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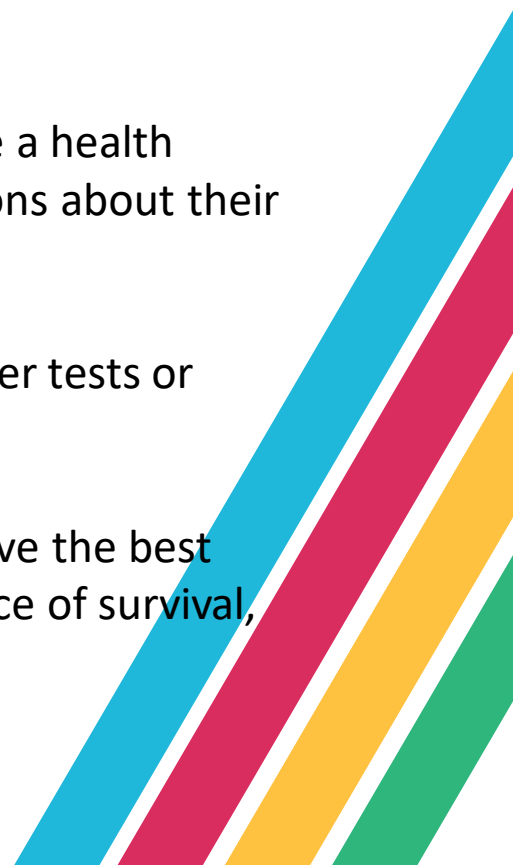
Norfolk and Waveney Integrated Care System

# Supporting Access to Screening Programmes and Increasing Awareness of Cancer Signs and Symptoms


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# Why Do We Need This Project?

- Screening is a way of identifying apparently healthy people who may have an increased risk of a particular condition. The NHS offers a range of screening tests to different sections of the population.
- The aim is to offer screening to the people who are most likely to benefit from it. For example, some screening tests are only offered to newborn babies, while others such as breast screening and abdominal aortic aneurysm screening are only offered to older people.
- Finding out about a problem early can mean that treatment is more effective. Finding out you have a health problem or an increased chance of a health problem can help people make better informed decisions about their health.
- However, screening tests are not perfect and they can lead to difficult decisions about having further tests or treatment.
- Early diagnosis of cancer focuses on detecting symptomatic patients as early as possible so they have the best chance for successful treatment. When cancer care is delayed or inaccessible there is a lower chance of survival, greater problems associated with treatment and higher costs of care.
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## Why Do We Need This Project? Continued..

- A Bowel Cancer UK campaign revealed:
    - that rates of people being able to identify Red Flag Symptoms of Bowel Cancer are low.
    - people in less deprived symptoms are more likely to be able to name symptoms than those in the more deprived areas.
    - six in ten people (59%) across the UK said if they experienced a change in bowel habit like diarrhoea or constipation that didn't clear up, or saw bleeding from their bottom, something would stop them from contacting their doctor. Their reasons included difficulties getting an appointment (36%), being too embarrassed (13%) or being too afraid that it could be something serious (13%).
  - People from more deprived areas are:
    - less likely to attend screening appointments
    - more likely to have health behaviours that increase their risk of cancer (more likely to smoke, be overweight, drink more alcohol, exercise less and have a poor diet).
  - We want to working with our Trusted Community Voices to reach and support people who are unable to access screening programmes and also to raise awareness of signs and symptoms.
  - We are also encouraging Practices to conduct a regular review of patients who do not respond to screening invitations- this is an non-judgemental approach- screening is a personal choice, but we are aware that the way our Services are set up can disadvantage some of our population groups.
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# CURRENT ENGLAND CANCER SCREENING (and PRE-SCREENING) PROGRAMMES (not for Symptomatic Patients)

## BOWEL SCREENING

Men & women aged 60-74, every 2 years

Men & women over 74 can request screening

Kit received in the post, one sample required

Contact number for patients to request a kit 0800 707 6060

## BOWEL SCOPE (suspended)

## BOWEL SCREENING AGE EXTENSION

Currently phased 4 year roll-out across England for people aged 50-59yrs.

