Report of the West Yorkshire Screening and Immunisation Team to the meeting of the Health and Social Care Overview & Scrutiny Committee to be held on 10 December 2015

Subject:

NHS Screening and Immunisation Programmes

Summary statement:

Following the presentation of a report to Health and Social Care Overview & Scrutiny Committee (HSCOSC) 4 December 2014 the Screening and Immunisation Team (SIT) in West Yorkshire are providing an update with regard to improving uptake in the Bradford area specifically for bowel, cervical and breast screening programmes.

The West Yorkshire Screening and Immunisation Team provide reports quarterly to the Bradford Health Protection Board, West Yorkshire Screening and Immunisation Oversight Group (WYSIOG) and the screening programme specific Programme Boards on uptake, performance and actions. An Improving Coverage Group for West Yorkshire has also been established, membership includes Local Authority.

Portfolio:

Health and Social Care

Report Contact: Kate Horsfall
Phone: 0113 8252703
E-mail: k.horsfall1@nhs.net
1. **Summary**

1.1 NHS Screening and Immunisation programmes reduce illness and death from vaccine preventable and screen detectable conditions.

1.2 These services are commissioned by NHS England (West Yorkshire) and are provided in acute, community settings and Primary Care.

1.3 Following a request from HSCOSC for an update following a report submitted 4 December 2014 and subsequent improvement plan developed and submitted to the HSCOSC, the Screening and Immunisation Team in West Yorkshire are providing a further update in relation to work done to improve uptake of the screening programmes.

2. **Background**

2.1 The Screening and Immunisation Team (SIT) has been working in partnership with Local Authority (LA), Clinical Commissioning Groups (CCGs) and third sector organisations to understand the needs of the local population in terms of uptake in the screening and immunisation programmes.

2.2 A West Yorkshire Improving Coverage group has been meeting to agree priorities and take forward West Yorkshire wide and local area pieces of work. This group is accountable to the West Yorkshire Screening and Immunisation Oversight Group (WYSIOG) where Directors of Public Health have assurance of all the screening and immunisation programmes in West Yorkshire. The local improvement plans have been shared with these groups and are also monitored through work directly with partners such as Local Authority through their Health Protection meetings.

2.3 As requested by the HOSC the focus of the activity in Bradford is on the Bowel, Breast and Cervical Screening Programmes. However, the SIT is constantly monitoring all other programmes and has agreed work plans for areas that also need continuing improvement such as the annual flu campaign.

2.4 The improvement plan sent previously to the HSCOSC is a strategic approach to improving uptake and coverage. Activity and results are being addressed over a longer 5-10 year period with all partners working together to address the issues.

2.5 Figures show for the Breast, Bowel and Cervical screening programmes for Bradford and Airedale declining rates of uptake. A decline in the screening programme uptake is also mirrored across West Yorkshire and by England averages. Bradford City is identified as the CCG with the lowest uptake in bowel screening and this is also mirrored across the other screening programmes.
Bowel Cancer Screening Programme
PHOF (Public Health Outcome Framework) standard 55.8%

<table>
<thead>
<tr>
<th>All subject episodes (Age 60-74) % uptake:</th>
<th>Greater Huddersfield CCG</th>
<th>Calderdale CCG</th>
<th>Wakefield CCG</th>
<th>North Kirklees CCG</th>
<th>Bradford City CCG</th>
<th>Bradford District CCG</th>
<th>Airedale Wharfedale Craven CCG</th>
<th>Leeds North CCG</th>
<th>Leeds West CCG</th>
<th>Leeds South &amp; East CCG</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014/15 Q1</td>
<td>59.8</td>
<td>58.6</td>
<td>54.4</td>
<td>52.0</td>
<td>30.8</td>
<td>53.6</td>
<td>61.5</td>
<td>51.8</td>
<td>54.5</td>
<td>50.9</td>
</tr>
<tr>
<td>2014/15 Q2</td>
<td>61.7</td>
<td>58.1</td>
<td>57.6</td>
<td>55.1</td>
<td>33.3</td>
<td>54.0</td>
<td>62.1</td>
<td>57.2</td>
<td>55.8</td>
<td>53.2</td>
</tr>
<tr>
<td>2014/15 Q3</td>
<td>61.7</td>
<td>59.4</td>
<td>56.2</td>
<td>52.5</td>
<td>32.6</td>
<td>53.1</td>
<td>62.6</td>
<td>56.4</td>
<td>56.3</td>
<td>52.5</td>
</tr>
<tr>
<td>2014/15 Q4</td>
<td>63.8</td>
<td>61.4</td>
<td>56.2</td>
<td>55.6</td>
<td>32.8</td>
<td>55.6</td>
<td>65.8</td>
<td>60.3</td>
<td>68.3</td>
<td>57.4</td>
</tr>
<tr>
<td>2015/16 Q1</td>
<td>65.9</td>
<td>62.0</td>
<td>52.1</td>
<td>55.5</td>
<td>33.8</td>
<td>54.4</td>
<td>63.4</td>
<td>58.4</td>
<td>57.4</td>
<td>54.0</td>
</tr>
</tbody>
</table>
**Breast Screening**
PHOF (Public Health Outcome Framework) standard 76.9%

