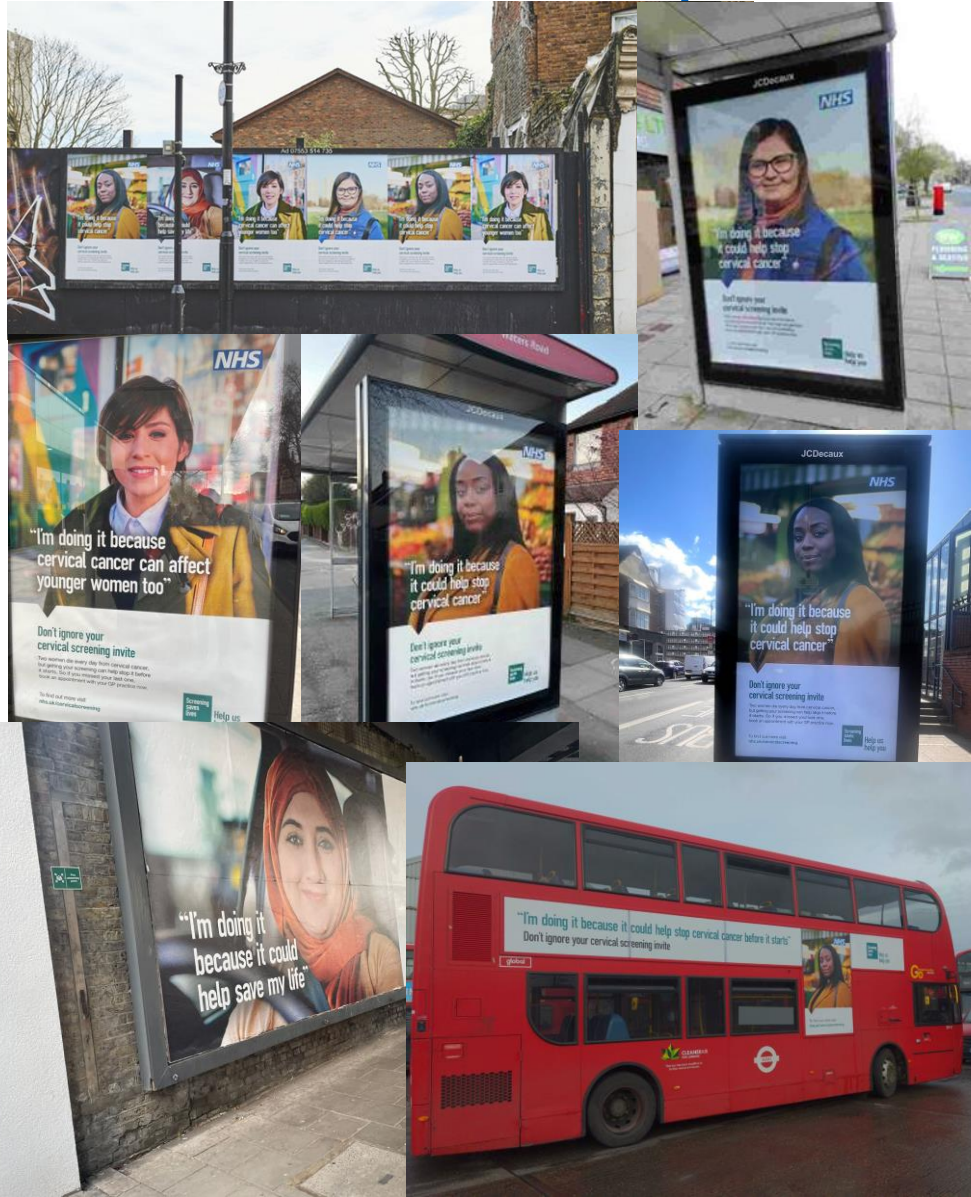
Out of Home

14th March – 17th April



A range of out-of-home assets were used to drive the campaign including:

- Bus T sides
- Digital posters
- Flyposting
- Billboards



Key Highlights:

- Reach of 2,189,000 people aged 25-64
- Frequency of 13.41
- Total Impact of 30,274,926

