



GIG
NHS

Iechyd Cyhoeddus
Cymru
Public Health
Wales

Freedom of Information request to Public Health Wales

Date request received	Not formally received by PHW
Date information is due to be sent	To assist and advise

Information requested:

REQUEST – received from a Charity

1. What activities has Betsi Cadwaladr University Health Board undertaken to increase cervical screening attendance over the last 2 years (August 2014 - August 2016)?

(We are looking for an outline of any activities that your local authority and /or Health and Wellbeing Board has been involved in or led, for example, general awareness raising activities to highlight the importance of screening or targeted outreach activities to increase uptake amongst groups who are highly represented amongst non-attenders (e.g. BAME groups, disadvantaged communities, women aged 25-29 or women over 50). We do not need any documentation, but would be grateful for as high level of detail as you are able to give.)

2. What were the outcomes of those activities?

Information provided for the answer

Please find below a summary of cervical screening engagement work carried out between August 2014 / 2016 for you to collate as part of the All Wales response.

Public Information resources

Accessible information – The Screening Engagement Team has developed easy read accessible cervical screening information aimed for people with low health literacy, learning disability and language barriers. This information is also available in BSL and audio formats for people with a sensory loss. The resources have been distributed all Wales to Primary Care teams and third sector organisations.

Information available at: <http://www.cervicalscreeningwales.wales.nhs.uk/accessible-information>

Transgender resources – A specific screening information booklet was developed co-productively with the transgender community. A cervical screening information film was also developed aimed at trans men highlighting the importance of attending for routine smear tests. This work has been supported by a community health education programme with information sessions being delivered to transgender community groups.

Information available at: <http://www.screeningforlife.wales.nhs.uk/transgender-information>

Cervical screening learning disability film – the Screening Engagement Team has worked co-productively with Cardiff People First to develop a short film about cervical screening to help address barriers that prevent women from accessing screening.

Information available at: <http://www.screeningforlife.wales.nhs.uk/learning-disability-resources>

Campaigns

Screening for Life campaign – The Screening Engagement Team runs an annual campaign throughout the month of July to raise awareness of screening. Health Boards support the campaign by sharing information with their clusters and neighbourhood networks. The campaign involves an All Wales mail out, social media campaign and community engagement activities. Screening for Life training was delivered in each Health Board area prior to running the campaign targeting Communities First teams and third sector organisations.

In addition screening supports ECCA week and Cervical Screening Awareness Week through a social media campaign.

Training

Supporting People Training – Screening training was delivered to Supporting People Programme link worker staff. Staff who support vulnerable adults in housing. This training was piloted in South and north Wales with a view to roll out on an ongoing basis.

Screening Champion training – The Screening Engagement Team has developed a champion model. Ethnic minority communities, learning disability organisations are being targeted.

Black and Asian Ethnic Minority Communities

Working with ethnic minority communities – Screening Engagement, Cardiff and Vale Public Health Team, Cardiff and Vale College and Velindre are working as a collaborative to develop a health education cancer / screening awareness resource that can be delivered through the medium of ESOL classes. Funding has been sourced from Velindre to develop a pilot project. This will enable a sustainable way to deliver health education and aim to develop and improve health literacy skills within BAME populations with a language barrier.

Aneurin Bevan

Community Health Champion Project – Screening Engagement Team delivers screening awareness to the Health Board champions. In Caerphilly the champions are predominantly from the parent network so young mums (25 – 30 age range).

Live Well Live Longer project

All staff receive screening awareness training. Everyone within the eligible age range is asked about their screening history and a brief intervention will be delivered to non-attenders.

Cardiff & Vale

Well-being 4 U coordinators employed by United Welsh, are based within GP practices and as part of their remit they support screening.

Cwm Taf

CHD health check programme staff have received screening training.

In addition there is on-going local community engagement with talks and events delivered to communities and workplaces.