

# Current work with Primary Care Networks

**The Answer Cancer Programme is currently working with Primary Care Networks (PCNs) in:**

- **Oldham**
- **Manchester**
- **Salford**

**The partner's responsibilities are:**

- **Salford CVS leading on the strategic engagement with PCNs and GP practices**
- **BHA manage the Engagement Team who deliver GP Screening Information clinics in partner PCNs and GP practices**
- **Unique Improvements deliver training as needed for PCN partnership working**

# What are we doing?

**Answer Cancer has a Cancer Champions programme which supports individuals who play a key role in raising awareness by having important conversations every day about the importance of cancer screening with their friends, neighbours and work colleagues.**

**The work of supporting PCNs has been carried out by volunteers from the following VCSE organisations spot funded by the Answer Cancer Programme:**

- **Voice of BME Trafford**
- **Fatima Women's Association**
- **The Fed**

# Practices contacted

## Gorton and Levenshulme

- West Gorton
- Ashcroft

The numbers below reflect **2** out of **7** practices in this PCN. Volunteers are moving onto the Hawthorn Medical Centre imminently and after this will continue to the remaining practices.

1500 calls was the target = actual calls made **700**

500 conversations was the target = actual conversations that took place **260**

250 was target to book = actual bookings made **163**

# Practices contacted

## Oldham

- Greenbank
- Hopwood House
- Alexandra Medical Practice
- Sun Valley and Jarvis

For this Oldham PCN work is completed

1500 calls was the target = the targets were exceeded with **2423** made

500 conversations was the target = the targets were exceeded with **1080** conversations

250 was the target to book = the targets were exceeded with **504** bookings made

# Practices contacted

## Salford

### Lower Broughton Health Centre

To date, no data has been collected and the reason for this is:

- The calls couldn't be completed due to lack of staff capacity at the GP practice
- A lack of access to GP searches
- No accommodation for work to be carried out

We will be visiting the practice to run these searches to gather accurate data.

Volunteers are moving onto Newbury Place practice and are due to start calls imminently.

In this practice calls will continue to Lower Broughton with practice site access granted.

# Practices contacted

## **Bolton GP Federation**

### **Rumworth**

- Answer Cancer has been working with the Bolton GP Federation to support the roll out of cervical screening clinics in alternative locations that can offer a drop-in service for patients. 7 clinics have been successfully delivered so far based at Bolton Council of Mosques, All Souls Church and other community locations.
- All the clinics have been very successful and have seen women attending who have not attended previously at other locations.
- Further drop-ins are planned, and Answer Cancer will continue to work with the Bolton GP Federation to ensure that the number of women attending their smear tests continues to increase.

# Barriers reported by patients across all PCNs

- Fear of receiving bad news
- Worries about being judged
- Inconvenient times and places
- Physical disability preventing access
- Previous traumatic experiences
- FGM
- Familiarity with the sample taker
- Lack of understanding about the process

# Experiences reported by GP practices

Following some initial scepticism on how this would work, all the practices have seen their results improve through this project.

Whilst there have been a number of did not attends (DNAs) recorded, over all they have seen an increase in the number of people attending for screening.

Practices have adapted their approaches to ensure that they are following up DNAs on the same day and have been making more telephone calls for bookings instead of relying on text messages.

They have also seen the benefit of holding dedicated smear clinics.

All practices have said they would welcome back the Fatima Women's Association (FWA) to support them with future work which is a great testimony to what they achieved.



# What worked well?

- Multilingual staff speaking community languages
- Explaining the importance of screening to reduce stigma and dispel myths
- Regular review meetings between FWA and PCN
- A reserved workstation within practices
- Quickly following up DNAs and making 3 calls to attempt contact
- Clear communication and callers adopting a positive attitude
- A persistent approach to ensure everyone phoned was given enough knowledge to make an informed choice
- Support from the PCN meetings
- Phoning people together as a group to develop learning and understanding of approach
- Community engagement

# What could have worked better?

- Many younger patients could not be contacted by phone, and they did not respond to texts meaning that they have never been screened
- Desk, computer and telephone access are key to this work and were sometimes hard to find
- People who have declined screening are still on the practice system to be contacted
- Some contact details are not correct, because people have moved away.
- Many practices have only one nurse doing smears in addition to other routine checks, and this places limitations on the number of appointments that can be offered

# What has been learnt?

- Dedicated clinics are essential for following up of DNAs and achieving better outcomes
- Telephone follow ups of DNAs are essential to understand barriers and design better services
- This partnership work highlights where we need to work on sustainable systems to improve uptake
- Admin and record-keeping are key, especially in regard to synchronising with national systems, identifying patients no longer resident but still on the practice list and updating telephone numbers from FF forms.
- Community and patient feedback has shown that informal co-designing of services works well
- A dedicated line for booking screenings is very helpful

# Feedback from the PCNs

- “There has been a 50% increase in number of smears done in the past 9 months compared to 2019/20.”
- “Follow up and second calls are essential to improving uptake and we have seen approximately 25% of second calls resulting in a booking.”
- “The relationship that the PCN has started to build with BHA for Equality, Answer Cancer and FWA during this work, has paved the way for further opportunities to develop and understand the needs of the local community and work more effectively.”