

# Working with a Primary Care Trust (PCT)

Caroline Hulett

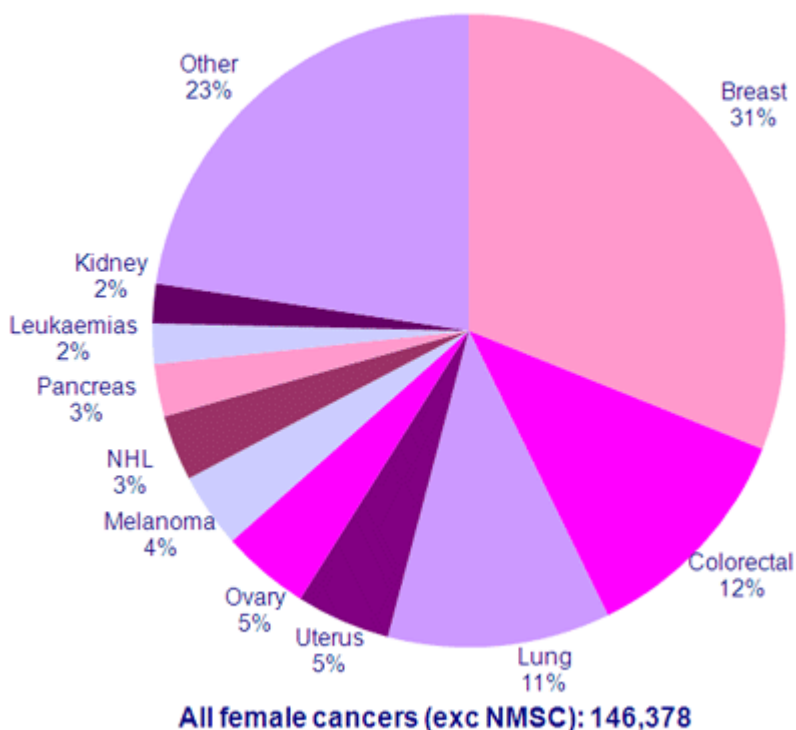
Health Promotion & Information  
Manager

## What we're going to cover

- Context: breast cancer in the UK and the importance of early diagnosis
- Background to our pilot project
- Who we worked with and how we went about it
- Benefits of working with a PCT
- Challenges that collaborating with a PCT can present
- Key points to take away

# Breast cancer in the UK

Figure 4.1: The ten most common cancers, females, UK, 2006



- Nearly 46,000 women are diagnosed with breast cancer each year in the UK
- 1 in 9 women in the UK will develop breast cancer at some point in their lifetime
- Nearly 1000 women die of breast cancer every month in the UK
- Over half a million women are living in the UK having had a diagnosis of breast cancer.

# Drivers to early diagnosis

## Breast awareness

- Most cases of breast cancer are found by women noticing unusual changes, taking the initiative and visiting their doctor.

## Screening

- Breast screening can pick up changes to the breast at a very early stage - even before you might see or feel anything. It's a vital part of early diagnosis.

**The earlier breast cancer is found, the better the chance of beating it.**

# NHS Breast Screening Programme

- Breast screening, or mammogram, is an x-ray of the breast
- If you are over 50 you'll get an invitation for NHS breast screening every three years until you reach 70. Thereafter, you can make your own appointments
- Delivered by the NHS Breast Screening Programme in England
- Could be in hospital or mobile screening unit
- Screening round length = 36 months

## Breakthrough's pilot project

- *Improving breast awareness in women aged 45-54*
- Aim: To run and evaluate a pilot breast cancer education and awareness campaign in two PCT areas in England
- Two areas in same geographic location – one acting as intervention area, one as control
- Areas covered by Camden PCT and Kensington & Chelsea PCT were chosen

## Intended outcomes

- Increased understanding and awareness of the signs and symptoms of breast cancer
- Increased understanding of the benefits of breast awareness and screening
- Increased understanding of the importance of early diagnosis

## Who did we work with?

- Project Advisory Group
  - Education adviser
  - Academic adviser
  - Researchers
  - **Screening Co-ordinator, NHS Camden**
  - **Primary healthcare professional representative, NHS Camden**
  - Lay representative
- NHS Kensington & Chelsea



# How did we go about it?

## RESEARCH

Literature review

Interviews with primary healthcare professionals

Telephone interviews & focus groups (women 45-54)

Design intervention

TEST

Evaluate & modify

INTERVENTION

## EVALUATION

Telephone interviews & focus groups (women 45-54)

