

# **NEL Cancer Alliance briefing to Health in Hackney Scrutiny Commission**

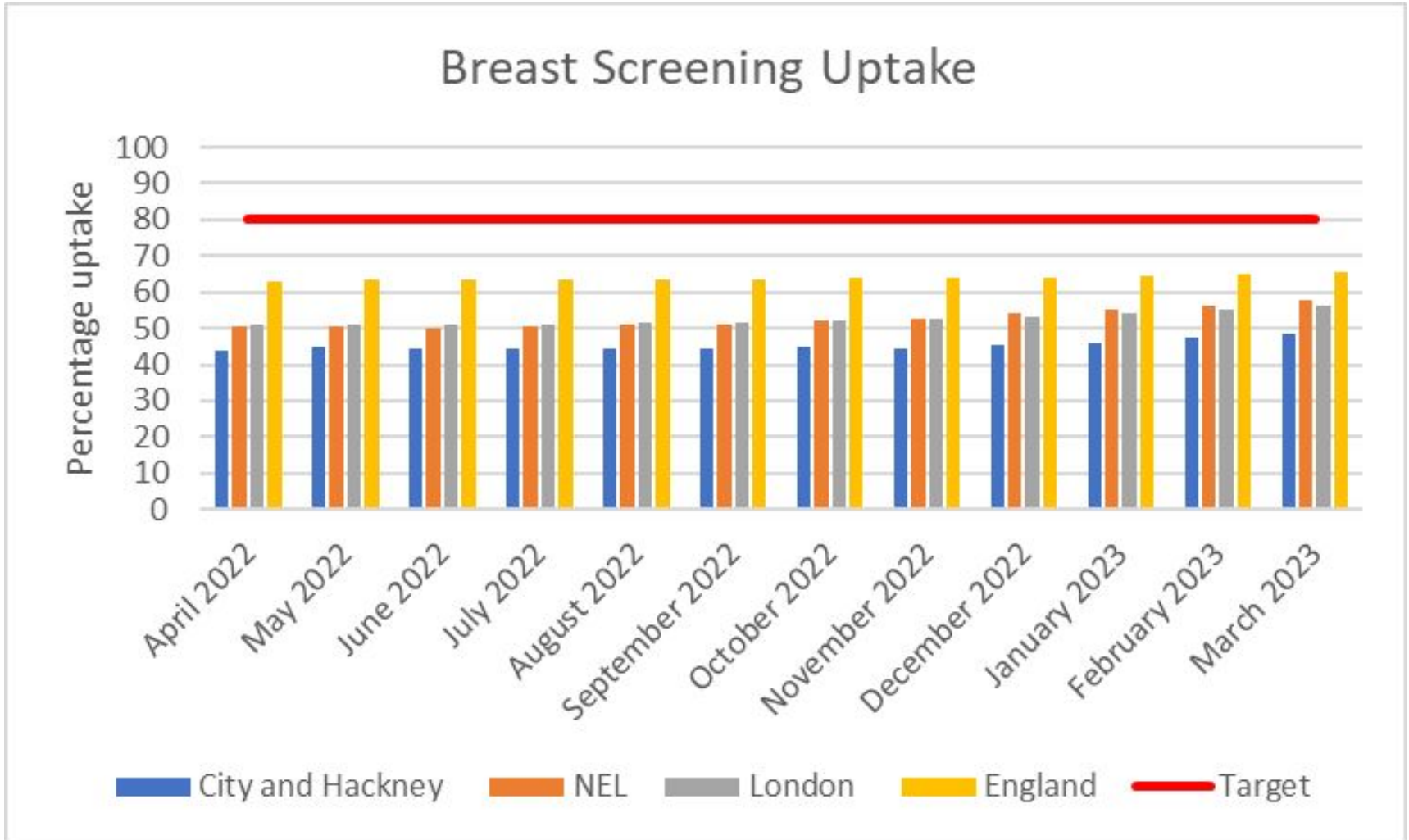
**15 November 2023.**

**Caroline Cook – Early Diagnosis Programme Lead, NEL Cancer Alliance**  
**Femi Odewale – Managing Director, NEL Cancer Alliance**

