

Overview and scrutiny briefing note

Information for Health Scrutiny Panel: Bowel Cancer Screening	
Date of meeting:	26 th November 2014
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1) Background

The aim of this paper is to appraise the Health Scrutiny Panel on the Bowel Cancer Screening programme and the innovative joint work being undertaken between NHS England Derbyshire & Nottinghamshire Area Team, Nottingham City CCG & Nottingham City Public Health Team to improve screening uptake in Nottingham City.

2) Aim of the NHS Bowel Cancer Screening Programme

The aim of the NHS Bowel Cancer Screening Programme (NHSBCSP) is to detect bowel cancer at an early stage (in people with no symptoms), when treatment is more likely to be effective. Bowel cancer screening can also detect polyps. These are not cancers, but may develop into cancers over time. They can easily be removed, reducing the risk of bowel cancer developing.

The Screening programme is offered to both males & females aged 60-74 through an invitation letter sent from the Bowel Cancer Screening Eastern Regional Hub. Following this,

a week later individuals are sent faecal occult blood (FoBT) testing kit with a pre-paid envelope to return the completed test to the Bowel Cancer Screening Eastern Regional Hub.

Patients with a positive (abnormal) FoBT result are invited to an appointment with a specialist nurse in a screening clinic (part of the Screening Centre) to discuss their results. At the consultation, the specialist screening nurse will offer an appointment within two weeks for a colonoscopy. This is the routine investigation that involves looking directly at the lining of the large bowel. If polyps are found, these can usually be removed at the same time. Depending on the findings of the colonoscopy, patients will be offered screening again in two years' time, entered into a surveillance programme or referred for further treatment at a local hospital.

3) Commissioning Bowel Cancer Screening

Under Section 7a of the National Health Service Act 2006 and the Health and Social Care Act 2012, NHS England are responsible for the commissioning of all National Screening Committee (NSC) recommended screening programmes. This responsibility is transacted locally through NHS England Area Teams since 1 April 2013. Each NHS England Area Team has an 'embedded' Public Health England Screening and Immunisation Team to provide public health expertise and support to the commissioning process. Derbyshire and Nottinghamshire Area Team commission 3 bowel cancer screening centres. For Nottingham the screening centre is delivered from Nottingham University Hospitals (NUH) NHS Trust. The Bowel Cancer screening programme is commissioned against a nationally determined service specification¹ to ensure consistency of service provision across England.

The quality and performance of the Nottinghamshire Bowel Cancer Screening programme is monitored through quarterly Area Team led Programme Boards chaired by the Screening and Immunisation Lead. Assurance is provided to the Directors of Public Health by the Lead through the Nottinghamshire County and Nottingham City Health Protection Group. On an annual basis, local rates of uptake for these programmes are included in the health protection section of the Public Health Outcomes Framework.

4) Bowel Cancer Screening Performance

The Nottinghamshire Bowel Cancer Screening Centre (including Nottingham City CCG) achieved just above 60% uptake however this masks inequalities of access between local GP practices and different CCGs. Programme statistics for Nottingham City CCG currently

¹ <https://www.gov.uk/government/publications/public-health-commissioning-in-the-nhs-2014-to-2015>

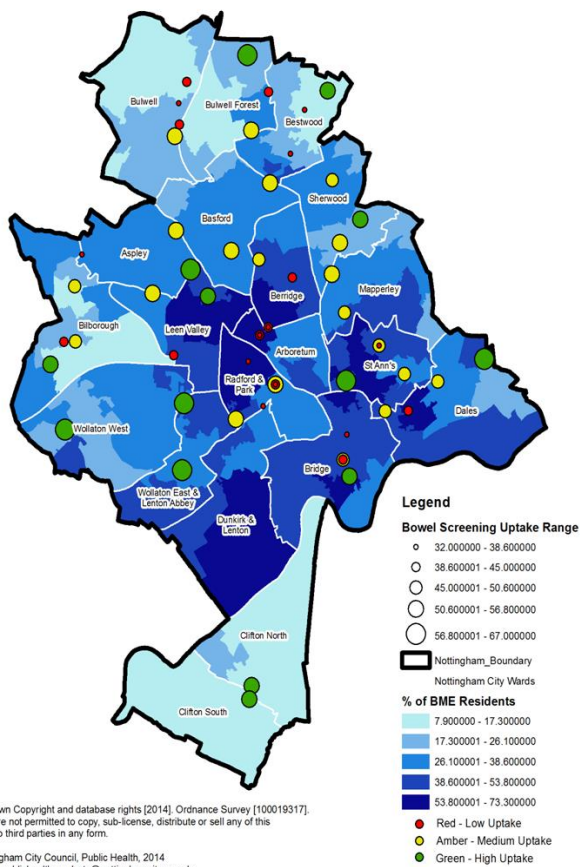
indicate that the CCG is achieving an uptake of 50%. This is below the England average of 55.4% but slightly better than the CCG peer group average of 49.2%.