## CERVICAL SCREENING

Women aged 25-64 in England

Every 3 years up to the age of 49, then every 5 years

More information <https://www.nhs.uk/conditions/cervical-screening/>

## BREAST SCREENING

Women aged 50-70

Every 3 years, letter asks women to book appointment

Women over 70 can request screening

Norfolk & Norwich Breast Screening Service 01603 287777

James Paget Hospital Breast Screening Programme 01493 452885

King's Lynn Breast Screening Service 01553 613662

More information <https://www.nhs.uk/conditions/breast-cancer-screening/>

<https://www.cancerresearchuk.org/about-cancer/screening>



# The Bowel Screening Kit

- The individual is sent a home test kit, called a faecal immunochemical test (FIT), to collect a small sample of poo and send it to a lab. This is checked for tiny amounts of blood.
- Blood can be a sign of polyps or bowel cancer. Polyps are growths in the bowel. They are not cancer, but may turn into cancer over time.
- If the test finds anything unusual, the individual might be asked to go to hospital to have further tests to confirm or rule out cancer.
- Video with translated subtitles and British Sign Language
- <https://vimeo.com/showcase/6663813>
- **For more information and advice call the free NHS bowel cancer screening helpline on 0800 707 60 60 if:**
  - you have not had your result after 2 weeks from when you sent off your kit
  - you want to know more about screening (you do not need to call the helpline when you become eligible for screening – you'll be contacted)
  - you do not want to be invited for NHS bowel cancer screening
  - The NHS Bowel Cancer Screening Programme has information in other formats, including:
    - GOV.UK: Bowel cancer screening guide in English and other languages
    - GOV.UK: Bowel cancer screening easy read guide
    - <https://www.nhs.uk/conditions/bowel-cancer-screening/>
- To be eligible the patient must be registered with a GP or Healthcare Organisation registered with the Bowel Screening Hub. We can signpost you to information re: work-arounds and registering with a GP.

# Age Limit and Reasonable Adjustments

- **Outside of upper age range:**

- Outside of the age range of breast or bowel screening, an individual can call the screening programme to request an appointment/kit.
- Cervical Screening- if the patient's final 3 screening tests in the 15 years running up to turning 65 have had normal results, then they won't receive any further invitations. Anyone who has had an abnormal screening result in that time will continue to be invited until they either have 3 tests showing no abnormal cells, or have a clear (negative) HPV test.
- If an individual over 64 has never had cervical screening, or hasn't had screening since they were 50, then they are entitled to be screened. An appointment can be made with their local GP practice.


- **Reasonable Adjustments:**

- The NHS is bound by law to make sure Services are accessible and equitable to all. Reasonable Adjustments help make this possible.
- There are many recommendations for "Top Tips", but these alone without dedicated intention do not make a difference. These adjustments are not always put in place or are not put in place properly. This puts our population at a disadvantage and therefore at risk of ill health and poorer health outcomes.
- As an ICB we want to review our whole Cancer Pathway to make sure we have done all we can to reduce or remove this disadvantage. All patients should receive the same high quality care and experience.
- We have lists of resources and links for reasonable adjustments. Please contact us for these.

# Informed Choice

- Participating in a Cancer Screening Programme is a personal choice. If an individual decides to opt out, it should be after a clinical conversation and with the appropriate consent form signed and recorded. The individual should have an awareness of the implications of withdrawing from the programme and be aware that they can re-join at any time.
- Our recent population health management project suggests that there are some patients who may be included in the programme despite expressing a wish to withdraw and/or are being invited although they are no longer eligible. If this is the case, practices and PCNs need to know and should update the patient record (and inform the Screening Administrative Service if appropriate).
- Non-participation does not necessarily mean that the patient is *choosing* not to attend or that they are not concerned about their health. Patients may also be disadvantaged by the current process for accessing screening, so reasonable adjustments should be made to improve the accessibility and equity.
- This is **not** an attempt to coerce someone to attend or pass judgement on their right not to come forwards.
- If the patient does not want to engage in the Screening Programme, it is reasonable to ask if they could tell you why. This will help our ICB to understand barriers to access, demonstrates a clear grip on reasons for non-response and keeps data up to date.

