

Special Clinics for Increasing Breast Screening Uptake

Treasa Rice

Dr Caroline Hughes

Introduction

- Cancer trends in Northern Ireland
- Action Cancer-Who are we?
- Special clinics-background information
- Evaluation study
- Summarise and conclude

Cancer trends in Northern Ireland

- **1 in 3** people will get cancer
- **1 in 4** will die from cancer
- **9,000** new cases each year
- **3,600** deaths annually
- **40,000** people living with cancer
- Cancer incidence set to increase **54% by 2025**



Action Cancer

- Lead Northern Ireland Charity founded 1973
- Mission *Saving Lives, Supporting People*
- No Government core funding
- £3.6 million per year to be raised and spent here
- Rely heavily on donation, fundraising and corporate support.

Services at Action Cancer



**Complementary
Therapy**



**Lobbying,
Campaigning,
Education &
Research**



**Breast
Screening
Early detection
services**



**Cancer
Counselling**



Big Bus

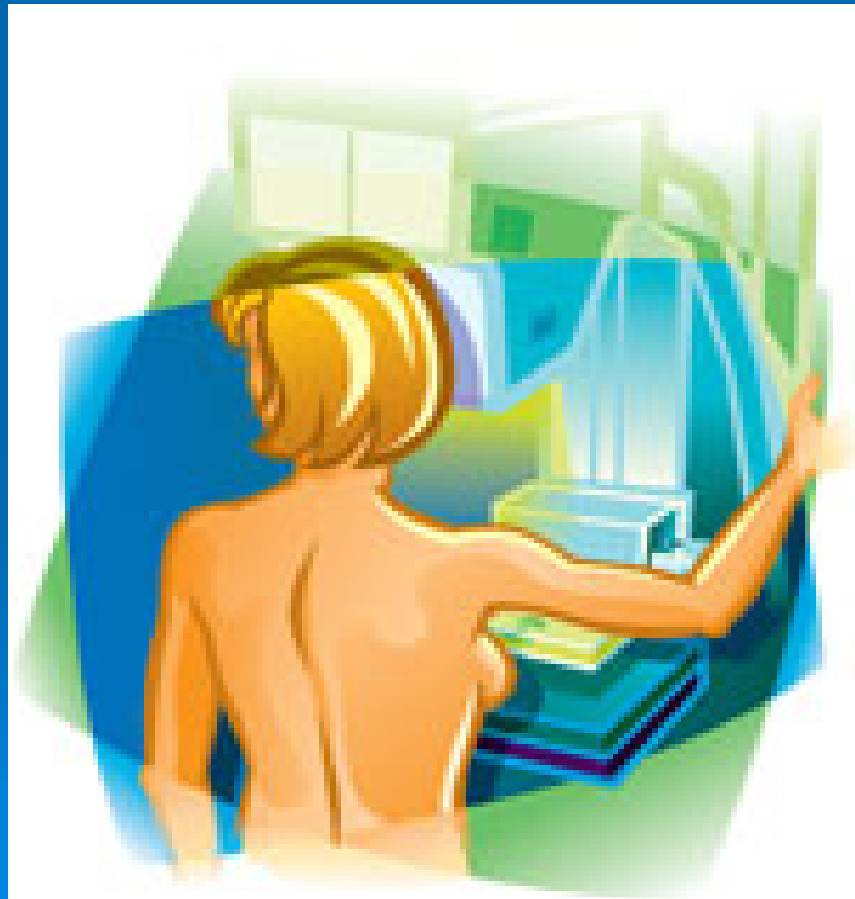
Breast Screening Services

- Action Cancer have offered breast screening since 1978, 10 years before NHS in Northern Ireland.
- First place in Northern Ireland to offer Full Field Digital Mammography.
- Offer screening to women aged 40-49 & 65+ in Action Cancer House and regional with our Big Bus service
- All radiographers carry specialist mammography certificates
- All mammograms reported by at least two specialist consultants.

Northern Ireland Breast Cancer Statistics

- Over 1,000 women will be diagnosed this year
- Almost 300 women will die from breast cancer
- The incidence of breast cancer is increasing (1.4% during “93-04”)
- Five year survival rates are around 80% with an increase of 5% in last decade
- 25% of breast cancers diagnosed are in under 50's (stats from Northern Ireland Registry).

Special Clinics



Special Clinics

- A funded programme that provides high quality breast cancer screening services to women who face barriers accessing screening services.
- Developed in partnership with the Women's Resource Development Agency (WRDA).
- Dual read screening.

Special Clinics

- Four clinics each month.
- Other services available on day of the clinic;
 - Healthy Lifestyles presentation
 - Complementary Therapy session
 - Lunch (tea, coffee & sandwiches).

Digital Mammography

- Full field digital introduced within ACH in July 2006 & on Big Bus in September 2006.
- Images more easily manipulated for reporting
- Lower radiation dose possible
- Easier storage of images
- No processing/chemicals involved
- Long term more economical

Reasons for Special Clinics

- Each clinic tailored to the group's particular needs
- Each clinic caters for a small number
- Informal setting
- Peer support
- More time to build up to screening, if needed
- More time for screening for those who need it.
- Overcoming barriers

Clinic Process

- Clinics are pre-booked
- Screening appointments pre-booked
- Provision of transport if needed; translators; Sign language; Disabled access.
- Criteria for Screening;
 - Any woman over the age of 40.
 - Any woman who had not had a mammogram in the last two years.
 - Asymptomatic.

Special Clinics

- Group arrives
- Greeted by staff
- Informed of what will happen that morning
- Healthy lifestyle presentation
- Complementary Therapy session
- Mammograms
- Lunch, tea & coffee
- Evaluation forms

Evaluation Study

➤ **Aim:**

- To evaluate the usefulness of the special clinics for increasing breast screening in women with barriers for standard screening services.

Methodology

- External qualitative evaluation
 - Interviews with users
 - Interaction Institute for Social Change (IISC) evaluation model
- Ongoing in-house evaluation
 - Questionnaire (based on qualitative evaluation findings)
 - Completed by both leaders and individuals

Results

➤ 62 clinics have occurred

- 53% Learning disability
- 24% Elderly
- 11% Ethnic minorities
- 5% Physical disabilities
- 3% Mental health
- 2% Rural
- 2% Socially deprived

Clinic Results

- 409 women have attended these clinics
- 368 women had mammography successfully
- 41 were referred for further investigations
- Two received a confirmed diagnosis of cancer

Qualitative Evaluation Results

- Service was highly rated
- Aspects highlighted as useful to promote comfortable atmosphere:
 - Health promotion talk
 - Complementary therapy
- Many reported that screening would never have happened if it wasn't for the clinic.

Quantitative Evaluation results

- 56% of women had previously been called for screening through the NHS screening programme
- 37% reported that they did not regularly check themselves
- Only 16% report that they examine themselves every month
- 67% rated the clinic as very useful

Quantitative Evaluation results

- 63% describe themselves as:
“a little conscientious about my health but only go to the GP when I’m sick”
- 100% liked the health promotion talk and complementary therapy
- 96% liked the breast screening service
- After the clinic 90% reported that they will now regularly check themselves

The Future

- Continue programme in the Eastern Board Area.
- Ensure equity of service provision across Northern Ireland.
- Secure funding to expand [programme across all health boards.



Questions???