Community Radio

21st Feb – 17th April



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Radio Station	Executed Live Read Spots
The BEAT	100
Westside Radio	100
GN Radio	100
Nomad Radio	97
Asian Star	97
Inspire FM	100
Sout Al-Khaleej Spectrum	97
Nu Sound Radio	100
Radio Bangla Net	96
Lyca Radio	95
Lyca Dilse	96
Total	1078

Key Highlights:

- Somali, English, Arabic, Urdu
- Bengali, Hindi,
- 1078 live read spots over 11 stations
- Estimated reach **852k**
- Positive feedback from listeners about increased awareness of cervical screening

Community Engagement

Materials

- Poster and wallet cards used for community engagement only
- Gap amongst the National and London posters noted
- Wallet cards created to allow women discreetly review information on the campaign
- Both considered important to increase engagement with campaign

Street teams

Events

Training community champions



Don't ignore your cervical screening invite

Two women die every day from cervical cancer, but getting your screening can help stop it before it starts. So remember, if you missed your last one, book an appointment with your GP practice now.

To find out more visit nhs.uk/cervicalscreening



Help us help you

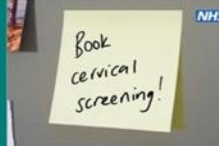
NHS London Cervical Screening Awareness Training for London Region Community Champions and Ambassadors

You are invited to a cervical screening awareness training session via Zoom for community champions and ambassadors working directly with Local Authorities.

The session forms part of the new NHS London region campaign, 'Help Us Help You - Cervical Screening', which aims to increase the uptake of cervical screening amongst those who are eligible - women and people with a cervix aged between 25 and 64.

During the session, you will receive support on how to:

- Effectively highlight the benefits of cervical screening
- Debunk some of the myths surrounding screening that can act as a barrier to people being tested
- Advise people where they can be screened if they are not registered with a GP



Wednesday 4 May 2022
15:00 - 16:30 GMT

To register for the event, please visit
<https://www.eventbrite.co.uk/e/nhs-london-cervical-screening-awareness-training-2022-tickets-32932057177>



Help us help you



What is cervical screening?

Cervical screening is a test to help prevent cancer. It checks for a virus called high-risk HPV which causes nearly all cervical cancers. This is the best way to find out who is at higher risk of developing the cervical cell changes which, if left untreated, could lead to cervical cancer.

The symptoms of cervical cancer are not always obvious, and it may not cause any symptoms at all until it's reached an advanced stage. That's why it's important that you attend all your cervical screening appointments.

Who is cervical screening for?

Women and people with a cervix aged between 25-64 are eligible for routine cervical screening.

- if you're aged 25-49, every 3 years
- if you're aged 50-64, every 5 years

Those registered as female with their GP practice will be automatically invited. Trans men and non-binary people with a cervix aged 25-64 are also eligible for cervical screening. They can arrange to be screened with their GP practice or a local sexual health clinic.

Don't ignore your cervical screening invite. If you missed your last one book an appointment with your GP practice now.



Help us help you

What will happen during my appointment?

A friendly, trained nurse will ask you to undress and lie down on a couch in a private room. You will have a paper sheet to cover yourself. The nurse will use a speculum and a small, soft brush to take a sample from your cervix. The cervix is the entrance to the womb from the vagina. Your sample is sent away and tested.

Cervical screening is usually carried out by a female nurse or doctor. If you want to make sure a woman carries out your test, you can ask for this when you make your appointment. Screening only lasts a few minutes. It's a few minutes that could save your life.



Events



- Wise Women Awards (Pan London)
- Mums Connect (Pan London)
- London Muslim Shopping Festival (Pan London)
- Women Wellness Sunday Event (Pan London)
- Polish Female Stand Up Comedy Show (Pan London)
- 'Speak with Dilys' (Pan London)
- Women's Community Awareness Talk (Tower Hamlets)
- Methodist Women's Sponsored Walk (Lambeth)
- Women's Community Iftar (Hammersmith and Fulham)
- Women's Community Iftar (Tower Hamlets)

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Appendix 4: Bowel Screening Campaign NHS London

