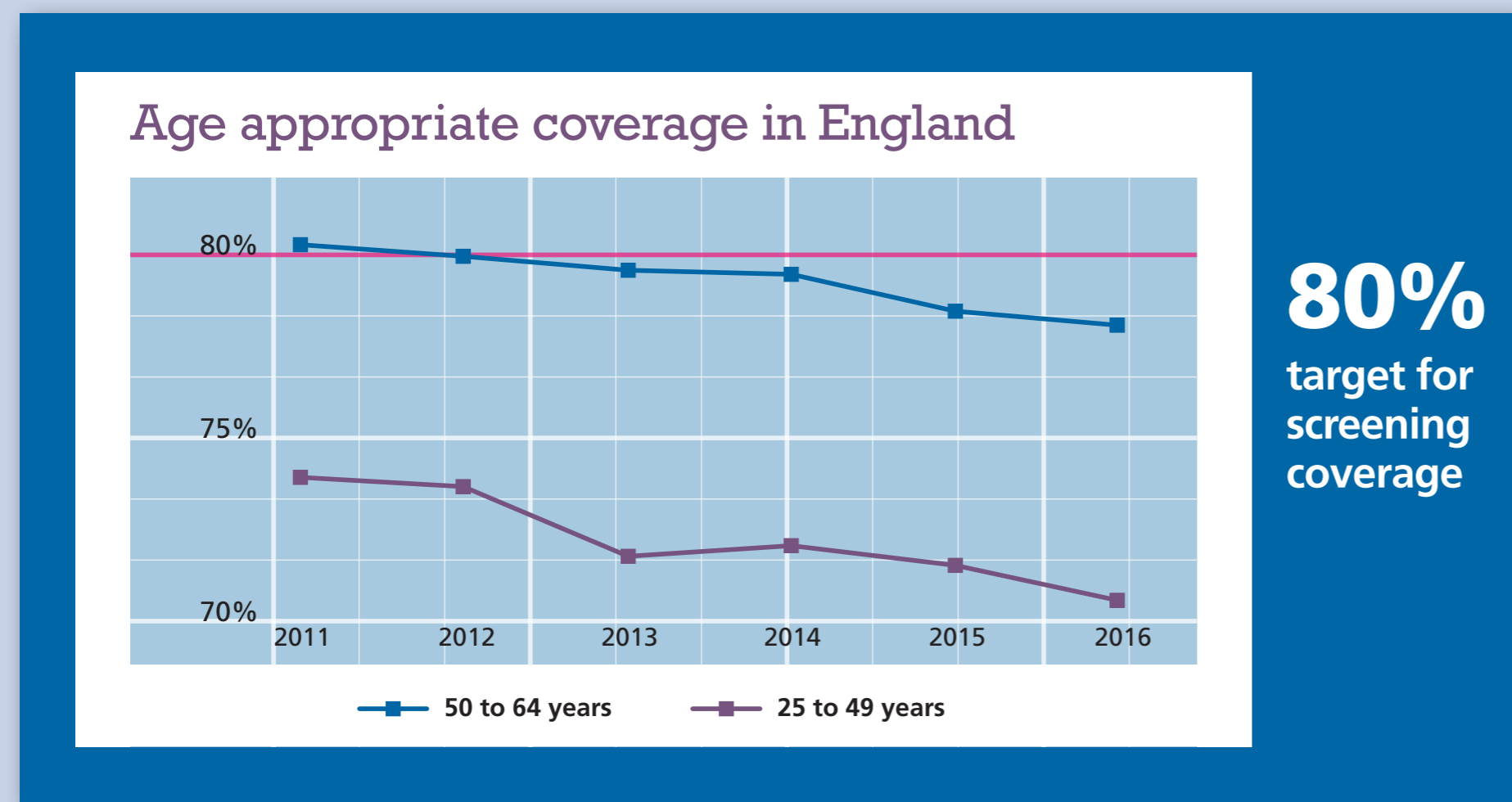


# Cervical Screening Incentive Scheme, 2017-18: Wessex

## Background

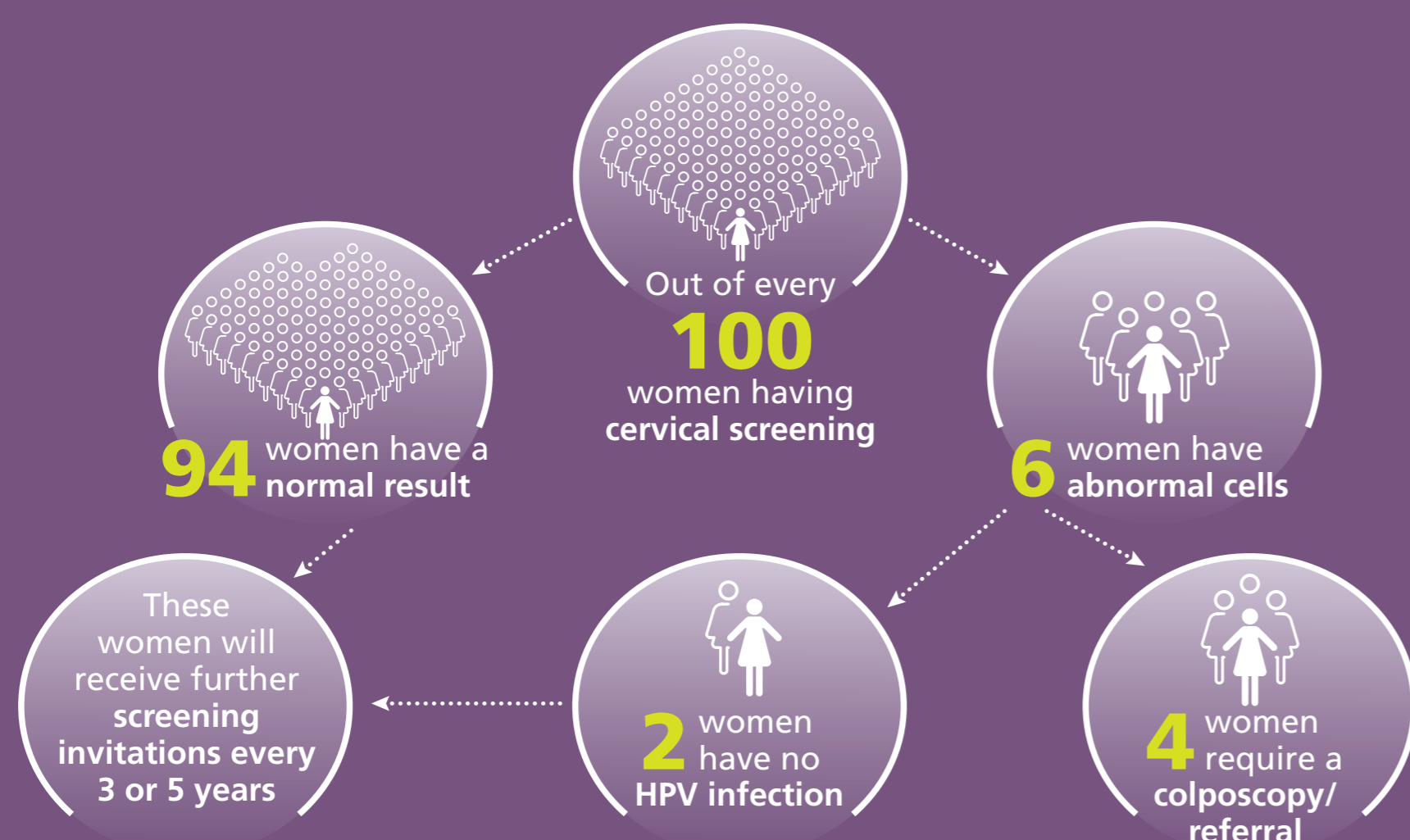
Cervical screening uptake rates are declining year on year in Wessex, as they are nationally. NHS England (Wessex) launched a scheme to incentivise Practices to focus on boosting cervical screening rates.



## What did the Incentive Scheme entail?

- The cervical screening incentive scheme, offered to 274 GP practices, offered payment for action planning and improvement in coverage.
- The team identified “priority practices” – those with low coverage, high deprivation, very large practices with moderate coverage, high exception reporting.
- Educational visits from Macmillan GPs to 57 “Priority One” practices, and CRUK facilitators to 53 “Priority 2 practices”.
- Feedback to screening team after visits.

If all eligible women attended cervical screening regularly, **83% of cervical cancer deaths could be prevented**



## What did the visits entail?

- Meeting with Clinical Screening Lead (usually a Practice Nurse) and a member of the admin and / or management team
- Visit length: one hour
- Exploring practice level cervical screening data
- Listening to challenges and discussion of current process
- Highlighting the barriers to women attending, and how to overcome these
- Sharing what works and local success stories – inspiring practice to take a whole practice approach to increase uptake.

## Supporting Work

This work has been complimented by public engagement with women from the Polish community and over 50 years who haven't been taking up screening. This will help to inform the work going forward by understanding the experience of patients.

## What resources were practices offered?

- A comprehensive “Best Practice Screening Guide”
