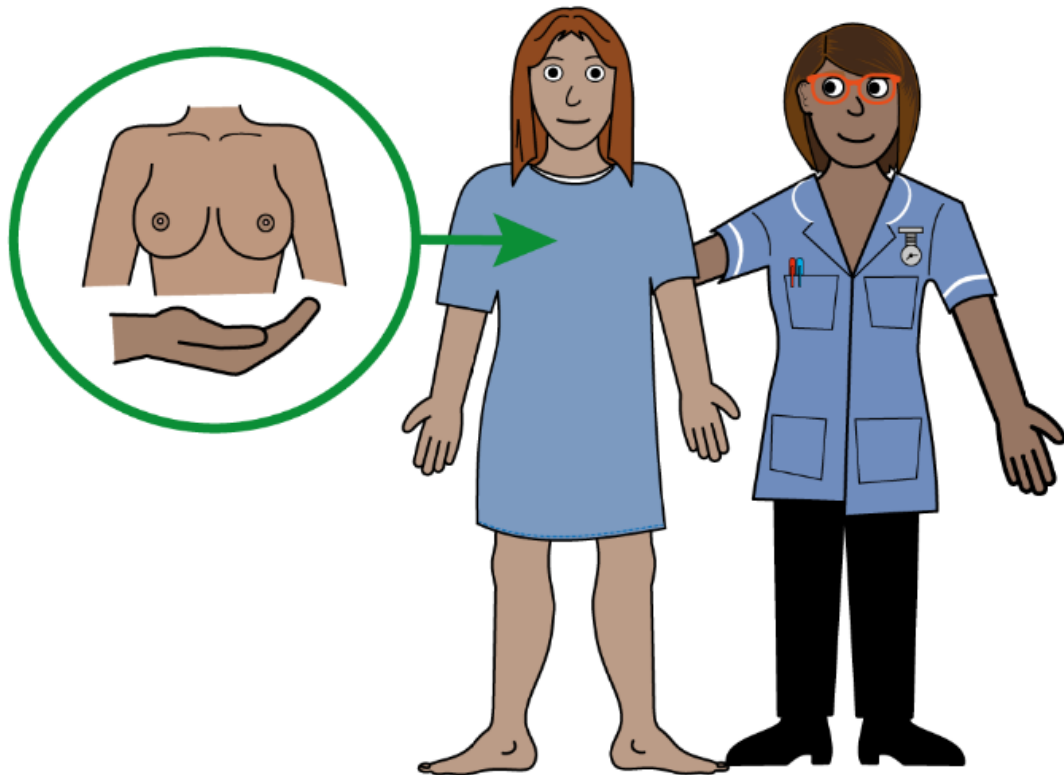


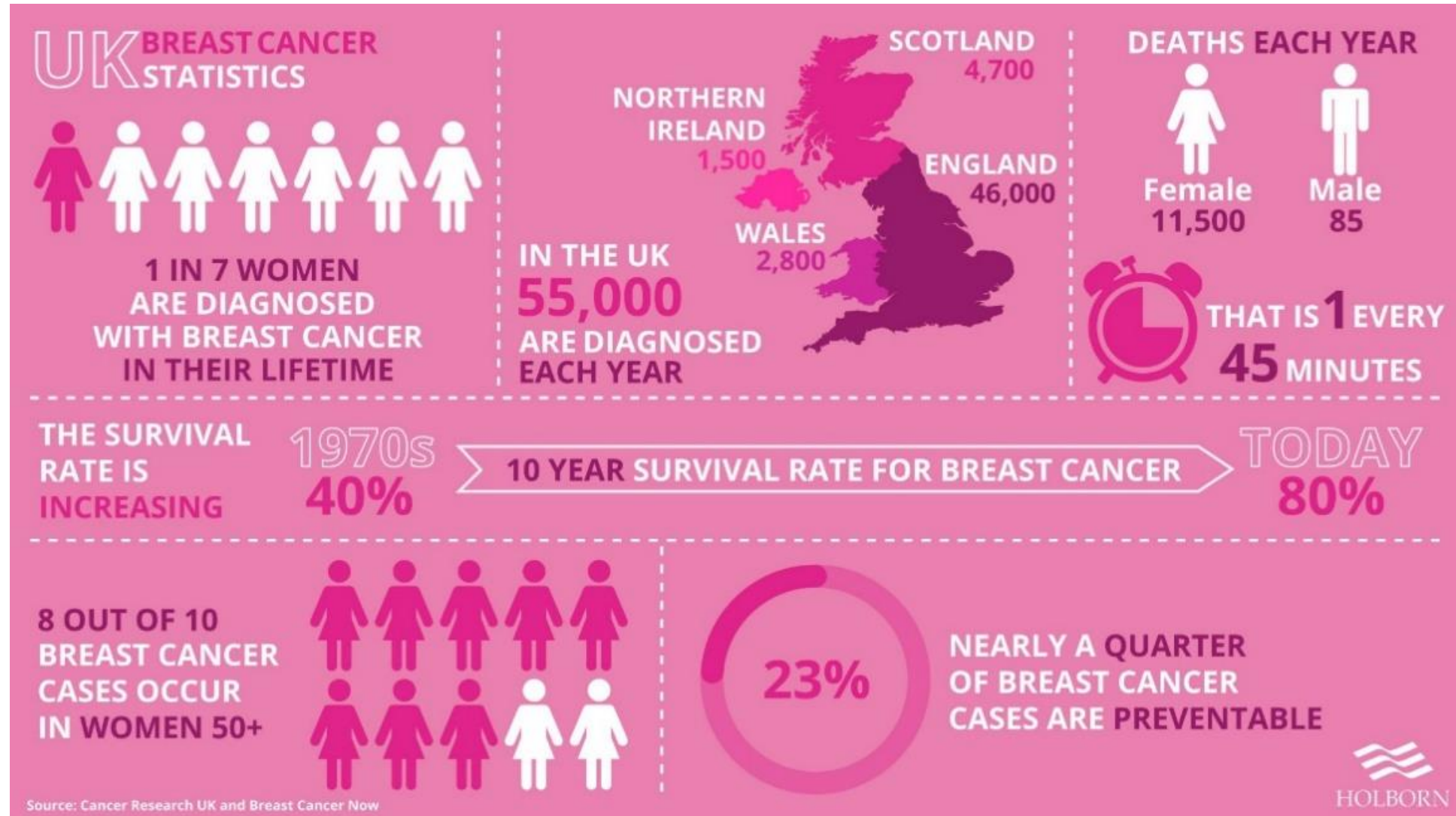
What is breast screening?

1300 lives are saved in England
each year by breast screening



Nipunika Silva
Health Promotion Manager
Nipunika.silva1@nhs.net

The Hub contact details:
020 3758 2024



Who can be screened?

- Women
- 50-71 years old
- First invitation will be delivered before their 53rd birthday
- Every 3 years

Anyone aged 71 and over
can request to be
screened by contacting the
Hub:

020 3758 2024

How are you invited?

- Invitation letters sent out with a booked appointment (date and time) from the Hub
- Nearest breast screening clinic: **Charing Cross Hospital**
- Women can change or cancel the appointment via the Hub or by the online website [here](#)
- Text reminders are sent **7 days and 48 hours before the appointment**

Clinics in March
Tuesday evening
Saturday morning

The Hub contact details:
020 3758 2024

How are you screened?

- **Only female** mammographer
- Undress from waist above
- Uses an X ray machine
- 2 images of each breasts will be taken
- Potential discomfort for 10 secs
- Appointment is less than 10 minutes
- Results given within 2 weeks