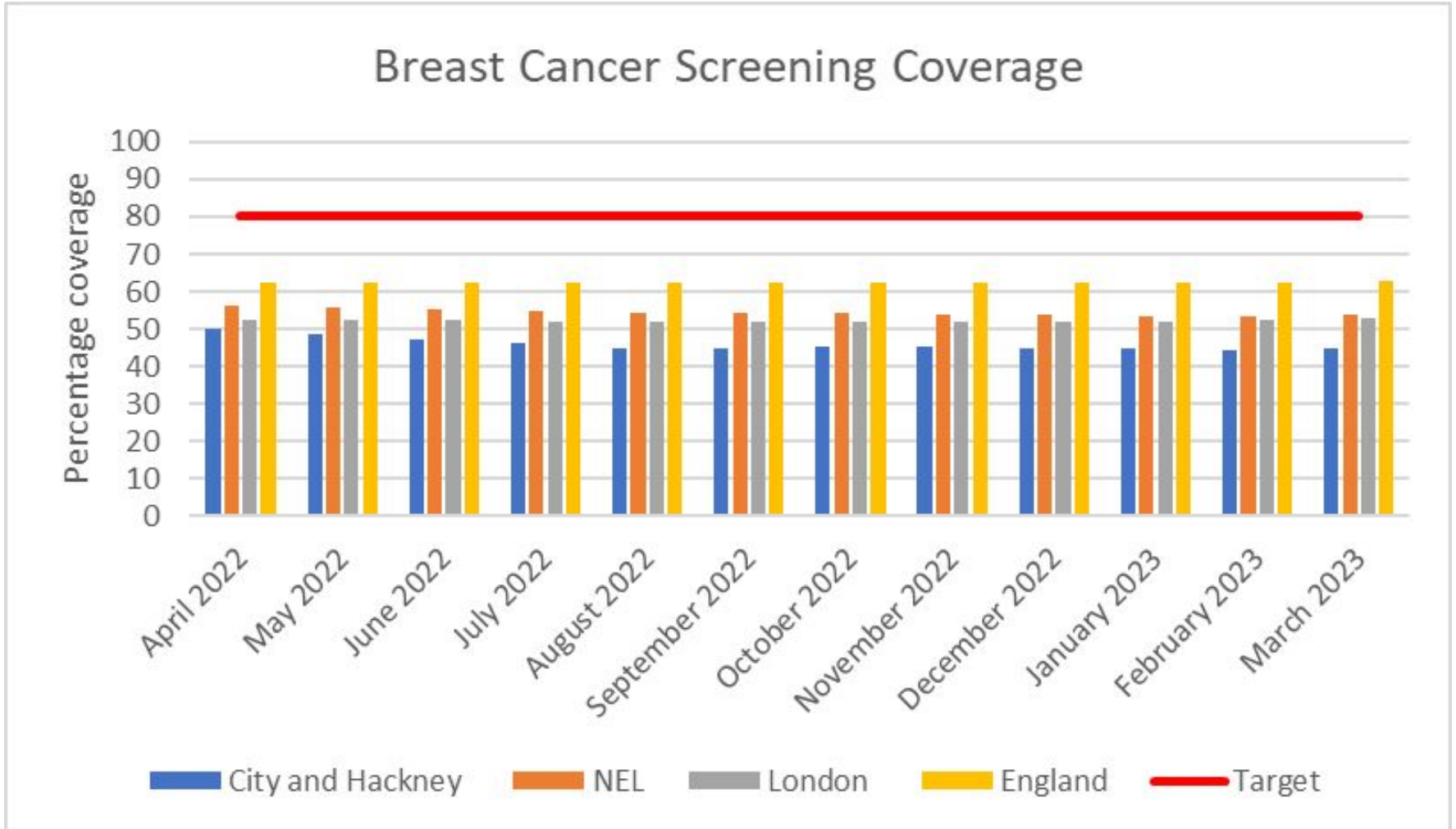
# Role Cancer Alliances in Breast Cancer Screening

- The NEL Cancer Alliance does not have a commissioning role – breast cancer screening is commissioned by NHSE.
- The role of the NEL Cancer Alliance in screening is:
  - To increase participation in cancer screening to support the aim to diagnose 75% of cancers by stage 1 or 2 by 2028.
  - Bring together stakeholders across the ICS to improve screening rates in order to increase earlier diagnosis.
  - Increase awareness of cancer screening services, with a focus on populations with low participation rates.
  - Reduce inequalities of access to screening services.
- Fund improvement projects, but do not provide on-going funding for business as usual.
- Additionally:
  - PCN Directed Enhanced Service (DES) also requires PCNs to improve one type of cancer screening in a hard to reach group.
  - Voluntary and community organisations have historically raised awareness of cancer screening through outreach work – usually commissioned by CCGs.

