

## Appendix 1 - Merton Breast Cancer Screening Action Plan 2023-24

Priority Area	Activity	Timescale	Organisation	Lead Officer	Governance	
Data Intelligence	1	Commissioning of a population health screening dashboard in South-West London (SWL) – which will help identify cohorts of patients and their geographical location in SWL who have a lower screening rate.	Sept to Dec 2023	RM Partners  SWL ICB	Managing Director	RM Partners Board
	2	Regional analytics shared with Merton PH colleagues specifically looking at Merton LSAO data comparing uptake rates pre and post pandemic.	June 2023	NHSE London Region	Programme Director	Programme Improvement Board
	3	Work with Data Intelligence Team to explore priority areas to initially focus on for communications campaign in Merton, with a focus on equalities and uptake in more deprived areas.	June to Sept 2023	LB Merton	Senior Principal Public Health	Senior Leadership Team
Service Delivery	4	Working with the Royal Society of Public Health to deliver Health promotion training to new recruits specialising in Health Promotion embedded within breast screening services. The training presents a good opportunity to provide a standardised development offer across the region to ensure recruits are supported to maximise their impact and help improve uptake among underserved groups.	3 training cohorts to commence in June 23 Future dates tbc.	NHSE London Region	Deputy Programme Director	London Breast Screening Recovery Programme Improvement Board
	5	Support for screening health promotion specialists to share learning – and consider what might be delivered at scale across SWL or SWL/NWL.	March 24	RM Partners  SWLSTG	Senior Delivery Manager  Clinical Nurse Specialist	RM Partners Board
	6	Support 3.6 wte staff to access and complete the Associate Mammography Practitioner Apprenticeship course, a twelve-month (minimum) Level 4 training programme that allows , Mammography Associates to be qualified to work within the	1.6 completed to date in 2023, 1 in	SWLSTG	Superintendent Radiographer	London Breast Screening Improvement Board

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	breast imaging workforce undertaking routine two-view mammography in a hospital, mobile breast screening unit or medical centre	June 2023 and one starting in Oct 23			
<b>Addressing barriers and promoting 'facilitators' around attending</b>	7 NHSE London region are working with services to ensure there is equity of access in terms of a consistent web booking offer to clients across London.	April – June 23	NHSE London Region	Programme Director	Hub Transformation Meeting
	8 Use of text reminders by all services to reduce the number of missed appointments and increase uptake of screening  Women invited for screening receive a text message reminder two weeks and 48 hours before their appointment.	Ongoing  Ongoing	NHSE London region & The London Administrative Hub  SWLSTG	Programme Director  Programme Manager	Hub Transformation Meeting  London Breast Screening Improvement Board
	9 Second Offer for screening as an open invitation, six weeks after initial appointment, for all women who do not attend (DNA).	Ongoing	SWLSTG	Programme Manager	London Breast Screening Improvement Board
	10 Pilot in collaboration with GP Practices where SWL Breast Screening Service provides details of women who Do No Attend (DNA) their timed appointment and do not respond to their reminder letter. The pilot would focus on SWL Breast Screening Service providing GPs in Merton lists of women who do not respond to their reminder. This allows the GPs to contact their patients to remind them to book an	Sept 2023 onwards	SWLSTG	Programme Manager	StG Internal Governance

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	appointment and to do some opportunistic awareness raising when women attend the GP practice for other reasons.				
<b>Addressing Health Inequalities</b>	11 Implementation of interventions based on lessons learned from breast screening inequalities pilots across London – from 2022 funding e.g. use of iPads for language translation, translation of invitation letters, easy read materials for women with Learning Disabilities etc.	Oct 23 to March 24	RM Partners	Senior Delivery Manager	RM Partners Board
	12 Multilingual call reminder service to patients who have not attended breast screening  Continued by SWLSTG Breast Cancer Screening service	April – June 2023  July 2023 – March 24	RM Partners  SWLSTG	Managing Director  Programme Manager	RM Partners Board  London Breast Screening Improvement Board
	13 Supporting women where English is not spoken at home to access breast cancer screening services. (Insights from the vaccination uptake programme have shown us that there are barriers to taking up offered health care if you speak another language at home (regardless of how well you speak English). Work includes: <ul style="list-style-type: none"> <li>• Project to translate the invitation letters into the most commonly spoken languages in SW London and host them on the London Breast Screening Web Site. Invite letter will include a link to the translations.</li> <li>• Talking heads videos for Facebook page to deliver simple messages such as the benefits of early</li> </ul>	April 23 to March 24	SWLSTG	Clinical Nurse Specialist	London Breast Screening Improvement Board

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	<p>detection, screening is free and mammograms are carried out by women. Starring multicultural staff who we discovered speak over 20 different languages.</p>				
	<p>14 A programme of work across South-West London to support people living with a learning disability access breast cancer screening including:</p> <ul style="list-style-type: none"> <li>• Carrying out an audit to ensure all women of screening age on a GP practice LD register are also captured by the breast screening programme.</li> <li>• Delivering teaching session for carers of women with a learning disability, focusing on specialist care homes to ensure they are able to advocate for the women they look after and encourage screening.</li> <li>• Investing in lead aprons at every screening site so that women can have a carer in the room during their procedure as a reasonable adjustment.</li> <li>• Sourcing easy read leaflets and letters and ensuring they are available on the website and used for assessment clinic appointments.</li> <li>• Publicising the video about women with learning disabilities and breast screening developed by NHS colleagues in Bath.</li> </ul>	April 23 to March 24	SWLSTG	Clinical Nurse Specialist	London Breast Screening Improvement Board

