



# Scrutiny Review - Breast Screening Services

MONDAY, 1ST FEBRUARY, 2010 at 11:00 HRS - CIVIC CENTRE, HIGH ROAD, WOOD GREEN, N22 8LE.

MEMBERS: Councillors Alexander, Beynon, Bull and Winskill (Chair)

### **AGENDA**

### 1. APOLOGIES

# 2. DECLARATIONS OF INTEREST

A member with a personal interest in a matter who attends a meeting of the authority at which the matter is considered must disclose to that meeting the existence and nature of that interest at the commencement of that consideration, or when the interest becomes apparent.

A member with a personal interest in a matter also has a prejudicial interest in that matter if the interest is one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice the member's judgment of the public interest **and** if this interest affects their financial position or the financial position of a person or body as described in paragraph 8 of the Code of Conduct **and/or** if it relates to the determining of any approval, consent, licence, permission or registration in relation to them or any person or body described in paragraph 8 of the Code of Conduct.

# 3. LATE ITEMS OF URGENT BUSINESS

The Chair will consider the admission of any late items of urgent business. Late items will be considered under the agenda items where they appear. New items will be dealt with at item 10 below.

# 4. MINUTES OF PREVIOUS MEETINGS (PAGES 1 - 12)

To receive minutes of the meetings held 2<sup>nd</sup> December 2009 and 18<sup>th</sup> January 2010.

### 5. CONSULTATION WITH NLBSS USERS

To receive a report from the consultation (quantitative and qualitative) with women who have used the North London Breast Screening Service (to follow).

### 6. NORTH LONDON BREAST SCREENING SERVICE

To receive evidence from Debbie Brazil, General Manager of the North London Breast Screening Service.

### 7. NHS HARINGEY - SOCIAL MARKETING

To receive evidence on the development of social marketing in NHS Haringey from Duncan Stroud, Associate Director of Communications, Engagement and Marketing.

# 8. REVIEW COMPLETION PROCESS (PAGES 13 - 14)

To outline the review completion process.

### 9. SUMMARY AND CONCLUSIONS

To highlight conclusions from the evidence thus far received by the panel.

### 10. ANY OTHER BUSINESS

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# Scrutiny Review Breast Screening Services Minutes of the meeting held December 2nd 2009

**Present:** Cllrs Alexander, Beynon and Winskill (Chair)

In attendance: Martin Bradford (Scrutiny), Zakir Chaudhry (Haringey

Council), Tamara Djuretic (NHS Haringey), Duncan

Stroud (NHS Haringey).

# 1. Apologies

Cllr Bull, Eve Featherstone (Equalities) & Debbie Peaty (Haringey LINk).

2. Late items of urgent business.

None.

3. Declarations of interest

None.

- 4. Scoping report.
- 4.1 Highlights of the scoping report were presented to the panel. The following provides a summary of the main points of this presentation and the subsequent panel discussion.

# **Ge**neral

- 4.2 The panel noted that during 2006/7, the North London Breast Screening Service was closed due to safety concerns. As a result of this backlog, the round length in Haringey (the interval between screens) rose to approximately 47 months as the service tried to deal with a backlog of screening. It was also noted that screening uptake (those women that attend a screen) is very low in Haringey; in 2007/8 it had the third lowest uptake nationally.
- 4.3 The panel noted that breast cancer is the most common form of cancer in women, where approximately 45,000 cases are diagnosed each year. The incidence of breast cancer was also noted to be increasing with the expansion of the national breast screening programme and improvement of detection methods.
- 4.4 The panel heard that there were a number of risk factors associated with developing breast cancer, the most significant were gender and age: 99% of breast cancer cases occur in women and 81% in women aged over the age of 50. Other factors which are associated with increased risk of breast cancer included: non childbearing women, not breast feeding, HRT, oral contraceptive, obesity and alcohol consumption.

## Discussion points

The panel noted that it will be important for the review to establish if there is sufficient capacity at the North London Breast Screening unit should an increase in breast screening services be achieved. Also, given the new funding formula, the review would also need to ascertain whether NHS Haringey would be able to fund further uptake of breast screening services.

