



SCREENING INEQUALITIES PROJECT

SUMMARY OF JUNE 2021 -DECEMBER 2021

The Screening Inequalities Project, funded by the Scottish Government involved: -

NHS Lanarkshire/Health & Social Care Partnership

Healthy n Happy CDT

Clyde Gateway

Cancer Research UK

NHS Greater Glasgow & Clyde

Sandyford Clinic

Jo's Trust

The purpose of the project is to narrow the cancer screening gap in the most deprived communities where uptake, primarily in cervical cancer screening is much lower than the overall area's statistics.

Brief overview April 2017-March 2020

Our original delivery plan aimed to test the effectiveness and maximise opportunities to increase screening uptake by:-

- **GP Pilots** - design and deliver a range of test for change pilot initiatives (targeting non responders/defaulters) for GP practices participating in the Quality Improvement process
- a **grassroots community engagement work stream** – building awareness, making a sensitive subject more accessible, peer to peer support and encouraging wider community engagement with screening opportunities – building pathway from community into health services.
- Ongoing **Don't Skip Your Screen local communications campaign**, using local faces and stories to promote screening services locally - <https://dontskipyourscreening.co.uk/>

Community Consultation Summary

337 residents engaged in our consultation with a focus on local needs, issues, challenges and barriers to screening:-

242 of these respondents were registered with a GP based in Rutherglen Primary Care Centre, the others were spread across other GPs in Rutherglen/Cambuslang

33% stated that they had/have found it difficult to participate in screening programmes, mainly due to lack of evening/weekend appointments and fear/embarrassment

Over 200 respondents stated that options across the day, evening and weekends would help them or others participate more, with an additional **72 people** specifying evenings and **67 people** specifying weekends

*The above indicated that **more availability and flexibility in screening opportunities** would help to **increase uptake of screening appointments***

Brief overview March 2020-December 2021

March 2020 – June 2021

As the pandemic hit our country, screening was paused due to national and local restrictions then restarted in summer 2021 with safety measures introduced. During this period, the community engagement worker continued to engage with local people to ensure key messages were disseminated throughout the locality. One of the avenues was through our information leaflet, primarily distributed through our Covid-19 food response work which involved delivering food packages to local people. Our social media campaign continued to run throughout this time and both radio adverts were broadcast throughout the pandemic. Understandably, local people had

other priorities to contend with but we felt it was important to keep this live and encourage women to contact their GPs should they have any symptoms that worried them.

July 2021 – December 2021

As restrictions eased and service resumed, the locality steering group began to meet to plan how best to resume the evening clinics. It was agreed to reduce the number of appointments each month, from eight appointments to five. These now take place on the second Wednesday of each month. The community engagement worker spends approximately five hours per week promoting the appointments and making direct contact with local people who show an interest, discussing the process and supporting them throughout.

During this period our radio show was developed, produced and broadcast. The community engagement worker and the NHS Lanarkshire Public Health Programme Manager (Screening) were both interviewed as well as case studies of women who have attended read out by a local woman, link to show below:

<https://drive.google.com/file/d/1rx14ONcc8sFuUqr68DCrC-2POPBS7KsS/view?usp=drivesdk>

Outcomes

Outcome 1: Increased awareness of the importance of screening

- Development & distribution of an information leaflet providing key messages
- Two radio adverts produced providing key messages which are broadcast regularly on CamGlen Radio
- Delivery of targeted social media campaign to ensure a widespread reach and raising awareness of key messages
- Development of an online microsite promoting general information and contact details of all organisations involved

The social media campaign, information leaflet and microsite have provided up to date relevant and informative information which has been cascaded throughout CamGlen on a regular basis. All posts are shared across approximately 20 face book pages/groups and while we are not in a position to record all views/likes, we are aware these have a huge local reach with thousands of members in total.

Outcome 2: Increased understanding of the screening process

- Delivered a pilot screening information session delivered to local residents
- Engaged and recruited eight community connectors/volunteers

Outcome 3: Increased awareness of local screening opportunities – including an increase in the number of local people attending their scheduled screening appointments

- The attendance of **19** women over the last 6 months has seen the increased awareness/attendance in the evening appointments with approximately **50** women requesting further information and wishing to be involved at a later date or attending their

GP for their screening appointment. All 19 women had not attended their scheduled appointments for many years, some not attending for 15 years or more.

Outcome 4: Women from Cambuslang & Rutherglen areas attend their screening appointments – including out of hours sessions

- Recruited a grassroots Community Engagement Worker to promote and support access to evening and out-of-hours appointments for women in CamGlen
- Have had discussions and agreement with NHSL Sexual Health Service to host a clinic to provide evening appointments for Burnhill and the surrounding area residents

Attendance

	Booked	Name Accepted	Attended	Examples of Cancellation
July	5	4	4	test not due, mental health issue, period, bereavement illness, work, self-isolation
August	6	6	4	
September	2	2	0	
October	6	6	5	
November	6	6	3	
December	9	9	3	

Number of available appointments **30**

Over 100% of available appointments taken **34**

Attendance **19**

The above figures equate to **63%** attendance rate which we feel is a promising success rate and one we hope to build on in future.

Travel

Travel has been offered to all who have taken up an appointment. Some women have used the service while others have been happy to make their own way there. We had minor issues with the reliability of the taxi service. We have discussed this with the company who state they lost a lot of drivers due to the pandemic and who left to become delivery drivers. While we hope this issue has been resolved we will monitor this closely.

Community Engagement

Our social media engagement method works very well with the majority of promotion through facebook and in particular <https://m.facebook.com/whatsoninburnhill/> Lizzy, the community engagement worker, is a very well-known and trusted member of the Burnhill community. People are aware of her involvement across a range of local projects which allows her to use this space to reach a large number of people to promote the service to. She then makes arrangements to spend time directly engaging with women who wish to make an appointment or receive further information.