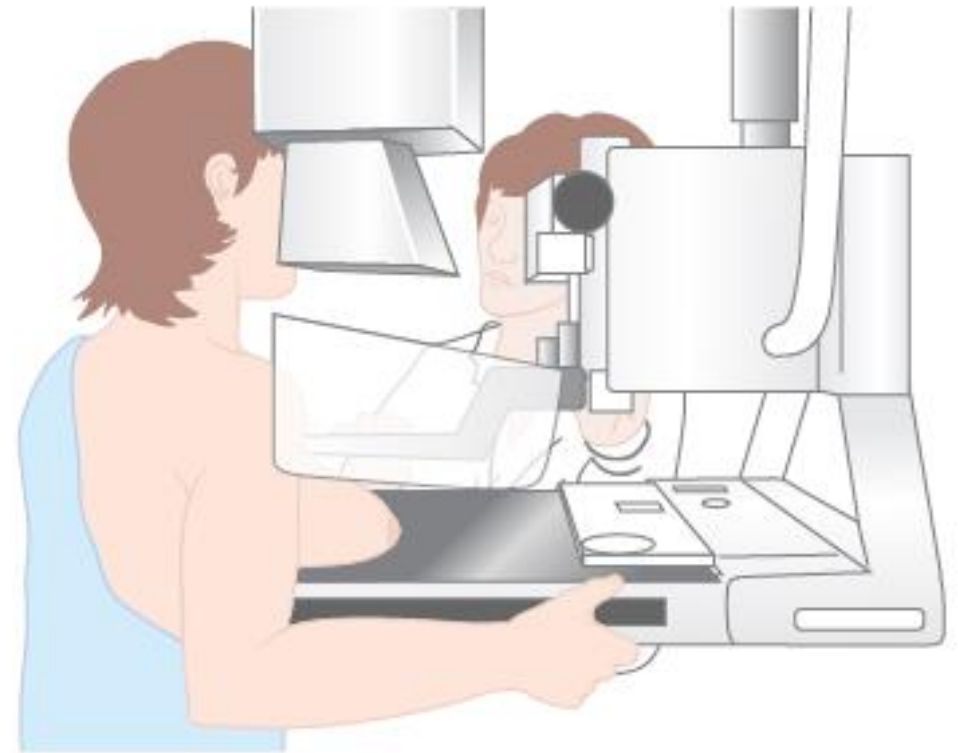
Breast Screening Assessment

- 4 out of 100 women are called back for more tests



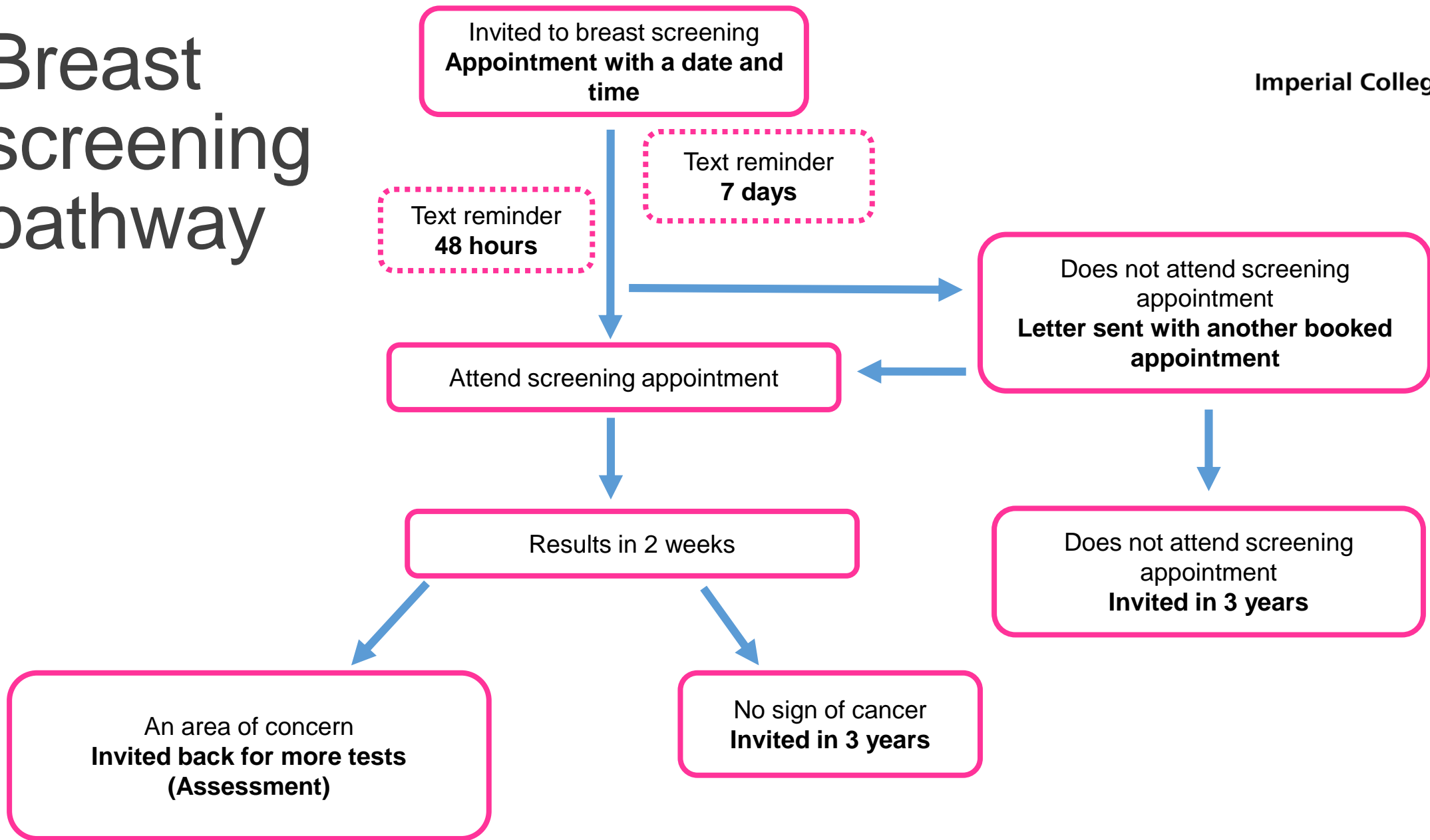
Tips for the appointment

- Women can bring someone with them
- Tell the mammographer if you are **anxious or nervous**
- Interpreters are available for the appointment
- Please phone your breast screening unit before coming for your appointment if you:
 - need additional support i.e. if you have a learning disability or mobility problems
 - have breast implants



Cancer Research UK

Breast screening pathway



Appointments

IF A WOMAN IS

- Aged 53 to 71 and have **never been** to a breast screening appointment
- Aged 53 to 71 and **haven't been** to a breast screening appointment in the **last 3 years**
- Over 71 and would like to be **routinely invited** for breast screening appointment

Please ask them to contact the Hub to book in for a breast screening appointment:

020 3758 2024

Breast Screening Barriers

- **Taboo about cancer**
 - Less likely to speak out about going for their screening appointment
- **Stigma and shame to talk about cancer**
 - Lack of support
 - Family history
- **Fear of cancer**
 - Misconception that you can 'catch cancer'
 - Bad news
- **Lack of trust from healthcare system**
 - Negative experiences
- **Don't know what to expect at an appointment**
 - Anxiety
- **Misinformation on social media**
- **Language barriers**

Why are women attending their screening appointment

Everyone was so nice and friendly from the person in reception to the mammographer. I came to screening to nip any issues in the bud! Also thrilled at how efficient this whole process was from booking the appointment to having the mammogram

Su-Mei from H&F, July 2024

Very friendly staff. Made the experience as least painful as possible by distracting me with questions. It was all very quick.

Surinder from Ealing, October 2024

I feel it is important to attend these health screens, my mother had breast cancer so early detection is vital (she is a survivor) and the fact that this appointment was very well co-ordinated helps me with this decision too.

Frances from H&F, July 2024

Excellent friendly staff. Quick & painless just a little uncomfortable

Shirley (first timer) from Westminster, May 2024

The receptionist and the mammographer were super professional, welcoming and efficient. I was very early for my appointment and was able to be seen within 15 minutes of arriving. The whole process took less than 10 minutes and both explained everything very clearly. Thanks to them both for making my visit so pleasant

CXH First timer from K&C, Indian heritage, August 2024

Because it is very important and essential to check that you maintain your breast examinations regularly. In order to prevent breast cancer. No one likes having a mammogram. Discomfort was kept to a minimum as was waiting time.