- 4.6 The panel heard that the location of screening units is clearly influential within a woman's decision to attend for breast screening. In assessing regional take up of breast screening services, the panel noted with interest that there appeared to be higher screening rates in predominantly rural areas, where mobile screening units are used. The panel were therefore keen to assess whether there was any connection between the use of mobile screening where mobile units and screening uptake (i.e. proximity to service users).
- 4.7 Given that the involvement of GPs (or primary care) would appear to be important in developing breast screening uptake (either through reminder letters or calls), the panel felt it would be helpful to have some contribution within the review from local GP representatives (possibly Dr Manheim/ Dr Pelendrides). Given that breast screening is a named priority in local neighbourhood health plans, it would also be useful to hear what local actions are planned for primary care.

**Agreed:** that the panel invite GP representatives to a future scrutiny panel meeting.

- The panel were keen to understand further the public health/ health promotion role for breast screening (i.e. promoting screening and breast awareness). The panel indicated that they would like the review to assess the responsibilities and initiatives of both NHS Haringey and the North London Breast Screening Services in promoting screening uptake.
- 4.9 Furthermore, the panel indicated that it would be useful for the review to assess how the breast screening service is currently promoted across the locality: that is, is the service promoted women's groups, local GP surgeries, and other community venues. The panel also wished to ascertain what resources were available for this purpose.
- In this context, the panel heard that community engagement techniques were important in reaching local target populations (e.g. women aged 50-70, black and minority ethnic groups). It was conceded that this was an area where the locality may require additional input from either through a specialist adviser or through the experience of other PCTs where similar work has been undertaken.

**Agreed:** that the panel would like to ascertain whether other trusts in London have undertaken similar screening uptake initiatives and what can be learnt from such initiatives.

4.11 The panel indicated that it would like to inspect the breast screening invitation that is sent to women from the North London Breast Screening Unit and to assess how this compares to other units (and follow up letters). The panel felt that this might be a useful line of enquiry as there may be accessibility (interpretation) issues for residents living in Haringey.

**Agreed:** that the panel would like to view the NLBSS invitation and accompanying literature which is sent out to women.

- 4.12 The panel heard that the North London Breast Screening Service is likely to be one of the first services which is fully digitalised. The panel indicated that it would like to assess the implications of a fully digitalised breast screening service in terms of service efficiency and the actual screening process involved for women.
- 4.13 The panel felt that it would be important for the review to consult with local women who have used the NLBSS to help identify any improvements that can be made to the accessibility of this service. The panel heard that Haringey Women's Forum had expressed an interest in being involved in the review. It was hoped that a consultation event could be planned within the review process.

**Agreed:** It was agreed that the review would encompass the views of women who had used the NLBSS through a dedicated consultation event.

4.14 The panel discussed and assessed the aims and objectives of the review. Apart from the suggested developments outlined above, the panel had no other alterations to make to the terms of reference of the review.

**Agreed:** the scoping report and the aims and objectives contained within this were approved by the panel.

# 5. Report from NHS Haringey

- Tamara Djuretic, Consultant in Public Health presented a report from NHS Haringey on breast screening services in Haringey. The paper outlined commissioning arrangements, funding, service performance and prospects for service development. The following is a summary of the key points of this presentation and subsequent panel discussion.
- The panel heard that the breast screening service was commissioned by a consortium of 6 PCTs which had precipitated a number of problems for the service. Because the North London Breast Screening was commissioned by this consortium, all members of the consortium had to agree to variations in commissioning arrangements. This arrangement had made it difficult to secure change, particularly in respect to the nature and process to which funding was allocated to the North London Breast Screening Service.
- The panel noted that a new funding agreement had recently been reached for the North London Breast Screening Service, which was based on a fair shares principle. Thus, for an element of the funding, each PCT pays the unit a pro-rata amount based on the physical number of screens that are undertaken by women resident in that PCT area. It was also noted that there was an uplift of funding for the service as a whole within this new agreement.

The panel discussed recent breast screening performance data from London Screening Units that was submitted. It was noted that many other London screening units are also performing at below national target level in respect of screening uptake, indeed, no service was performing within the national screening target. The panel were unsure of what some of the performance indicators related to (i.e. screen to normal).

