



Breast Cancer Screening Awareness



Qualitative Analysis



healthwatch

Background

Between September and October 2023, Third Sector Leaders Community Champions engaged with local communities to understand the following:

- Breast cancer risk factors/symptoms awareness
- The challenges and barriers to accessing breast screening services and support



A total of 881 individual conversations were held plus Community Champions reached out to various segments of the community via group engagement, engaging an additional 373 people. A total of **1,254** conversations.

The findings were categorised based on demographics, including deprivation deciles, gender, age, and ethnicity.

Community Engagement & Awareness Efforts:

- 159 women were advised to contact their GP.
- 679 women stated that they were more aware of the breast screening procedure.
- 24 people immediately booked their screening appointment.
- 468 people were informed of the signs and symptoms of breast cancer.
- 342 people were signposted to information online in multiple different languages.



Health inclusion group respondents:

- 26 Asylum Seekers/Refugees
- 2 homeless individuals
- 69 individuals with low literacy levels
- 17 individuals with mental health conditions
- 8 individuals with drug/alcohol dependency
- 2 Gypsy/Roma/Traveller community individuals
- 1 member of the LGBTQ+ community
- 18 people not studying or working
- 2 victims of violence
- 5 vulnerable migrants



Key Findings

The people who Community Champions spoke to can be categorised into three distinct groups:



1. Individuals who had been invited to a screening appointment



2. People who attended their screening appointment



3. People who had not yet attended a screening appointment

Individuals invited to a screening appointment:

- From the people that Community Champions engaged with who were invited for a screening appointment:
- **80%** of individuals were aged **50–79 years old**.
- **3%** of individuals were over **80+ years**.
- **50%** were Asian/Asian British Pakistani.
- **23%** were white.



Individuals who attended their screening appointment:

- **65%** of the individuals who attended their appointments were from HD1, HD2, and WF17.
- **43%** were aged 50–54 years old
- **38%** were aged 65–79 years old
- **50%** were from the Asian/Asian British Pakistani ethnic group
- **66%** of individuals considered themselves Asian.
- **24%** of attendees identified themselves as White.



Individuals who did not attend their screening appointment

- 36% of individuals were under 50 years old.
- 14% of individuals had not received an invitation for screening yet
- 14% said that they were not aware of screening or that they had a language barrier
- 12% were fearful of screening or diagnosis
- 6% of attendees did not realise the importance



Demographic analysis

- Women **aged 50-64** were more likely to not attend their screening as they were **fearful of screening or cancer diagnosis**.
- Women **aged 65-79** years were more likely to not attend because **they did not realise the importance** of the screening.
- **18%** of women aged **18-24** stated that **language was a barrier** to breast screening and support.



Health Inclusion Groups

Individuals who spoke to Community Champions who also belonged to a health inclusion group did not attend a screening appointment because:

- Women who said that they were vulnerable migrants were most likely to say that mental health barriers were the reasons for not attending a screening.
 - Women who said they were victims of violence were most likely to talk about finances and fear of the screening process as being barriers to screening.
 - Women who had experienced homelessness were most likely to speak about fear of a cancer diagnosis as a barrier
- Women who identified as Gypsy/Roma/Traveller were most likely to speak about lack of awareness of screening and that they didn't realise the importance of screening.



Deprivation decile analysis

- Women within deprivation **decile 3** were most likely to talk about fears of the procedure as a barrier to breast screening
- Women from deprivation **decile 2** were more likely than any other group to talk about fear of a cancer diagnosis as a barrier
- Women from **decile 4** were mostly like to state that they didn't realise the importance of screening and lack of awareness around breast screening as barriers
- Women in **decile 2** were more likely to say that language barriers were the reason for not attending screening appointments

Deprivation deciles noted relate to the following postcodes –

1: HD1

2: WF13,WF5

3: WF16,WF17

4: HD2, WF12

5: BD19, HD3, HD5, WF15

6: HD7, WF14

7: BD11

Primary Care Network areas

People who spoke to community champions provided their postcodes and from this Healthwatch Kirklees have separated the respondents into Primary Care Network areas.



Women who fall within **Three Centres** Primary Care Network (PCN) were more likely to speak about finance as a barrier to breast screening appointments.

Women from **Batley and Birstall** PCN were most likely to talk about fears of the screening procedure as a barrier.



Women from **Dewsbury and Thornhill** PCN areas were most likely to state that they were fearful of a cancer diagnosis; they also didn't realise the importance of attending screening appointments.

Women from the **Mast** PCN were the most likely to report a lack of awareness around breast screening as a barrier.

Women from **Spennings** PCN were the most likely to report access to services as a reason for not attending their screening appointment

Disability analysis

Excluding the people who said they were under 50 so had not yet received a screening invite. From the people that Community Champions spoke to:



Women **with physical or mobility disabilities** were more likely to speak to community champions about being low-risk individuals

Women with **learning disabilities** were the most likely to state finances as a barrier to screening appointments, and language barriers



Women who had **sensory impairments** were mostly likely to speak about being fearful of the screening procedure and a cancer diagnosis.

Women who identified as having a **long-term condition** were the most likely to state time constraints as a barrier to screening.

Women who said they have a **mental health condition** were the most likely to say that accessing services was a barrier.

Knowledge of Symptoms

According to the information collected by Community Champions, most people who they spoke to had little knowledge of the signs and symptoms of breast cancer. Some of the women said they knew about breast cancer because of personal experiences, such as having cancer themselves or a friend/relative having the disease. Women aged 80+ knew more about the signs and symptoms of breast cancer than any other age.

White British and Irish women who spoke to Community Champions knew more about cancer than any other ethnic group.



Women who stated that they were not in education or employment and women with low literacy said they do not know about breast cancer signs or symptoms.

Recommendations that Healthwatch Kirklees will be taking forward to the health and care system locally, regionally and nationally.



Comprehensive Awareness and Education Program

Launch targeted awareness campaigns across local and regional footprints focusing on breast cancer risk factors, screening procedures, and symptom awareness. Prioritise Easy Read, multilingual resources and culturally sensitive materials to address language barriers and increase knowledge in diverse communities, including those with low literacy levels, learning disabilities and specific ethnic groups.

Enhanced Accessibility and Support Services

Improve access to breast screening services, particularly in areas identified with high non-attendance rates. Implement initiatives like mobile screening units, transportation assistance, and financial support awareness, especially targeting vulnerable groups such as asylum seekers/refugees, homeless individuals, and those with disabilities.

Focused Community Engagement and Support Groups

Establish support groups and community workshops to specifically address fears and misconceptions about breast screening and cancer diagnosis. Collaborate with local health and care providers, community leaders, and Primary Care Networks to create tailored outreach programs, especially for health inclusion groups and demographics showing higher rates of non-attendance for screenings.

National Advocacy and Partnership Development

Advocate for national policies that reduce systemic barriers to breast cancer screening and support. Collaborate with national health organisations for data sharing and best practices. Develop strategic partnerships for broader awareness campaigns and digital engagement strategies to reach younger and digitally active demographics.

Quantitative Analysis



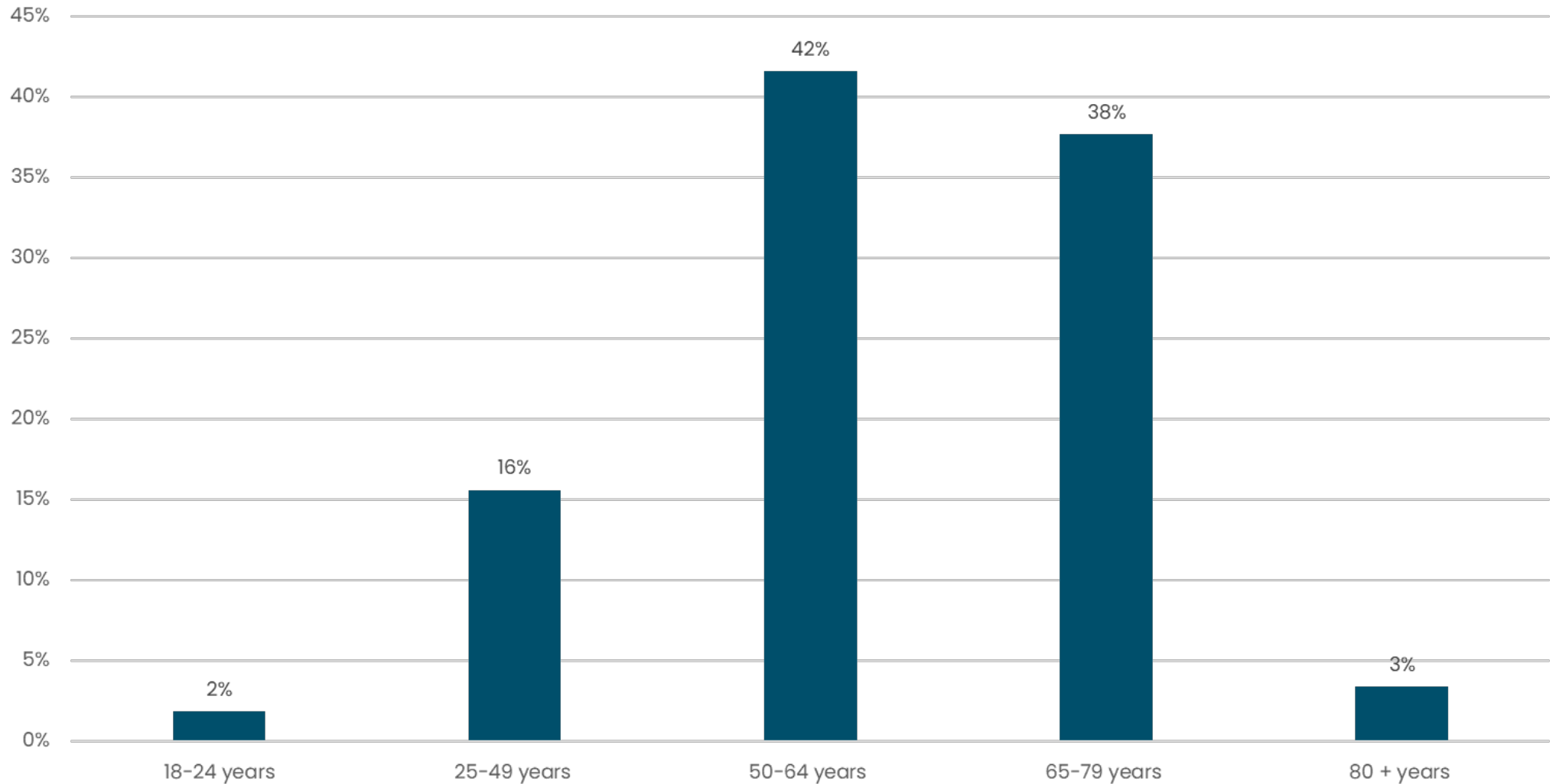
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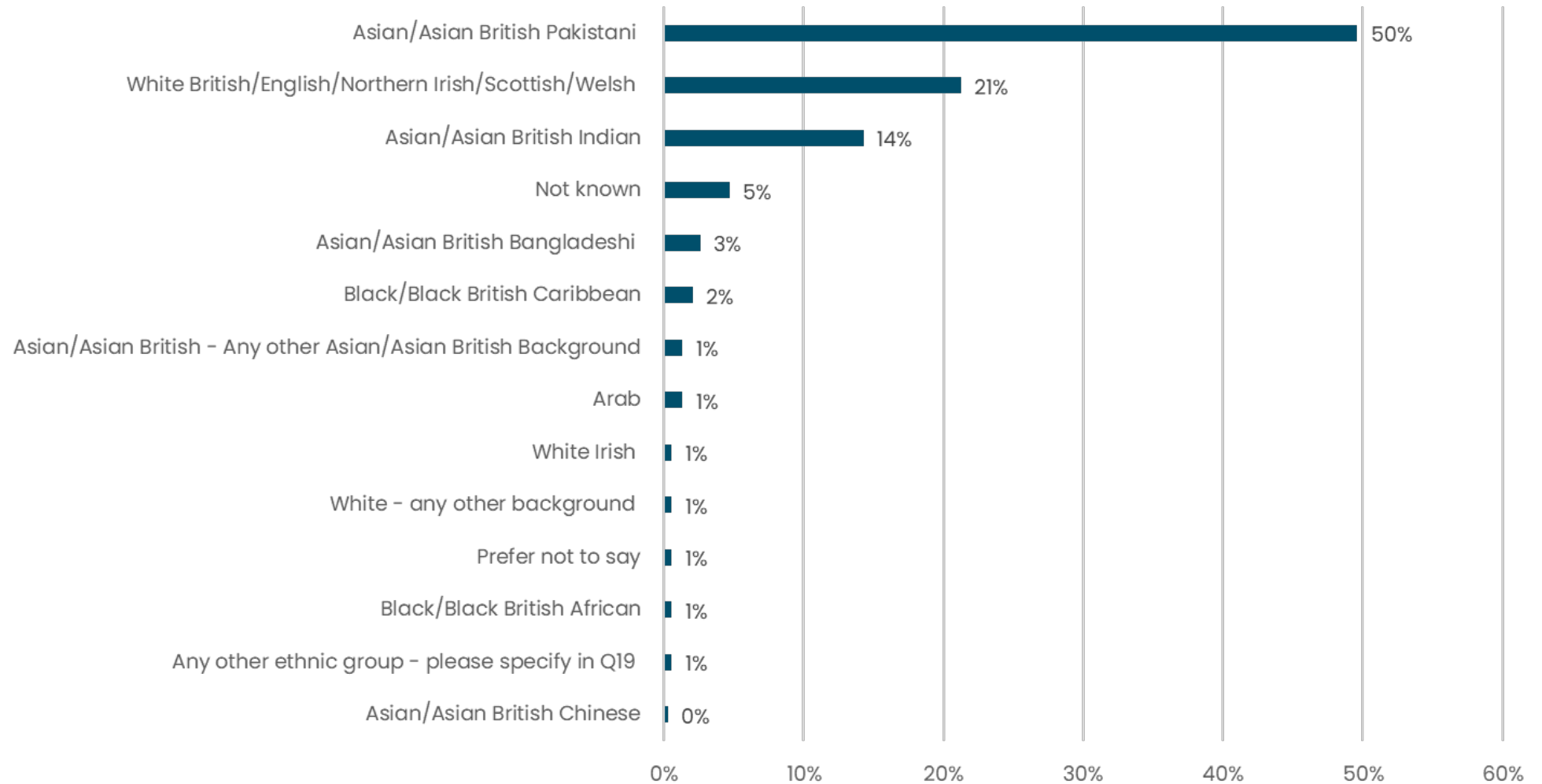
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Individuals invited for a screening

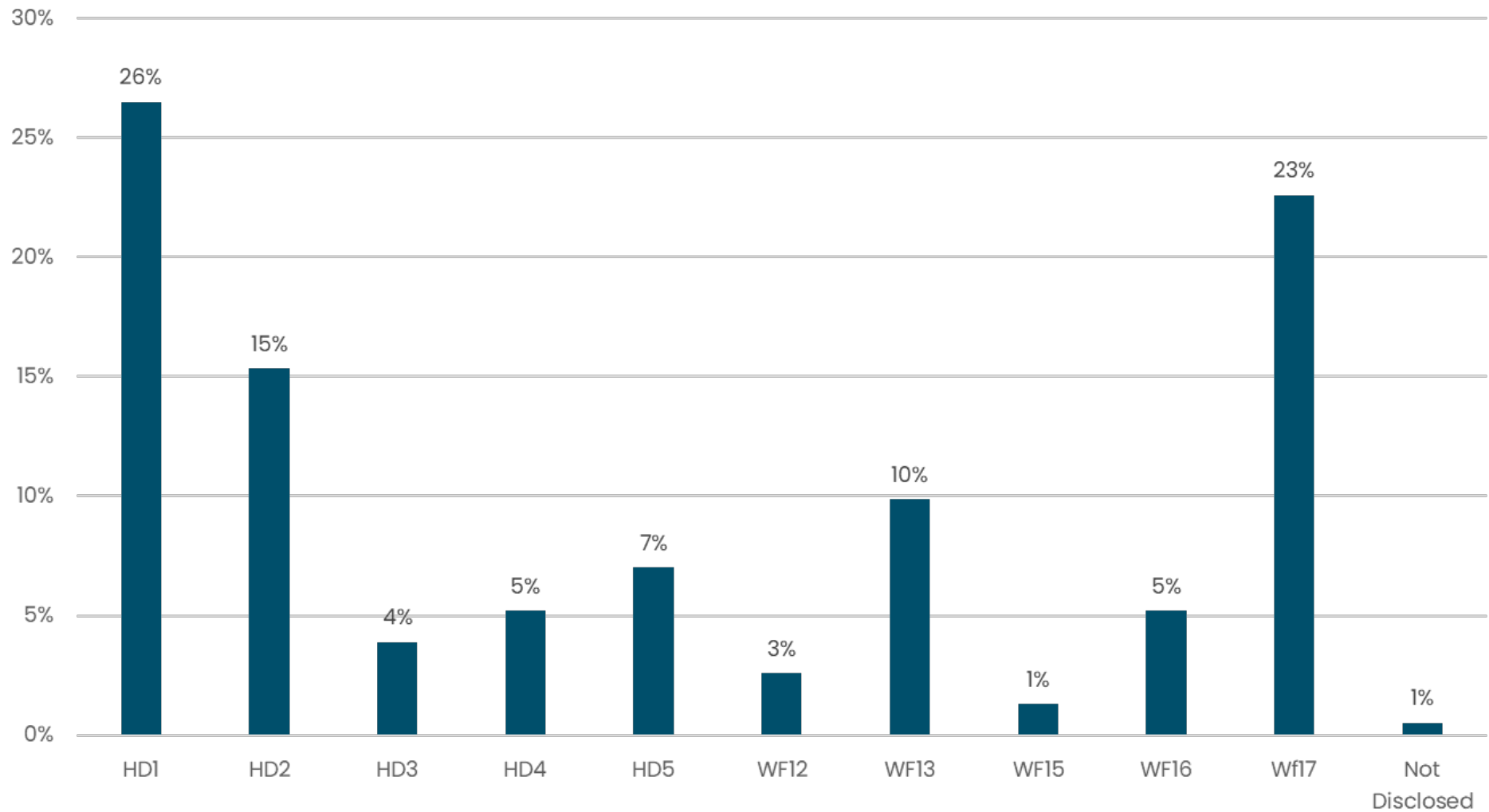
Individuals invited for breast screening by age



