



England

London Breast Screening Communications Toolkit

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Making Every Contact Count



Breast cancer is the most common type of cancer in the UK.

- 1 in 7 women in the UK develop breast cancer during their lifetime.
- The breast screening programme finds **cancer in around 9 out of every 1,000 women screened**, saving about 1 life from breast cancer for every 200 women who are screened.
- This adds up to about **1,300 lives saved from breast cancer each year in the UK** (NSC review, 2012).



The **NHS Breast Screening Programme** provides free breast screening every three years for all women aged 50 up to their 71st birthday.

- A free specialist service is also provided for high-risk women.
- In March 2020, all services paused routine screening, resulting in a backlog. **However, routine breast screening has since resumed at all London Breast screening units from September 2020 with services open and back to normal operational capacity.**
- System partners are asked to encourage women to come forward and not delay when invited for their screening appointment.



Uptake

- London's breast screening uptake and coverage prior to the pandemic was already **10% below the national average of 69%**.
- Since the pandemic, uptake and coverage **rates across London deteriorated further.**
- Recovery has been slower than expected due to capacity constraints in services, workforce shortages and the introduction of open invitations. NHS London took a decision in early 2022 to return to the timed appointment model to enhance recovery.

Who is this toolkit for?

The toolkit provides information and resources for **NHS staff, charities and voluntary organisations at local and regional level** to work together to support improvement projects and to increase uptake across the capital.

This toolkit aims to **bring together current resources from various organisations** to help the London breast screening system to **promote the programme to both clients and health & care professionals.**



The document will be reviewed and updated regularly, as and when we receive information about new support offers.

Please email any materials for inclusion in the toolkit to england.ypa@nhs.net

How can you use the resources?

Share resources from the toolkit in
patient-facing bulletins.

Share the resources through
communications channels such as
websites, social media platforms,
partner organisations and forums.

Share this toolkit with health
and care professionals in
your bulletins and through
your networks.



Add materials from the toolkit to
any patient-facing websites such
as GP and local authority
websites.

**Promote the breast screening programme through
healthcare professionals and VCS organisations**

Breast screening locations in London



England

The London region has **six Breast Screening Services** and a **central hub**.









The London Breast Screening Hub

The Hub is responsible for supporting all six London services with numerous administrative functions, including patient data collation and reporting and appointment scheduling.

Clients can contact The Hub call centre for enquires, cancellations, rebooks and to reschedule their appointment on **020 3758 2024**.

London Breast Screening Services:

-  [The North London Breast Screening Service](#) - Barnet, Brent, Enfield, Haringey, Harrow and West Hertfordshire
-  [The Central & East London Breast Screening Service](#) - Islington, Camden, Hackney and the City, Newham, Tower Hamlets and Waltham Forest
-  [Outer North East London Breast Screening Service](#) – Barking & Dagenham, Havering and Redbridge
-  [The South East London Breast Screening Service](#) - Lewisham, Lambeth, Southwark, Bromley, Bexley and Greenwich
-  [The South West London Breast Screening Service](#) - Croydon, Kingston, Richmond, Sutton and Merton and Wandsworth
-  [The West of London Breast Screening Service](#) - Ealing, Hammersmith and Fulham, Hillingdon, Hounslow, Kensington and Chelsea and Westminster



About **1 in 7 women** in the UK are diagnosed with breast cancer during their lifetime.

Treatment is more successful and **there's a better chance of recovery if breast cancer is detected at an early stage.**



As the possibility of getting breast cancer increases with age, anyone registered with a GP as female will be invited for NHS breast screening every 3 years between the **ages of 50 up to their 71st birthday.** You'll get a letter in the post inviting you.



Anyone registered with a GP as female who is **aged 71 or over** will not be automatically invited. But you can still **book a breast screening appointment every 3 years by calling the London Breast Screening Hub** on 020 3758 2024.



Breast screening aims to find breast cancers early. It uses an X-ray test called a mammogram that can spot cancers when they are too small to see or feel. **This video illustrates what happens at a breast screening appointment and this step-by-step guide explains the steps involved in having a mammogram.**



Mammograms are done by a specialist called a mammographer. **The mammographer will be female.**



Breast screening mammogram appointments can be changed to a time, date and place that suits you. Londoners can ring the London Breast Screening Hub on **020 3758 2024 to discuss options available in your local area, which may include evening or weekend appointments.** If you miss your appointment, you can always rebook by calling 020 3758 2024.



If you have a health condition, disability, or a physical issue which may make having a mammogram difficult, contact the London Breast Screening Hub. We will make reasonable adjustments to ensure our breast screening services are accessible to you.



For more information about breast screening, such as what happens at your appointment or where you'll have it, **search 'NHS breast screening' on the NHS website.**

Breast awareness key messages for clients

Although this toolkit focuses on breast screening, it is important to remind Londoners **not to wait for breast screening if they notice signs or symptoms of breast cancer.**

With this in mind, we have developed **key messages on being breast aware**, which can be used in conjunction with breast screening messaging.