**Agreed:** the further information on the breast screening performance indicators are presented at the next meeting.

- 5.5 The panel noted that breast screening data presented referred to 2007/8 and would like to assess more current performance data (which did not include when the breast screening service was closed. In particular, the panel would like to see further data in relation to:
  - 2008/9 take up rates, coverage and round length of breast screening services in the borough.
  - Performance monitoring data.
- 5.6 The panel also noted and discussed the breast screening social marketing project. This outlined the research that had been undertaken with local women who may be less likely to attend for breast screening services. It was noted that no development work had been undertaken with the project as the company undertaking this work had gone bankrupt. The panel were keen to see the findings of this project put in to practice and more generally, how social marketing principle was being utilised throughout the trust.

**Agreed:** Duncan Stroud to present on the social marketing project and the next stages of this project.

5.7 The panel also heard that breast screening services was one of the commissioning priorities for 2009/10. This included increased capacity to reduce round length. The PCT would also like to focus on work to engage communities and primary are to improve access to breast screening services across the borough. Once such initiative was the community health trainers project where local volunteers were being recruited to conduct outreach work in Haringey: it was noted that breast screening was a priority area for this initiative.

# 6.0 Date of next meeting

This would be confirmed.

# Scrutiny Review Breast Screening Services Minutes of the meeting held January 18<sup>th</sup> 2010 DRAFT

**Present:** Cllrs Alexander, Beynon and Winskill (Chair)

In attendance: Dr Kathie Binysh (London Quality Assurance Reference Centre), Fiona

Bonas (North West London Cancer Network), Martin Bradford

(Overview & Scrutiny), Debbie Brazil (North London Breast Screening Unit), Alison de Metz (NHS London), Tamara Djuretic (NHS Haringey), Dr Jane Moore (NHS London) & Dr Zelenyanselu (North West London

Cancer Network).

# 1. Apologies

Cllr Bull & Debbie Peaty (Haringey LINk).

2. Late items of urgent business.

None.

3. Declarations of interest

None.

### 4. Panel Discussion

4.1 Dr Jane Moore (NHS London), Alison de Metz (NHS London), Dr Kathie Binysh (London QARC), Fiona Bonas (North West London Cancer Network) Dr Zelenyanselu (North West London Cancer Network) all gave evidence to the panel. It was agreed however, that instead of giving evidence to the panel individually, invited speakers would respond to issues raised by the panel. The following provides a summary of the main points of discussion.

# Monitoring and performance data

- The panel noted that NLBS continues to run with a 46 month round length. This was on the advice of the National Screening Office, as it was felt to be safer to have a planned recovery of the service rather than double running (to catch up on clients missed while the service was closed). It was expected that the round length would be down to 36 months (national standard) by June 2010.
- It was noted by the panel, that the extended round length at the NLBSS had impacted on the breast screening coverage (the proportion of women who had been screened within a 3 year interval). The low coverage rate recorded at NLBSS was observed to impact on London wide figures.
- The panel assessed a number of charts which related to the performance of the NLBSS alongside other screening units. It was noted that in some instances the service was performing comparatively well. For example in screen to notification (time taken to notify women if the screen is abnormal) and screen to assessment (time taken to see women with an abnormal screen for further assessment).

4.5 The panel noted that the screening round length and screening coverage were the main areas where the NLBSS was not performing as well, both aspects which relate to the closure of the service in 2006/7. The panel heard that, because of the way that the screening programme operates it will take approximately 3 years for the coverage (the proportion of women who have been screened every three years) to come back up to regional average.

# Screening Uptake

- 4.6 The panel noted that there were wide variations in the uptake of breast screening services month by month at the NLBSS: in some months uptake was as high as 67% but in others just 50%. It was understood that screening is performed on an area by areas basis and this variance was caused by the inclusion of different practices within the screening round: some practices had naturally high responses whilst others low. The month where there was a high uptake of appointments was due to the inclusion of high response practices together in that month.
- 4.8 The panel heard that the variation in the proportion of women taking up a breast screen at the practice was quite significant. In some practices, uptake of invites to breast screen was about 70%, but in other practices this was as low as 20%. The panel felt that this should provide a focus for initiatives to improve screening uptake.

**Agreed:** That further data is provided, at the general practice level, on the take up of breast screening invites in Haringey.

