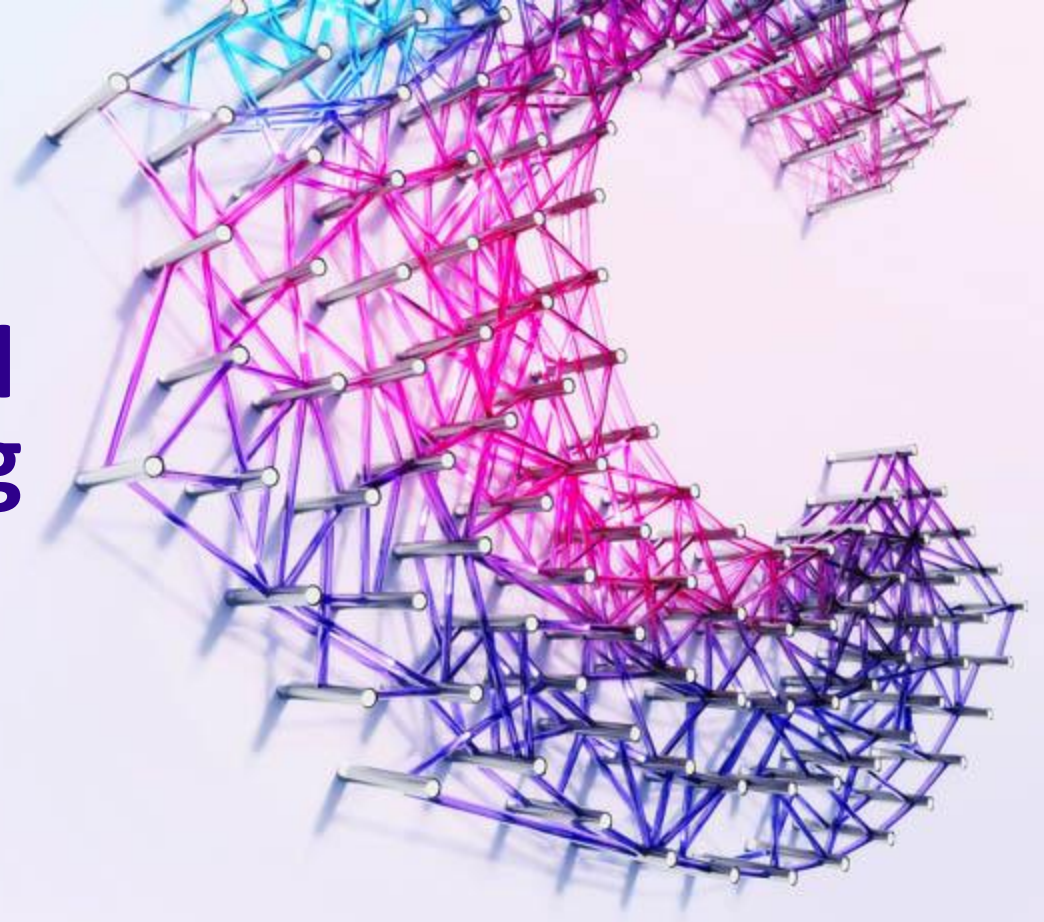


# Improving Bowel Cancer Screening

Cate Barlow & Razina Munim  
CRUK Facilitators



# WHAT WE WILL COVER...

- The Bowel Screening Programme
- The test and how it works
- National and local uptake
- Interventions to improve participation
- Useful resources

immunostics, inc. **hema-screen**  
SLIDE TEST FOR FAECAL OCCULT BLOOD  
WITH ON-SLIDE CONTROLS

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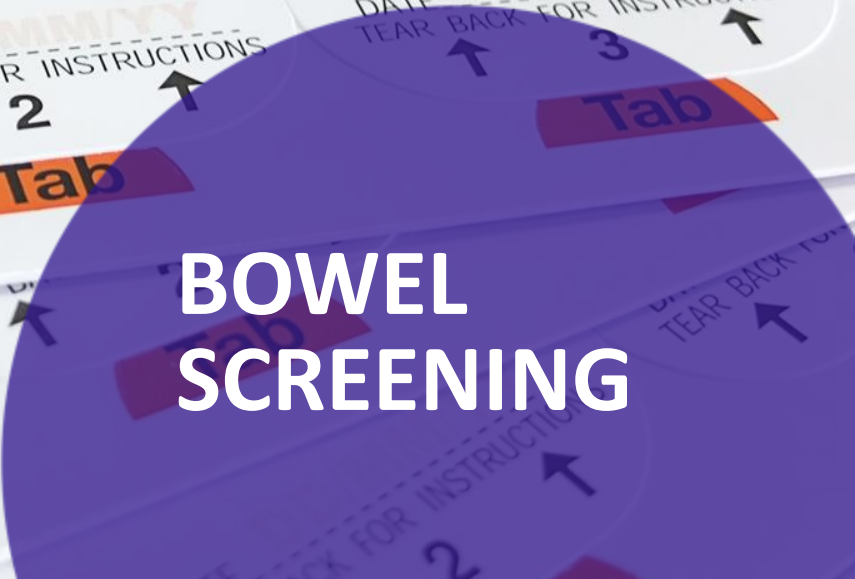
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**BOWEL  
SCREENING**