Performance varies significantly between Nottingham City practices with the highest performing practice achieving 68% and at the lowest performing practice just 27% of eligible patients completing the test.

Nottingham City has a diverse population with a range of languages and faiths. According to anecdotal evidence provided by Nottingham City GPs, there are cultural and religious barriers to patient engagement in the screening program, particularly in the South Asian Muslim Community.

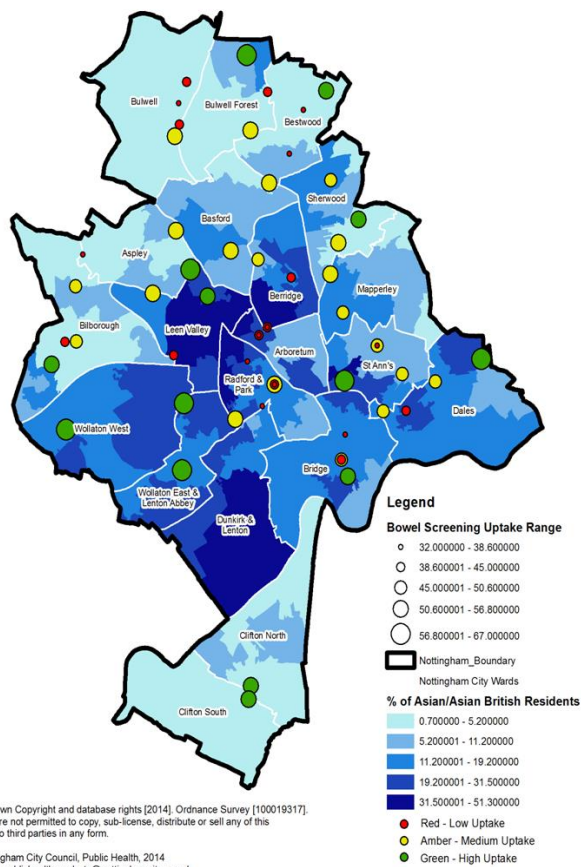
The maps below show that GP practices located in areas with a high proportion of black and minority ethnic (BME) population groups, particularly in the central region of the City, have a notably lower uptake of bowel cancer screening.

Nottingham City
Bowel Screening Uptake Rates &
Percentage of BME Residents



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 Nottingham City Council, Public Health, 2014
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Nottingham City
Bowel Screening Uptake Rates &
Percentage of Asian/Asian British Residents