- 4.9 The panel heard that NLBSS had worked hard to develop capacity in the service to be able to offer appointments for women (first and assessment). It was noted that the availability of radiologists were critical to service capacity and that the service had worked hard to retain a pool of these skilled workers across acute hospital sites in North London. The panel noted that there were 9 radiologists working for NLBSS on a sessional basis one day a week. Although the system has its disadvantages (continuity, coordination) it is less susceptible to service disruptions through staff absence.
- 4.10 The panel heard that in London although attendance was ok for those women who have screened before, attendance was very poor among first attendees at the breast screening service. It was reported that NHS London were particularly aware of this problem and were working on this as a priority (work commenced in summer 2009). Similarly, it was noted that there were strong variations in age take up, with younger women within the breast screening programme less likely to attend than older women. It was noted that first time invitees have different invites to those women who have attended before.
- 4.11 It was noted that there were a wide range of problems associated with poor uptake including the non receipt of invites. In some areas up to 40% of invites were estimated not to get through to intended recipient (gated communities, shared mailboxes, dumped by mailmen).

4.12 It was reported that Tower Hamlets had undertaken some development work to improve breast screening uptake. It was noted that this PCT have focused initiatives around 1) non attendees 2) improving accessibility i.e. clinic location. Although they were working from a low base, it was recorded that this PCT had recorded a 10% increase in breast screening uptake. The panel noted that the detail of this work has been summarised in the recent publication.

**Agreed:** to circulate recently published research paper outlining what had been achieved in Tower Hamlets to improve breast screening.

- 4.13 The panel heard that it was important that initiatives to improve breast screening uptake were sustainable. One off projects were perhaps useful in raising awareness, but given the nature of the breast screening programme, this would only bring a short lived improvement to screening figures. Instead, it was recommended that there should be a programme of sustained development to maintain the upward momentum for screening uptake.
- 4.14 To this end, it was reported that NHS London has developed a breast screening action plan template (previously circulated) which all PCTs are required to complete. These were basically a set of good practice standards which the PCT is required to assess itself against. Trusts are currently completing these strategies and will be assessed and signed off in February 2010. It was noted that this process provided a good mechanism for sharing good practice across the PCTs.

**Agreed:** NHS Haringey breast screening action plan to be circulated to the panel.

- 4.15 The panel heard that extensive press coverage of screening services, as seen with Jade Goody and cervical cancer, was beneficial in raising awareness and in increasing attendances. It was noted however, that increased attendances were mainly amongst the worried well and that only marginal increases attendance were recorded among the key target groups for cervical screening. This view was shared by those giving evidence to the panel, namely that mass marketing through the media does not appear to work. What is really needed is action at the PCT level to assess what is needed locally and to commission services to meet those needs.
- 4.16 The panel heard that the system through which women are invited to breast screen was established over 20 years ago (at the inception of the national programme) and this has not changed. The present system generated a number of anomalies in the three year cycle as PCTs performance would vary according to which practices or areas are invited within this 3 year programme. Women were not always invited in exact 3 year intervals, this depended on the rotation of the screening round sites. Indeed, those women that move practices may be screened earlier or later than 3 years depending on where the practice which they moved to was in the screening round.

4.17 It was noted that NHS London is undertaking preparatory work to move to a London wide call and recall system which is based on the date of women screen. Thus it was hoped to develop a system whereby women are invited on the three year anniversary of their last screen as opposed to the practice rotational basis.

# Digital screening

- 4.18 The panel heard that the NLBSS now operated a fully digitalised service where mammography was undertaken digitally rather than by film. Digital imaging was necessary for a number of reasons.
  - Firstly, it was easier to store and would improve quality assurance processes (i.e. the ability to compare screens where cancer had been detected with previous screens which had been negative).
  - Secondly, digital imaging produced much more sensitive images which was necessary to pick up abnormalities, particularly in younger women (where breast tissue may be denser).
  - Thirdly, improved image quality may minimise the occasions when a repeat or duplicate screen may be necessary and reduce patient anxiety.
- 4.19 The panel heard that the new digital x-ray machines were highly sensitive and had to be routinely checked by a physicist to ensure that the correct x-ray dosage was being used and that the machines were calibrated to provide clear and precise images.
- 4.20 The panel also noted that the NLBSS is undertaking a pilot project to digitalise past films to assess what benefits that this would bring for breast screening service. It was possible to digitalise all past film screens, but this would require a significant investment.