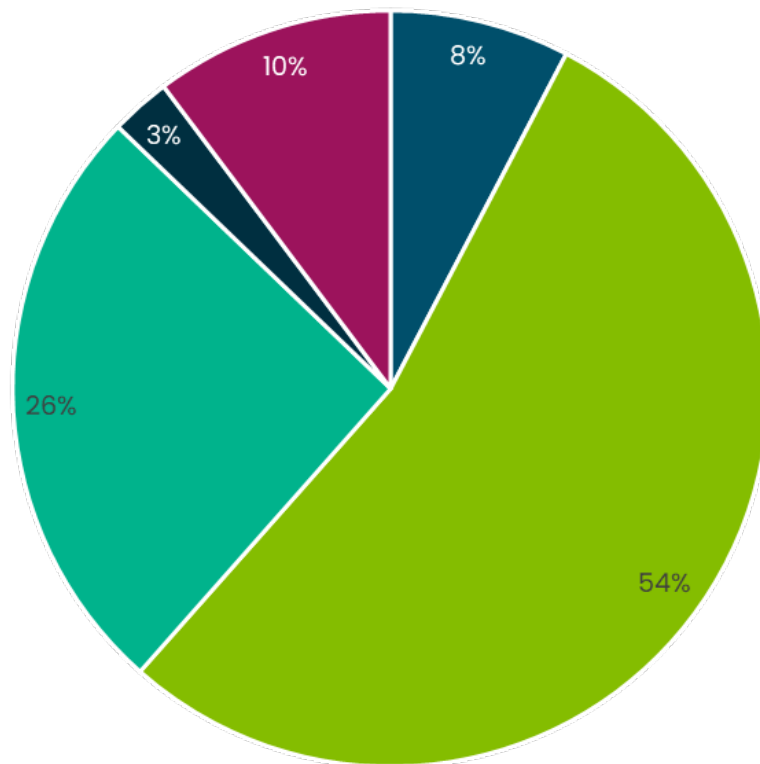
Individuals invited for breast screening by Ethnic Group



Individuals invited for breast screening by Postcode

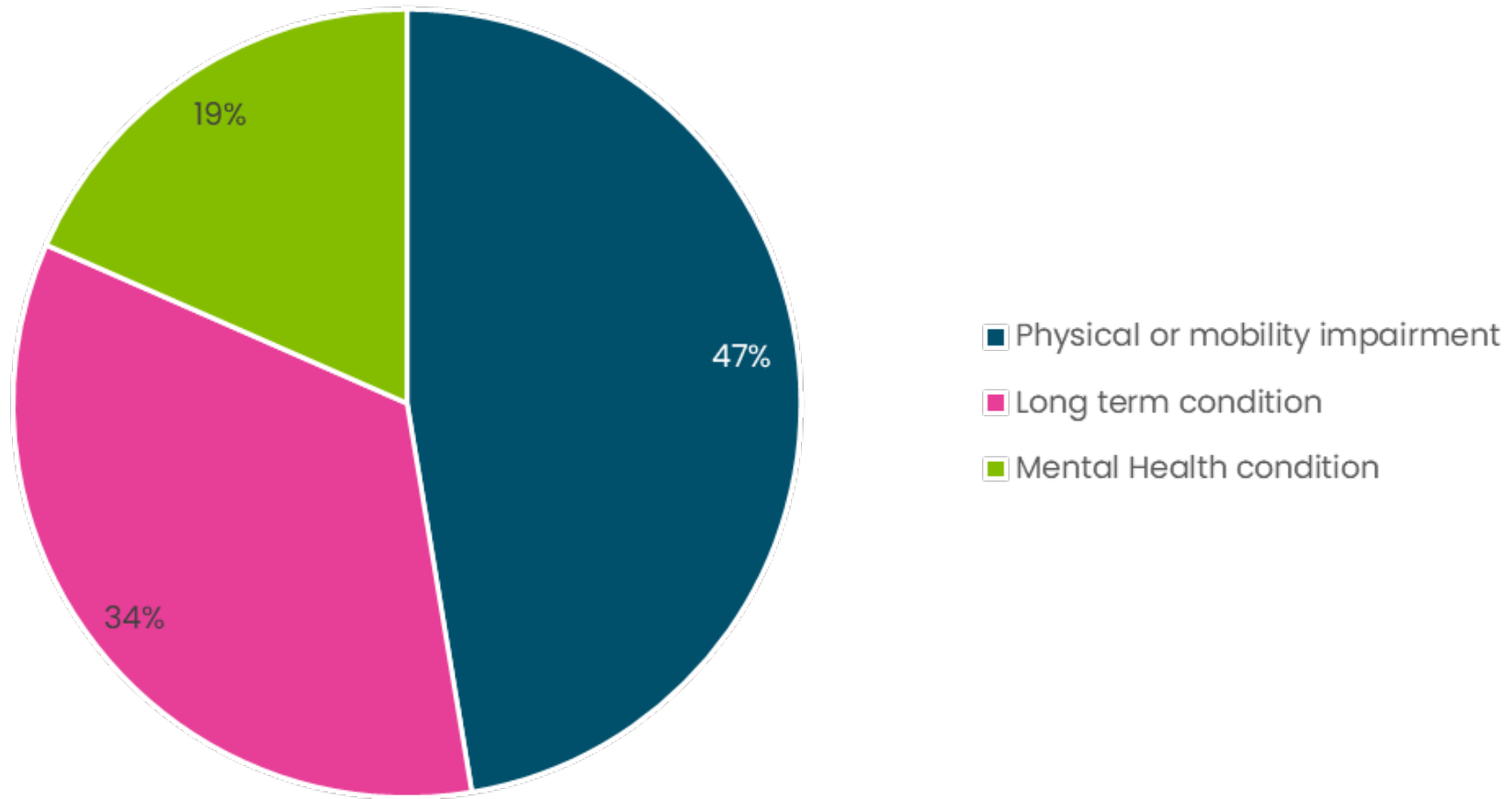


Individuals invited for breast screening by Health Inclusion Group



- Asylum Seeker / Refugee
- Homelessness
- Low Literacy Levels
- Drug/Alcohol dependency
- Experience Mental Health Issues
- Gypsy/Roma/Traveller Community
- LGBT+
- Not in Education or Employment
- Victims of violence
- Vulnerable Migrants

Individuals invited for breast screening by Disability

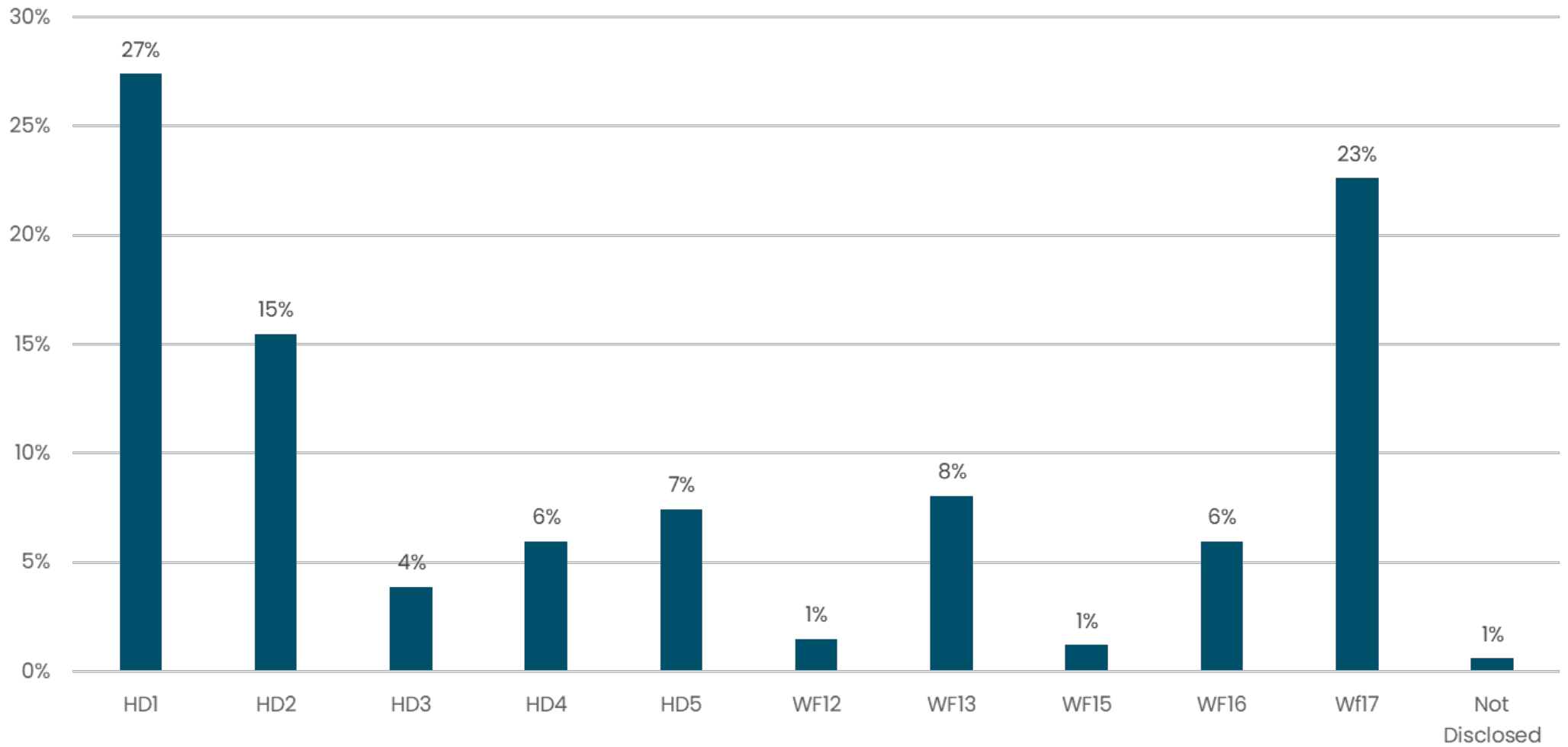




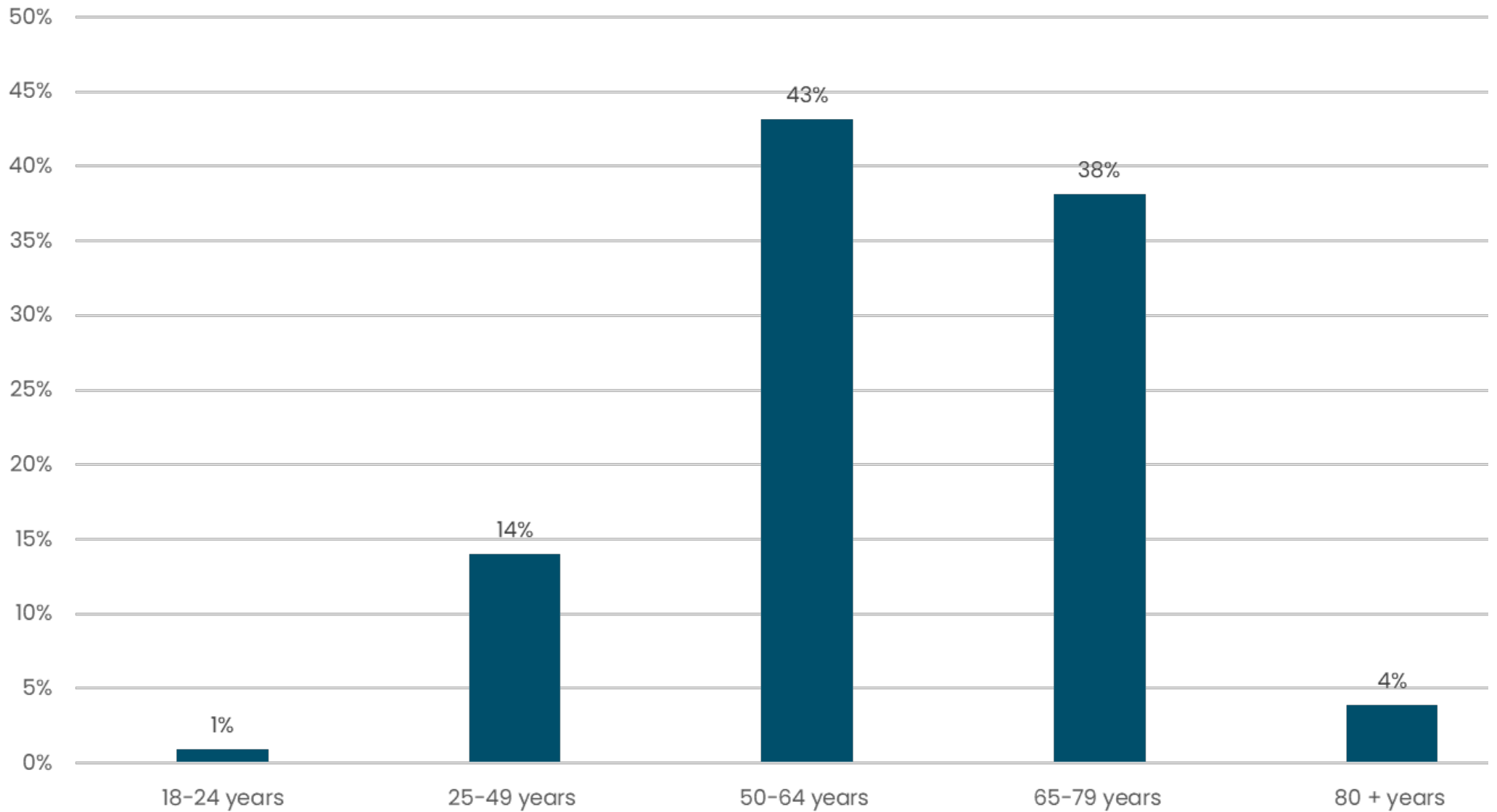
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Individuals that attended a screening

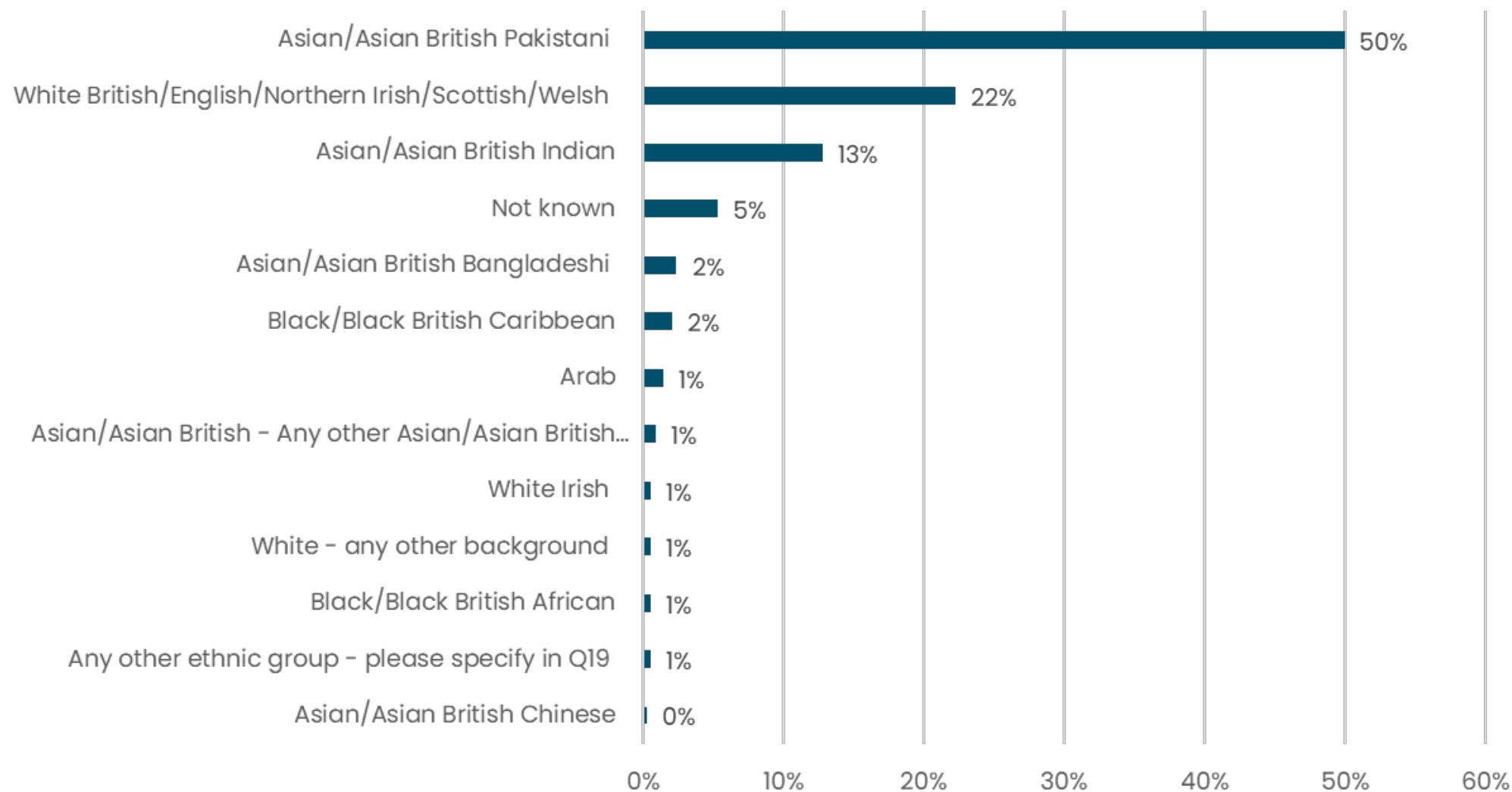
Individuals who attended a breast screening by Postcode