# Signs and Symptoms of Cancer

- There are over **200 different types** of cancer
  - There are **many different** signs and symptoms.
  - Sometimes symptoms affect **specific areas** of the body, but signs can also be more **general**.
  - Some symptoms are better known, but this does not make them more important or more likely to be cancer.
  - Cancer can affect people in different ways. The type of symptoms a person may have can be different to others, and some people don't have any symptoms. It's important to **be aware of what is normal for you** and **speak to your doctor if you notice any unusual changes or something that won't go away**. This can help to diagnose cancer at an early stage when treatment is more likely to be successful.
  - **Most signs and symptoms listed on the next slide are caused by something less serious than cancer** - but if it is cancer, spotting it early can make a real difference.
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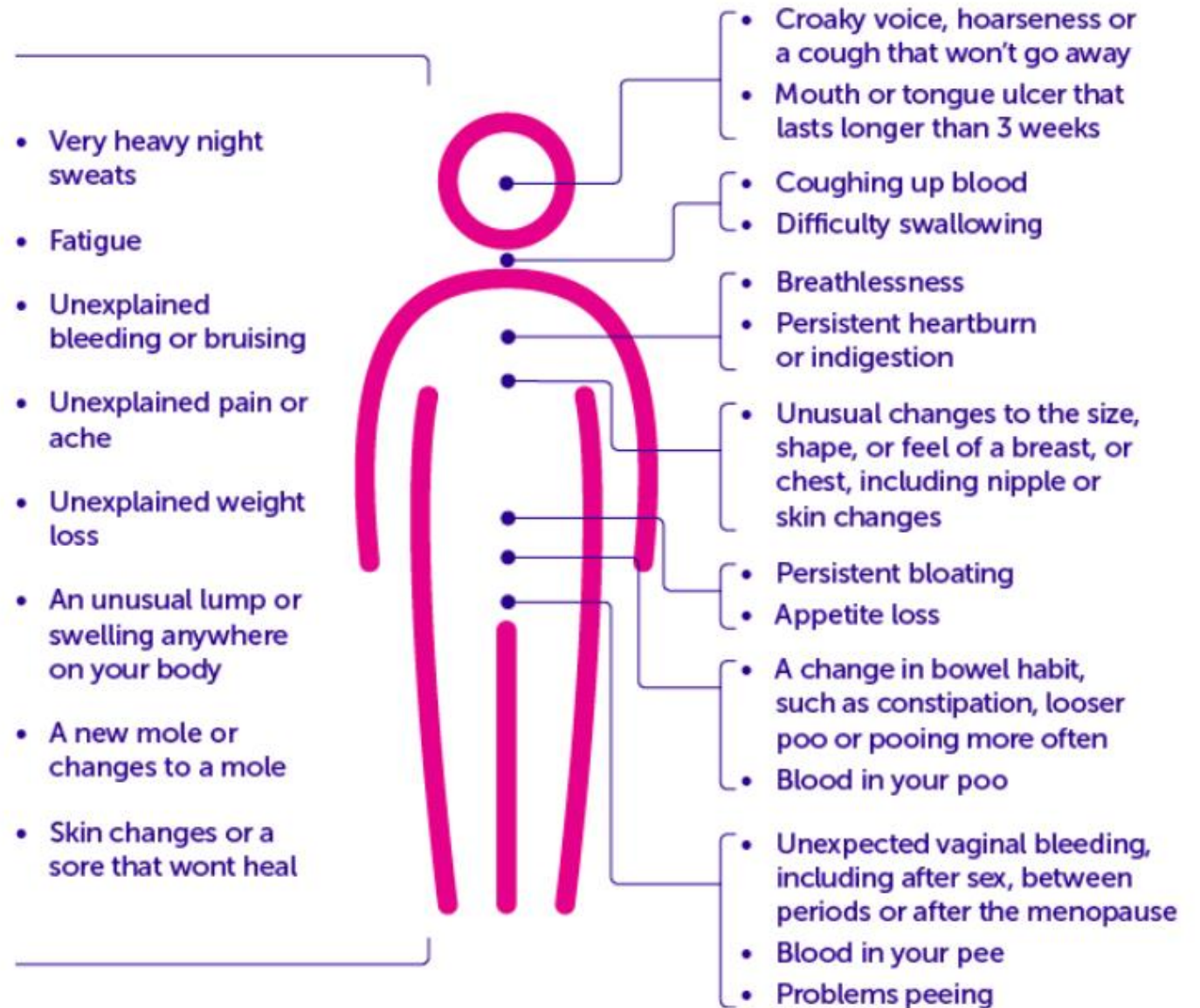
# The Conversation