Stephanie from Westminster, African heritage, October 2024

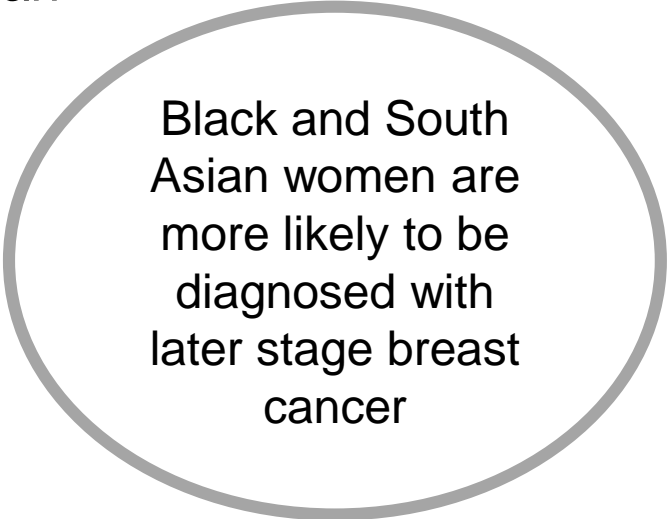
Breast Screening Uptake

- Current uptake for the service: 55%
- **Hammersmith & Fulham uptake: 52%**
 - January 2024 to June 2024
- Uptake for 2023 in H&F: 63%
- Performance Thresholds
 - Acceptable $\geq 70\%$
 - Achievable $\geq 80\%$

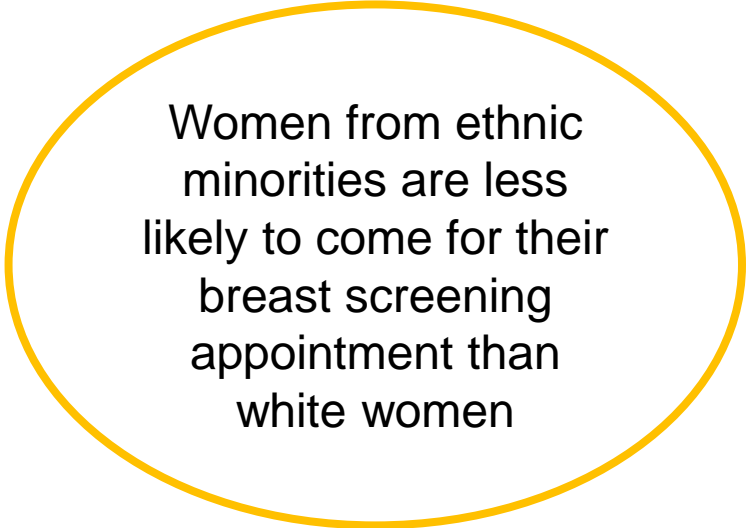
Breast Screening
uptake target: **70%**

Target Groups

- Ethnic communities
 - South Asian
 - Black African and Caribbean
 - Polish
 - Arabic
- Learning disabilities
- LGBT+ Community



Black and South Asian women are more likely to be diagnosed with later stage breast cancer



Women from ethnic minorities are less likely to come for their breast screening appointment than white women

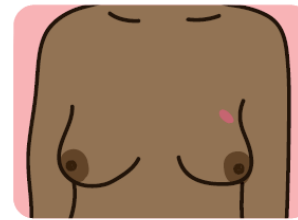
What can the service offer

- Provide reports
 - **DNA Report** – list of women who have DNA'd their appt in the last 6 months
 - **Invitation report** – list of women who will be invited in the next 6 weeks
- Provide uptake information and data
- Provide **GP endorsed text messages templates and a phone script** for women who DNA
- Share best practice information from high uptake practices
- Provide a communication package
- Have an information stall at your practice
- Training for staff in the practice

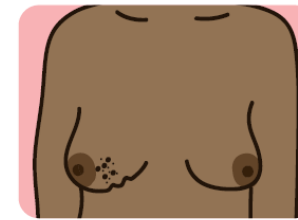
Being Breast Aware

- Please check their breasts
 - Between screening appointments
- This should be done every month
- Check your family history
- Not during the menstrual cycle