Our colourful and informative tri fold leaflet has also been effective at sharing key messages and this has been distributed regularly throughout the life of the project. At this point we intend to run a

further print of the leaflet to distribute in community venues/libraries etc and venues where local women frequent.

There has been an occasional comment querying the authenticity of our offer given its unique community setting. If this happens, we provide an organisational email and direct contact number (lizzy@healthynhappy.org.uk) and (Senior Team Leader mobile 07846751145) should people wish to be reassured to the authenticity of our offer.

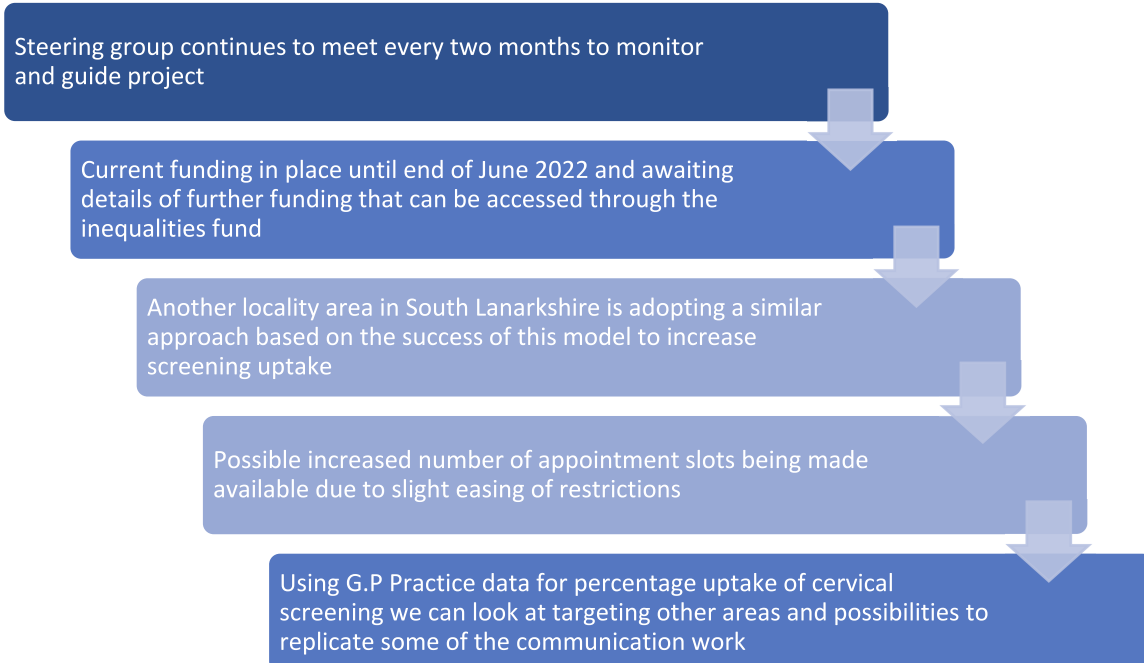
Training

Any training/awareness raising sessions/webinars have been attended by Healthy n Happy staff to ensure all relevant information is being shared. This has been particularly focussed around HPV testing and the timescale change to tests.

Additional Support

NHSL staff who work with the women attending appointments provide significant direct support. As many women are presenting who have not attended their appointment for a very long time have many personal barriers, the staff help them work through these. We have also had a number of women who have had their overdue contraceptive implant attended to/renewed while at their appointment. One woman had an implant that had been in place for over 10 years. Overall, nearly every person attending has asked the community engagement worker to pass on thanks to the nurses for the thoughtfulness and kindness.

Next Steps



Case Studies

Patient 1, last cervical smear was approximately 17 years ago. Lizzy has had regular contact with her over the last year about making an appointment. The patient has been very anxious although she

knew it was important that she did attend. She finally booked in, attended and successfully had the test. This lady also had an 8 year out of date contraceptive implant that was removed. The patient left very grateful and relieved that she has been able to take the test. She also shared her positive experience on her own social media which will hopefully encourage others to take up the opportunity.

Patient 2, contacted Healthy n Happy via a social media. She was a young woman who was keen to participate, however due to past traumatic experiences in the past was very reluctant to enter into the process again. Using her interpersonal skills, Lizzy was able arrange to have a coffee and a chat, putting her at ease enough that she shared her past experiences. This resulted in feeling some of the pressure being lifted by being able to talk about her concerns.

Lizzy explained the process to her, the equipment used, the role of the nurse taking the test (how she would stop if asked) and how she could even visit the clinic just for a chat beforehand. The patient left the meeting feeling much more relaxed and after a further telephone chat she agreed she would make an appointment with her GP surgery (as she was not able to attend the evening clinic). The worker provided support throughout the whole process including attending the appointment with her, resulting in the woman successfully attending her appointment which resulted in a positive experience and a clear result.

“Thank you for today, thank you for listening to me and I already feel like a weight has been lifted from me just talking about it.”

Steering Group Members

Vicki Trim	NHS Lanarkshire Senior Health Improvement Manager South HSCP (Chair)
Jan Taylor	Healthy n Happy Senior Team Leader
Elizabeth McDonald	Healthy n Happy Screening Community Engagement Worker
Karen Stewart	NHS Lanarkshire Sexual Health Team Leader
Paul O’Neill	NHS Lanarkshire Service Manager for Camglen
Jennifer Newman	NHS Lanarkshire Health Improvement Senior (Camglen locality)
Morag Nicholson	NHS Lanarkshire Public Health Programme Manager (Screening)