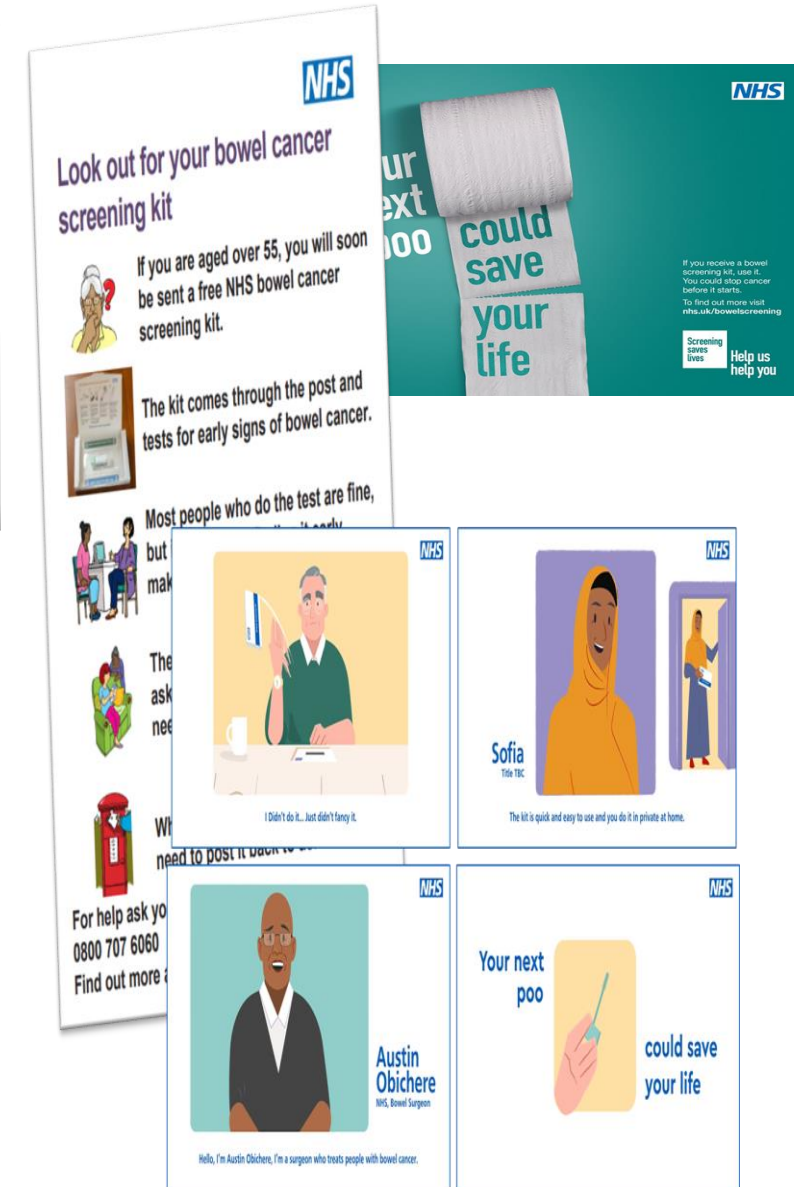
NHS England and NHS Improvement



Campaign Channels: Overarching Campaign

- **Out of Home:** 26th August - 11th September 2022
 - Bus T-sides.
 - Digital Roadside
- **Radio**
 - English Language London Radio ads 8th August - 18th September
 - Community radio 8 Aug - 3 October 2022
- **Social Media** 8th August - 18th September
 - Meta: Instagram and Facebook
 - Mixed of owned and paid for social media
- **Animation** Creation of animation to explain importance of bowel screening
- **PR** Working with partners e.g. football stadiums, employers etc.
- **Creation of NHSE London Bowel Screening Campaign Website**
 - To include case studies (from a range of backgrounds)
 - To include key campaign assets for use by partners
- **Paid search**

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Radio stations



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Station	Community/Language/Region	Region/Language
The BEAT	London/Afro-carrbean	English Black
Colourful	London/African	English Black
GN Radio	Black African (Ghanaian community)/London	English
Nomad Radio	Somali community/West London	English
IBC Tamil	Tamil/SriLankan/English/London	Tamil or English
Asian FX	South Asian/London	English South Asian or Punjabi or Hindi
PRL	Polish/London	Polish
Premier Gospel	Black African/London	English
Chaumont Sout Al-Khaleej	Arabic/London	Arabic
Sanskar	Indian/South Asian/London	Hindi
London Turkish Radio	Turkish/London	Turkish
Westside	Afro Caribbean/English/Est London/Middlesex	English Black
Revive	South Asian/Urdu/East London	Urdu
Nu Sound	Indian/South Asian/London	Hindi