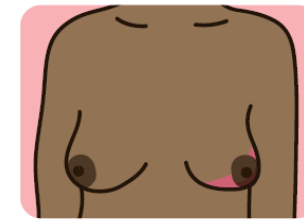
If they find any changes, do not delay in contacting your GP



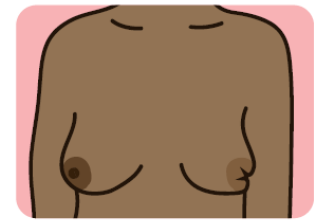
A **lump or swelling** in the breast, upper chest or armpit



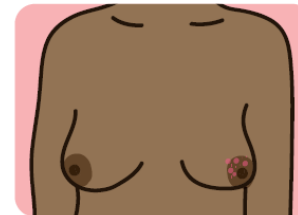
A **change to the skin**, such as puckering or dimpling



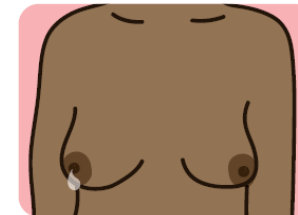
A change in the **colour** of the breast – the breast may look red or inflamed



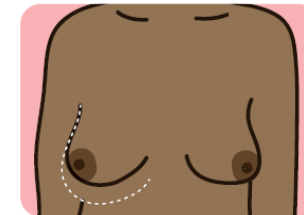
A **nipple change**, for example it has become pulled in (inverted)



Rash or crusting around the nipple



Unusual liquid (discharge) from either nipple



Changes in size or shape of the breast

BREAST PAIN

On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

FAQs – what to do

- If they are 50-53, they will be invited automatically
- If they are over 71, they can request to be booked in by calling the Hub

If they are 53 – 71, please ask them when they last went for a breast screening appointment

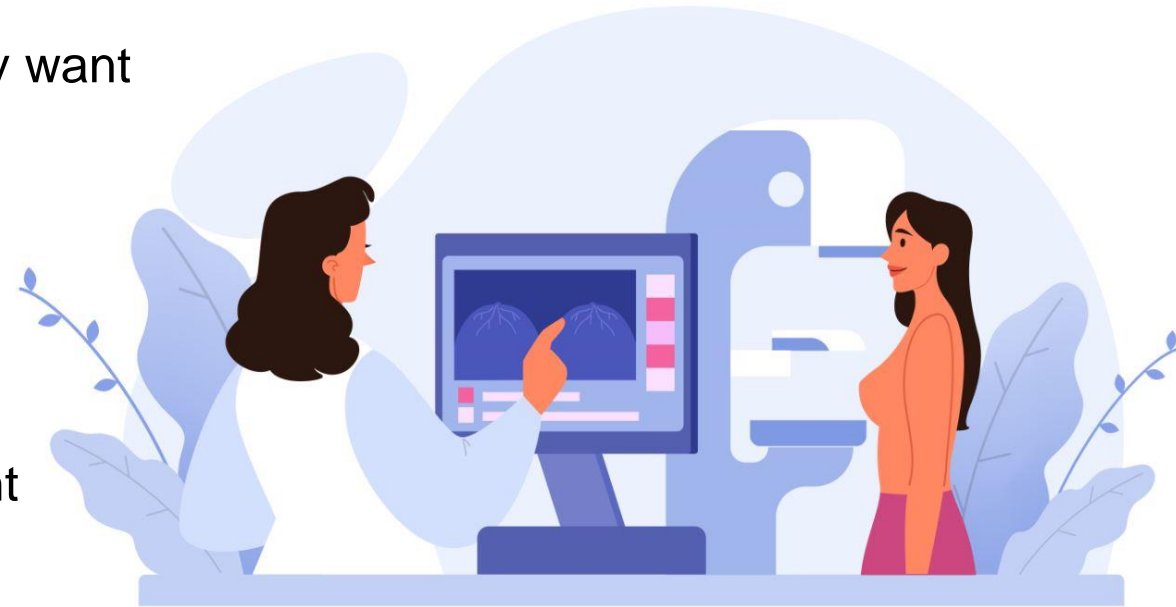
- If it is more than 3 years ago, please ask them to call the Hub
- If they have never been to a breast screening appointment, please ask them to call the Hub
- If it is less than 3 years ago, please ask them to wait for their invitation as they will be automatically invited