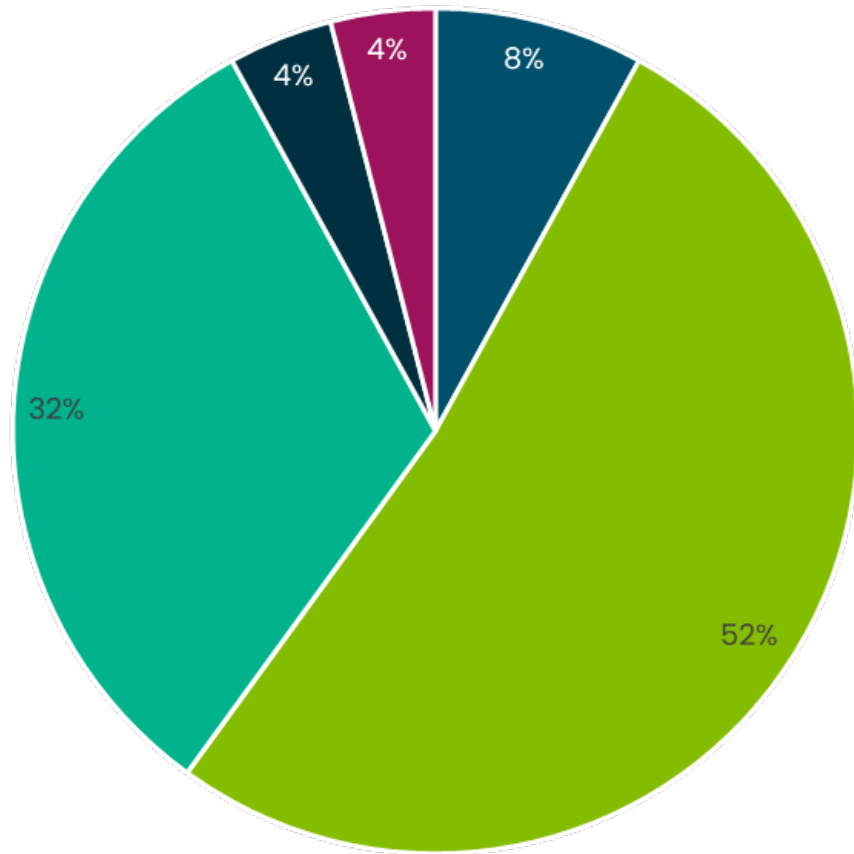
Individuals that attended their appointment by Age



Individuals who attended their appointment by Ethnic Group



Individuals who attended their appointment by Health Inclusion Group



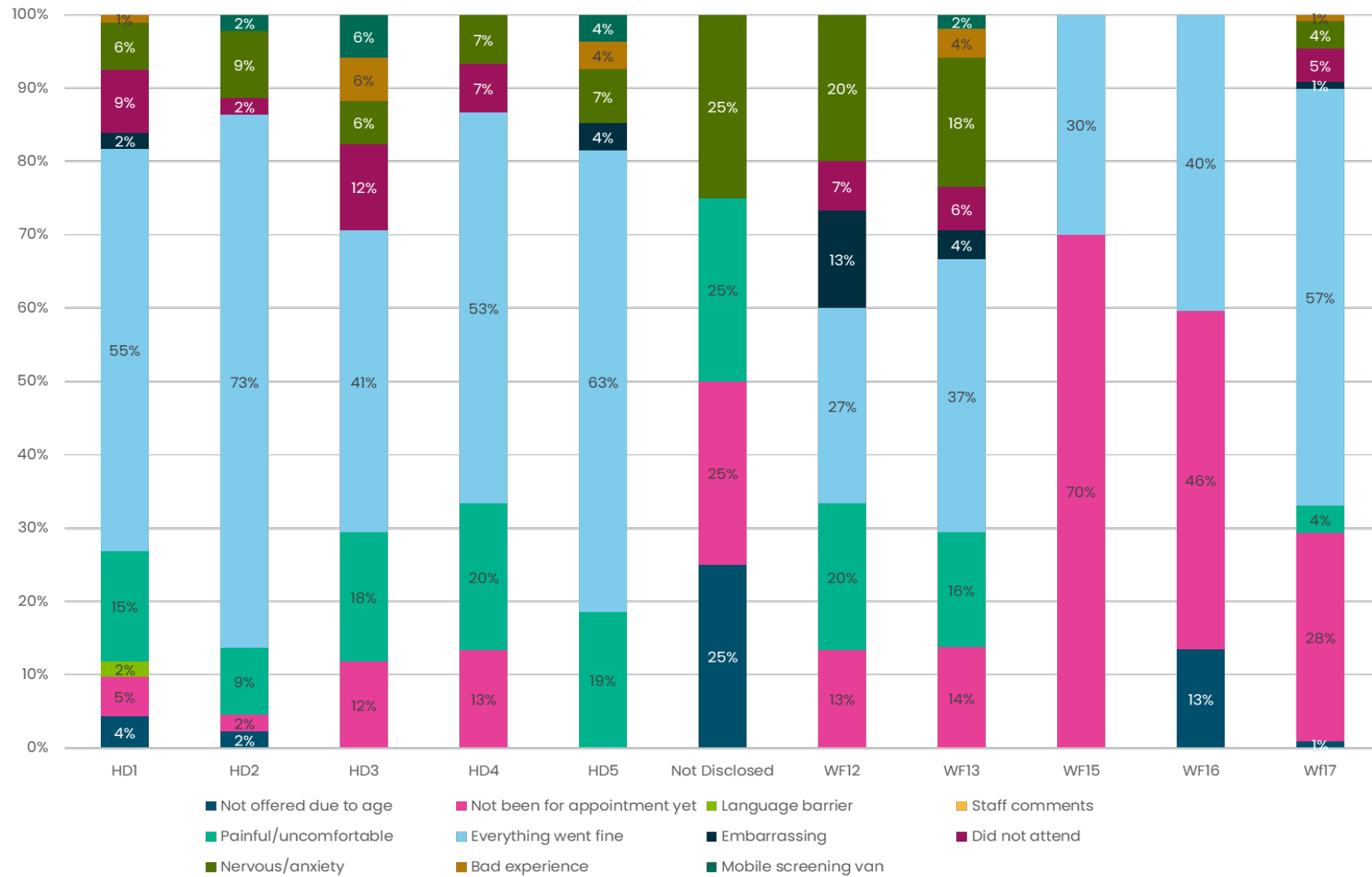
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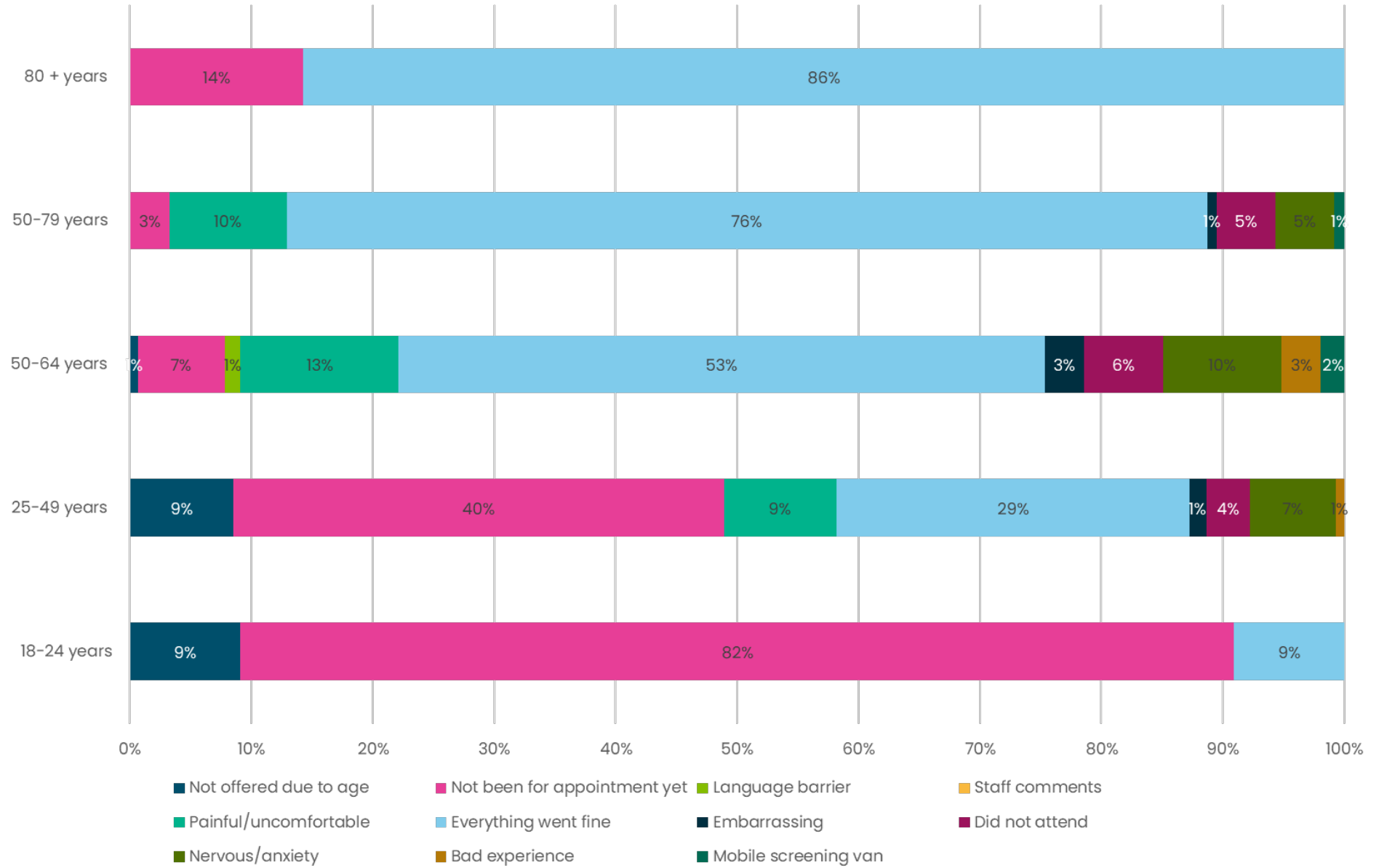
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Experience attending breast screening

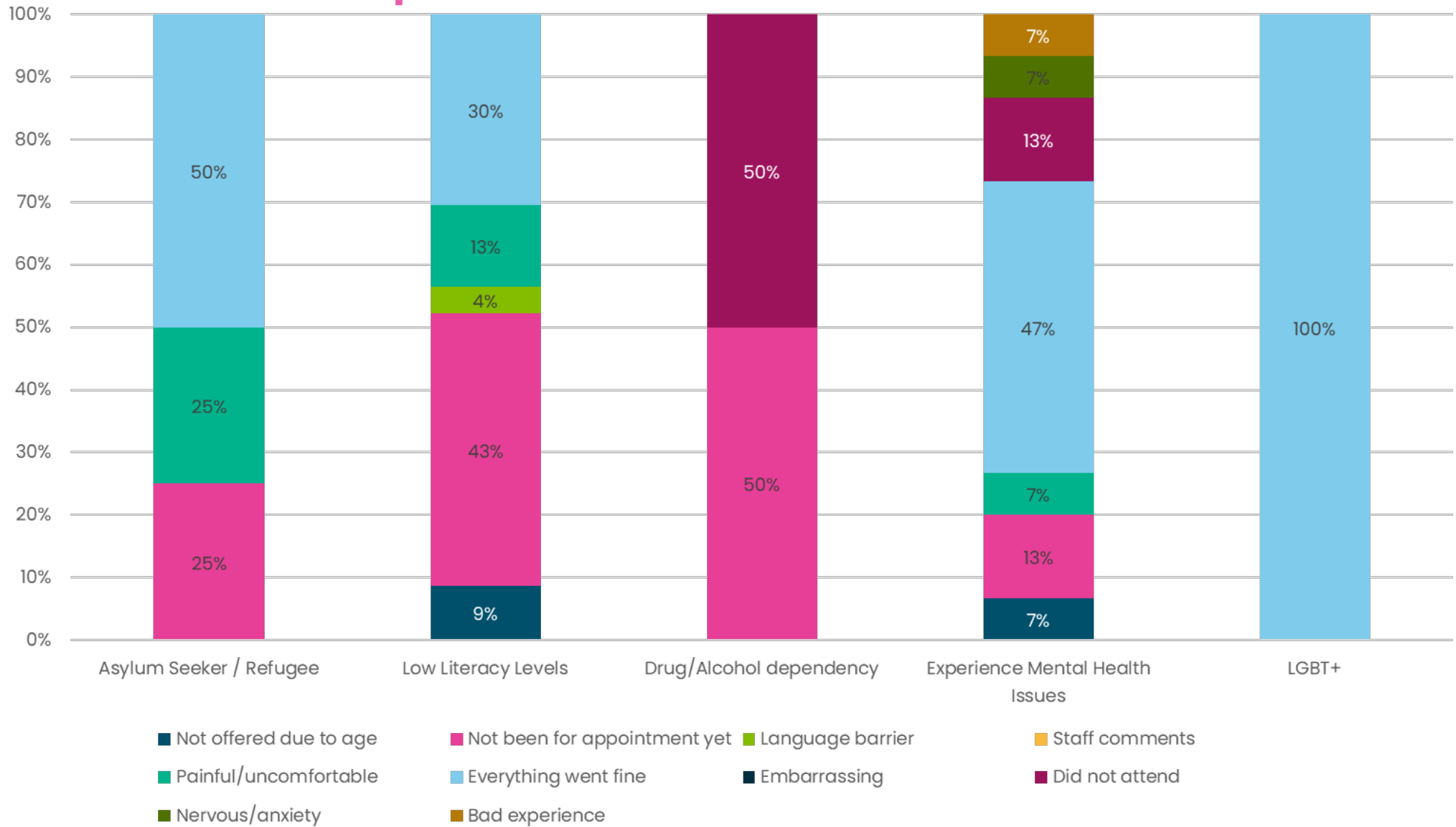
Individuals who attended a breast screening by Postcode