- How long have you had [the symptom]
- Is it normal for you?
- What does your Doctor think?



CANCER  
RESEARCH  
UK

These are some of the key signs and symptoms of cancer. If you spot anything that isn't normal for you - don't ignore it. Whether it's on this list or not, get it checked out.



# How to access Bowel Screening Kits

- Is the individual eligible- check the criteria –
  - Men & women aged 60-74, every 2 years
  - Men & women over 74 can request screening
  - Kit received in the post, one sample required
  - Contact number for patients to request a kit 0800 707 6060
- Is the individual registered with a GP (even as a temporary resident).
- Have they recently received a kit – what happened to it?
- Do they want to order another kit (if it cannot be located)?
- Will they complete the kit if it can be located?
- The individual can order or be supported to order through the Bowel Screening Helpline...
- **But we would prefer for them to access the kit through our smart survey. We can send the collated requests directly to the Hub so that we can keep track of kits ordered.**
- **Smart Survey : TBC**
- *The individual will need to supply the following information - Name, NHS Number, DoB, Address, GP Practice details and if you are requesting the kit on their behalf- Requester details.*
- If they or you choose to use the helpline (that's fine too!) you will also need to know that the hub is the Eastern Hub in Nottingham.
- Individuals without a GP will not be registered to the Programme, we need to explore work-arounds for this,
- We have lists of resources and links for reasonable adjustments. Please contact us for these.

Smart Survey- Outcome (Web Form Preferred but TBC)

16. As a result of the conversation, did you support the person with any of the following? \*

- Completed a FIT Kit order web form with the person's permission
- Assisted the person with ordering the fit kit via the 0800 number
- Left the person with the 0800 number as they wanted to call in their own time
- Other (please specify):

Comments:



# The 5 C's – key factors to hesitancy and what makes a difference?

## Confidence and Trust – Is it safe, does it work?

Trusted Sources, Allay fears and concerns, Benefits of Screening, Open and honest dialogue that does not judge and respects informed choice

## Complacency – I'm not at risk, disease not that severe

Risk and Benefits – including wider societal benefit, Open discussion that avoid polarising terminology, Credible sources

## Convenience – barriers and access

A challenge to Healthcare- reshape our services – out of hours, extended access, reasonable adjustments, care closer to home

## Communication – sources of information

Forms of communication, accountability for what we say, empowerment to challenge/report misinformation, listening to concerns

## Context – socio demographic factors

Community Voices, accessible resources, targeted campaigns

If it's cancer I don't want to know...

My last experience was not good...I don't want to go back

I can't afford to take time off work for my screen

Only old people get cancer

I've had my HPV jab- I don't need a screen



# Capturing your Conversations on Insights Bank

- Record the Casual Chat
- Record the Subject Specific Chat – in this case, screening, signs and symptoms.
- What did you notice the barriers and enablers to screening were?
- What were your observations of the person's confidence in identifying signs and symptoms?
- Please record the things that really stuck out for you from the conversations and any solutions that were offered by the person or you may have thought of?
- We want to know what resulted from the conversation – even if it meant that the person did not want anything to happen.
- If you're not sure whether what you want to say is more relevant to one section or another, it doesn't matter too much!

# Thank you! Any Questions?

- If there is any further information or help that you need, please get in touch:

[nwicb.cancerprogramme@nhs.net](mailto:nwicb.cancerprogramme@nhs.net)