- Resources such as draft letters for non responders
- Practice visits (to priority practices).
- Face-to-face education at TARGET and PLT sessions.
- Workshop offer for non-clinical staff.
- Updates on using Open Exeter.
- Opportunities to share best practice locally with one another.
- Jo's Trust and Cancer Research UK resources for patient education and engagement.



### Top Tips for boosting screening rates

- Administrative:** Designate a screening lead. Consider phoning non-responders
- Involve the team:** Ensure all staff feel confident to discuss cervical screening
- Clinical training:** Ensure sufficient staff are trained to enable opportunistic screens
- Appointments:** Early, late, Saturdays, online bookable, send text reminders, consider joint with baby imms / long term condition appts for older patients.
- Talk to your patients!** Endorse screening to patients; remind them it is important!
- Focus on:** 25-29 year-olds, patients with LD, BAME patients, lower SE groups, LGBT

## Visit Feedback from Practices

- Really useful visits
- Learnt some new ideas and shared their own tips
- Found an hour a manageable time to arrange
- Small number of people gives maximised conversation
- Useful ongoing links with Macmillan GPs and CRUK facilitators.

## Results

- We do not yet have the data to show how much the input and activity has impacted on screening rates, **but we have already seen some small increases in coverage during the period of the scheme and practices have increased by up to 7%.**
- CRUK facilitators continue to deliver cancer awareness and screening workshops for non clinical staff.
- Insights gathered from the scheme are informing next steps and recommended Wessex wide actions.