Working with a Primary Care Trust (PCT)

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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

- 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?

How did we go about it?

**RESEARCH**

- Literature review
- Interviews with primary healthcare professionals
- Telephone interviews & focus groups (women 45-54)

**TEST**

- Design intervention
- Evaluate & modify

**INTERVENTION**

- Telephone interviews & focus groups (women 45-54)
- Interviews with stakeholders
- Survey of Camden primary healthcare professionals

**EVALUATION**

- 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

How to Be the Perfect Breast Friend

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

1. Touch your breasts: Feel for anything unusual. Look for changes. Be aware of their shape and texture.
2. Know your screening dates: Attend your breast screening appointments when invited.
3. Stay informed: Keep up to date with the latest information on breast cancer screening.
4. Be your own breast friend: Remember to check for any changes in your breasts.

Visit touchlookcheck.org.uk/camden
Call 08080 100200 and quote: Camden

What to Look Out For

- Nipple changes: Breasts may feel softer or firmer. Changes in the shape or size of the nipple.
- Skin texture changes: Changes in the firmness of your skin or breast tissue.
- Lumps: Irregular or hard areas in the breast.

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

Be Your Own 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:
08080 100200 and quote: Camden

#BeYourOwnBreastFriend
#TouchLookCheck
#KnowWhatToLookOutFor
Implementing the intervention

• Community and practice-based work from December

• Campaign launch event: 19th 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