# BOWEL CANCER FACTS

Bowel cancer is the 4<sup>th</sup> most common cancer in the UK

Around 16,000 deaths a year

57% of people survive bowel cancer for 10 or more years

More than 50% of bowel cancer cases are linked to major lifestyle and other risk factors



# BOWEL CANCER SCREENING: THE FOBT

- Men and women aged between 60-74 are invited every 2 years.
  - Must be **registered with a GP practice** to receive invitation
  - **Anyone over 74 can request a kit** by calling 0800 707 6060
- Screening kit is **completed at home** and sent to the hub
- The screening hub analyses the kit
  - The test detects tiny amounts of blood in the sample of poo, which can't be seen by the eye
  - The FOBT **does not diagnose bowel cancer**



# FOBT: PRACTICAL TIPS

6 poo samples are needed:  
2 samples from 3 separate  
bowel motions

How to complete the bowel screening test  
animation:

[https://www.youtube.com/watch?v=m2f-wYOC\\_1Q](https://www.youtube.com/watch?v=m2f-wYOC_1Q)



Cling film over  
the toilet  
(remember to  
leave a dip)



Tubs that fruit  
like grapes  
come in



Folded toilet  
paper in your  
hand



A plastic bag  
over your hand,  
or a glove



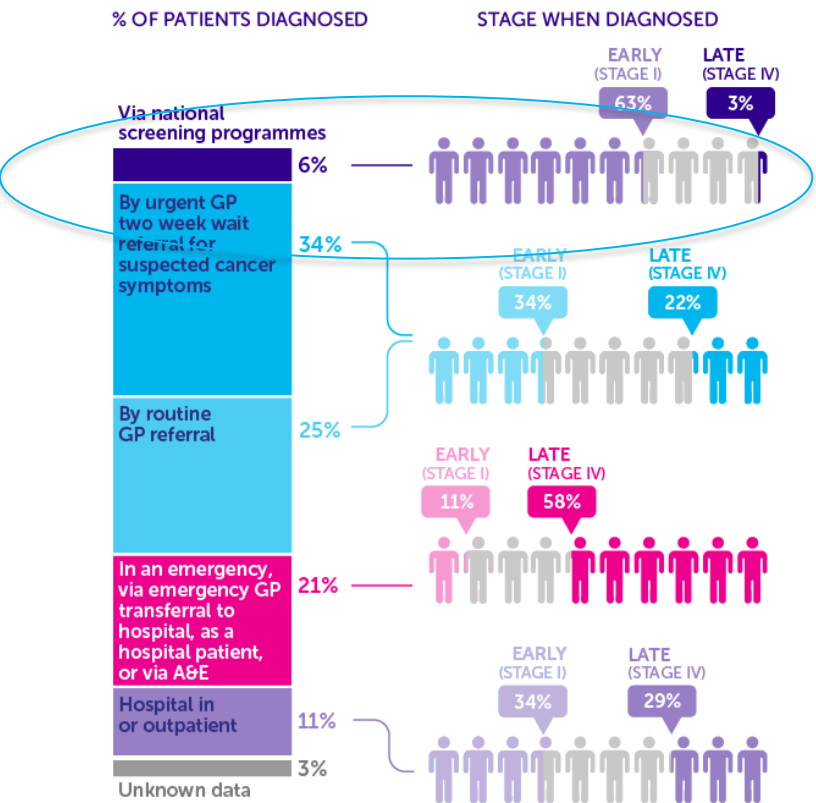
A clean empty  
margarine or  
ice cream tub



A clean empty  
takeaway  
container



# WHY IS SCREENING IMPORTANT?



Source: National Cancer Intelligence Network, data for England 2012-2013

Screening reduces the number of people dying from cancer by:

- **Detecting cancer early**  
63% of cancers detected through screening are at an early stage (stage I)
- **Preventing cancer**  
Bowel scope screening and cervical screening can both prevent cancer