Other scenarios

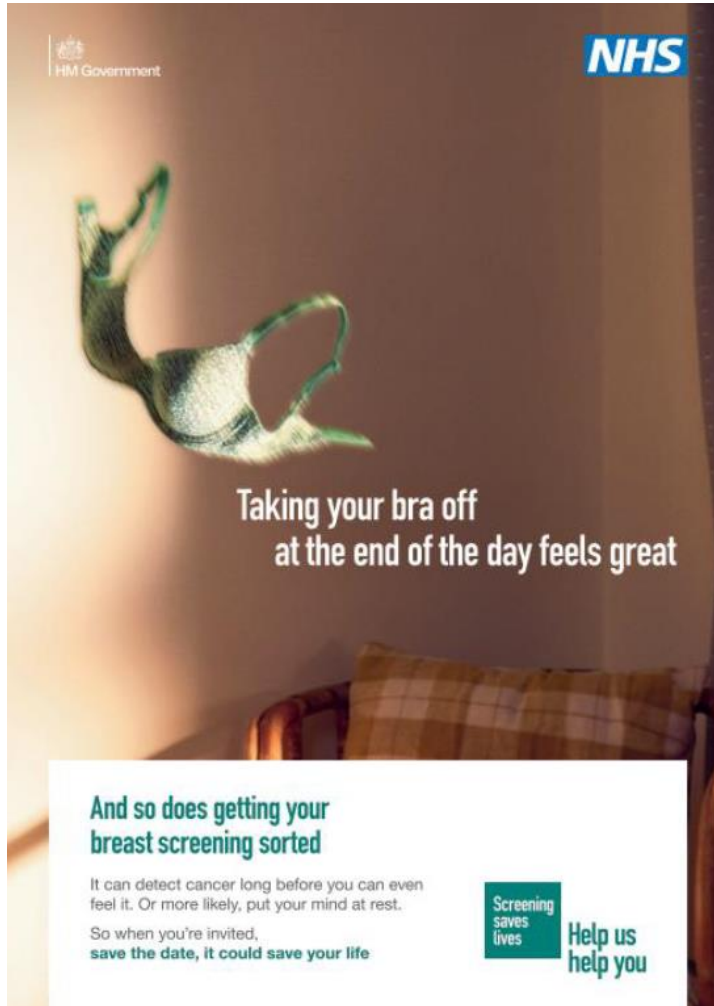
- If they have found a change in their breasts, please ask them to make an appointment with the GP to assess them
- If they are under 50, please advise that routine mammograms are not available for under 50s.
- If they have found a change in the breasts, please book an appointment with the GP to assess
- If they have family history of breast cancer at any age, please ask to book in a GP appointment to refer them to a family history clinic at Charing Cross Hospital and they will refer you to the high risk breast screening programme

Key messages

- Encourage women to take up their screening invitation
- Direct women who are eligible to the Hub if they want to book an appointment
- Appointment takes less than 10 minutes
- Female only mammographer at the appointment
- Encourage women to check their breasts

