What’s preventing women from accessing cervical screening?

Identifying barriers and acting on them to improve cervical cancer prevention. A UK Perspective

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Disclosures

• No financial relationships or conflict of interest to disclose
This presentation

• Cervical screening coverage in the UK
• Understanding barriers to screening
• Results of our research
• What we have done and are doing
• The patient voice role in health improvement
Jo’s Cervical Cancer Trust

- UK’s only charity dedicated to women affected by cervical cancer and cervical abnormalities
- Set up in 1999 by James Maxwell in memory of his wife, Jo, who died from cervical cancer at the age of 40
- 20 employees
- Income £1.7m (anticipated)
The impact of cervical cancer

“As long as I can remember I had wanted children and the most distressing part of this illness is that I will never be able to.”

“I've got radiation damage to my bowel and its getting to the stage that i no longer go out if I can't help it.”

“If only I had gone for my regular screening, perhaps things would be different now.”
Cervical screening coverage UK
Cervical cancer incidence (UK)

The graph shows the incidence of cervical cancer in the UK from 1996 to 2014. The incidence decreased steadily from 3423 in 1996 to a low of 2806 in 2002. In 2003, there was a notable increase to 3040, which is marked as the Jade Goody impact. The incidence continued to fluctuate, with a peak of 3421 in 2009. After 2010, the incidence showed a general decrease, ending at 3224 in 2014.
Who are our non attenders?

- Women from Minority Ethnic communities
- Women from social deprived areas
- Women with learning disabilities
- Younger women 25-29 yrs
- Over 50s
Young women
25-29 year olds
Young women (25-29 yr olds)

- 26.7% are too embarrassed to attend smear tests
- 70% don’t think they reduce a woman’s risk of cervical cancer
- 72% do not feel comfortable getting undressed in front of doctors or nurses
- 51% reported delaying or not attending smear tests, 9% having never attended

*Low understanding of symptoms*
Targeted poster campaign

Barriers we want the poster to address:
✓ Fear of pain
✓ Link to cancer/seriousness of cancer
✓ Relevance
✓ Understanding what the test is for
✓ Risk perception
✓ Simply putting it off/forgetting
Don't regret it later...

- In **875** washrooms in bars and clubs across the UK for one month during February 2017

- **500** tear off slips which is **473,500** potential people who could connect

- Estimated **14,428,383** will see this campaign
#SmearForSmear

Making it normal – targeted campaigns: #SmearForSmear

- Using celebrity influence
- 467 news pieces
- Reached potential 78 million people
- Social media campaign where both organisations and individuals get involved
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<table>
<thead>
<tr>
<th>Screening samples received 15-16</th>
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<td>32,534</td>
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<tr>
<td>Apr-16</td>
<td>30,948</td>
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Women from BAME communities
Ethnicity and cervical screening

1/3rd more BAME women of screening age compared to white women said they had never attended a cervical screening appointment.

Four times as many BAME women as white women said “It did not seem relevant to me”

Screening is a test to check cells from the cervix to find pre-cancerous abnormalities

- 91% white women agreed v 78% BAME women
- Just 70% Asian women
Producing resources BAME women want

- Collaboration with health literacy groups
  - focus groups and 3 phases

- Focus groups showed issues around understanding

- Helped us sense check language & images

- Identified real women should feature in the resource
Your guide to cervical screening:

Views to date:
- Translations – 80,000
- English – 34,000

Next steps = still new product
- Learning
  - use as part of outreach expansion

Evaluate
Women with a learning disability
Women with a learning disability (LD)

- People with LD 45% less likely to attend cancer screening
- Women with LD only 25% take up cervical screening compared to 78% general population
- Health inequalities
- Needed new / relevant resources
Resources for those with a learning disability

Collaboration with
• Public Health England
• Public health specialists
• LD nurses
• Women with a LD

Result
• Easy read and film available
  - Film views to date: 11,927
  - Easy Reads distributed: 7,000
Feedback

64% said film has aided women with an LD to make a decision about cervical screening attendance.

14% seen an increase in numbers of women with an LD attending cervical screening since they showed the film.

100% thought the quality & presentation of the information, ease of use/understanding of the film and suitability for LD women was excellent or good.

8% noticed a change in the number of women with LD attending cervical screening since using the guide

“...I showed the film to a group of people with LD and they thought it was fantastic. It was the first time they had seen such an appropriate resource and I have been invited back to do the session to a different group & carers.”
Be Cervix Savvy.
Reduce your risk of cervical cancer
Targeting communities to improve uptake

Funding from English and Scottish governments

- 3 x outreach coordinators: Manchester, London and Glasgow
- Community champions
- A national Roadshow
- Detailed research and specific campaigns targeting 25-29 and 50+ age groups
Be Cervix Savvy Roadshow

Engage with 100 people each day – over 4000 in total
Distribute over 10,000 information materials
Help people reduce their risk of cervical cancer

Talk about:
1. What cervical screening is, what to expect at the test and it’s role in preventing cervical cancer
2. About cervical cancer and how to spot symptoms
3. Who can have the HPV vaccine and why
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Patient voice
Influencing health improvement
Collaboration is key to better outcomes

- Key role to add to discussions as the ‘patient voice’
- Partnerships – Health Service, national and local policy
- Jo’s changing practices of NHS
  - Prevention programmes
  - Support of cancer patients
- Helps support vision of eradication

“I spoke with the CEO of Jo’s Cervical Cancer Trust following Cervical Screening Awareness Week to reflect on how the week had gone and future challenges.”

Jane Ellison – Health Minister
Eradicate cervical cancer worldwide

528,000 new cases each year

Every 2 minutes a woman dies
In summary – our learning

• More needs to be undertaken to understand different groups of non attenders
• Campaigns must be a combination of specific targeted and broad reaching all – making it normal and relevant for all
• Improved access to screening is crucial
• Partnerships / working in collaboration essential