Station
Classic FM
Gold
Heart
LBC
Smooth
Greatest Hits Radio
Time FM
Jazz FM
Magic
Dilse Radio
Lyca Radio
Panjab Radio
Sunrise
TalkSPORT



Reach-paid media



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Channel	Reach
Radio (english language)	2.137 million
OOH out of home (bus sides)	2.023 million (freq 6.77 i.e. the number of times it will be seen by an individual)
Community Radio (non-english)	1,096 million
Social	1.035 million (freq. 6.5)

Public Relations and community engagement

A consultative approach was required across the 10 target London boroughs to build on audience insights, learnings as well as identifying local infrastructures, channels and relationships that exist through staged processes:

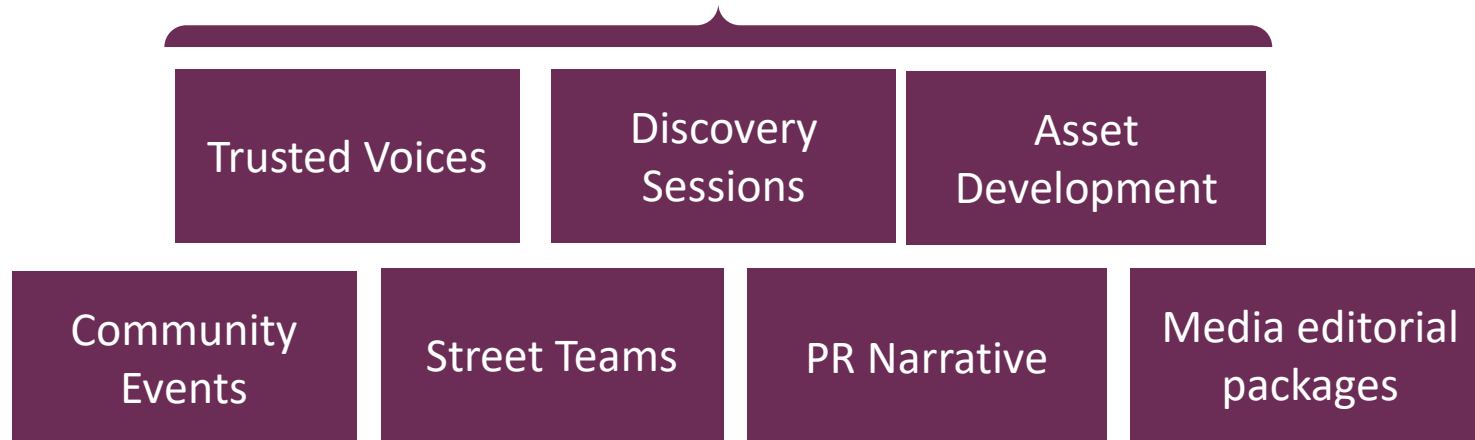


EDUCATE, RAISE AWARENESS & ENCOURAGE

To educate ethnic minority audiences that the NHS provides free tests whether you have symptoms or not. To raise awareness that the screening programme tests automatically, not by request and the FIT test is routine after age 56. Encouraging people that they should complete the test every 2 years, as early treatment increases their chances of a good outcome.



By using trusted voices from across the target communities, who are willing to talk openly about bowel cancer. This was achieved through:



Community Messaging - Audio Content

As part of the mainstream media plan MMC created 'community messaging' for radio. MMC worked with the onboarded trusted medical experts to voice the audio recording.

The audio was recorded into 8 languages: English SA, English Black, Arabic, Urdu, Punjabi, Turkish, Hindi and Polish, featuring Dr Austin Obichere as well as a host of multicultural HCPs



Dr Austin Obichere - English



Dr Jyoti Sood - SA English & Hindi



Dr Pucek Polish



Dr Carter Singh - Punjabi



Dr Zein Toukan Arabic



Dr Sayyada Mawji Urdu



Dr Filiz Capar Turkish

Print Media Packages

Editorial Media Packages	
No. of media outlets	14
Total insertions	23
Reach	8.7m
Added Value	
Additional free insertions	25
Additional reach	7.3m
Total media reach	16m