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	<ul style="list-style-type: none"> <li>Following up individual women with a Learning Disability who have attended but not completed screening.</li> <li>Auditing women with LD who have never been screened to see if any reasonable adjustments might make a difference.</li> </ul>				
15	<p>A programme of work to support people with a physical disability across South-West London to access breast cancer screening including:</p> <ul style="list-style-type: none"> <li>Purchase specialist chairs for each site so that women with limited mobility can be seated while having a mammogram.</li> <li>Provide an advice service so women with a physical disability can discuss whether it will be possible to have a mammogram.</li> <li>Physical assessment to be available on request.</li> <li>Provide lead aprons at all sites so women can be supported by a carer as a reasonable adjustment.</li> <li>Develop a talking head video featuring a woman with a physical disability, discussing that if you are a wheelchair user it is still possible to have a mammogram.</li> <li>Use the trust based disability network to provide training for staff.</li> </ul>	April 23 to March 24	SWLSTG	Clinical Nurse Specialist	London Breast Screening Improvement Board
16	<p>Support the LGBTQI+ community across South West London to access breast cancer screening including:</p> <ul style="list-style-type: none"> <li>For trans people - publicising how breast screening can be accessed and who would benefit from breast screening.</li> </ul>	April 23 to March 24	SWLSTG	Clinical Nurse Specialist	London Breast Screening Improvement Board

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	<ul style="list-style-type: none"> <li>Ensuring education of GP practices so that they can advise their patients appropriately and sensitively.</li> <li>Promoting the 'Best for My Chest' Campaign through the face book and Instagram pages and ensuring the associated video is available through the London website.</li> <li>Providing training for breast screening staff to maximise ways for people from the LGBTQI+ community to feel safe and welcomed in breast screening spaces.</li> </ul>				
	17 Support women who are homeless to access breast cancer screening across South West London including: <ul style="list-style-type: none"> <li>Make connections with the local hospital based homelessness teams.</li> <li>Make connections with local homelessness charities.</li> <li>Develop flyer about screening for those who may be interested and for homelessness teams to have to hand for suitable clients.</li> <li>Provide updates for those who work with homeless people who would be eligible for screening.</li> </ul>	April 23 to March 24	SWLSTG	Clinical Nurse Specialist	London Breast Screening Improvement Board
	18 Work with SWL ICB Lead, other SWL Learning Disability Teams and local screening services to better align support work, so that residents with learning disabilities are best supported to understand the importance of and attend appointments	July 2023 – March 24	LB Merton	Senior Community Learning Disability Nurse	Senior Leadership Team
<b>Communication &amp; Awareness Raising</b>	19 Development of a comms and engagement strategy aimed at reducing health inequalities in screening and presentation at primary care when symptomatic – and delivery of comms and engagement activities [aligned with regional or national campaigns]. These campaigns are likely to address the	Plan established end of June 23 with	RM Partners	Managing Director	RM Partners Board

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	barriers related to language, sexuality/gender, learning disability.	delivery from July 23 to March 24.			
	20 Social marketing campaign with the overall aim to universally increase the uptake of and reduce inequalities in breast screening among Londoners, with a focus on first time invitees (49-56 year olds); postcode areas in London which have the lowest uptake rates and within deprived communities and/or areas with a high population density of ethnic minority groups.	July 23 to end of March 24	NHSE London Region	Consultant in Public Health and Health Inequalities Lead	London Breast Screening Recovery Programme Improvement Board
	21 Develop detailed communication plan to promote NHS London campaign in Merton including <ul style="list-style-type: none"> <li>• Ethnic minority community organisations</li> <li>• Younger women e.g. workplaces,</li> <li>• Working with comms colleagues to target residents living in more deprived areas</li> <li>• Awareness raising with groups facing health inequalities around screening such as people with learning disabilities, severe mental illness and LGBTQ+ residents.</li> </ul>	July to Nov 2023	LB Merton	Senior Principal Public Health	Senior Leadership Team
	22 Work on raising awareness on the importance of breast cancer screening through a Merton Community Champion Webinars with SWL Breast Cancer Screening Services	Oct to Nov 2023	SWLSTG LB Merton	Clinical Nurse Specialist Senior Principal Public Health	Senior Leadership Team

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<b>Working across the Merton and wider healthcare system</b>	23 Community of Practice to bring together London breast screening partners to drive change to help increase breast screening uptake, reduce health inequalities and improve cross-sector integration.	Ongoing (quarterly meetings)	NHSE London Region	Deputy Programme Director	London Breast Screening Recovery Programme Improvement Board
	24 Ongoing support for public health teams across SWL in sharing learning and planning uptake improvement interventions	April 23 to March 24	RM Partners  LB Merton	Senior Delivery Manager  Senior Principal Public Health	RM Partners Board
	25 Primary care engagement – Working with the London Administrative hub to develop comprehensive primary care pack with signposting information on referral pathways, breast screening service contact details & good practice on how primary care can effectively engage with health improvement in Breast Screening Services.	April 23 to March 24	NHSE London Region	Programme Director	London Breast Screening Recovery Programme Improvement Board
	26 Supporting the development and progress of the Merton Action Plan including meeting 3 times per year to update on progress.	April 23 to March 24	LB Merton NHSE London Region SWL ICB RM Partners SWLSTG	Senior Principal Public Health	Senior Leadership Team