

DUDLEY HEALTH AND WELLBEING BOARD

Agenda Item no. 7 (a)

DATE	14 th December 2024
TITLE OF REPORT	<p>Joint Health, Wellbeing and Inequalities Strategy 2023-28 – Goal Achievements/Highlight Report(s)</p> <ul style="list-style-type: none"> • More women screened for breast cancer highlight report
Organisation and Author	<ul style="list-style-type: none"> • David Pitches, Head of Healthcare Public Health- Dudley MBC, (david.pitches@dudley.gov.uk) • Joanne Essex, Dudley Wolverhampton and South West Staffordshire Breast Screening Program Manager, (joanne.essex@nhs.net)
Purpose	<p>This highlight report is to:</p> <p>Provide an overview of activity and progress against delivery of the HWB goal to improve breast cancer screening coverage. It describes what has been achieved against the outcomes, how collaborative working has aided this progress and identifies new data and insights that have been released. The detailed implementation plan continues to sit behind the Highlight Report with risks escalated to the HWB Board as necessary.</p>
Background	<p>On 8 June 2023, Dudley's Health and Wellbeing Board (HWB) agreed to select improving breast cancer screening uptake as one out of three of its priority goals for inclusion within Dudley's Joint Health, Wellbeing and Inequalities Strategy 2023-28.</p>
Key Points	<ul style="list-style-type: none"> • Indicative data suggests Dudley is progressing well to recover from pandemic related fall, though national data is not expected to be published until late next year • Recent local initiatives include training of additional cancer champions, developing a pathway to support women with learning difficulties, promotion of breast screening amongst women who are carers, community events amongst minority ethnic populations and planning a promotional campaign ahead of patients registered at certain GP practices of Dudley and Netherton being invited for screening in the spring of 2024.

Emerging issues for discussion	Are members satisfied with progress and that work is moving in the direction expected? If not, what should goal leads do differently?
Key asks of the Board/wider system	To note goal progress to date.
Contribution to H&WBB key goals: <ul style="list-style-type: none"> • Improving school readiness • Reducing circulatory disease deaths • More women screened for breast cancer 	Directly contributes to improving breast cancer screening coverage.
Contribution to Dudley Vision 2030	Directly contributes to Dudley being a place of healthy, resilient, safe communities with high aspirations and the ability to shape their own future and the 2030 goal of improved health outcomes and higher wellbeing.

Contact officer details

- David Pitches, Head of Healthcare Public Health- Dudley MBC, (david.pitches@dudley.gov.uk)

HWB Strategy 2023-2028 - December 2023 Highlight Reports – Goal Achievements

Purpose

Bi-annual “Highlight Reports” will provide an overview of activity and progress of local shared projects supporting the delivery of the three goals of the Health and Wellbeing Strategy. These reports will describe what has been achieved against the outcomes, how collaborative working has aided this progress and identify new data and insights that have been released in the previous 6 months.

Highlight Reports will be used to increase awareness through organisations of delivery of the strategy and are intended for wider use with partners and the public, and to support a wider understanding of the priorities within the Health and Wellbeing Strategy.

Highlight Reports will provide an overview of each goal, describe what has been achieved in the previous reporting period and how collaborative working has aided this progress. Detailed implementation plans will continue to sit behind the Highlight Reports with risks escalated to the HWB Board as necessary.

Highlight Report

Goal 3. More women are screened for breast cancer

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Reporting timeframe - 1st April 2023 – 30th September 2023			
RAG Rating – please complete status for goal achievement (tick relevant box)			
Red – no progress		Amber – Moderate progress	
Green - Significant progress			
Overall goal achievement/progress against outcomes		Overall goal achievement against reducing health inequalities	
Red		Red	
Amber	✓	Amber	✓
Green		Green	
Additional Comments: Plans are in progress, but overall success will not be seen until Q4 due to the breast screening round timetable.			

Outcomes by 2028 <ul style="list-style-type: none"> Breast cancer screening coverage for women aged 50- 70 years in Dudley will increase to reach at least pre-pandemic levels which were better than West Midlands and national averages. The gap between breast cancer screening coverage in the most and least deprived primary care networks (PCNs) will have narrowed. 	
Who is leading this?	Goal sponsors: Dr David Pitches, Head of Healthcare Public Health, DMBC Joanne Essex, Breast Screening Program Manager, Dudley Wolverhampton and South West Staffordshire Breast Screening Service
Goal 3 is focused on: <ul style="list-style-type: none"> Working with local communities where fewer women are being screened, to increase awareness of the benefits of breast screening and understand the barriers that stop them going for screening to ensure that the service is offered in a culturally sensitive, accessible, and meaningful way. Identifying additional locations for the breast screening van in communities with lower uptake. Working with GP practices with lower uptake, to make sure their patients are aware of their opportunity to be screened and train more cancer screening champions within GP practices to encourage uptake. 	
What has been achieved this reporting period under Goal 3: (please include specific achievements with respect to health inequalities)	<p>A pathway to encourage women with learning difficulties to undergo breast screening has been agreed with the LD nurses, the breast screening service and Public Health. The pathway will be launched in the next quarter.</p> <p>4 primary care staff attended the Learning Disability Awareness training delivered by PAMHS on 10.10.23.</p> <p>Data has been requested on female carers who are eligible for breast screening and their DNA data to ascertain if work needs to be done regarding access.</p> <p>A breast screening reminder was put in the 'Your Borough, Your Home' publication this week with a link to further information to raise awareness.</p>