# Breast Cancer Screening Uptake



# Breast Cancer Screening Coverage



# Breast Cancer Screening Coverage – practice level

## Top 5 performing practices by coverage

	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
THE STATHAM GROVE SURGERY	53.05	53.99	54.44	54.94	54.46	54.50	53.81	53.59	53.36	53.40	53.23	53.95
LOWER CLAPTON GROUP PRACTICE	56.41	56.07	55.92	56.13	56.00	55.41	56.25	56.66	56.60	51.55	50.52	52.28
THE ELM PRACTICE	55.73	55.32	54.83	55.18	54.92	55.06	54.15	54.03	54.15	55.30	48.44	52.20
BARTON HOUSE GROUP PRACTICE	49.09	49.26	49.32	49.29	49.39	49.59	49.62	49.39	49.24	49.49	49.33	51.12
QUEENSBRIDGE GROUP PRACTICE	52.06	50.93	50.19	50.15	50.34	50.58	51.36	51.60	51.50	51.54	51.21	51.01

## Bottom 5 performing practices by coverage

	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
THE HOXTON SURGERY	49.81	50.28	50.55	41.04	35.35	36.65	38.23	39.61	40.17	40.86	40.72	39.63
THE SPRINGFIELD HEALTH CENTRE	38.25	38.26	38.20	38.11	37.77	37.83	37.72	37.63	37.80	37.60	37.66	38.44
THE SURGERY (CRANWICH ROAD)	37.31	35.67	35.87	35.76	35.15	34.95	35.26	35.78	35.58	36.31	36.31	37.54
THE ALLERTON ROAD SURGERY	43.40	42.27	42.32	41.79	42.05	41.31	42.00	41.26	32.00	30.77	29.89	30.35
THE GREENHOUSE WALK-IN	19.78	19.57	19.15	18.95	18.95	18.95	18.28	17.39	17.39	17.58	16.67	17.98

# Breast Cancer Screening Uptake – practice level

## Top 5 performing practices by uptake

	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
THE LEA SURGERY	47.15	50.42	50.00	50.00	50.00	50.83	49.49	50.57	53.73	55.56	61.11	60.50
THE ELM PRACTICE	31.82	29.17	26.92	28.57	23.08	30.00	35.00	34.78	40.00	57.50	62.20	58.67
LOWER CLAPTON GROUP PRACTICE	46.26	46.54	45.81	46.56	45.49	44.84	53.15	57.25	60.68	60.00	58.38	58.18
THE STATHAM GROVE SURGERY	53.49	53.96	54.50	54.89	56.50	54.71	54.64	52.31	53.24	49.48	52.11	57.58
BARTON HOUSE GROUP PRACTICE	49.40	49.86	49.56	49.25	52.07	51.40	46.95	47.33	47.98	59.42	52.99	55.70

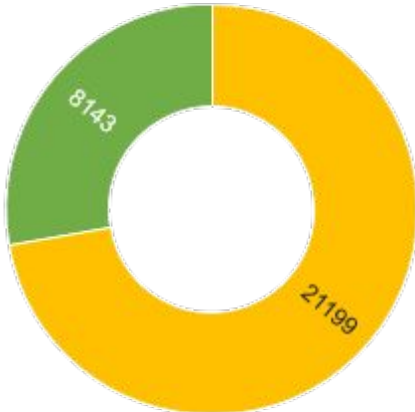
## Bottom 5 performing practices by uptake

	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
THE SPRINGFIELD HEALTH CENTRE	39.31	39.76	38.64	37.26	34.64	30.51	30.61	29.44	30.67	32.85	31.94	33.33
THE SURGERY (CRANWICH ROAD)	33.55	33.99	33.33	32.88	32.87	37.34	37.89	35.87	38.98	35.14	31.82	33.33
TROWBRIDGE PRACTICE (Y00403)	45.00	44.94	45.22	44.25	47.64	41.18	36.84	37.04	43.90	30.77	30.77	32.00
HEALY MEDICAL CENTRE	41.74	42.34	42.57	42.21	41.95	41.63	41.52	42.18	43.66	42.21	33.33	25.00
THE GREENHOUSE WALK-IN	14.08	14.49	10.94	11.67	12.90	10.53	10.00	10.34	5.00	5.56	10.00	13.64

# Breast Cancer Screening Coverage

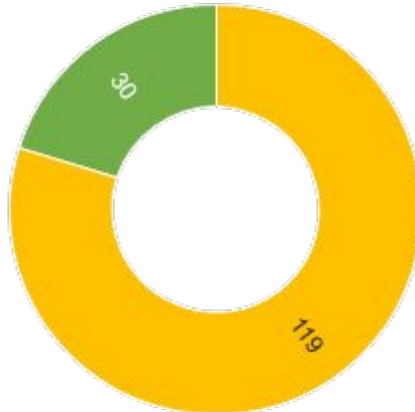
(Snapshot at 1<sup>st</sup> October 2023)