# Primary Care and breast screening

- 4.21 The panel were keen to hear how GPs and primary care services were involved in the breast screening process. It was noted that the list of women screened was derived from GPs through the national Exeter database. Local lists of invitees are developed through local public health directorates ensuring that those women who have had a double mastectomy have been removed from the list. GP list cleaning was also critical to ensure that up to date data was being used to formulate breast screening invites.
- 4.22 Ahead of women being screened from a particular practice, the breast screening service writes to GPs in that practice to notify that screening is about to get underway. In addition, posters are distributed to the practice to notify women that breast screening is being undertaken in their practice.
- 4.23 The panel heard that at the end of the screening operation in a particular practice, GPs receive a list of women who have not attended. It was noted with concern however, that there is little if any follow up on these non attendees, primarily because there is no (financial) incentive for them to do so. NHS London reported that it was the responsibility of local PCTs and primary car commissioners to resolve this issue and to ensure that GPs act appropriately with this list.

- The panel heard that GPs are not paid for any breast screening work within the general contract as they are for cervical screening (where financial incentives are provided for the level of uptake in individual practices). It was suggested that one way forward was to develop a local Enhanced Service for GPs which provided terms for GPs undertaking breast screening work i.e. prescreening letter or call reminder or generally working with non attendees. Westminster PCT has an enhanced service (telephone call and follow up of DNA letters) which has resulted in an increased uptake of breast screening.
- 4.25 A number of options for further primary care involvement were discussed by the panel to help improve uptake of breast screening services including:
  - Original invite to come from patients on GP more likely to attend- this
    was possible though would need to be specifically costed and
    commissioned.
  - GPs write to women in their practice making them aware that they will be receiving an invite from the breast screening unit and encouraging them to attend.
  - Telephone/ written reminder to those who have not attended.
- 4.26 It was noted that some PCTs have already established an enhanced service for GPs which required some breast screening interventions in primary care. The nature of these interventions and the remuneration GPs received was known to vary across PCTs. It was reported to the panel that NHS Haringey considered the inclusion of Breast Screening within the Local Enhanced Services, but this was not a commissioning priority for 2009/2010.
- 4.27 It should be noted that not all GPs wanted to be involved within the screening process as there were some which had doubts about the efficacy of the breast screening programme. A minority of GPs and other medical staff hold the view that screening detects growths which may be benign or that may go away naturally.
- 4.28 The panel heard that in some localities, the uptake rate of breast screening services from individual practices was published so that practices and other professional can compare performance. It was hoped that this might incentivise those practices where uptake was low to implement initiatives in their practice.

**Agreed:** it would be useful to have this data for Haringey practices.

4.29 The panel were keen to hear what new technologies were being used to help improve screening uptake. Whilst texts and other mobile phone technology was being used for other screening services such as Chlamydia, it was difficult to implement this for breast screening as this would require individual consent for phone numbers to be used/ passed to another agency.

# Screening invite and accompanying information

4.30 The panel discussed the screening invite which is sent to women. It was noted that this was a very dense letter with a lot of information contained

within it. The panel heard that this letter is used as standard across screening units and was sent out with an accompanying booklet: "Breast Screening the Facts"

- 4.31 The panel were concerned that there was no information in any other languages on the invite. It was noted that there is no facility to print off the letter in different languages and process to identify which women speak which languages from the Exeter dataset.
- 4.32 The panel heard that other screening services had issued talking invitations which invited the women in a number of key languages. Other services had enclosed pictorial guides to breast screening services alongside other printed material to help those who do not speak English or cannot read to understand the importance of breast screening and the need to attend for a screen.
- 4.33 It was suggested, as is the case with most council literature, a summary statement is provided in a number of key local languages on the back of the invite. This need not go in to any detail, but perhaps provide further details of where further information can be obtained i.e. via a website, phone and community groups. Similarly, this can be done on a Haringey or NLBSS wide basis (i.e. top 10 languages for the NLBSS area.