Individuals that attended their appointment by Age



Individuals who attended their appointment by Health Inclusion Group

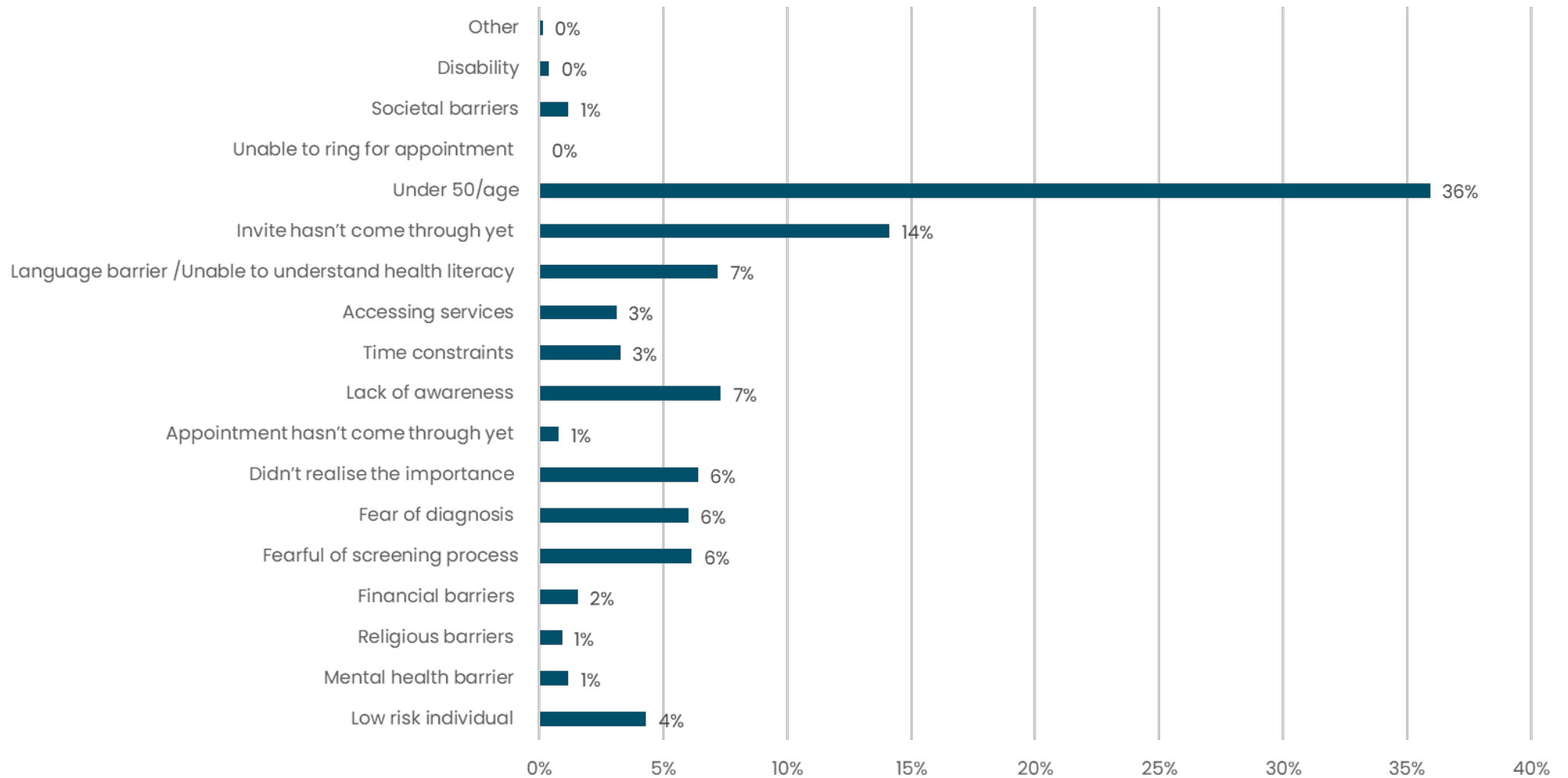




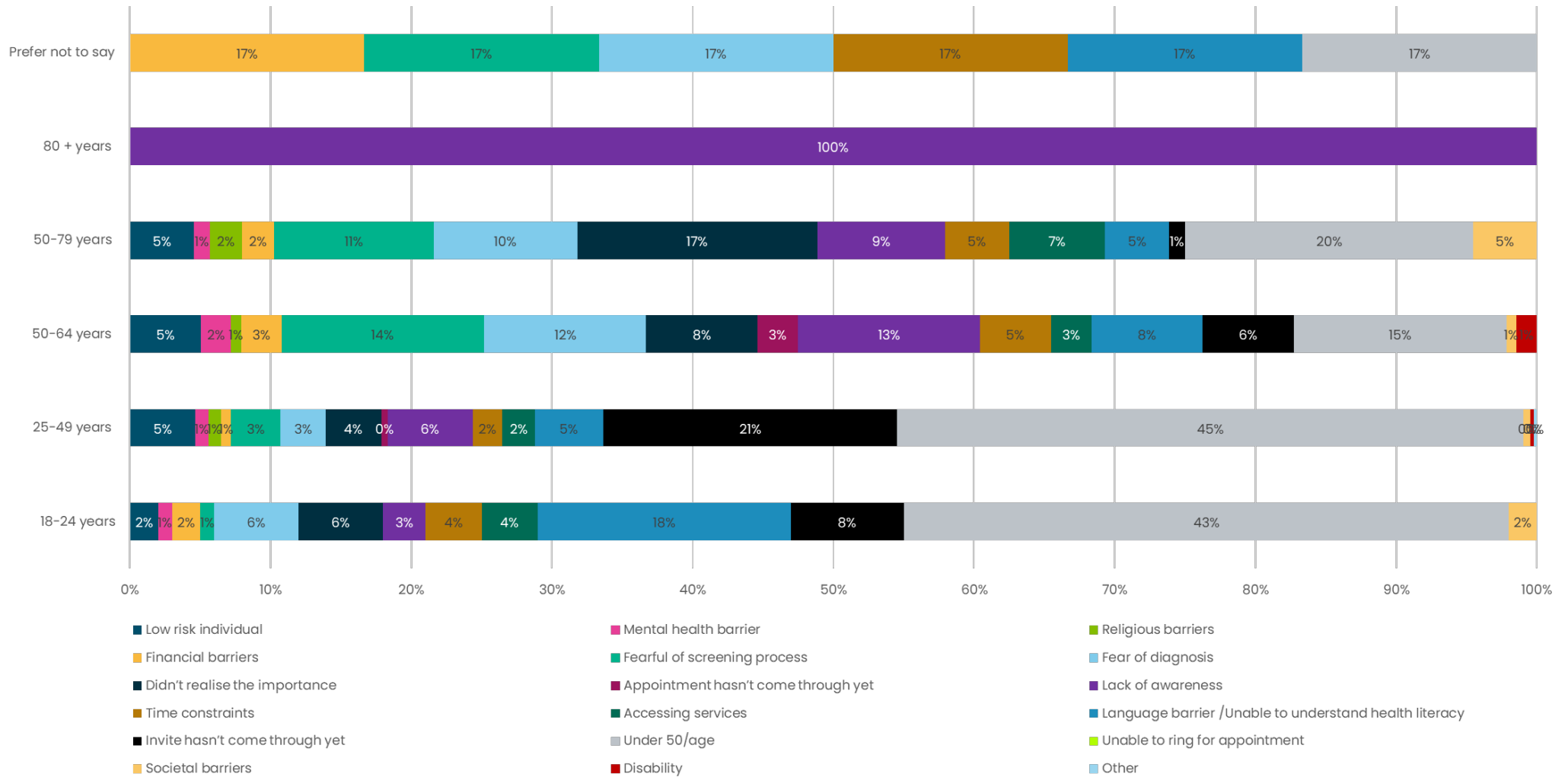
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Individuals who did not attend their screening

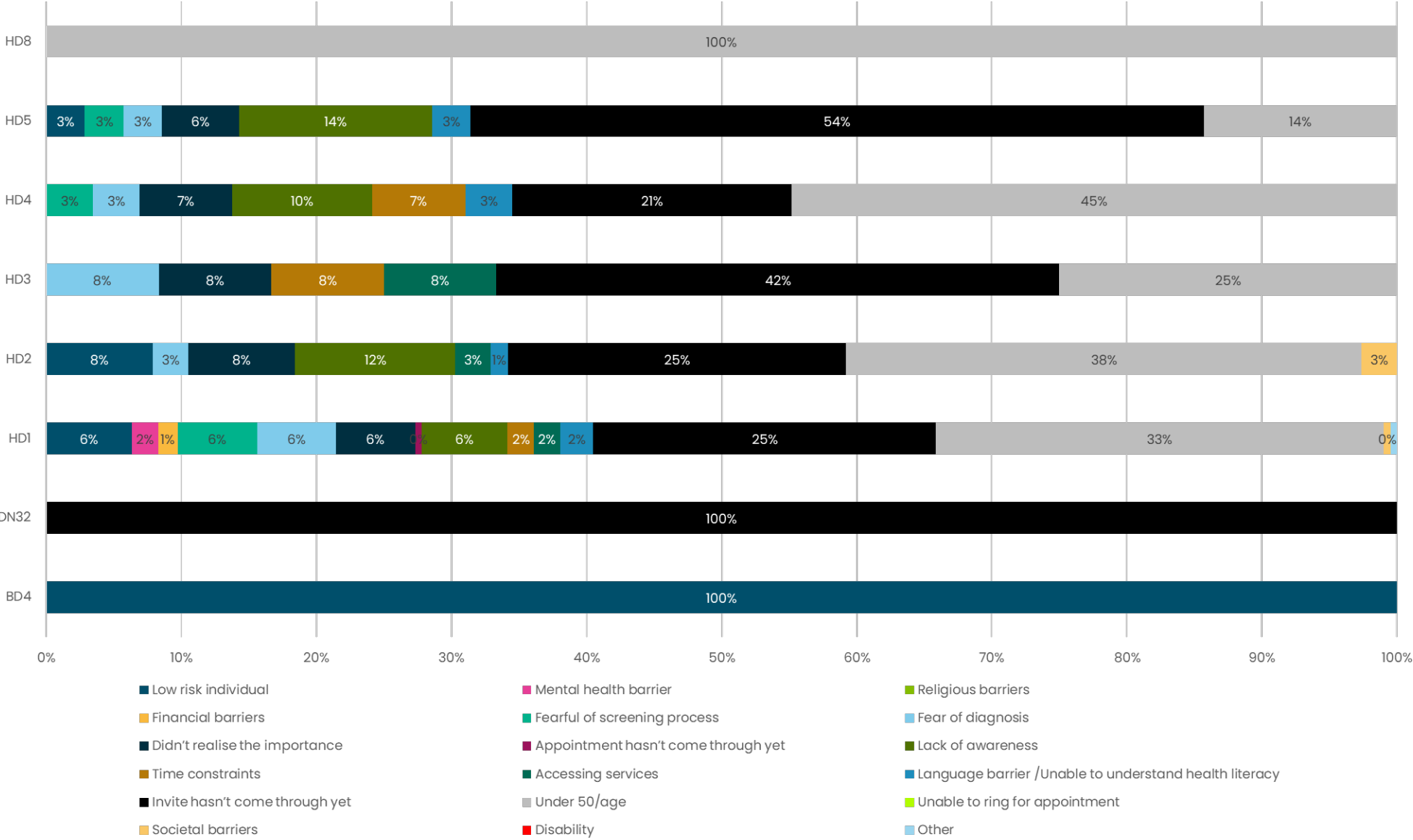
I did not attend my appointment because...



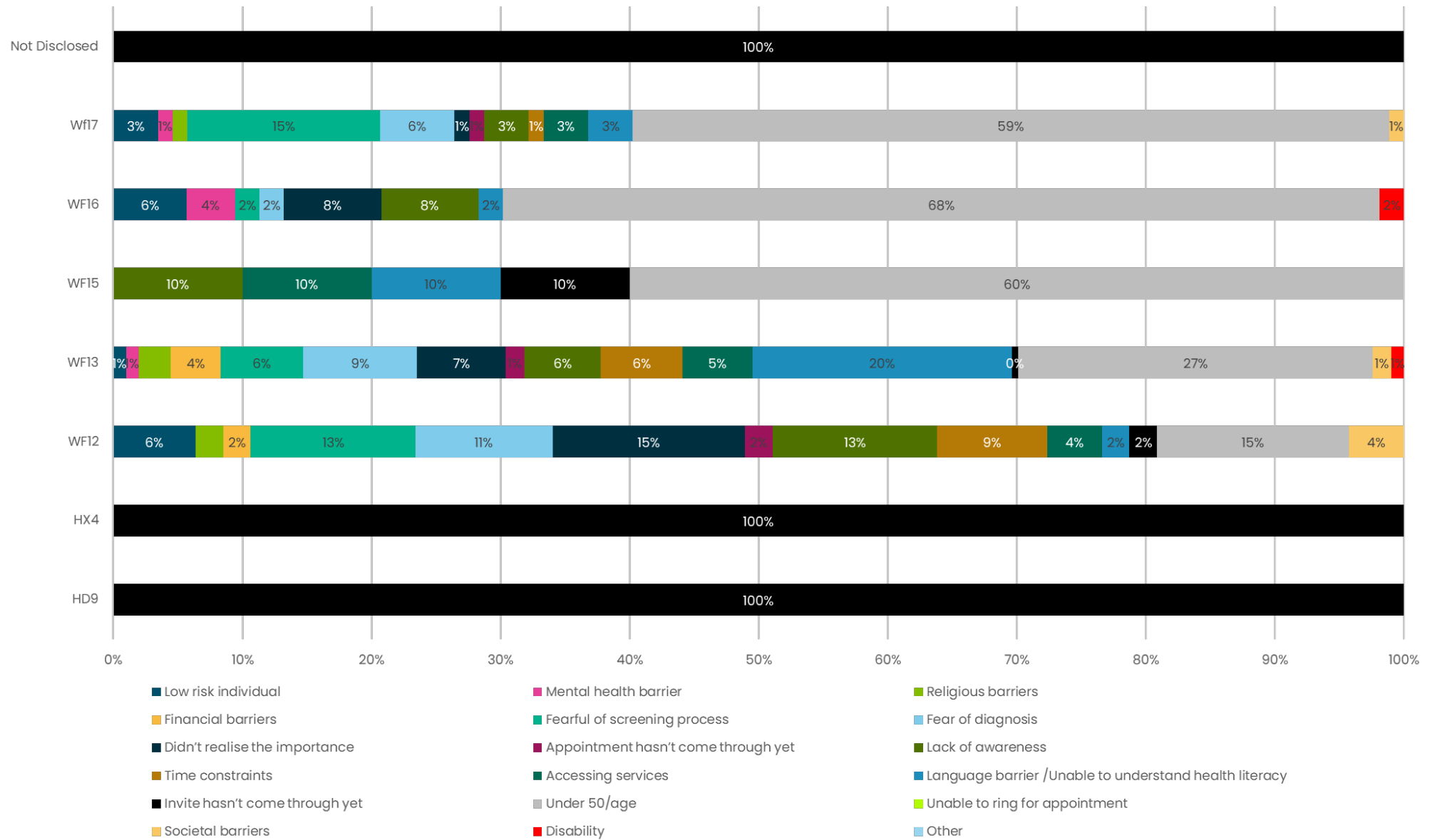
I did not attend my appointment because... (Age)



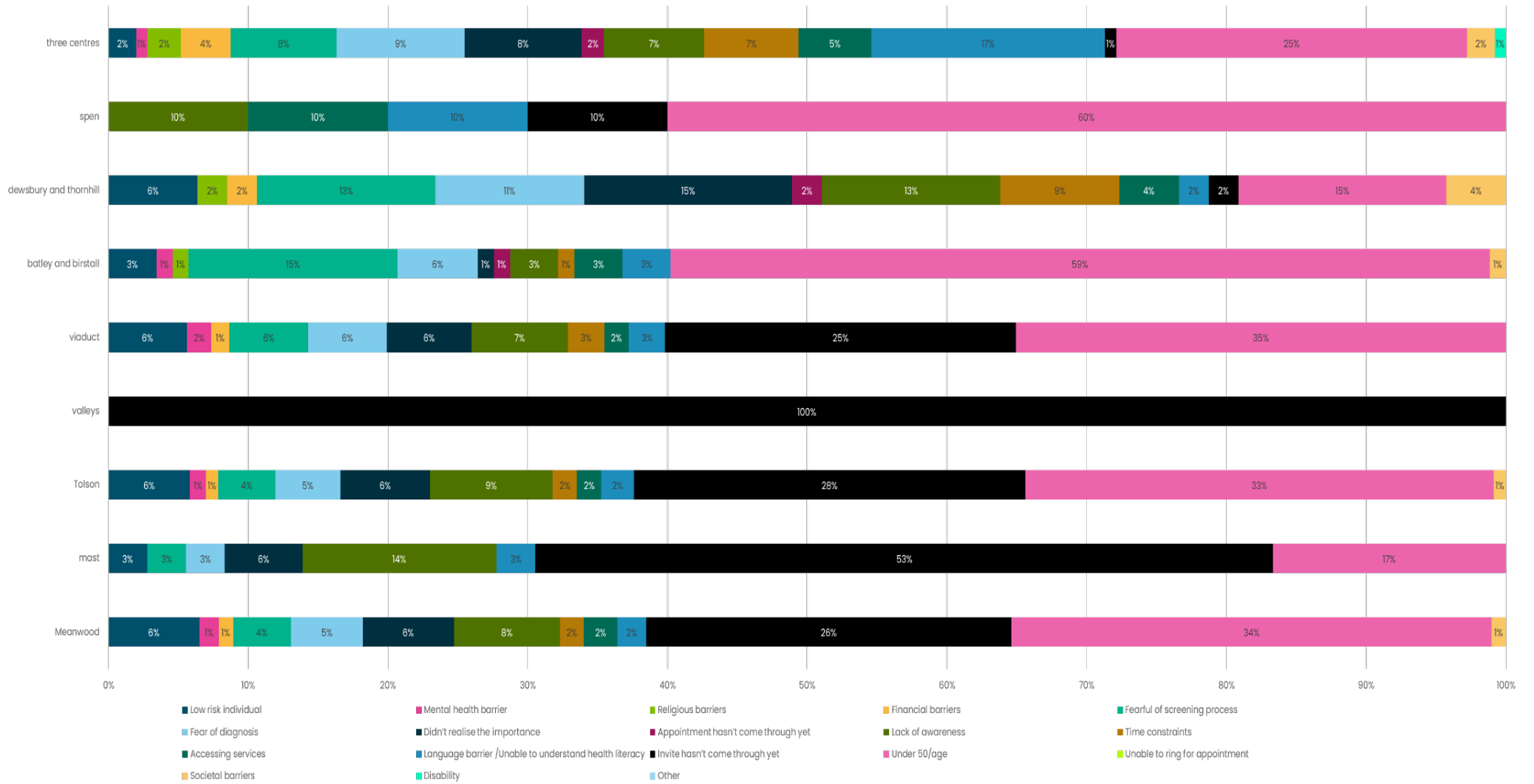
I did not attend my appointment because... (Postcode)