Total population



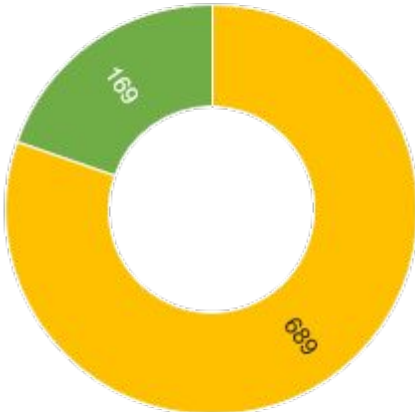
■ Screened ■ Unscreened

People with a learning disability



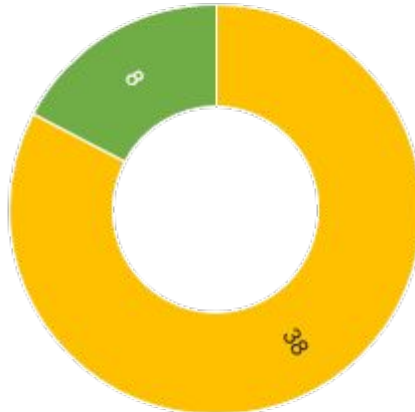
■ Screened ■ Unscreened

People with an SMI



■ Screened ■ Unscreened

Homeless people

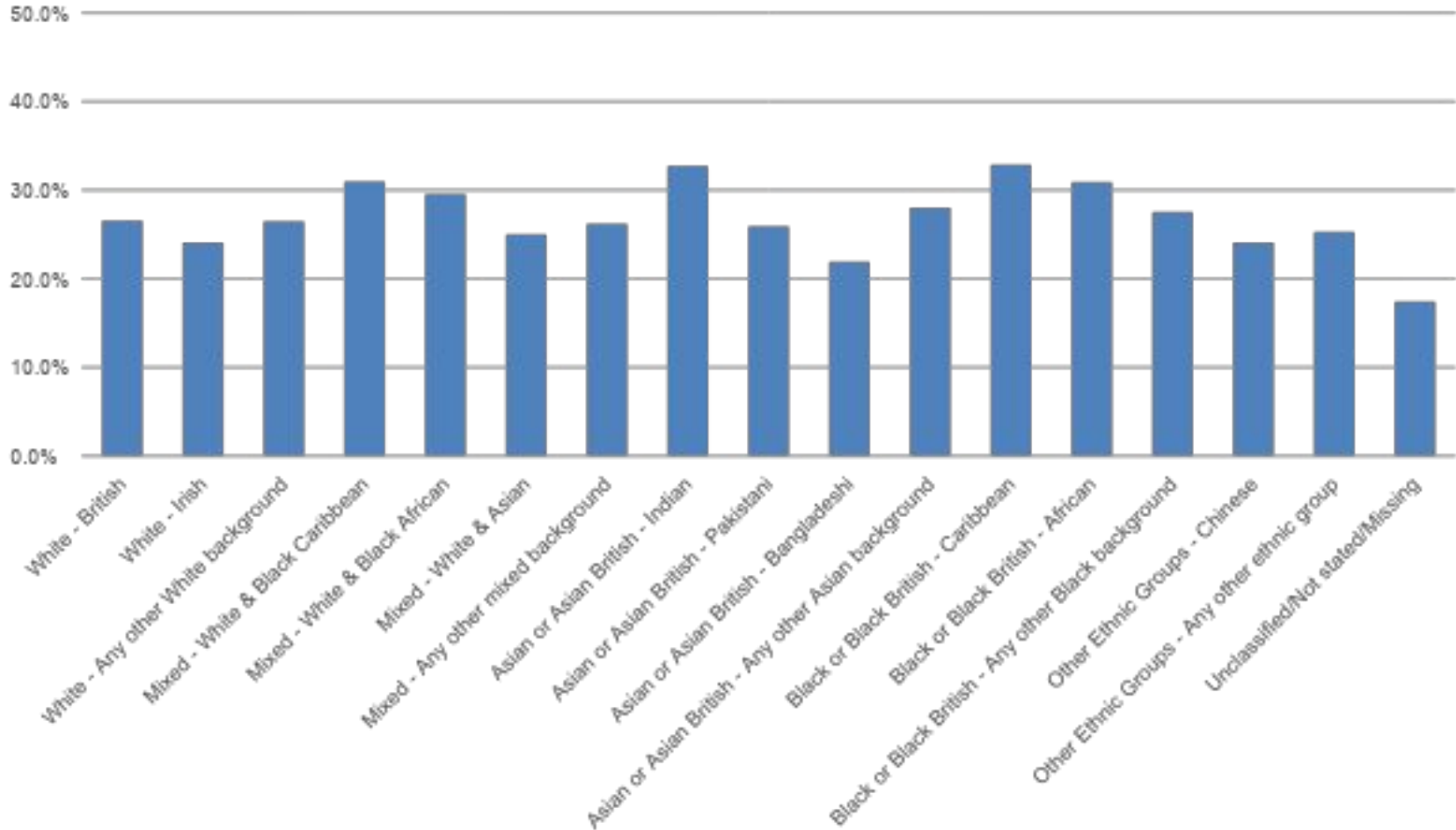


■ Screened ■ Unscreened

# Breast Cancer Screening Coverage

(Snapshot at 1<sup>st</sup> September 2023)

Screening coverage by ethnicity





# Challenges to improvement

## For intervention development

- Access to timely, accurate uptake and coverage data.
- Lack of data by protected characteristics.

## Barriers to participation (from focus groups, co-production workshops and on-street surveys).

- Lack of trust in the health service/government – historic and intergenerational
- Cultural attitudes:
  - Fatalism – ‘nothing I can do’
  - ‘I’d rather not know’
  - Embarrassment
  - ‘I feel well, so don’t need screening’
- Language barriers– understanding the invitation and/or at appointments.
- Lack of prior knowledge or understanding of screening services.
- Fearful the test might be painful.
- Bad past experience.
- Fear of discrimination – e.g. for trans people
- Structural barriers
  - Accessibility of screening locations–distance, transport.
  - Costs of travel.

# Increasing breast screening uptake in NEL (1)

## No Time for Cancer

- Out of home and paid social media campaign to increase awareness of screening and signs and symptoms of breast cancer.
- Focus on harder to reach groups – in more deprived areas and also Black African and Caribbean, South Asian and Bangladeshi population.
- Last campaign was in May 2023
  - Impressions: 375,979
  - Reach: 88,192
  - Clicks: 2,023
  - CPC: £0.47 (industry average £0.83)
- Run again in October for Breast Cancer Awareness Month, with stock video assets.

North East London Cancer Alliance  
Sponsored · 🌐

Act now on your NHS breast screening invitation! It could save your life.

Screening every 3 years has lowered the cases of late-stage breast cancer. Make sure you benefit too.