	<p>Further meeting to be held with Jo Essex, manager of the Breast Screening Service re: update on new sites for the mobile unit. This will be a key action for Dudley Central when their screening round commences in Feb/March 2024, to increase access.</p> <p>GP Practice Cancer Champions and Cancer Coordinators will receive agreed codes for recoding the outcomes of breast screening agreed with the BCICB. This will make the identification of those who missed their screening more robust and uniform across the borough.</p> <p>6 new Cancer champions from Dudley commenced their BCICB training in September. The training comprised of attending 3 separate, two hour-long training session on 5th & 19th September and 3rd October. These champions now will be invited to join place based bimonthly meetings if they have not already done so.</p> <p>As part of 'Wear Pink for Breast Cancer' 20th October, several events are happening across Dudley, to raise awareness. Pinnacle Coffee Morning for Adults with Learning Disabilities and their carers, attended by PAMHS. Breast Screening Information Session at The Faithful Coffee Lounge, Brierley Hill, which will be attended by Public Health, BCICB, and Brierley Hill and Amblecote PCN Cancer Care Coordinator.</p> <p>In addition, on 24th October Carers Hub & Wellbeing Service organising a Carers Health and wellbeing event at the Brett Young carers Centre which will focus on cancer screening and health checks.</p> <p>CR-UK statistics show 23% of Asian women are diagnosed with breast cancer compared to 12% of white women and make up the second largest ethnicity in Dudley at 6.1%. Chapel Street Surgery, with a large Asian population, had a poor uptake of 37% in 2022, showing a need for intervention.</p> <p>Unemployment and Universal Credit for Dudley shows as higher than National Average, as well as social deprivation, and unemployment, made up of a higher-than-average older generation. Dudley is in the second most deprived ICS (Integrated Care System) in the Country. For this reason, Lye was chosen to help the Service to foster community trust, and hopefully increased use</p>
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	<p>of the service by 2025. A community event was held for the South Asian and Roma populations, involving local general practitioners and practice nurses to facilitate necessary translations during conversations. Over 120 women were present. According to the feedback, women wanted more local events to educate them about screening as a service because they were unaware of the warning signs and symptoms of breast cancer or the significance of mammograms.</p> <p>An event was held to highlight the significance of identifying signs and symptoms of breast disease to students at Dudley College, ages 16 to 18. This top-down, bottom-up strategy will hopefully allow women to speak candidly and freely with close family members.</p> <p>Continuing work is being carried out with the Black African and Caribbean Communities with the aim of a study is to Co-Design a Culturally Adapted Breast Cancer Intervention (CABCI) with Black and Afro Caribbean women with health professionals. Although it is acknowledged that this research is outdated, it is also acknowledged that these women face obstacles when it comes to getting mammograms. There is mostly a suspicion of medical practitioners, and family conversations about cancer are avoided. Black Breasts Matter has created two videos in collaboration with the Black community that discuss the symptoms and signs of breast cancer as well as the significance of accepting an invitation to get screened. They also have infographics that dispel myths and provide resources to support breast awareness in their own communities.</p> <p>A literature review is being undertaken to explore successful interventions that increase screening uptake in disadvantaged populations.</p>
How has collaborative working between HWB board partners added value and contributed to the achievement of the outcomes?	<p>Support from HWB partners has highlighted this workstream and working together with Public Health have made the Dudley residents aware of the benefits of breast cancer screening.</p> <p>In order to reach a wider audience, NHS partners collaborated with Dudley Council to identify and inform nearby pharmacies, schools, GP practices and the local non-profit sector about the Lye event, along with Community Leaders who could disseminate the necessary details to improve uptake.</p>

Latest Data and insights	Provisional data suggests that Dudley's uptake is recovering well following the COVID-19 pandemic and appears likely to exceed the national (70%) standard. A refresh of national Fingertips data to cover the period 2022-23 is expected in December though this will not reflect activity undertaken since the adoption of the new Health and Wellbeing Strategy.
Opportunities	<p>The upcoming 'Wear Pink for Breast Cancer' national campaign is in Q3. This is an excellent opportunity to raise awareness across the borough.</p> <p>Due to their attendance at the event held in the Asian community centre, which the Roma ladies would typically decline to attend, this has given the chance to strengthen relationships with both groups.</p> <p>Dudley college wishes to continue the breast awareness programme, which is a fantastic chance for education and in-depth discussions on breast disease.</p> <p>A research bid is currently underway to Co-Design a Culturally Adapted Breast Cancer Intervention (CABCI) with DGFT being the sponsoring host. This will enable a protocol to develop a culturally sensitive intervention for Black and African Caribbean women.</p>
Challenges	<p>There are still some practices who do not have a cancer champion. The overriding reason for this is capacity in the practice.</p> <p>Practices have difficulty providing crucial information before their screening round and carrying out a data cleanse. This would allow extra time for the de-sensitisation of clients and the improvement of bespoke access to those experiencing difficulties in taking up their invitation to screening.</p>
Milestones or expected achievements for the next 6 months (1st October 2023 – 31st March 2024)	<p>Central Dudley is due to be screened in Feb/March 2024 and covers one of the PCNs with the lowest uptake. A campaign is being planned to raise awareness and increase access across this area to maximise the opportunity for women to attend breast screening. This includes:</p> <ul style="list-style-type: none"> • Relocating the Mobile Unit to a more convenient central area within Dudley, which will hopefully see an increase in uptake • Prescription bags with information concerning breast screening being currently available in the local area, will be

	<p>used in a pilot study with local pharmacies to promote the importance of breast screening.</p> <ul style="list-style-type: none"> • Additionally, signage within local optical services will be included in promoting the breast service. <p>Work is being carried out in conjunction with the Black Country ICB and the Black African and Caribbean community. The aim of the study is to co-design a Culturally Adapted Breast Cancer Intervention (CABCI) across the Black Country.</p> <p>To continue delivering Cancer Champion Training to Primary Care staff and community leaders.</p>
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