**Agreed:** that it would be helpful to include a summary of screening information in a number of key languages in the screening invite issued to women.

4.34 It was noted that all breast screening units in London have their own websites. It was suggested that these could have breast screening information in different languages available on the site. The panel noted if such information was developed, this could be referred to within the invite.

**Agreed:** that breast screening information should be available in different community languages through the breast screening units website.

# **Health Equity Audits**

- It was noted that Redbridge have recently completed a Health Equity Audit which systematically sought to assess the barriers that groups of women faced in accessing breast screening services. Interestingly, the audit found that men were a key access point for some groups of women from BME groups as they decided whether women in the household should attend. It was reported from NHS London that health equity audits were standards practice across London (and included in local strategies). It was noted that Haringey had undertook a social marketing campaign which had a similar purpose.
- 4.36 The panel also noted that Tower Hamlets had also undertaken some peer communication projects to develop community outreach for breast screening. The panel heard that research with local Asian women had indentified GPs and community elders/ leaders as important sources of influence in health service uptake.

# Screening across unit boundaries

- 4.37 The panel heard that women may not always be convenient to access screening services available in the area in which they live. For example, a woman that lives in Haringey may not find it at all convenient to access the breast screening services provided by NLBSS (Whittington, NMH and Forest Road) when they work in central London. It was understood that whilst cross unit referrals were possible this was technically difficult.
- 4.38 It was noted in the meeting that breast screening is available out of hours. Though in respect of the NLBSS, evening and Saturday appointments are only available at NLBSS headquarters at the Barnet and Chase Farm site.
- 4.39 The panel sought clarification as to whether breast screening services would be available through the Hornsey Health Centre (polyclinic/ neighbourhood health centre). It was noted that there are strict governance arrangements for the location of mobile units and that screening services were currently being provided through the Whittington. It was noted that another screening service in London (South West) had plans to develop breast screening sites at each of its polyclinic locations.

**Agreed:** the panel would like further clarification whether mobile breast screening units will be available through planned neighbourhood health centres in Haringey.

# Other interventions to improve uptake

- 4.40 It was stressed to the panel that any interventions to improve breast screening uptake should be long term and sustainable. There were interventions which were of low cost and could be maintained, such as pre invitation letters, the offering of fixed first appointment and follow up reminders. It was also suggested that approaches to improving uptake should be multi-layered, i.e. on a broad awareness basis (screening is happening in your area) and more targeted follow up (i.e. by a GP).
- 4.41 The panel heard that there were some interventions to help improve screening uptake among particularly vulnerable women, such as those with a learning disability or with mental health problems, though it was accepted that more should be done to facilitate access. Some established learning from working with this group was that it was necessary to target care workers as well as the women themselves and that it was helpful to offer these women longer appointments from static sites. Pre visits to explain the process was also seen to be helpful.
- The panel also heard that work has commenced to help identify those women are of particularly high risk of breast cancer (i.e. where there are other familial cases). It was noted that current work is patchy, though work is being undertaken at the regional level.

### Health promotion/ public health function

# Page 12

- It was noted that it was the responsibility of individual PCTs to undertake health promotion and public health programmes to support breast screening i.e. breast cancer awareness, breast care and promoting of breast screening. It was reported that PCTs may want to seek partnerships in developing these roles, for example with the local council or community and voluntary sector. It was important that the same messages were heard from a range of different sources within individual localities.
- 4.44 It was noted that North West London Cancer Network had developed a reference guide to improving screening uptake. This was tabled at the meeting.

**Agreed:** that the reference guide be circulated with the agenda for the next meeting.

# 5. Update on service user consultation

5.1 There was not time to provide an update on the service user consultation. It was agreed that this would take place with members informally before the next meeting.

# 6. Date of next meeting

6.1 11am Monday 1<sup>st</sup> February 2010.

# Review completion process

- Final evidence session
- Conclusions & Recs.
- Report writing / approval
- O & S Committee
- Cabinet submission
- Cabinet response
- Overview & Scrutiny Review Follow Up

- 1st February 2010
- Early Feb tba
- By 25th February
- 15th March
- May/ June tbc
- 6 weeks after above
- 12-18 months

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