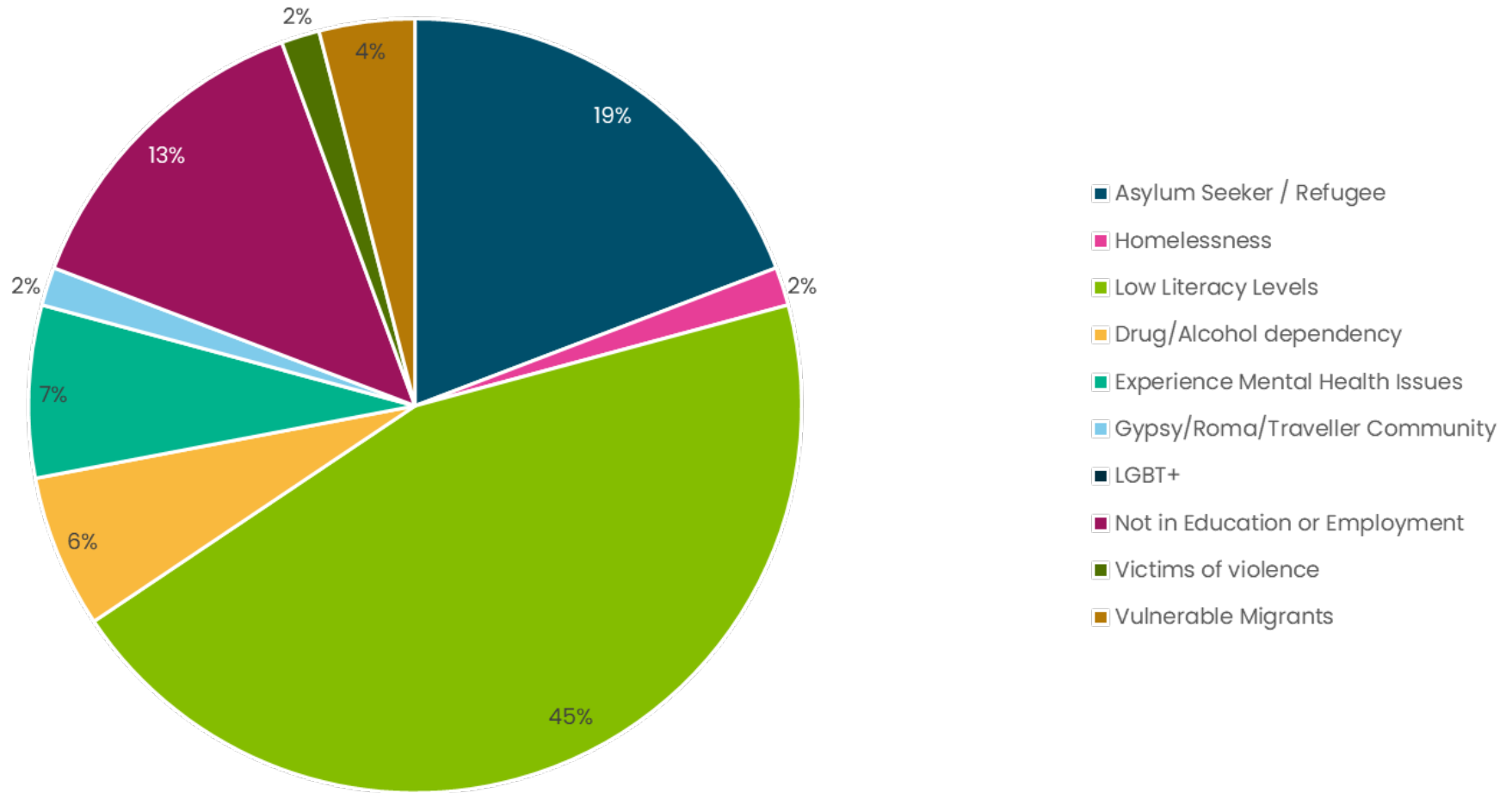
I did not attend my appointment because... (Postcode)



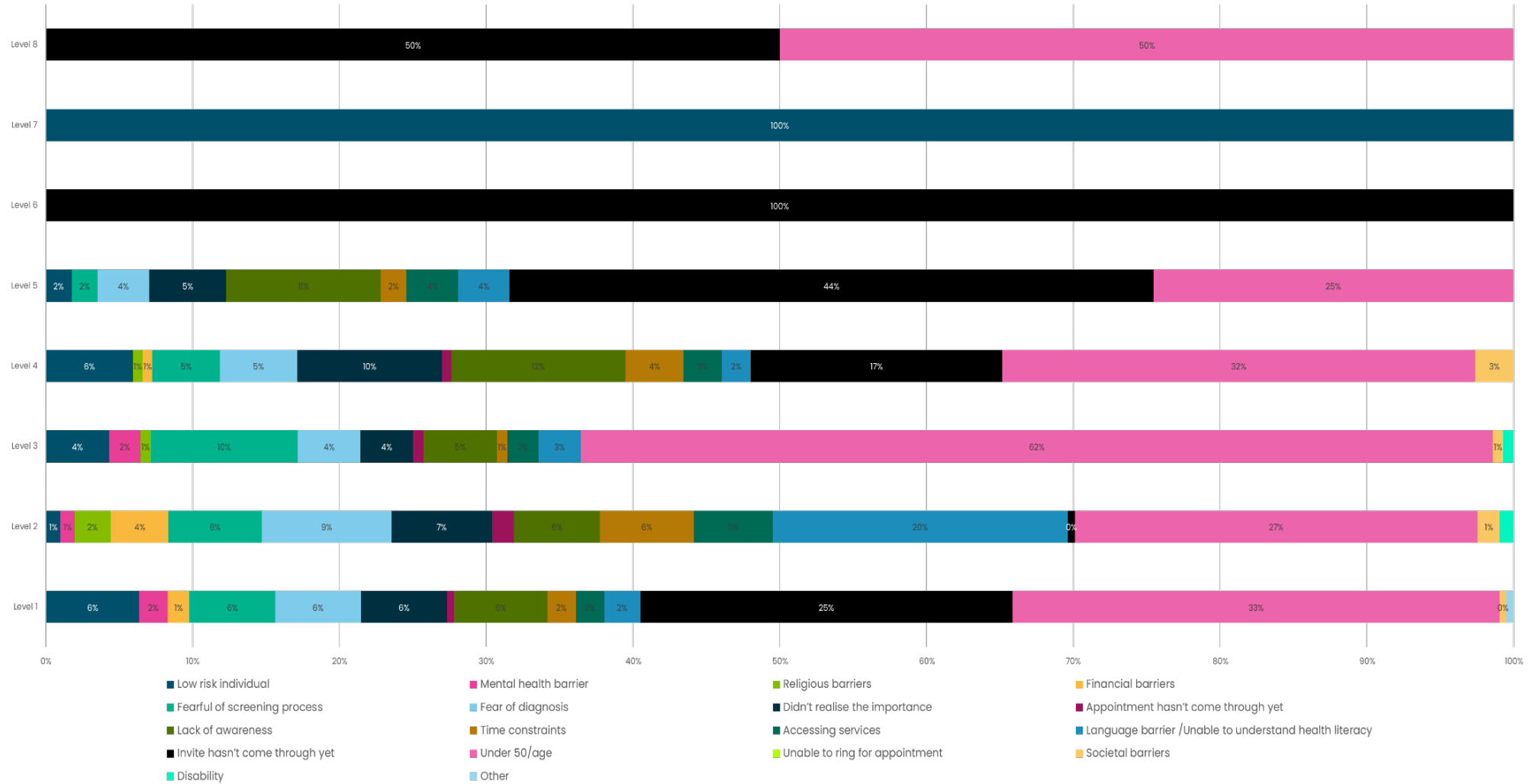
I did not attend my appointment because... (Primary Care Network)



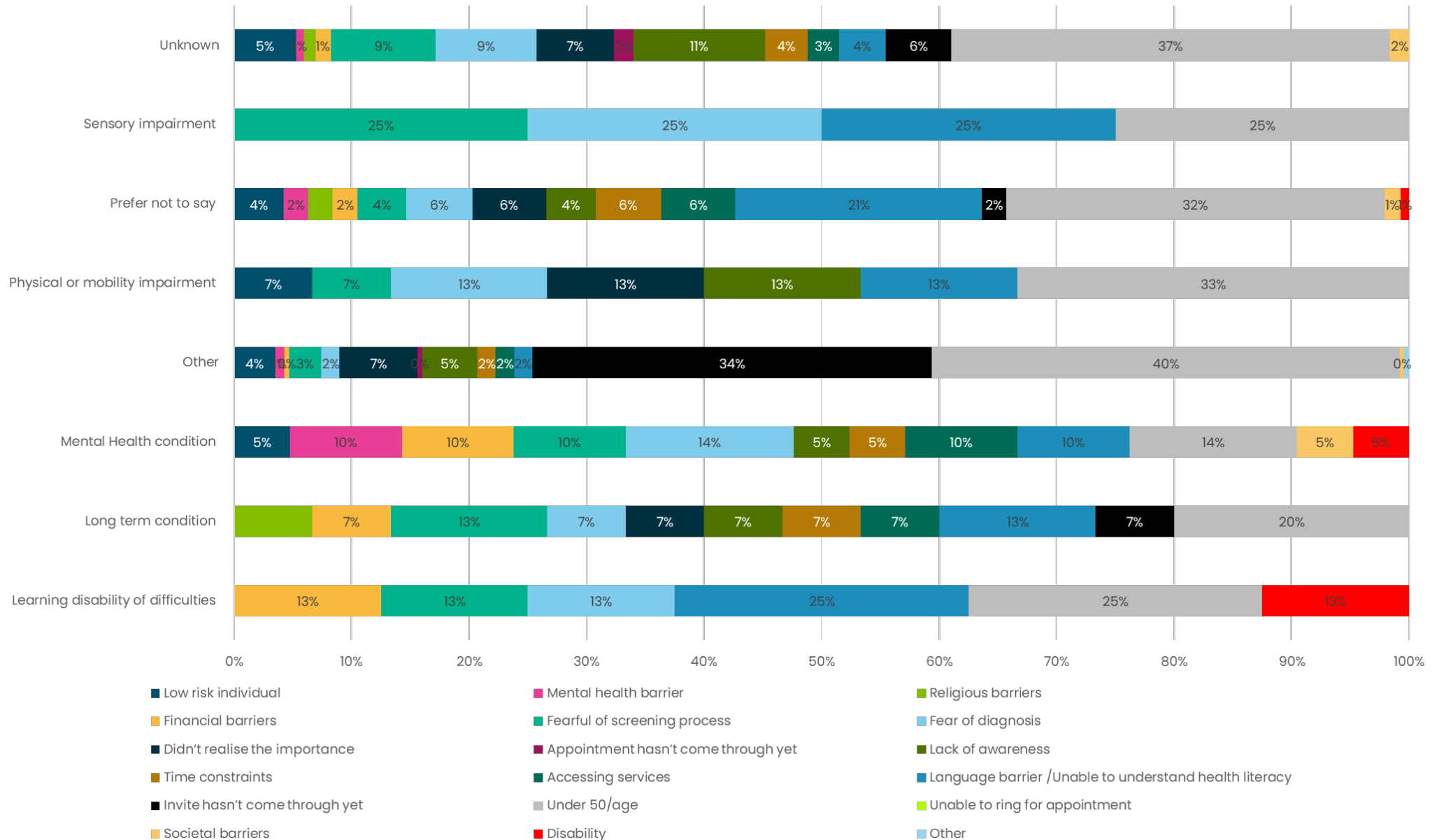
I did not attend my appointment because... (Health Inclusion Group)



I did not attend my appointment because... (Deprivation Level)



I did not attend my appointment because... (Disability)

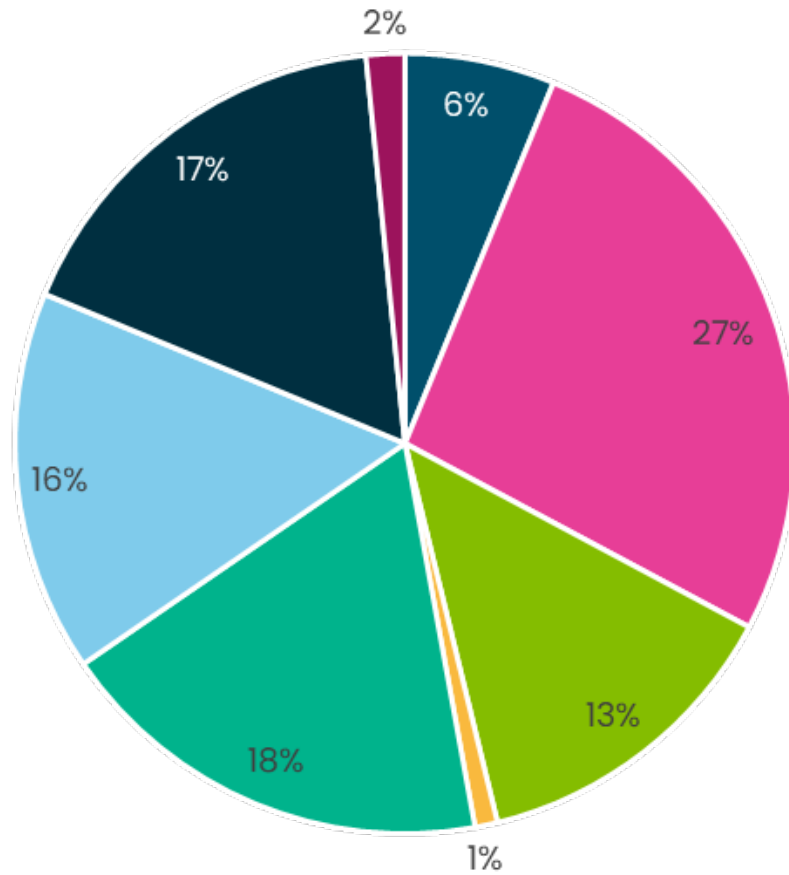




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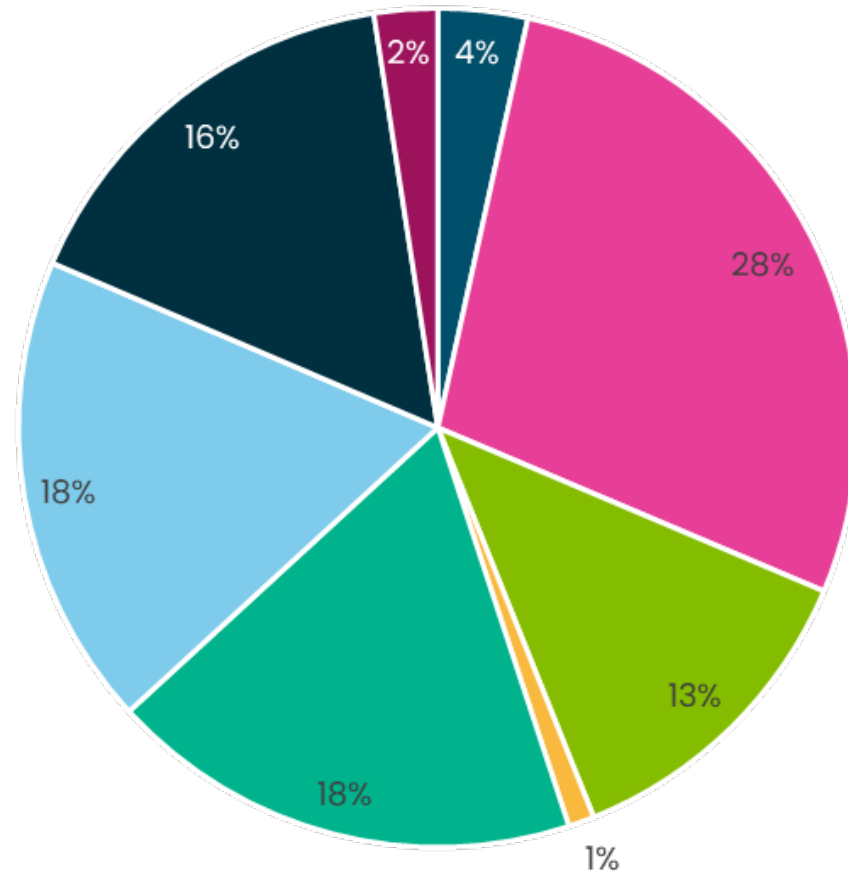
The outcome of the conversation

What was the outcome of the conversation around attending appointments (General)



