

Doing Things Differently: Making Cancer Screening More Accessible

The Rumworth Project



April 2022

Background

In 2019/20 we undertook a piece of work [Cervical Cancer Screening Report](#) which looked at the uptake of cervical cancer screening in Bolton (Cervical Cancer Screening Project). Statistics for uptake of cervical cancer screening showed that take up of screening was falling year upon year. Information obtained from NHS Bolton in 2019 showed that in the 25-49 age group the take up rate was 67.2% and in the 50-64 age group the take up rate was 75.9%.

The project wanted to explore the reasons why people do not take up the offer of cancer screening and so we worked with Answer Cancer (Greater Manchester Screening and Engagement Programme), to do outreach and engagement sessions in Bolton and in particular; ethnically diverse communities.

The outcome of this work showed that women wanted more **flexible appointment times and locations to have their smears**. It was also recognised that **many women from ethnically diverse communities may not have smear tests for religious and cultural reasons**. We recommended that there needs to be a continuous dialogue with women from these communities to understand what could be put in place to encourage uptake of screening. There was also a recommendation about educating men in these communities to understand the need for women to attend screening. On the screening days, it was women only due to cultural sensitivity, but awareness sessions for men would be a good idea.

Another recommendation from the report was that women should receive a more personalised approach to smear testing and to work to ensure that women with disabilities get the same opportunities to be screened.

The Rumworth Project

Bolton GP Federation have worked in partnership with us throughout 2021 to look at some of the recommendations in the Cervical Cancer Screening report and to work to putting some of these into practice. In particular, the recommendation about making it easier for women to attend screening by being more flexible with timings and locations.

We decided to name the project The Rumworth Project because we wanted to start the work in this neighbourhood of Bolton as it a deprived and very ethnically diverse community.

The project is headed by the Lead Nurse at Bolton GP Federation - Kath Arrowsmith and a project group was set up to plan the work. Representatives from Answer Cancer were also invited to the group. The aim of the project is to bring cervical cancer screening closer to communities, to make it easier for women to have a smear test without the need to go into a clinic at a set



appointment time. The outreach sessions were planned as drop-in sessions for women just to come along and have a chat about cervical cancer screening, what the test involves, any fears or concerns they might have.

Working with our community to raise awareness

Our role in the project is to network and use our connections and contacts in the community to help identify locations for outreach screening sessions. In addition our work is all about informing as many people as we can reach about the project and to try to encourage women and men to come along to find out more information and to have a test if they are eligible. We are also able to promote the work of Healthwatch Bolton and to gather general feedback about what people think about their health and care services in Bolton.

Throughout 2021/22 we shared lots of information and attended various community events in the area. Some of these are as follows:

- ✚ Bolton Muslim Girls School
- ✚ Ladybridge Primary School
- ✚ Sunninghill Primary school (text sent to parents)
- ✚ Pikes Lane Primary school
- ✚ Haslam Park Primary school
- ✚ Manchester superstore
- ✚ Highstreet Library
- ✚ Deane and Derby Community Learning Centre
- ✚ Costa coffee (Horwich)
- ✚ Pikes Lane Health centre - left leaflets with community services and GP practices
- ✚ SS Chemist
- ✚ Lloyds Pharmacy
- ✚ DDLC - different classes
- ✚ Delivered a presentation to Community Translators



Garnet Fold Practice - The first out-reach screening session

Garnet Fold Practice in the Rumworth area was identified as being the first place to try the outreach screening session in September 2021. Although the numbers attending were very low, the conversations with the women who did attend were very useful. One person said they felt more reassured after having a conversation with Kath and that she would look into having a smear in the future.

Bolton Council of Mosques (BCOM) - the second out-reach screening session

In Bolton 12% of the population are members of the Muslim faith. We worked closely with BCOM who kindly offered their facilities to do the out-reach screening. From our engagement work we found that holding screening sessions at a facility such as BCOM would help more people to attend and hopefully also encourage men to find out more information. We assisted with helping to interpret and finding people to come along and support with language.

In addition to the cervical screening outreach, Bolton GP Federation also offered Covid boosters, blood pressure checks and BMI checks. The session was a great success and achieved the following:

10 Smear Tests
(all reported normal)

7 Blood Pressure Checks

2 Covid Boosters

4 BMI Checks

22 Chats to address concerns

Overall the outreach session proved to be extremely useful and successful. Some of the comments from people who attended are very pleasing:





Summary regarding the Project so far.....

A lot of hard work has gone into planning this project and trying to decide what might work best for people. It is pleasing to see that the project is yielding such positive results and is really helping to break down barriers to accessing screening. The project has been innovative as it has done things in a non-traditional way:

- Drop-in- no appointment necessary
- At a time and place defined by the community
- Offering a friendly, non-threatening environment for women only
- Lots of time to chat - discuss concerns and build confidence
- Provide refreshments and a relaxed, informal atmosphere.
- Opportunistic health checks (including BMI and blood pressure).
- Opportunistic Covid vaccines.
- Direct read and write to clinical records utilising GP Federation access.
- A different communications approach 'Smears Means Years'
- Offering direct access to the lead nurse for patients (no receptionist)
- Local women's charity providing free sanitary and hygiene products

More outreach sessions are to be planned in the future and we look forward to working with Bolton GP Federation in support this important project. Bolton GP Federation will be utilising this model and the learning from this pilot to develop bespoke, Bolton-wide, community-based cervical smear clinics for and people with Learning Disabilities in partnership with the Learning Disability Team.

Use this approach to provide a non-clinical health and wellbeing offer in the community, working with marginalised, hard to reach communities, and working in partnership with the community (for example, with BRASS for refugee and asylum seekers)

Healthwatch Bolton

27 Silverwell St

Bolton

BL1 1PP

Tel: 01204 394603

Email: info@healthwatchbolton.co.uk

Web: www.healthwatchbolton.co.uk



Healthwatch Bolton



Healthwatch Bolton



@HWBolton