- If you have a change in your breast which is not normal for you, do not wait for your breast screening mammogram. Make an appointment with your GP.
- If you are outside the screening age of 50-71 and are experiencing symptoms, such as a lump, pain, or discharge from the nipple, contact your GP.
- Pain in the breast without any other symptom is rarely a sign of breast cancer. This [understanding breast pain video](#) explains the causes of breast pain and why it is not considered to be a sign of more serious disease. The video describes how breast pain feels and what steps people can take to help relieve their pain.
- You can find out more about [signs and symptoms of breast cancer](#) and watch this [video describing how to check your breasts, pecs or chest from CoppaFeel!](#)
- Here is a [simple guide to you and your breasts](#), including a 5-point code to breast awareness

Communications resources for clients



Explaining the breast screening programme

The [NHS website](#) has a dedicated webpage, which shares information on when, why and how clients will be invited for their breast screening. It also includes information on what happens at the appointment and resources for further support.

Information leaflets

From easy read leaflets to information on how to help eligible women make an informed choice, the [GOV.UK website](#) has a range of resources that can be printed or downloaded to help you communicate the importance of breast screening.

Translated materials

The research and support charity [Breast Cancer Now](#) has a range of translated materials available for print and download, which also include illustrations of the signs and symptoms of breast cancer on different skin tones. They have also produced an [animation on YouTube that explains what breast cancer is](#), the risk factors and how to be breast aware in 13 languages, including BSL.

Resources for clients with learning disabilities

Several screening easy read guides that combine images and simple words are available for download, including:

- [NHS easy read guide about breast screening](#)
- Beyond Words, a charity that publishes picture stories for people with learning disabilities, has developed an [illustrative easy read guide to breast screening](#)
- [GOV.UK easy read leaflet](#)
- Barnet Mencap, a charity for people with learning disabilities has also created a [breast cancer screening video for people with learning disabilities](#) and [further resources for people with learning disabilities](#).

Breast implants

[PHE information on breast screening for clients with implants](#)

Resources for transgender clients

The [Best for my Chest Campaign](#) is a People of Colour (POC) and LGBTIQ+ inclusive breast cancer screening campaign that encourages people in the community to attend breast screening. [Further information on NHS screening programmes for trans people](#)



Social media copy for clients

Women aged from 50 to 71 are invited for breast cancer screening every three years. Screening uses an x-ray to find breast cancer early, when it's easier to treat.

Find out more: <http://nhs.uk/conditions/breast-cancer-screening/>

Did you know that breast screening can spot cancers that are too small to see or feel?

If you're invited for breast screening, it's important to go. Find out more: www.nhs.uk/conditions/breast-screening-mammogram/

Londoners – if you've received a breast screening invitation letter, don't put your appointment off.

Breast screening saves lives. Book your appointment online at www.london-breastscreening.org.uk/SiteSelectionLondon.aspx

1 in 7 women in the UK will develop breast cancer. Having regular screening mammograms is one of the best things you can do to detect breast cancer early. The earlier breast cancer is found the better the chance of successful treatment.

Find out more: www.nhs.uk/conditions/breast-screening-mammogram/





Bulletin copy for clients

About 1 in 7 women in the UK are diagnosed with breast cancer during their lifetime. Breast cancer treatment is more successful and there's a better chance of recovery if cancers are detected at an early stage, which is why it's so important for women aged 50 to 71 to attend their breast screening when invited.

If you've received a breast screening invitation, you can book an appointment that suits you on the [NHS London breast screening website](#). If you cannot attend your appointment or missed it, it's not too late – call the London Breast Screening Hub on 020 3758 2024 to discuss the options available in your local area, which may include evening or weekend appointments.

Breast screening uses an X-ray test called a mammogram that can spot cancers when they are too small to see or feel. The mammographer will always be female. If you have a health condition, disability, or a physical issue which may make having a mammogram difficult, contact the London Breast Screening Hub on 020 3758 2024. They will make reasonable adjustments to ensure the breast screening services are accessible to you.

For more information about breast screening, like what happens at your appointment or where you'll have it, visit the [NHS website](#).

Finally, if you notice any changes in your breasts, contact your GP, even if you have recently had a clear breast screening. Do not wait for your next breast screening appointment. [Find out more about the signs and symptoms of breast cancer](#).

Making Every Contact Count

Making Every Contact Count (MECC) is an approach to behaviour change that utilises the millions of day-to-day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing.

The Breast Cancer Screening programme is 1 of 3 NHS cancer screening programmes.

Healthcare professionals are encouraged when contacting breast screening clients to utilise the opportunity to support, encourage or enable them to attend the Bowel and Cervical Cancer Screening programmes where appropriate.

Cervical Cancer Screening

Who: Women and people with a cervix (e.g., trans and non-binary) age 25 - 64

Screening test: involves using a soft brush to take a small sample of cells from the surface of your cervix. The sample is put into a small plastic container and sent to a laboratory. It is tested for the types of HPV that can cause cervical cancer.

Frequency:

- Age 25-49 – 3 yearly
- Age 50-64 - 5 yearly

Where: general practice (95%), sexual health services

Benefits: NHS cervical screening helps prevent cervical cancer. It saves thousands of lives from cervical cancer each year in the UK. In England cervical screening currently prevents 70% of cervical cancer deaths. If everyone attended screening regularly, 83% could be prevented



Bowel Cancer Screening

Who: People aged 54 to 74. By 2025 – people aged 50 to 74

Screening test:

- Home test kit - FIT kit
- Test for microscopic amounts of blood

Frequency: Every 2 years

Where: Home test kit posted to your home

Benefits:

- Prevents cancer at an early stage when it easier to treat
- Detects polyps which, if left untreated, could develop into cancer
- Reduces the risk of dying from cancer by 25%



Thank You



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