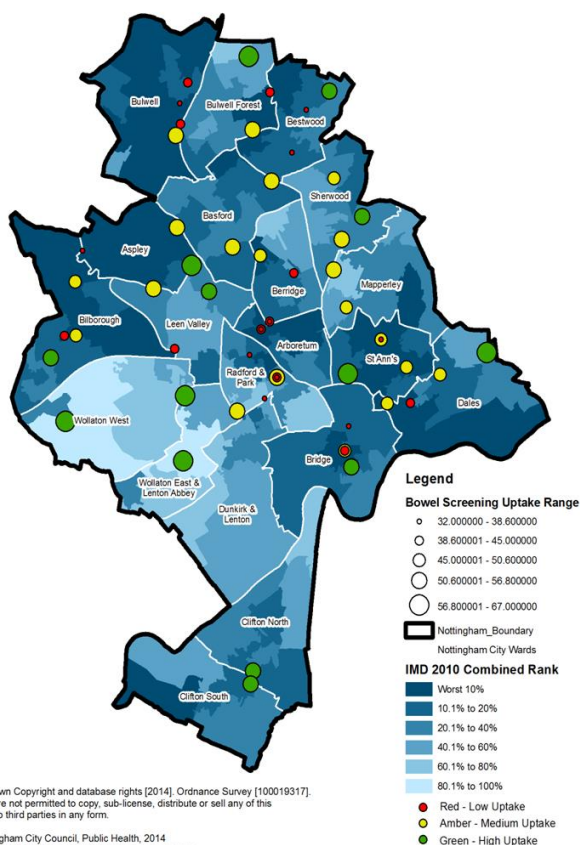


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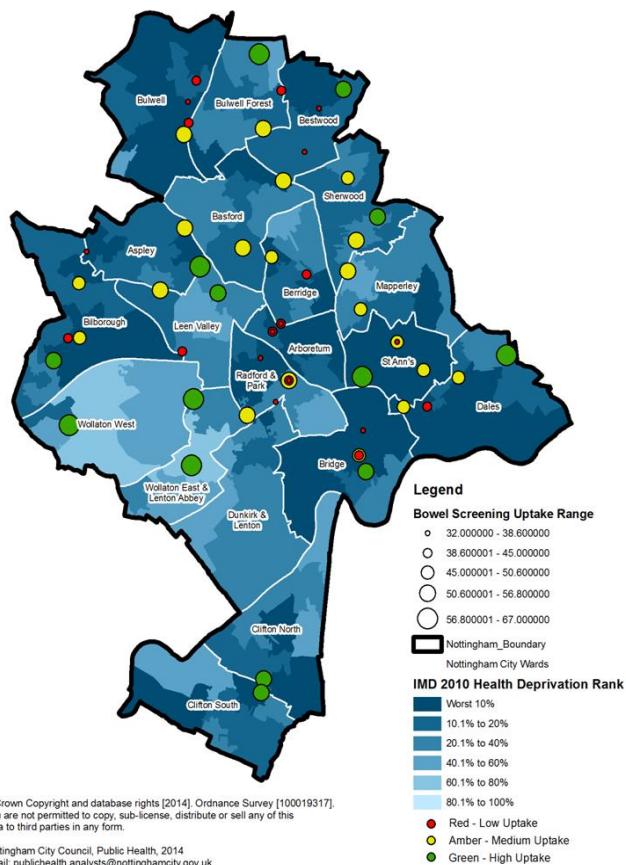
The current NHS National Bowel Cancer Screening programme does not collect data on self-reported ethnicity when the kit is completed and returned, so is unable to verify this apparent correlation.

There is poor performance for Bowel Cancer Screening uptake in the North of the City, particularly in Bulwell, Bulwell Forest and Bestwood. The maps below indicate a strong correlation with levels of deprivation in those parts of the city.

Nottingham City
Bowel Screening Uptake Rates &
IMD 2010 Combined Rank



Nottingham City
Bowel Screening Uptake Rates &
IMD 2010 Health Deprivation and Disability Rank



5) Bowel Cancer Screening – Derbyshire & Nottinghamshire Health Improvement Strategy

Uptake of screening programmes is closely correlated with deprivation and so the Screening and Immunisation Team have been working with stakeholders to develop the Derbyshire & Nottinghamshire NHS England Area Team Bowel Cancer Screening Strategy 2014-2016. The aim of the strategy is to:

'Improve bowel cancer screening uptake and reduce inequalities in uptake between defined communities and practice populations across Derbyshire & Nottinghamshire'

The strategic objectives are to:

- Increase healthcare professionals awareness of the bowel cancer screening programme and benefits to population health
- Increase community awareness of the bowel cancer screening programmes especially in socioeconomically deprived communities
- Develop key partnerships across primary care, local authority and voluntary sector
- Develop and implement good practice protocols which can be used to increase the uptake of the BCSP offer across Derbyshire and Nottinghamshire

The strategy will target:

- Individuals aged 60 to 74 years and their families and carers (the eligible screening cohorts) and in particular eligible screening cohorts living in disadvantaged socioeconomic communities
- Eligible screening populations who belong to defined cultural or ethnic groups who may be at increased risk of social exclusion or inequities of access
- Primary and secondary health care professionals and others responsible for delivering effective evidenced base health and social care
- Community and cultural groups that can promote a self-empowerment approach to health

The strategy gives a framework for delivering health improvement and will be an interactive document which will be jointly owned with stakeholders such as the Local Authority, Age UK, CCGs and local community groups.

6) Nottingham City CCG

Nottingham City CCG is committed to improving Bowel Screening uptake and has identified it as an indicator within the strategic priority for early detection of and improved outcomes for people with cancer.