**WHAT CAN YOU DO TO INCREASE  
UPTAKE?**

# HOW CAN YOU HELP INCREASE UPTAKE?

## Improve awareness of bowel cancer screening

### Training

- Ensure all staff know about the bowel screening programme and are familiar with the FOBt – CRUK and Karen Gray can provide this
- Have a screening lead
- Use the CRUK GP Good Practice Guide

### Display screening information

- CRUK Bowel cancer screening information cards
- Leaflets and posters about bowel cancer and bowel cancer screening
- 2 minute Animation: Youtube “How to do the bowel screening test”

### Make the most of Bowel Cancer Awareness Month in April



# HOW CAN YOU HELP INCREASE UPTAKE? (CONT)

## Endorse the Bowel Cancer Screening Programme

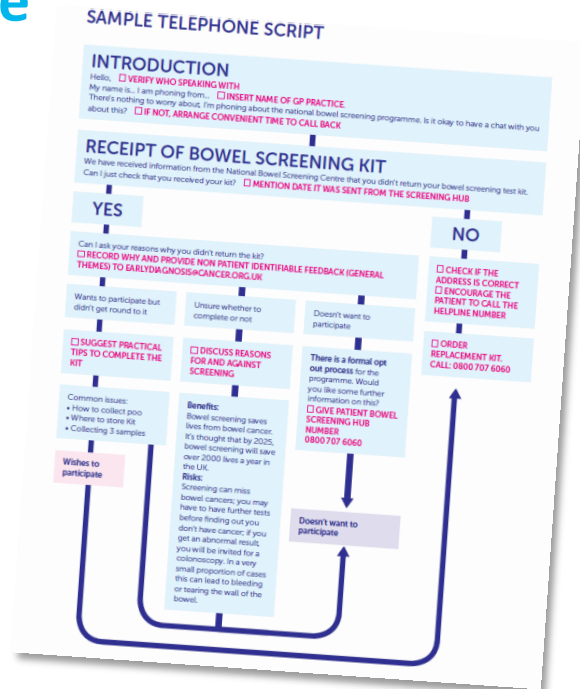
Contact your local screening hub/ centre (Karen Gray) to see if she can provide you more up to date data for bowel screening  
**OR**

Search for patients approaching their 60th birthday and 60-74 year olds with a non response result in the last 2 years

Consider contacting people via:

- **Letter** (templates are available)
- **Telephone** (a telephone script is available)
- **Opportunistically** (Use alerts)

Use **READ codes** to record any interventions



# Increasing uptake of bowel cancer screening – Target 60%

- **Bowel screening uptake** in England is not as high as seen in breast and cervical cancer screening programmes. If caught early survival rate is 95% over 5 years.
- There are considerable **inequalities** between areas and demographics.
- In some parts **uptake is as low as 33%**. Seven out of 10 of the worst areas in the country are in London. 44% of CCGs are below the national average.
- **Local Authorities** – Have a responsibility to reduce risks of cancer
- **PHE** is working to address a range of barriers to increasing uptake, including:
  - preferring not to know rather than deal with the implications of an abnormal result
  - a misconception that the test is not applicable if you don't have any apparent symptoms
  - working with CRUK on developing a Be Clear on Cancer-branded bowel screening campaign pilot
- **CCG's and GP surgeries** also have a responsibility to discuss the benefits of cancer screening

# Key Messages (Good Practice Guide)

- Check patient contact details at each encounter and regularly maintain the practice list (action ghost patients)
- Designate a cancer screening lead from the practice healthcare team
- Promote cancer screening awareness within the practice
- Ensure all practice staff know how to use the FOBt bowel screening kit, and where required, the details of how to request a new kit – call freephone 0800 707 6060
- Contact non responders monthly to offer information and identify any barriers and ask them to complete the kit or obtain another kit from the Hub Free phone 0800 707 60 60
- Consider texting / writing to patients on their 60th birthday and when non responder.
- Look at possible barriers for not responding; ? need interpreter; comorbidity;
- Identify those willing to take part but have disabilities/language problems, which may hinder collection of the samples.
- Opportunistic reminders during new patient checks/flu clinic / routine appointments / LTC review etc. Consider adding screening question to templates.
- Work with CRUK Facilitators and the bowel cancer screening Health Improvement Specialist to improve uptake.

# THANK YOU

## To organise a visit please contact:

Ekta Patel (CRUK Facilitator, Croydon)

[Ekta.Patel@cancer.org.uk](mailto:Ekta.Patel@cancer.org.uk)

Karen Gray (Health Improvement Specialist)

SWL Bowel Screening Centre

[Karen.Gray@stgeorges.nhs.uk](mailto:Karen.Gray@stgeorges.nhs.uk)

[cruk.org/facilitators](https://cruk.org/facilitators)