

<p><b>NHS LANARKSHIRE</b></p> <p><b>NORTH COMMUNITY HEALTH PARTNERSHIP</b></p> <p><b>BELLSHILL LOCALITY</b></p>
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**Date of Report: December 2011**

**From: Bellshill Service Manager**

**Author: Bellshill Health Improvement Team**

**Subject: Update Report to the Local Area Partnership**

## **Health Improvement**

### **1. PURPOSE**

The purpose of this report is to inform Bellshill & District Local Area Partnership of a local public health pilot programme running from November 2011 to March 2012 which encourages woman 20–60 years to attend when called for their cervical screening appointment which protects them against cervical cancer.

### **2. BRIEFING REPORT**

#### **Addressing Low Uptake of Cervical Screening in Bellshill**

Having a regular smear saves around 5,000 lives every year in the UK. It's the best way to protect against cervical cancer (cancer of the neck of the womb).

Cervical Cancer is the second most common cancer of women worldwide. Routine cervical screening programmes and subsequent treatment have prevented many invasive cancers and deaths by detecting and preventing cervical changes at an early stage. However, there were 326 new invasive cervical cancer registrations and 107 deaths in Scotland in 2009. Most cases occur in women in their thirties unlike other cancers which tend to strike when we are much older.

Cervical screening uptake rates have been declining over the past 6 years in Lanarkshire and also across Scotland and the UK, especially among those 20-24 years. The incidence of cervical cancer in women in their 20s has risen by over 40 per cent between 1992 and 2006 in England, according to research. There was an initial flurry of increased uptake in 2008 when Jade Goodie was diagnosed with cervical cancer, referred to as "the Jade Goody Effect", but this was very short lived.

The most recent average Lanarkshire uptake is around 70% of all eligible women, leaving NHS Lanarkshire, non compliant with NHS Quality Improvement Scotland standards which require an essential target of 80% uptake.

While the 'defaulter' (non attender) population is likely to contain individuals who have taken an informed decision not to take part in the cervical screening programme, we are aware that many 'defaulters' are put off participating in screening because of fear/ anxiety/ lack of knowledge or understanding/ other priorities which they consider to be more important.

Education is known to increase cervical screening uptake for women and so it is important that women are aware that cervical screening participation remains the most effective way of reducing the risk of cervical cancer. Research and evidence-based practice was applied to develop a programme to address low uptake in Bellshill and is known as a Smear Amnesty.

### **Aim of Smear Amnesty**

Improve the uptake of cervical screening in Bellshill locality

### **Objectives of Smear Amnesty**

Health Improvement Team will work with and support the worst performing practice in Bellshill to identify women who do not attend screening.

A personalised invitation, information leaflet and a teaser letter containing nationally approved text, will be sent to the women offering a personalised, informal service at a convenient time.

Practices will provide a relaxing and welcoming atmosphere and a female complimentary therapist to help relax the women.

An experienced and qualified female health professional will be available to answer questions, reassure and put the patient at ease.

The smear taker will be female

In Scotland women between 20 and 61 years of age are invited to have a smear every three years. 'Defaulters' receive an eye catching personalised invitation and information leaflet in a pink envelope requesting them to attend a smear amnesty, offering a free head, neck and shoulder massage and the chance to speak with an experienced and qualified female member of staff for an informal chat about their worries. These are evening sessions offered every Monday, 6pm to 8pm for 19 weeks (7 November 2011 to the 23<sup>rd</sup> March 2012).

### **Evaluation**

This pilot project will be evaluated to find out what works. The women will be asked what encouraged them to attend (the eye catching invitation, the free massage, the timing of the appointments?). The questionnaire also asks for suggestions on how to improve the service, how we can encourage uptake. In the 5 weeks since the pilot began 8 women have attended for a smear test (remember these are women who are persistent non-attenders, some who haven't had a smear for 9 years). Initial feedback from the questionnaires is that the women have attended because the time suited them better (evening session) and the free massage. A full evaluation report will be available in May 2012.

### **Sustainability**

The only costs are stationary (card for invitations and envelopes) and stamps. The stress therapists are provided free by Motherwell College as part of their course

work. The Practice Nurse carries out the smear taking as part of her work for the practice.

### **Useful Information**

22 - 28 January 2012 is Cervical Cancer Prevention Week.

Useful websites are;

[www.iotrust.co.uk](http://www.iotrust.co.uk)

<http://www.healthscotland.com/topics/healthtopics/screening/cervical.aspx>

[www.nhs24.com/cervicalscreening](http://www.nhs24.com/cervicalscreening)

### **3. Smoking Cessation, Education and Prevention**

Following on from the smoking presentation at the last meeting the following work has been progressed. The Bellshill Health Improvement Team working in partnership have supported a range of activities on smoking prevention and education including;

In partnership with Landed and Community Learning and Development a Tobacco Peer Education Project has been incorporated into The Duke of Edinburgh Award scheme. This is due to commence January 2012.

Just Quit resources for young people have been distributed to all youth services within Bellshill Locality.

Work closely with Landed and Community Planning Partners to raise awareness of the effects of Tobacco at all 4 Blue Light Disco planned for 2011. The next disco is 10 December.

Worked with Fallside School and Newpark Centre (Educational & Behavioural Schools), Lanarkshire Stop Smoking Service (LSSS) and LANDED to address smoking issues with pupils and to provide support for those who have expressed an interest in quitting. An LSSS Tobacco Awareness session is planned for Newpark in December 2011 and January 2012. Tobacco Awareness sessions at Fallside School have yet to be finalised.

Working with Lanarkshire Carer's Together and LANDED to establish peer education workshops for Young Carer's

Introducing smoking cessation and education through Oral Health education sessions for older South Asian men within Holytown Mosque.

In partnership with the Lanarkshire Stop Smoking Service a Case study has been produced highlighting the experience of a Viewpark family who all gave up smoking. This will be publicised within local newsletters including the Voice of Experience, VANL, Lanarkshire Carer's Together and local press including The Hub and Bellshill Speaker and Motherwell Times.

#### **4. Recommendations**

The LAP members are asked to note the report and to approve the following actions with regard to:

- To identify specific areas for information to future LAPs in context of the Single Outcome Agreement and Community Plan.