Media coverage

South Asian Media

বাংলা পোস্ট
BANGLA POST
BRITAIN'S HIGHEST DISTRIBUTED BANGLA NEWSPAPER

লডন মহানগর আওয়ামীলীগের উদ্যোগে শোক দিবস পালন

“আমারি পাঁচ বছরেকের মেয়েকে, ক্রমাগত পুনরাবৃত্তি করে ক্যান্সার পরীক্ষার জন্য প্ররোচিত করেছিলি। আমি ক্যান্সার করে নিই।”
ক্যান্সার পরীক্ষার জন্য প্ররোচিত করেছিলি
ক্যান্সার পরীক্ষার জন্য প্ররোচিত করেছিলি

Dr Saq, Colorectal surgeon

Healthline
সহায়তা করে থাকবে
Healthline
হেল্প ইউ
help you

اوصاف
Ahsaf

“انڈوں کا کینسر جانچ کرنے کی ٹیسٹ آپ کو ملے گی جتنی جلدی ہو سکے اسے استعمال کریں۔ گولڈ کینسر شروع ہونے سے پہلے اسے روکنا ممکن ہے۔”

Dr Saq, Colorectal surgeon

Healthline
سہارا دے گا
Healthline
ہیلپ ইউ
help you

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Asian VOICE

Risk of skin cancer increases with heatwave

George Alaghiah encourages South Asians in London to use the free NHS bowel cancer screening kit

Roots in UK hospitals may collapse any time

polish express

Secure English Language Tests (SELTs) approved for applications to UKVI for visas, visas renewals, British Citizenship and Settlement English

Great experience
Great experience

Scan the QR code or visit

Turkish Media

INGILTERE GÜNDEMI

“If you receive a bowel cancer screening kit, use it as soon as possible. You could stop cancer before it starts.”

Dr Bu, Consultant Gastroenterologist

To learn more, visit healthytondon.org/BCS

George Alaghiah, Londra'daki Türk toplumlarını NHS'in ücretsiz bağırsak kanseri kitini kullanmaya çağırıyor

“People are worried about going to the doctor, but this simple NHS bowel cancer screening test is a kit you can use at home and could save your life.”

Dr Saq, Colorectal surgeon

Healthline
Sana yardımcı olacak
Healthline
Hilp you
help you

Olay Gazete

Bağırsak kanseri hakkındaki sorularınız bir uzman tarafından yanıtladı

“If you receive a bowel cancer screening kit, use it as soon as possible. You could stop cancer before it starts.”

Dr Sergio, Consultant Endoscopist

To learn more, visit healthytondon.org/BCS

William ilk kez Galler Prensi olarak resmi ziyarete katıldı

“Size bağırsak kanseri tarama paketi gönderilirse içindeki testi bir an önce yapın. Kanser daha başlamadan önleylebilirsiniz.”

Dr Sergio, Consultant Endoscopist

Healthline
Sana yardımcı olacak
Healthline
Hilp you
help you

COOLTURA24

Düzensiz test yapmak kanseri başlamadan belirgebilir

“If you receive a bowel cancer screening kit, use it as soon as possible. You could stop cancer before it starts.”

Dr Sergio, Consultant Endoscopist

To learn more, visit healthytondon.org/BCS

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Black Media

VOICE 40 YEARS

Forty years of Black British Lives

SPECIAL ISSUE: Guest Editor - The Prince of Wales

SHARED VISION FOR CHANGE

“The black community is a source of inspiration to me”

Friendly Games lights up BIRMINGHAM

Healthline
Sana yardımcı olacak
Healthline
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help you

The WEEKLY LEANER
USCA & UK Editions

“If you receive a bowel cancer screening kit, use it as soon as possible. You could stop cancer before it starts.”

Regular screening could stop cancer before it starts.

Dr Sergio, Consultant Endoscopist

To learn more, visit healthytondon.org/BCS

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Sana yardımcı olacak
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YAN GA!

DR AUSTIN OBICHERE
DIRECTOR OF UNIVERSITY COLLEGE LONDON HOSPITALS NHS FOUNDATION TRUST BOWEL CANCER SCREENING PROGRAMME

“If you receive a bowel cancer screening kit, use it as soon as possible. You could stop cancer before it starts.”