Interviews with stakeholders

Survey of Camden primary healthcare professionals

BASELINE

Camden v K&C

Camden only

Camden v K&C

## Exploratory research

- Literature review
- Focus groups with women in Camden and K&C
- Telephone interviews in Camden and K&C
- Depth-interviews with primary healthcare professionals

## NHS Camden involvement

- Suggested practices for depth-interviews

## Development and design

- Segmentation and targeting
- Identify key messages
- Creative development and pre-testing
- Developing the right 'marketing mix'
- Stakeholder support

### NHS Camden involvement

- Input into intervention development
- Activity planning and scheduling

# Be Your Own Breast Friend

## WIN £100 OF M&S VOUCHERS

We've got vouchers from M&S. A sponsor for one lucky winner plus all kinds of goodies from Asda. To be in with a chance of winning, simply identify the signs and symptoms. If you've used the health shopping cards be able to spot the six signs. Closing date for entries - Friday 10th April 2010.

Tick the box next to the description if you think it is a sign or symptom of breast cancer.

1. A breast noticeably changing size
2. Tender breasts during or just before period
3. Puckering or dimpling of the skin around the breast
4. Bloodstained discharge from the nipple
5. A lumpy or lumpy area in the breast that doesn't go away after your period
6. Sore breasts after vigorous exercise
7. Inverting of the nipple
8. Rash or crusting of the nipple
9. Swollen axilla on the breast

Identify the six symptoms, enter your name and details into the space below, tear off, fill and mail, and pop the card into a post box. There is no need for a stamp. Help text.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Mobile \_\_\_\_\_

## TRUE BREAST FRIENDS ALWAYS ATTEND THEIR SCREENINGS

Between your 50th and 53rd birthday you will start to receive invitations to attend breast screening once every three years from your local NHS Breast Screening Service.



**What is breast screening?**  
The screening, or mammogram, is a special x-ray of the breast. It is free and usually takes place at a nearby health centre or hospital, or at a mobile screening unit. Whichever screening unit you are invited to attend, it is a straightforward and quick process.

**Why attend?**  
Breast screening can sometimes find a little uncomfortable or awkward – especially if it's your first time – but you will always be treated respectfully and sensitively.



For more information about breast cancer, breast awareness or screening,

call 08080 100200 or ask your GP or nurse or visit touchlookcheck.org.uk/camden

Touch Look Check: Your breasts. Feel for anything unusual. Look for changes. Be aware of their shape and texture. Check anything unusual with your doctor and make sure you attend your screenings when invited.

breakthrough breast cancer Camden NHS Primary Care Trust

## HOW TO BE THE PERFECT BREAST FRIEND

A quick guide to taking care of your breasts through awareness and screening

visit [touchlookcheck.org.uk/camden](http://touchlookcheck.org.uk/camden)  
Call 08080 100200 and quote: Camden

## BE YOUR OWN BREAST FRIEND BY BEING AWARE

Thanks to early detection and improved treatments, more women are surviving breast cancer than ever before.

That's why it's vital to be able to spot the signs and go to your doctor straight away. It's also vital to attend your breast screening appointments when invited because screening can often spot a problem even before you may notice any signs. Remember: the earlier breast cancer is detected, the better the chances of beating it.

## GET INTO GOOD HABITS

Looking after your breasts is simple. And it becomes particularly important when you reach your 50s. One type of breast cancer can occur in women over 50, so make sure you get into the habit of checking your breasts for any changes. **TLC TOUCH LOOK CHECK**

There's no need to follow a fancy routine. Just remember TLC - Touch, Look, Check. **Touch** your breasts. Feel for anything unusual. **Look** for changes. Be aware of their shape and texture. **Check** anything unusual with your doctor and make sure you attend your screening when invited.

Do this regularly, maybe in the bath, shower or as you dress in the morning (before shaving or 'topping down', whatever's most comfortable for you).



**Nipple changes**  
Unusual discharge, rash or crusting of nipple area, inverting of the nipple or change of direction

**Skin texture changes**  
Such as puckering or dimpling of the skin

**Pain**  
In part of the breast or armpit that is unrelated to periods

## WHAT TO LOOK OUT FOR

**Lumps**  
In the breast, armpit, or thickening of breast tissue that doesn't go away after your period.

**Size or shape changes**  
Such as one breast suddenly becoming bigger or lower than the other

If you notice any unusual changes – even if you're not sure – you should contact your GP as soon as you can.

Don't be alarmed if you notice a breast change – by doctors aren't concerned, it's better to get it checked.