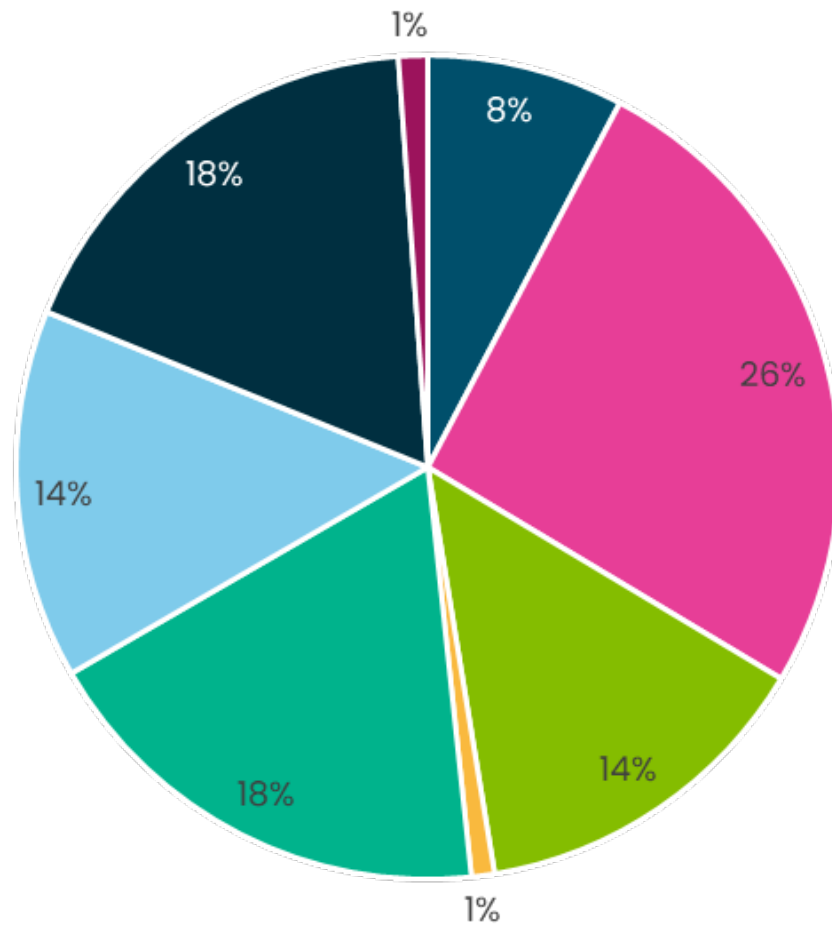
- Advised to contact GP
- Improved awareness of screening
- Signposted to info in other languages
- Booked screening appointment
- Improved awareness of signs and symptoms
- Breast checks
- Signposted to online info

What was the outcome of the conversation around attending appointments (I attended)



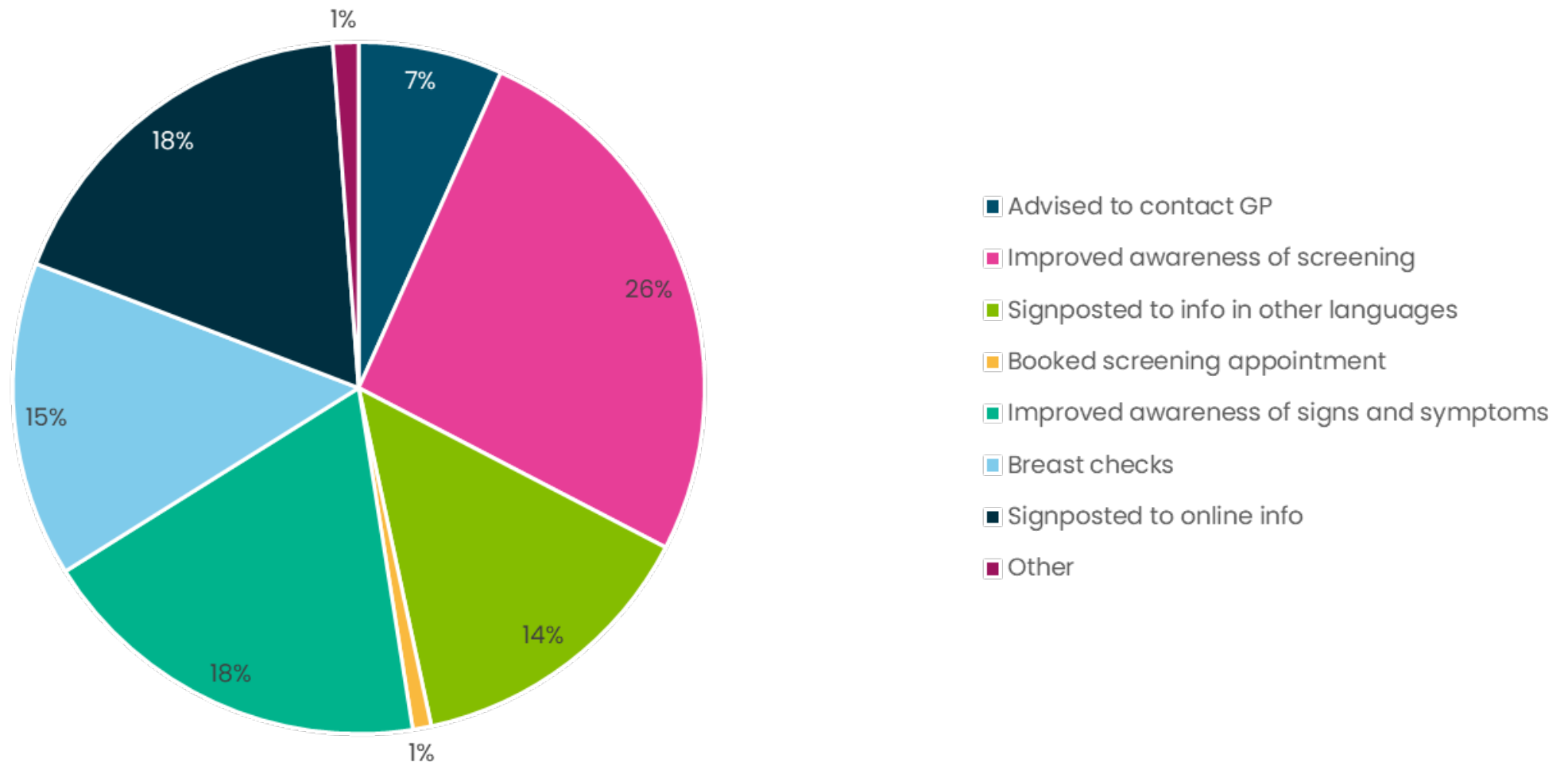
- Advised to contact GP
- Improved awareness of screening
- Signposted to info in other languages
- Booked screening appointment
- Improved awareness of signs and symptoms
- Breast checks
- Signposted to online info
- Other

What was the outcome of the conversation around attending appointments (I did not attend)



- Advised to contact GP
- Improved awareness of screening
- Signposted to info in other languages
- Booked screening appointment
- Improved awareness of signs and symptoms
- Breast checks
- Signposted to online info
- Other

What was the outcome of the conversation around attending appointments (I was not invited to an appointment)

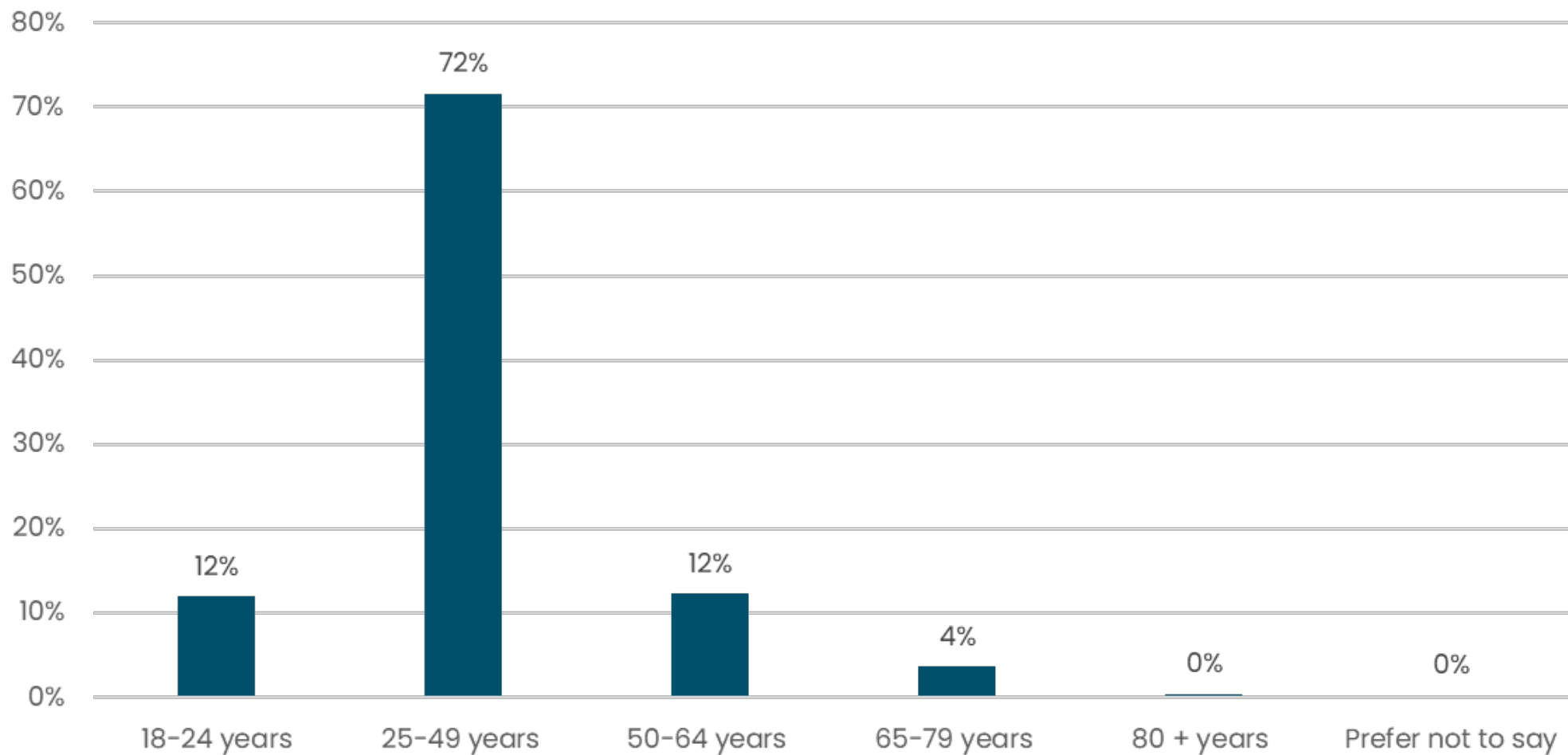




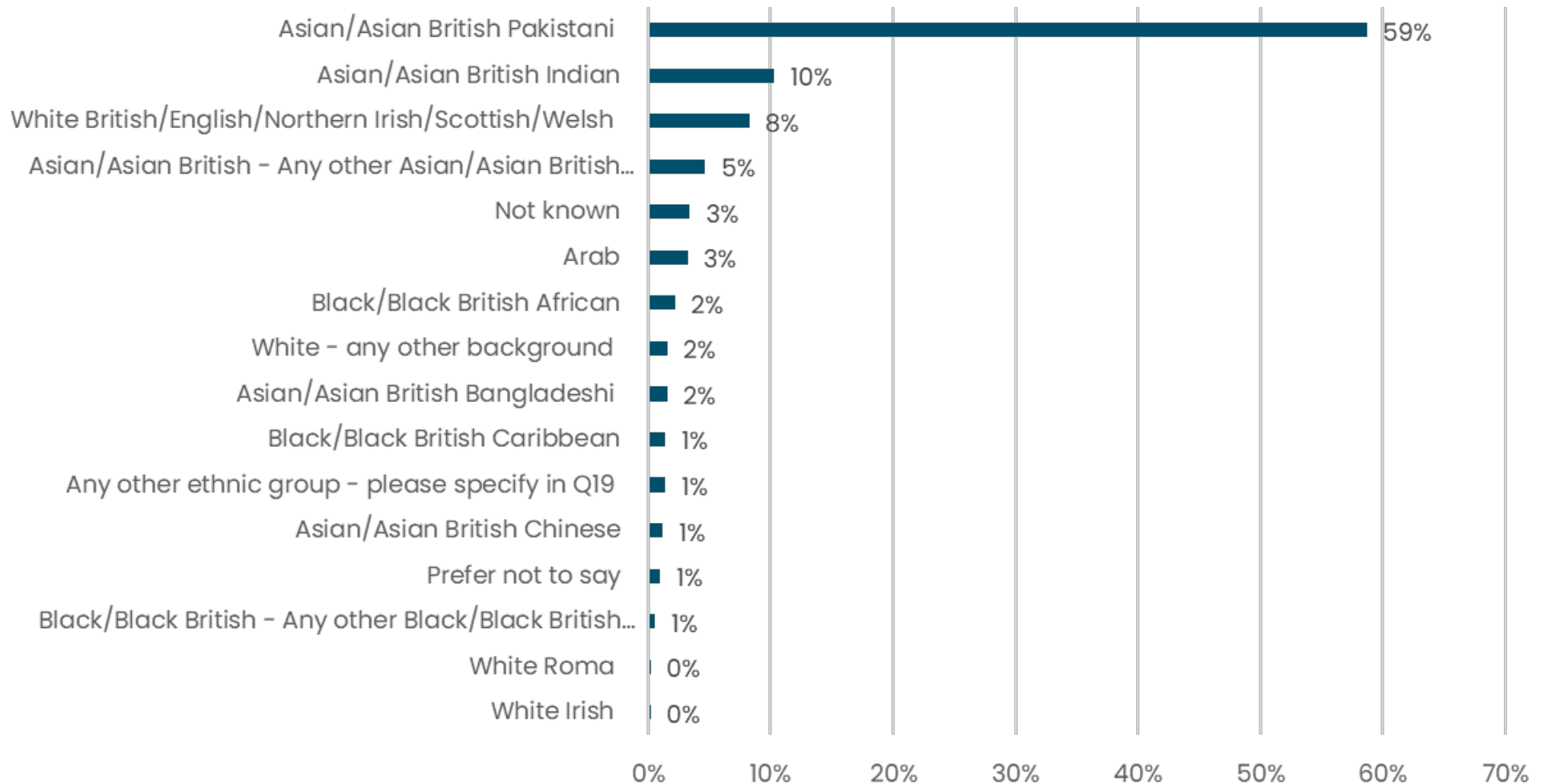
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Individuals not invited for a screening

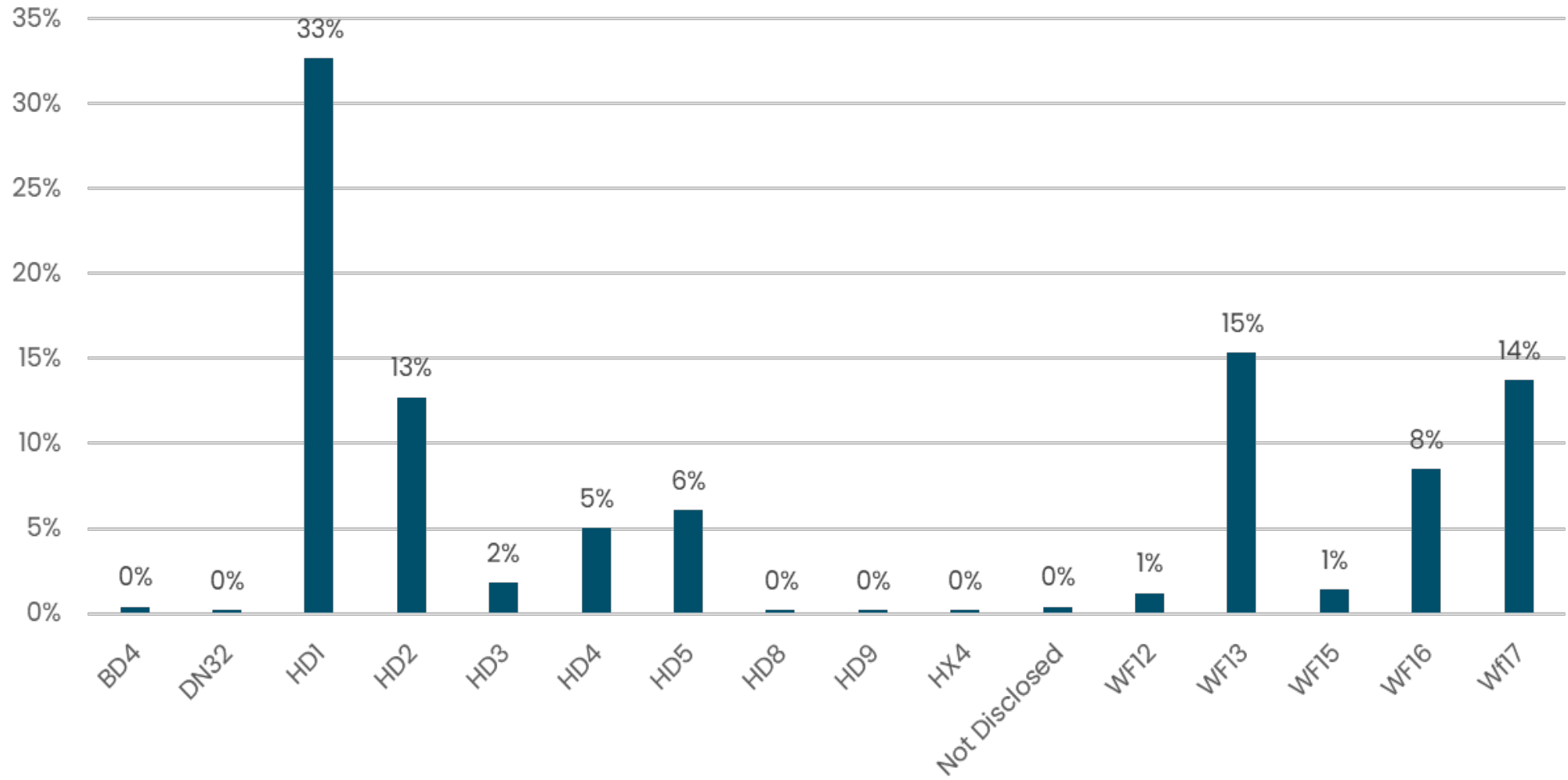
Individuals NOT invited for breast screening by age