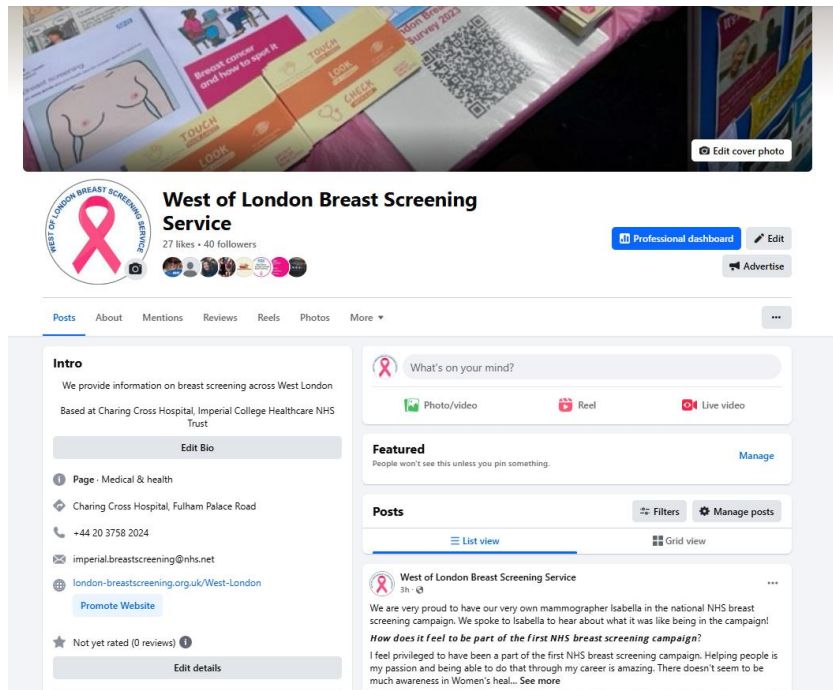


NHS National Breast Screening campaign



WoLBSS Facebook page

- [Facebook](#)



Scan the QR code with your mobile phone to like the West of London Breast Screening Service page!

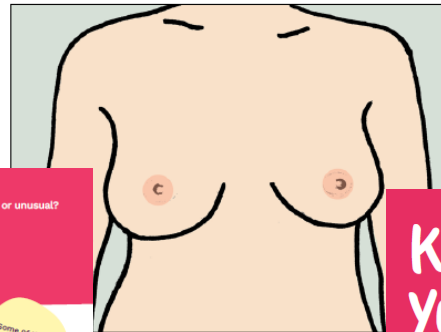


Resources



Breast screening

An easy guide about a health test for women aged 50 and over

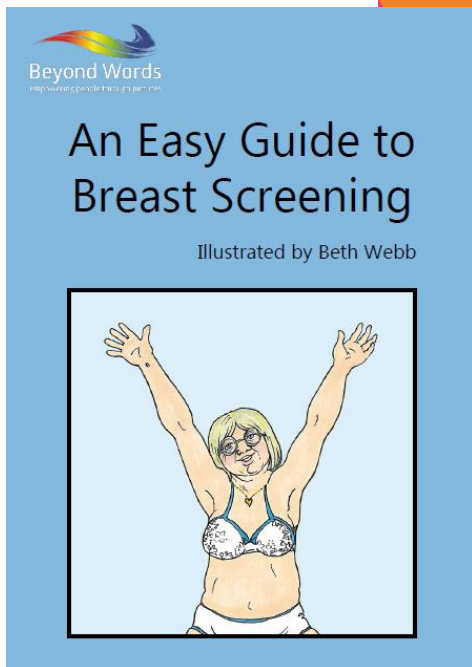


Information for trans people

NHS Screening Programmes



Public Health England leads the NHS Screening Programmes



TOUCH YOUR BREASTS Can you feel anything new or unusual?
LOOK FOR CHANGES Does anything look different?
CHECK ANY CHANGES WITH YOUR GP



Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for changes.

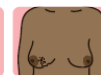
No matter what size or shape your breasts are, check them regularly.

Some of these signs and symptoms may appear differently on various skin tones.

COMMON SIGNS OF BREAST CANCER INCLUDE...



A lump or swelling in the breast, upper chest or armpit



A change to the skin, such as puckering or dimpling



A change in the colour of the breast – the breast may look red or inflamed



A nipple change, for example it has become pulled in (inverted)



Rash or crusting around the nipple



Unusual liquid (discharge) from either nipple



Changes in size or shape of the breast

BREAST PAIN
On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

These illustrations are meant as a guide. Check anything that looks or feels different for you with a GP.

**TOUCH
LOOK
CHECK™**
**BREAST
CANCER
NOW**

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KNOW YOUR BREASTS

A GUIDE TO
BREAST AWARENESS
AND SCREENING

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