The Nottingham City CCG Cancer target is - ***to increase Bowel Cancer Screening Uptake in Nottingham City to 60% by April 2015***

This will be achieved through specific objectives

- To provide Bowel Cancer Screening (BCS) Awareness sessions for all Practice Staff and to provide continued support to enable proactive approaches to be taken to increase the uptake of the BCS offer
- To establish a community based infrastructure to facilitate BCS awareness amongst Nottingham communities where the uptake is low, facilitated by a Macmillan funded Project Manager and GP Steering Group
- To develop working partnerships with the Programme provider and Nottingham City Public Health Team to develop bespoke work targeting key areas of the City where uptake is particularly low

Nottingham City CCG has undertaken an ongoing programme of activities aimed at improving bowel cancer screening uptake rates including:

Partnership working

The CCG hosts a monthly Bowel Cancer Screening Steering Group which is attended by the GP and Managerial leads for Cancer and colleagues from Information, Communication, Patient and Public Engagement, and Research and Development. The group also has representation from the Area Team, Local Authority Public Health and Nottingham University Hospital. The group has overseen the CCGs programme of work to improve bowel cancer screening uptake.

Performance monitoring

The CCG is actively monitoring screening rates across the City by GP practice on a monthly basis. Information is scrutinised and analysed to inform targeted practice visits and developing the future strategic direction.

Support for Practices

During 2013/14 the Area Team Screening and Immunisation Coordinator visited GP practices with both high and low uptake of screening in order to offer support and to obtain and share best practice. Feedback from these visits was used to develop initiatives to support practices including:

- A fax consent form allowing GPs to obtain replacement kits on a patient's behalf
- Provision of cardboard kidney bowls and latex gloves to practices to give out to patients to enable them to complete the test

- Using GP systems to identify non-responders to enable the practices to follow up these patients

Due to the increasing demand on practices and the continued low performance in some areas, the CCG is currently considering using the local Clinical Assessment Team to follow up non-responders, relieving some of the pressure from practice staff.

Communication

During 2013/14 the CCG Communications team launched a local multi-media campaign, which received press coverage from BBC East Midlands Today and BBC Radio Nottingham. The campaign highlighted that early detection can lead to a survival rate of more than 90%. The campaign included posters in GP surgeries, pharmacies and city council buildings along with bus adverts and newspaper adverts. A SKY television advert which urged people who hadn't yet returned their kit to do so or order a new one, was targeted at SKY viewers within the eligible age range.

More recently the CCG Communications team has produced a short film featuring a local GP which demonstrates how to complete and return a screening kit properly to avoid spoilt kits. The film is available online and DVD copies have been sent to GP practice. Versions of the film have also been produced in Punjabi and Urdu and are available to practices on request.

The Local Authority is developing a communication plan to specifically target the North of the City where uptake is low and levels of deprivation are high.

Engagement

During 2013/14 the Local Authority Public Health - Health Promotion Team completed a programme of promotional activities in the local community working to raise awareness amongst patients through volunteer engagement. The CCG, using a grant from Macmillan, has recently commissioned a Project Manager to work with local communities to develop a volunteer force to raise awareness of the causes and symptoms of cancer and promote early diagnosis. A key aim of the volunteers will be increasing uptake of cancer screening programmes including bowel cancer.

Research

The CCG has commissioned an exploratory research study from Nottingham Trent

University to look at the barriers to screening uptake amongst the BME populations in Nottingham and identify ways to overcome these barriers. A literature review has been completed and the researchers have recruited and trained 11 community researchers. The researchers had conducted 163 interviews by 29th October 2014 and will have conducted 226 interviews by 7th November. The community researchers and the people they have interviewed reflect the range of BME communities in Nottingham including interviewees for whom English is not their first language.

Interviews focussed on:

- Awareness of Bowel Cancer and Bowel Cancer Screening
- Barriers to engaging in the screening
- Good practice and interventions to increase uptake

During November the community researchers and the Nottingham Trent University Research Team are coming together for an analysis workshop day. The university researchers will then lead four focus groups with community groups, faith groups, 3rd sector organisations in four Nottingham wards (Bridge, Radford and Park, St Anns, Berridge and Dales), and one focus group with young people. The focus groups are to further verify the findings from the interviews and the earlier literature review. There will then be a final Learning Workshop to discuss findings and recommendations for future action. This workshop will be attended by the CCG and other key stakeholders. The final report will be available at the end of December 2014.

7) Next Steps

The key work areas for the remainder of 2014/15 and moving into 2015/16 are:

- Local Authority work to promote the Bowel Cancer Screening Program. The steering group has engaged with Cllr Norris and a communication plan is in development
- Contact with non-responders to encourage uptake, either by practice staff or by a commissioned third party such as the Clinical Assessment Unit
- Completion of the Nottingham Trent University research project into the barriers and enablers to screening uptake
- Incorporation of the research findings into the community engagement work of the Macmillan Project Manager and GP Steering Group
- Further training of practice nurses to improve awareness and knowledge of bowel cancer screening