Dr Sergio, Consultant Endoscopist

To learn more, visit healthytondon.org/BCS

Healthline
Sana yardımcı olacak
Healthline
Hilp you
help you

Polish Media Coverage

Eksper! Twoje badania w kierunku COOLTURA24

“Kiedy otrzymasz zestaw do badań przesiewowych w kierunku raka jelita, użyj go bezwzględnie. Możesz zatrzymać raka zanim się pojawi.”

Prof. Brian, Konsultant gastroenterolog

Healthline
Sana yardımcı olacak
Healthline
Hilp you
help you

polish express

“Kiedy otrzymasz zestaw do badań przesiewowych w kierunku raka jelita, użyj go bezwzględnie. Możesz zatrzymać raka zanim się pojawi.”

Prof. Brian, Konsultant gastroenterolog

Healthline
Sana yardımcı olacak
Healthline
Hilp you
help you



NHS zachęca Polaków w Londynie do bezpłatnych badań w kierunku raka jelita

PORADY WIADOMOŚCI UK ZDROWIE ONKO GŁÓWNE

NHS London prowadzi kampanię ratującą życie, aby zachęcić polską społeczność w całym Londynie do wykonania bezpłatnego testu przesiewowego NHS w kierunku raka jelita, który sprawczy ci mogą mieć raka jelita.

Test sponsorowy | **020 73 30 30 0**

“Kiedy otrzymasz zestaw do badań przesiewowych w kierunku raka jelita, użyj go bezwzględnie. Możesz zatrzymać raka zanim się pojawi.”

Prof. Brian, Konsultant gastroenterolog

Regularne badania przesiewowe mogą zatrzymać raka zanim się zacznie.

Rak jelita jest jednym z najczęstszych nowotworów i regularne badania przesiewowe mogą mu zapobiec. Bezpłatny zestaw NHS do badań przesiewowych w kierunku raka jelita jest dostępny dla wszystkich mieszkańców Londynu w wieku 56-74 lat. Zestawy są przeznaczane dla osób bez objawów i większość osób uważa się, że wszystko jest w porządku

Abby dowiedzieć się więcej, odwiedź: healthytondon.org/BCS

Screening saves lives
Help us help you

Moje Radio to

PR1

londynek.net
UK Polish Community Online

Trusted Voices - Influencers

A key pillars of our campaign messaging is to reassure men and women about the importance of bowel screening and to encourage them to complete their FIT Kit when invited through the use of trusted voices. We successfully identified and onboarded 9 influencers who used their platform to supported the campaign. We selected them based on their strong links to the community, their expertise and authentic connection to the campaign and quality of existing content.

Medi Influencers

Creating content and hosting IG lives to engage their followers

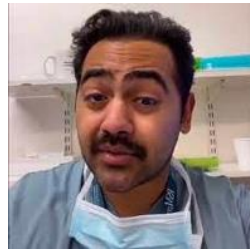
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Dr Sayyada Mawji



Dr Arora



Dr Karan Rajan



Dr Monika Widlak



Dr Emeka

Lifestyle Influencers

Supportive quotes featured in editorial and social support



Lady Anne Welsh



Ola Fiddler



Ivy Ekong



Lavina Metha MBE

Combined Reach:

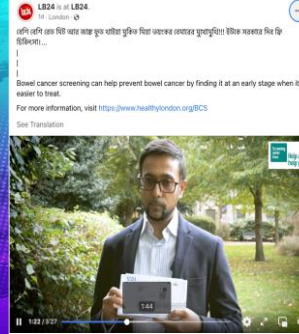
Street teams



Events



- Croydon BME Yoga Event
- House OF Rock
- Halal Food Festival
- Leanne Pero Foundation- IG live
- Dr Martina's IG
- Ola Fiddler Breakfast
- News Page 74
- Wellbeing Event 11-5 and Young at Heart Group 55+
- ACTS Christian Church Croydon
- Harmony Christian Projects, Dagenham
- Older People's Provider Network Kensington & Chelsea and Westminster
- LB24TV Bengali Comedy Show



Aby dowiedzieć się więcej, odwiedź: [healthylondon.org/BCS](https://www.healthylondon.org/BCS)

TOMORROW AT 12 PM
Conversation about Bowel Cancer Screening with Dr. Monika Widlak. ☆ Interested