<table>
<thead>
<tr>
<th>% Coverage 50-73 yrs</th>
<th>B&amp;A</th>
<th>Kirklees</th>
<th>Leeds</th>
<th>Wakefield</th>
<th>Calderdale</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>71.9</td>
<td>77.1</td>
<td>74.1</td>
<td>76.7</td>
<td>75.7</td>
<td>77.0</td>
</tr>
<tr>
<td>2012/13</td>
<td>71.1</td>
<td>76.6</td>
<td>74.0</td>
<td>75.9</td>
<td>72.5</td>
<td>72.2</td>
</tr>
<tr>
<td>2013/14</td>
<td>69.6</td>
<td>75.9</td>
<td>72.7</td>
<td>73.5</td>
<td>70.1</td>
<td>72.1</td>
</tr>
</tbody>
</table>

**Cervical Screening**
PHOF (Public Health Outcome Framework) standard 75.3%

<table>
<thead>
<tr>
<th>% Coverage (25-64yrs)</th>
<th>Calderdale</th>
<th>Kirklees</th>
<th>Bradford/Airedale</th>
<th>Leeds</th>
<th>Wakefield</th>
<th>Y &amp; H</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>82.2</td>
<td>80.8</td>
<td>77.3</td>
<td>79.7</td>
<td>79.5</td>
<td>80.1</td>
</tr>
<tr>
<td>2012/13</td>
<td>82.1</td>
<td>80.2</td>
<td>77.2</td>
<td>79.6</td>
<td>79.5</td>
<td>80.0</td>
</tr>
<tr>
<td>2013/14</td>
<td>78.2</td>
<td>76.9</td>
<td>72.3</td>
<td>75.0</td>
<td>75.6</td>
<td>76.2</td>
</tr>
<tr>
<td>2014/15</td>
<td>77.8</td>
<td>76.8</td>
<td>71.9</td>
<td>74.5</td>
<td>75.4</td>
<td>75.9</td>
</tr>
</tbody>
</table>
3. **Report issues**

Below are the actions taken this year and ongoing pieces of work being carried out by the SIT for the Bradford area:

- The SIT, presented information at ‘So you think you know about cancer’ event, held on 18\textsuperscript{th} September 2015 in Centenary Square, Bradford. The providers of the breast and bowel screening programmes locally also presented at this event. This was organised by the Bradford CCGs and supported by providers of the Screening Programmes and the SIT. The aim of this event was to highlight what screening is about, reduce some of the myths around screening and make prevention a big part of everyone’s day to day life.

- Bradford and Airedale Bowel Cancer Screening Programme provider recently attended an Asian community centre promotional event in Bradford. The screening programme providers and SIT have also provided sessions for the Learning Disability team in Bradford.

- The SIT has been working with GPs to encourage their understanding of screening programmes. This has been through information to the practices from the SIT and through attending meetings and forum work.

- The SIT is working with Bradford City CCG to enable GPs to increase uptake in Cervical and Bowel screening. Top tips for increasing uptake have been shared, there has been offers of visits to practices and sharing of data to help them understand the percentage and actual numbers of people they would need to screen to increase their uptake in order to make the task more realistic.

- A GP Practice Guide to Screening programmes has been developed simplifying information and answering frequently asked questions. This has been shared with CCGs for dissemination to all practices.

- Detailed mapping work of all areas covered by the Bradford and Airedale Bowel Cancer Screening Programme was carried out to inform target areas where uptake was lower than expected. This has been shared with local stakeholders including Cancer Research UK who have agreed to run a campaign in Bradford to promote bowel cancer screening. This involves an agreement to send “poo catcher helper kits” to the two Bradford CCGs population areas. Evidence from other pilot sites shows this will increase number of kits returned/number of people engaging with bowel screening programme as it tackles one of the main barriers to participation.

- THE SIT has developed a raising awareness course in screening and immunisation in conjunction with Leeds Beckett University and Health Education England to provide basic knowledge to community groups and non-clinical people interested in screening and immunisation.

- Communications with LA and CCG to promote / support the national Cervical and Breast Awareness weeks took place. This was done in conjunction with organisations promoting this work, for example Jo’s Trust, so that a coordinated, supportive communications approach was promoted.

- Letters have been developed for GPs to use to promote bowel screening with patients that includes a patient experience story.

- The Breast screening programme providers have carried out a survey in the Dewsbury area to understand why women were not attending appointments. The programmes are building on this approach now for the Bradford areas.

- The SIT is continuing to develop and evaluate the screening and Immunisation update email with stakeholders to ensure effective communication in relation to screening and immunisation programmes.
Future Plans:

To continue to work with partners across Bradford to promote the screening programmes and support the people of Bradford to access these programmes in a timely way. This will be done through the local health improvement plan and will include:

- Further GP practice work with those who have poor uptake.
- More community engagement and support for those who want to deliver screening and immunisation information to the public/encourage learning and uptake.
- An ongoing piece of work with Bradford LA and Bradford Talking Media to develop a DVD for patients which focuses on Bowel and Cervical Screening.
- In partnership with Community Pharmacy West Yorkshire a public health campaign for the cancer screening programmes will be run in April across all pharmacies in West Yorkshire.

4. Options

4.1 Members may wish to comment on the contents of the report.

5. Contribution to corporate priorities

5.1 NHS screening and immunisation services reduce mortality and morbidity related to screen detected and vaccine preventable conditions and so contribute to the delivering on the NHS and PH outcome frameworks specifically; reducing deaths in babies and young children, reducing deaths from cancer and cardiovascular disease, reducing preventable sight loss and reducing preventable hospital admissions.

6. Recommendation

6.1 That the Committee note this report and the ongoing work to support and promote the screening and immunisation programmes within the Bradford area.

7. Background documents

None

8. Not for publication documents

None

9. Appendices

None