

# BREAST SCREENING RAISING AWARENESS

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# LEARNING OBJECTIVES

- ❖ YOU WILL UNDERSTAND MORE ABOUT THE BREAST SCREENING PROGRAMME
- ❖ AN INSIGHT INTO HOW THE GP PRACTICE STAFF CAN HELP TO INCREASE THE % OF WOMEN THAT ATTEND FOR BREAST SCREENING
- ❖ AN INSIGHT INTO CURRENT SOUTH BIRMINGHAM BREAST UNIT STATISTICS



# WHY THE NEED TO ENCOURAGE AND PROMOTE BREAST AWARENESS

- ❖ Over 46,000 new cases of breast cancer diagnosed in the UK yearly
- ❖ Breast cancer is the most common disease in women
- ❖ Age is the biggest risk factor
- ❖ Early detection improves diagnosis



# WHAT IS BREAST SCREENING

- ❖ Method of detecting breast abnormalities at an early stage (all female staff)
- ❖ It is called population screen because we look at a specific group of people i.e. women between the ages of 47-73
- ❖ Can detect cancers that are too small to see or feel.



# MAMMOGRAPHIC EQUIPMENT



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screen.org.uk

www.bscreen.org.uk

University Hospital **NHS**  
Birmingham  
NHS Foundation Trust  
South Birmingham  
Breast Screening Service

ABC

EBC



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# Statistics!

- October 2014 – April 2016
  - 42 practices involved.
  - % uptake 2011 – April 2013 – 64%
  - Pre HP activities uptake – 58.5%
  - Post HP activities – 63%





# Possible Barriers to Attendance

- Language
- Cultural
- Fear
- Embarrassment
- Convenience of appointment
- Location of breast screening sites
- Disabilities
- Previous bad experience



# INITIATIVES BY SBBU

- ❖ Appointment of a designated Health Promotion Radiographer (Oct-2014)
- ❖ 2<sup>ND</sup> Timed Appointments
- ❖ Age Expansion trial (47-50 and 70-73)
- ❖ Radio slots
- ❖ Newspaper articles
- ❖ School presentations
- ❖ Religious visits; mosques, churches,
- ❖ Availability of pamphlets/posters in different languages



- Personalised chats/demonstrations with groups of ladies including women's shelters and care homes and charities.
- Social media: tweeting, face-book digital signage in QE



# GP practice Initiatives

- ❖ Personal visit from Health Promotion Radiographer
- ❖ Laminated information sheet for Reception staff
- ❖ After 2<sup>nd</sup> timed appointments SBBU will run an interim % uptake and email to named contact
- ❖ Alert/prompt on computer for ladies who missed their last appointment
- ❖ Text reminders/Phone/Letter Reminders from the GP Practice (most effective)
- ❖ Posters in waiting area
- ❖ Breast Awareness Sessions (can be part of Patient Groups)



# ANY QUESTIONS?