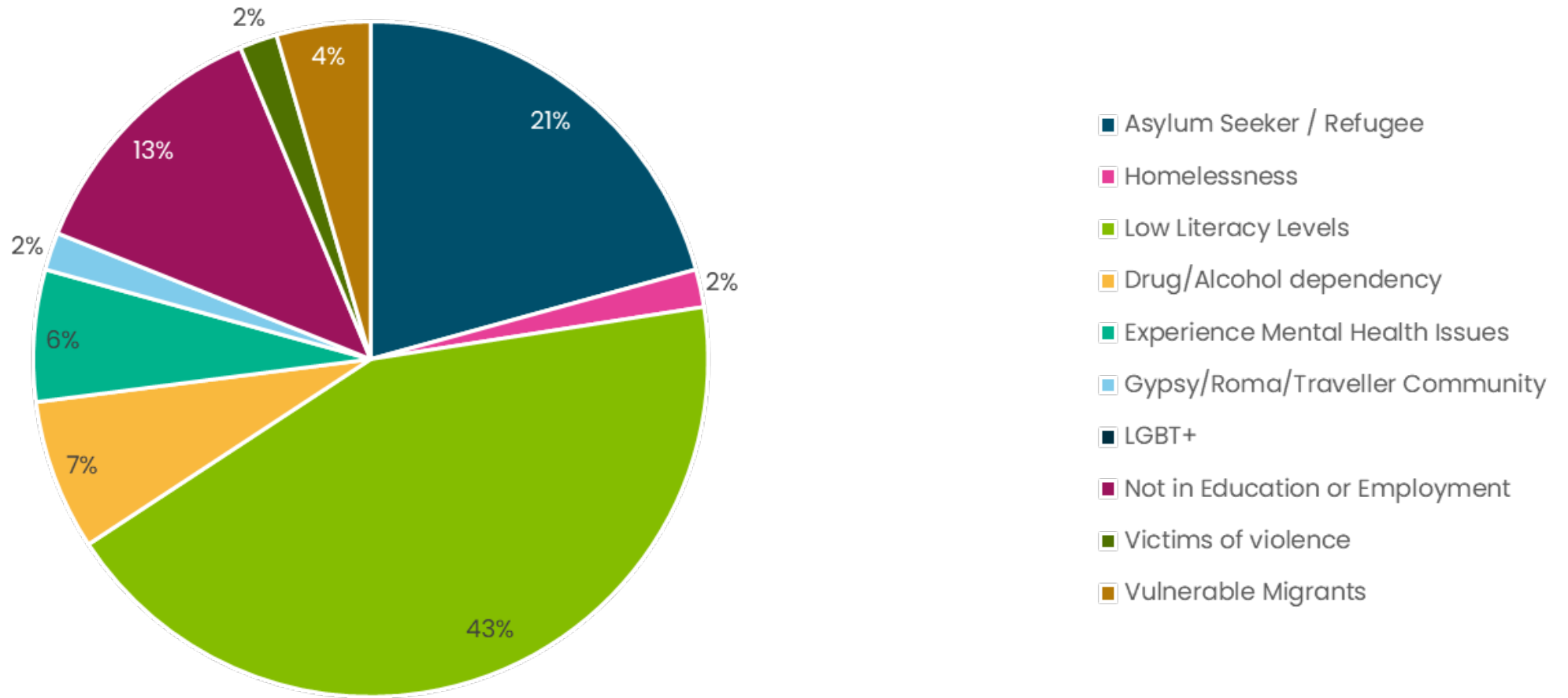
Individuals NOT invited for breast screening by Ethnicity



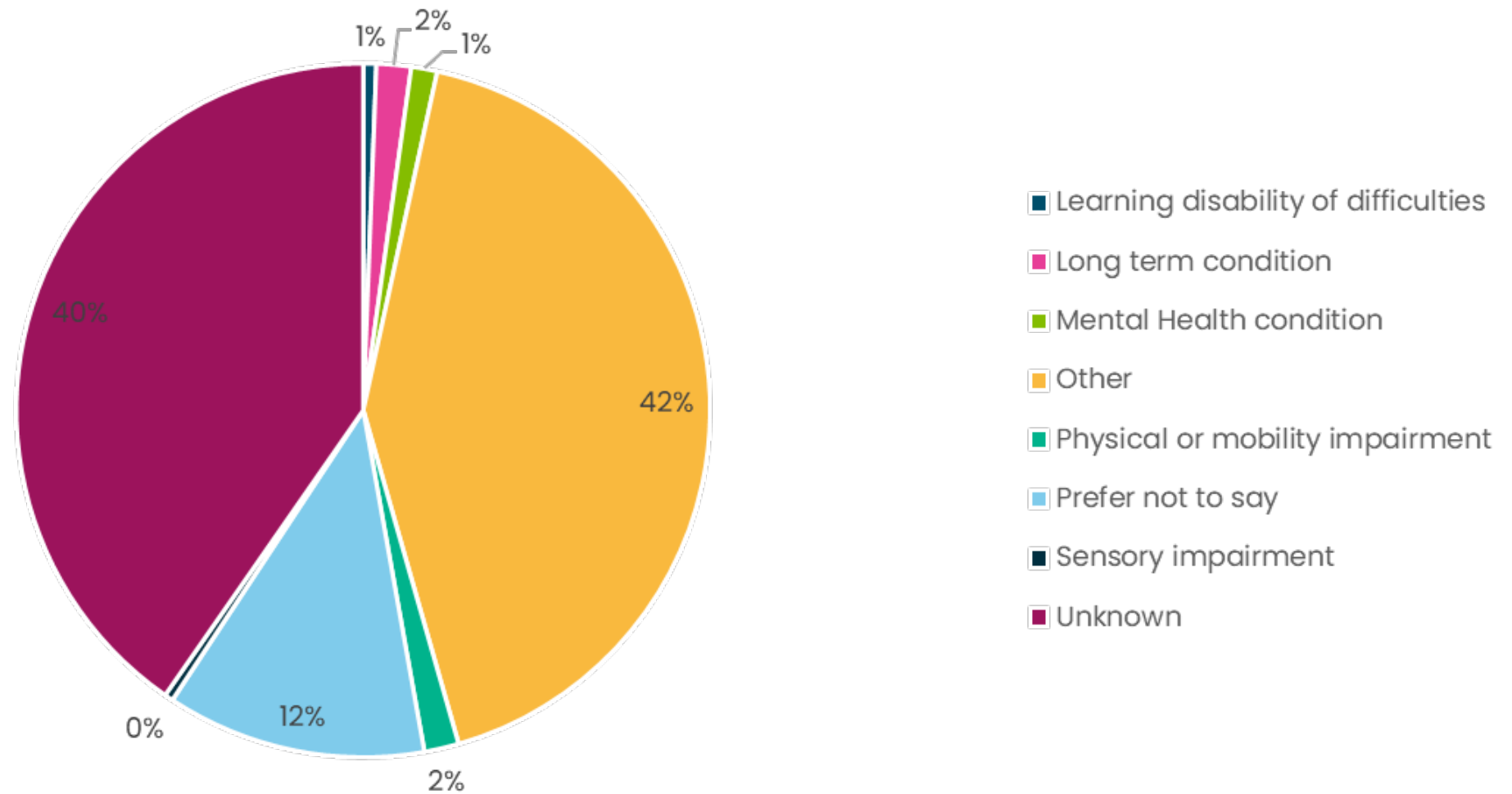
Individuals NOT invited for breast screening by Postcode



Individuals NOT invited for a breast screening by Health Inclusion Group



Individuals NOT invited for breasts screening by Disability

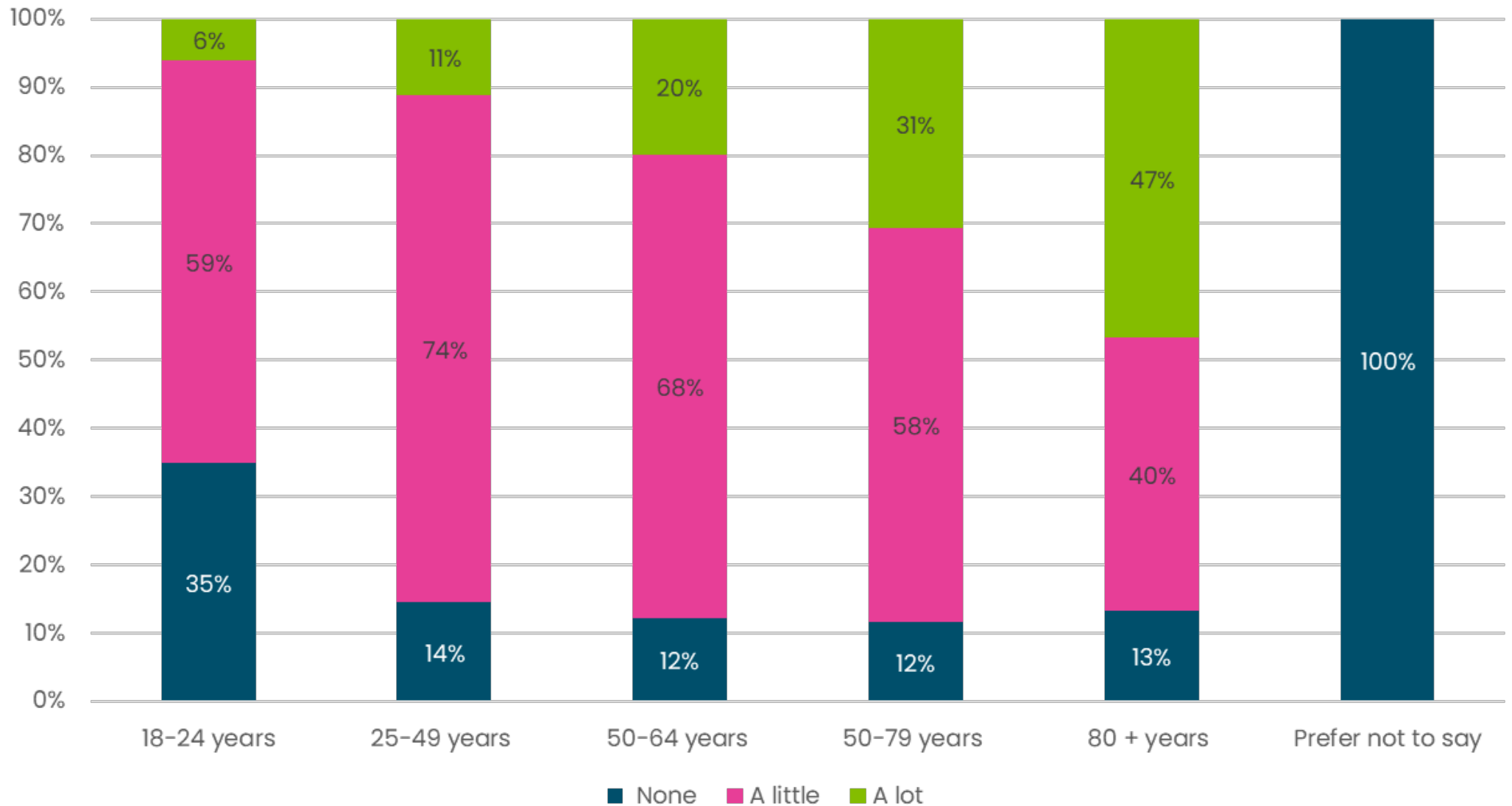




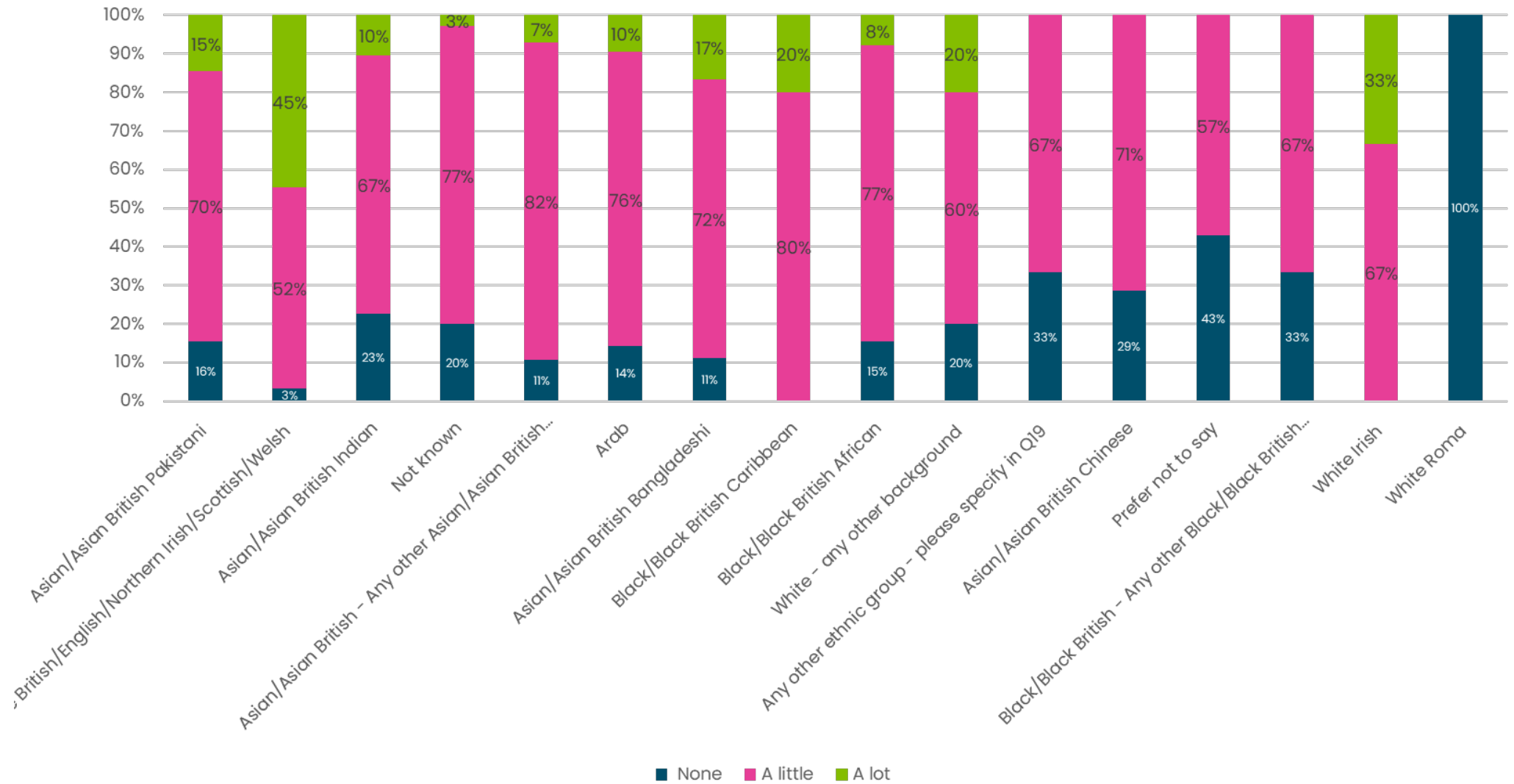
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Knowledge of Symptoms