## BE THE PERFECT BREAST FRIEND

Thanks to early detection and improved treatments, more women are surviving breast cancer than ever before. So it's vital to be breast aware and to attend your breast screening appointments when invited.

breakthrough breast cancer

Touch Look Check: Your breasts. Feel for anything unusual. Look for changes. Be aware of their shape and texture. Check anything unusual with your doctor and make sure you attend your screenings when invited.

WE ARE NOW MOVING TO 525 WEST LONDON ROAD LONDON W12 0AZ TEL: 020 8700 1430

## BE YOUR OWN BREAST FRIEND



**TOUCH** your breasts. Feel for anything unusual. **LOOK** for changes. Be aware of their shape and texture. **CHECK** anything unusual with your doctor and make sure you attend your screenings when invited.

For more information about breast cancer, breast awareness or screening, call 08080 100200 or ask your GP or nurse or visit [touchlookcheck.org.uk/camden](http://touchlookcheck.org.uk/camden)

breakthrough breast cancer

## BE YOUR MUM'S BREAST FRIEND

Encouraging her to go to her NHS breast screening appointments when invited could help save her life.



For more information about breast cancer, breast awareness or screening, call 08080 100200 or ask your GP or nurse or visit [touchlookcheck.org.uk/camden](http://touchlookcheck.org.uk/camden)

breakthrough breast cancer

**Nipple changes**  
Unusual discharge, rash or crusting of nipple area, inverting of the nipple or change of direction

**Skin texture changes**  
Such as puckering or dimpling of the skin

**Pain**  
In part of the breast or armpit that is unrelated to periods

## BE YOUR OWN BREAST FRIEND KNOW WHAT TO LOOK OUT FOR

**Lumps**  
In the breast, armpit, or thickening of breast tissue that doesn't go away after your period.

**Size or shape changes**  
Such as one breast suddenly becoming bigger or lower than the other

If you notice any unusual changes – even if you're not sure – you should contact your GP as soon as you can.

Be breast aware and always attend your breast screening appointments when invited.

For more information about breast cancer, breast awareness or screening,

call 08080 100200 and quote: Camden

ask your GP or nurse

visit [touchlookcheck.org.uk/camden](http://touchlookcheck.org.uk/camden)

breakthrough breast cancer

## Implementing the intervention

- Community and practice-based work from December
- Campaign launch event: 19<sup>th</sup> February
- Three-month marketing campaign: Feb – May 2009

## Breakthrough

- Advan and promotional staff x 2
- Door drop
- PR and media work
- Microsite
- Competition
- Advertorials in local newspapers

## Breakthrough and NHS Camden

- Poster mail-out to pharmacies
- Leaflets in invitation letters to NHS Camden health events
- Leaflets in screening invite letters

## NHS Camden

- GP visits and community events

## Evaluation

- Focus groups in Camden
- Repeat of telephone interviews in Camden and K&C
- Stakeholder review
- Survey of practice nurses in Camden
- Process evaluation
- Analysis of screening data

### NHS Camden involvement

- Depth-interviews for stakeholder review
- Review of evaluation research findings
- Key learning points

## Follow up

- Full report to be drafted
- Share data, results and key learning points
- Inform future work in this area – Breakthrough and others
- Monitoring of future screening uptake



## In summary...

- Part of Project Advisory Group – involved in all stages of the project.
- Collaboration particularly important during campaign planning and delivery.
- Additional meetings on a regular basis (outside of Project Advisory Group) were essential.

## Benefits of working with a PCT

- PCT involvement added to the understanding and insight of issues and experiences.
- Existing activities and relationships with primary care healthcare professionals and community groups.
- Access to more detailed and more localised screening data to aid measurement of objectives.

## More benefits

- Can influence service development or improvements
- Women welcomed idea of charity representing specific needs in this area and fighting their corner.
- PCT involvement gave a more caring image of NHS.

## Challenges

- Funding and project priority for PCT
- Timing of the campaign – delay to screening round meant delaying the campaign launch.
- Reliant on the systems, understanding, workload and ‘buy-in’ of others.
- Some existing activities not tested and difficult to influence.
- Impact of change of PCT personnel or strategy.
- Despite insight work, you can’t always do *everything* on your wish-list!

## Key points to take away

- Be clear about expectations and the aims/coverage of the project from the beginning.
- Ensure that you get buy-in at all levels of the PCT and get to know the relevant inter-relationships.
- Make as many relevant contacts as possible, as early as possible.
- Be clear about roles and remits.

## Key points to take away

- Prepare for ongoing stakeholder analysis.
- Regular catch-ups, constant questions and proactive communication.
- Openness and discussion is critical.

---

**Thank you for listening**