If you've had your invitation letter and you're between the ages of 50 and 70, book your appointment now: [📍... See more](#)

**NO TIME FOR CANCER.**

North East London  
Cancer Alliance

**MAKE TIME TO GET CHECKED**

WWW.LONDON-BREASTSCREENING.ORG.UK/HOME

**NO TIME FOR CANCER**  
Book Your Appointment Today!

[Book Now](#)

# Increasing breast screening uptake in NEL (2)

Live Through This

NHS  
North East London  
Cancer Alliance

“THERE WAS NO STUMBLING OVER PRONOUNS AT MY BREAST SCREENING.”

BEST FOR MY CHEST.

Best For My Chest is a breast cancer screening campaign led by, and for, the LGBTIQ+ community.

## Best for my Chest

- Out of home, paid and organic social media campaign targeting the LGBTIQ+ community,
- Collaboration with OUTpatients (formerly Live Through This).
- Co-produced with members of the LGBTIQ+ community in NEL.
- Addressed some of the barriers faced.
- Faces of the campaign are from the community.
- Coupled with training for service providers across London – to reduce unconscious bias.
- Continually run through OUTpatients.
- Additional push in Breast Cancer Awareness month.
  - New video created to link with Black History Month.

# Increasing breast screening uptake in NEL

## **Awareness in the Charedi Jewish population**

- Awareness project delivered by Achienu Cancer Support (ACS).
- Breast screening and breast cancer are areas of focus – will be holding a women’s health session to include this.
- Will also include discussion about genetic risk.
- Have produced information in Hebrew and Yiddish.
- Placed awareness advertisements in 3 Jewish publications.

## **In development**

- Currently working with a marketing agency to develop interventions for the White ‘Other’ population, specifically Polish, Lithuanian and Turkish/Turkish Cypriot populations.
- Scoping/research completed and focus groups held with Polish and Lithuanian communities.
- Will continue to work with these groups to co-produce interventions, focussing on increasing uptake of all screening services.
- Starting to look at areas of focus for 2024/25.