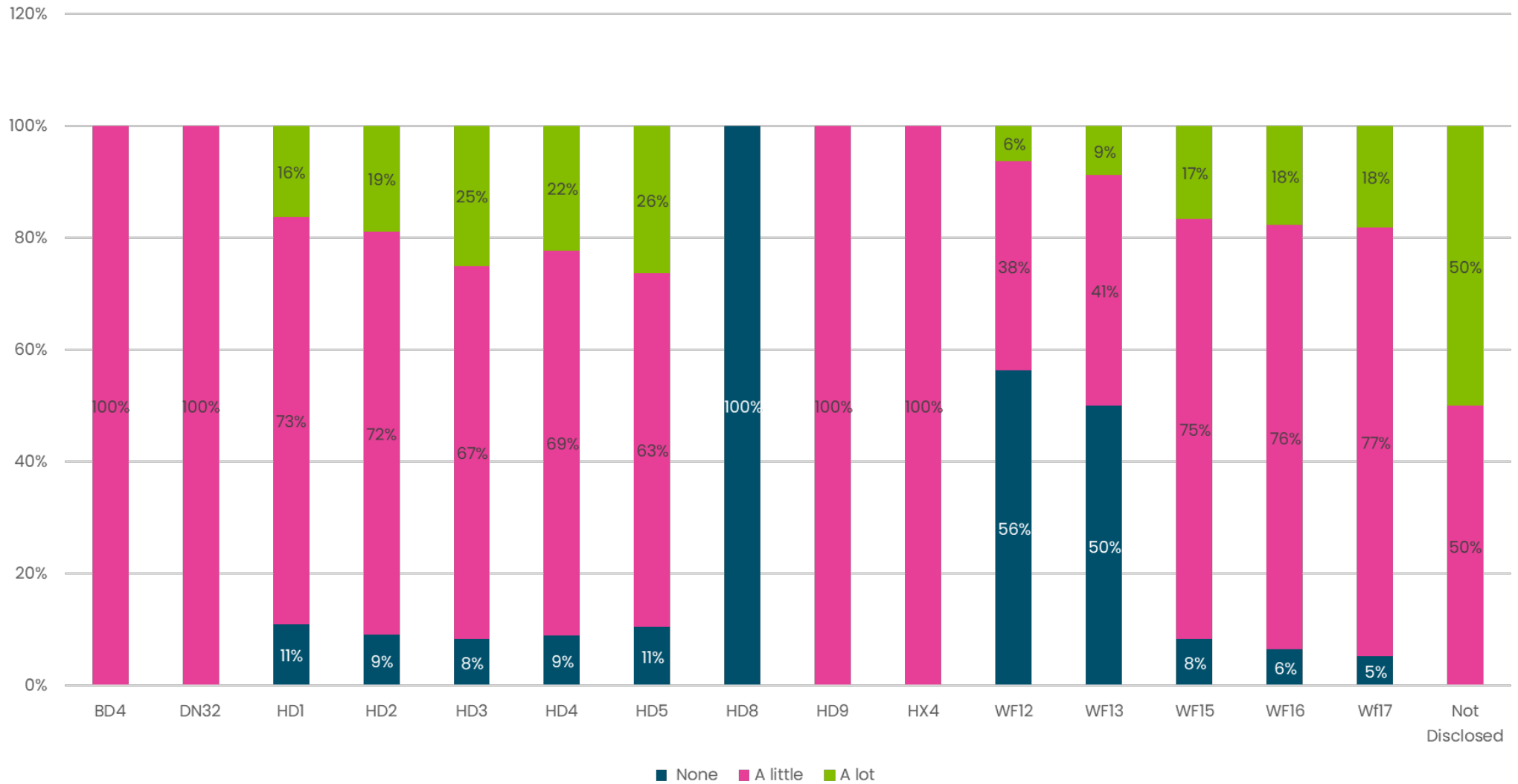
Knowledge of Symptoms by Age



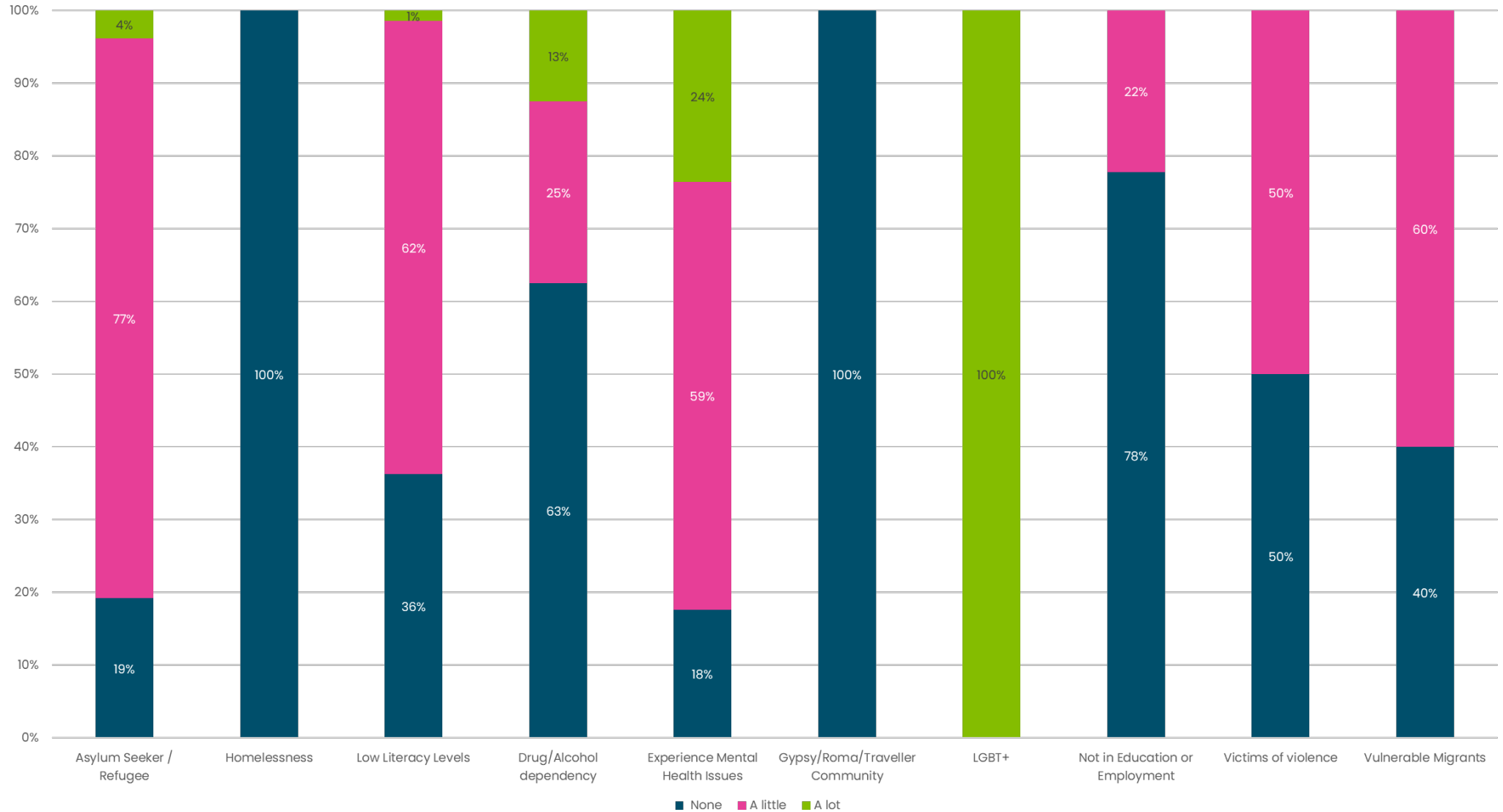
Knowledge of Symptoms by Ethnicity



Knowledge of Symptoms by Postcode



Knowledge of Symptoms by Health Inclusion Group

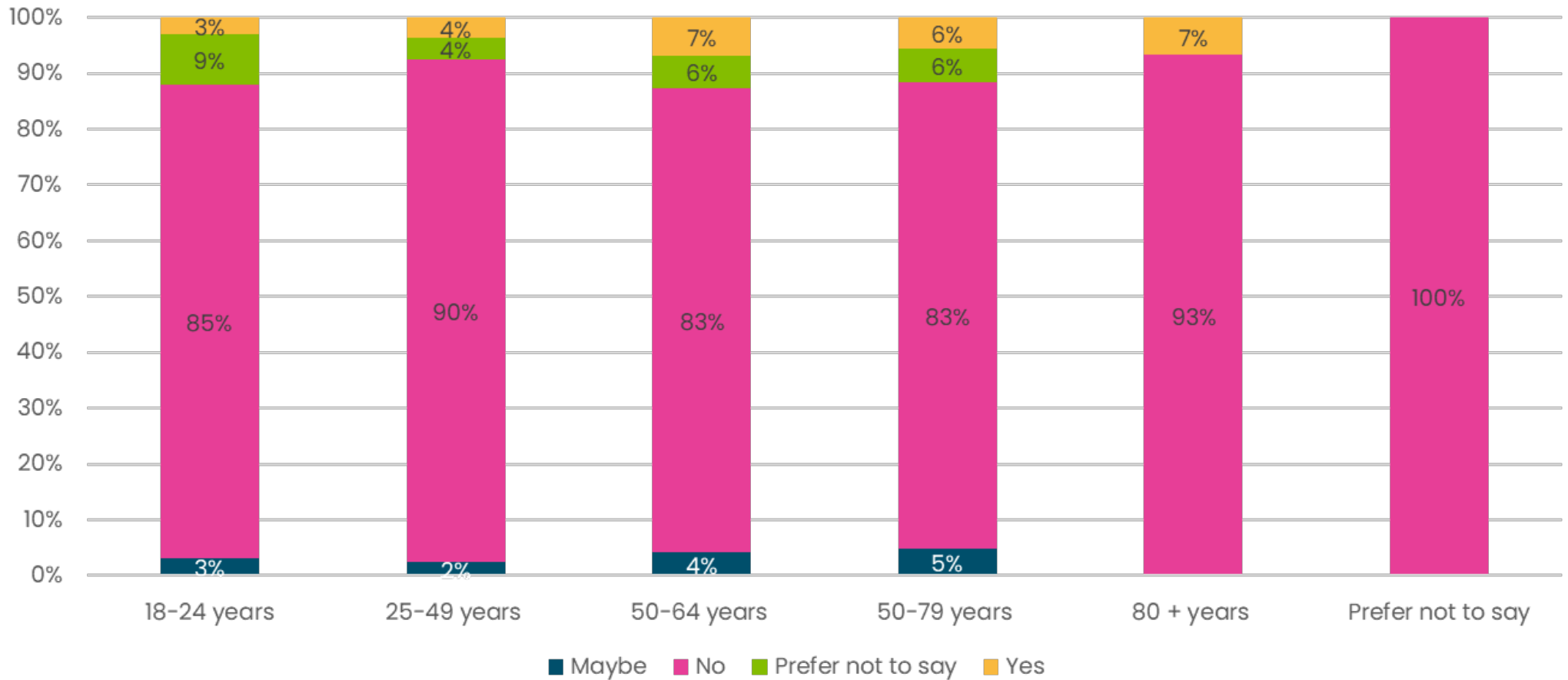




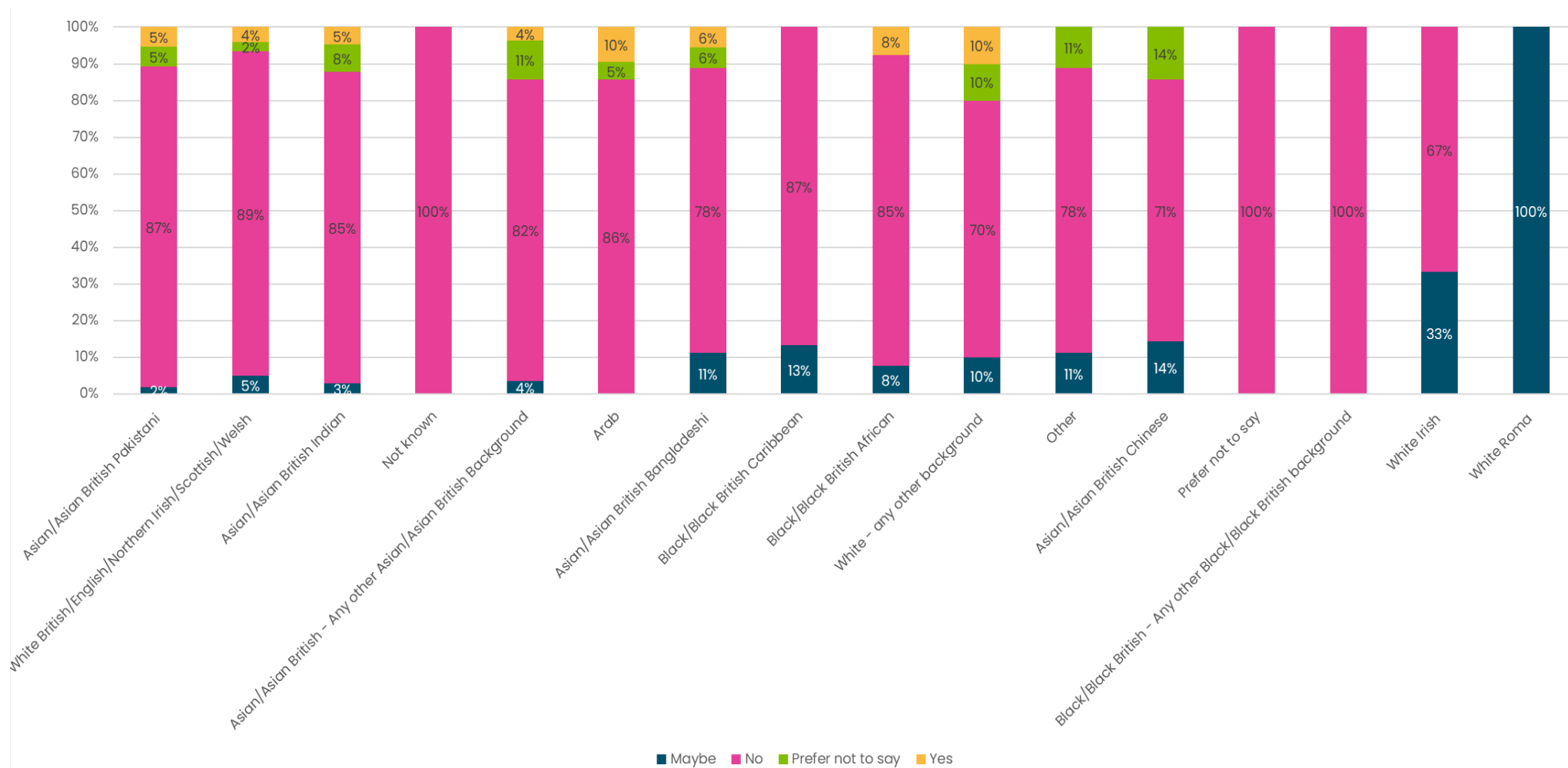
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Mental Health

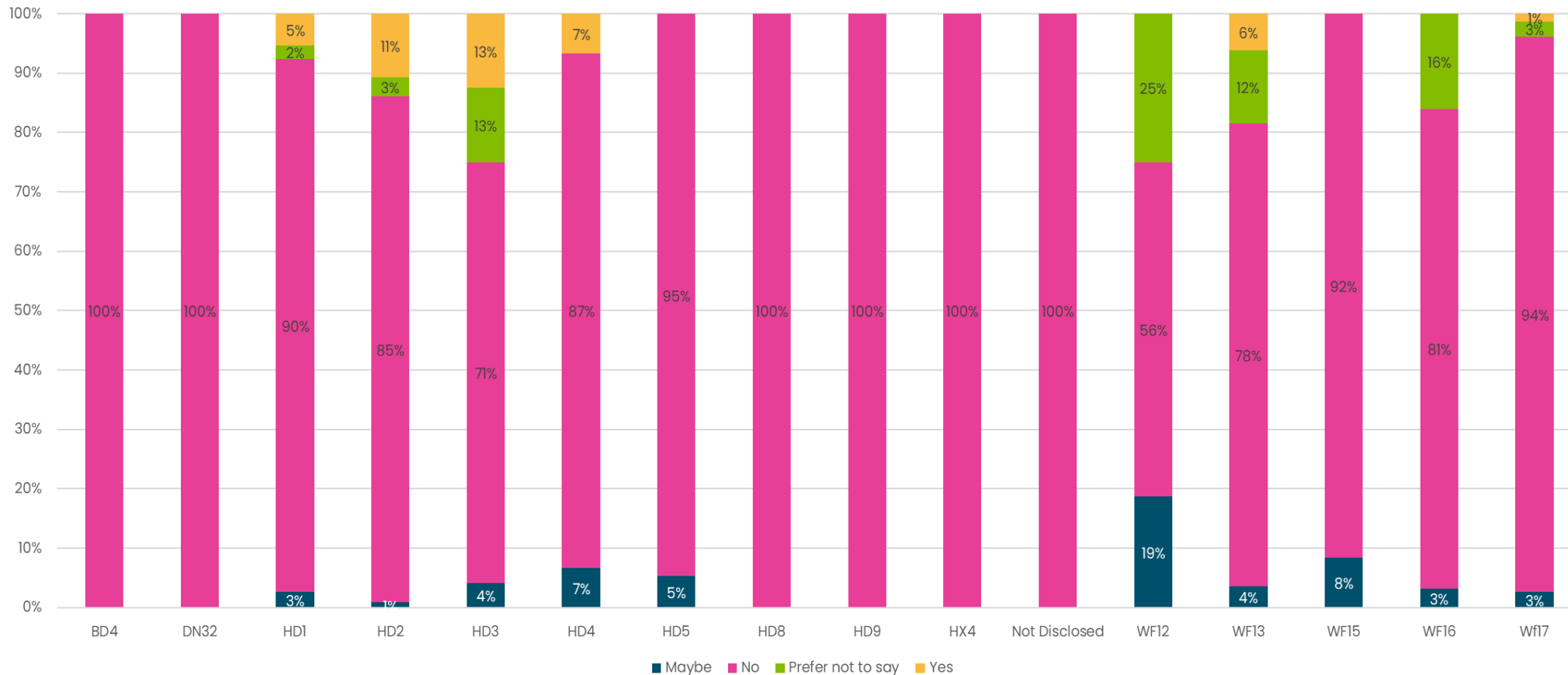
Did the individual have any specific worries, anxieties, or concerns they shared with you that may affect their mental health? (Age)



Did the individual have any specific worries, anxieties, or concerns they shared with you that may affect their mental health? (Ethnicity)



Did the individual have any specific worries, anxieties, or concerns they shared with you that may affect their mental health? (Postcode)





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