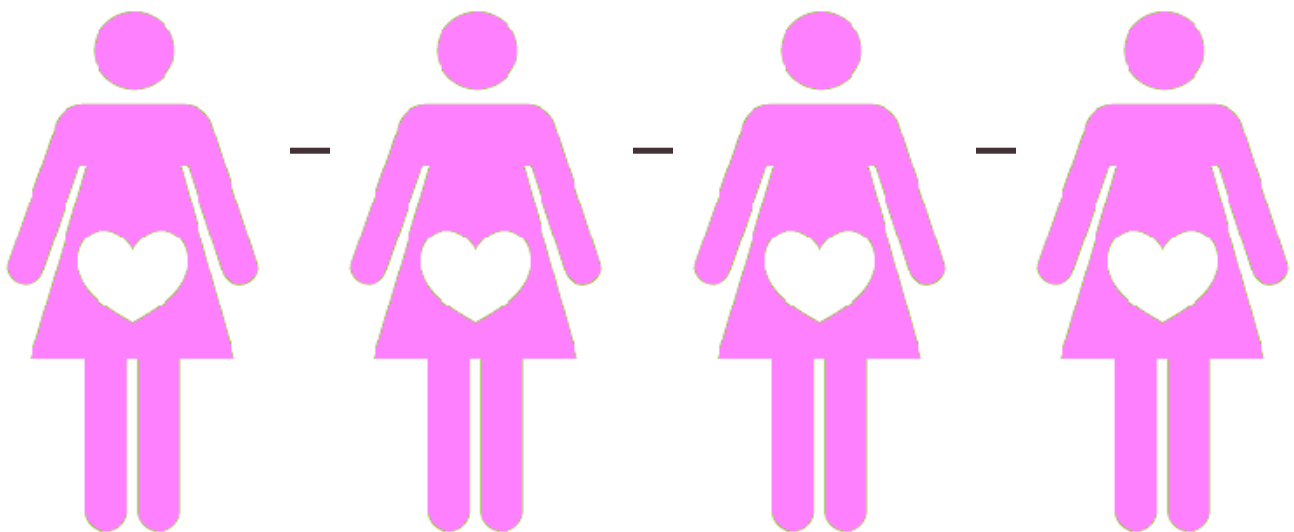


Cervical Screening & Eastern European Women Report

April 2018



Project Background



Research shows that women from Eastern European countries are less likely to have cervical screening in the UK than British women. Cervical cancer is the second most common cancer among women worldwide. Cervical screening can reduce cervical cancer deaths by:

- Finding and treating precancerous cell changes to prevent cancer
- Identifying very early signs of cervical cancer, allowing for a greater chance of survival and less aggressive treatment.

Uptake of cervical screening varies widely between and within Clinical Commissioning Groups in Wessex, with low uptake in more deprived urban communities.

In line with the rest of the country, uptake has been decreasing over many years.



NHS England South East and South West wanted to know if Eastern European women in the Wessex area were attending their cervical screening appointments and if so, where and how frequently.

They also wanted to know what could be done to encourage Eastern European to attend screening appointments in the UK and if they were likely to respond to a media campaign.

Engagement Activity Summary



Between February 2018 and March 2018, 66 women in Portsmouth, Southampton and Boscombe gave their feedback by completing a face to face survey.

The women were engaged through Children's Centres in Bournemouth, Southampton and Portsmouth and a GP Practice in Boscombe.

The surveys were offered in English and Polish, with 10 questionnaires completed in Polish (15%)

- 91% of the women who completed the survey were aged 29-49
- 72% of women who completed the surveys were from Poland
- 18% were from other Eastern European countries including Hungary Russian, Latvian, Belarus and Romanian.

A small number of women from outside of Europe completed the surveys - China, India, Philippines and Germany; their responses have been removed from any data shown below.



Summary Findings

25% of the Eastern European women who completed our survey do not attend cervical screening appointments in the UK. Having previously had a bad experience in the UK, language barrier and feeling more confident in the system in their home country were some of the reasons given.



Over one third of the women surveyed who attended cervical screening in the UK also attend cervical screening in their own country.

Two thirds of the women who responded said they were happy to receive their invitation letter in English.



Half the women who responded said they were aware of information in different languages on the NHS website.

80% of the women who responded said they would react to a poster campaign, while **78%** said they would react to a campaign on social media.



The findings showed a radio campaign would be the least effective method of reaching this group of women.

Main Findings—reasons for not attending



100% women surveyed were registered with their local GP in the UK.

A quarter of the Eastern European women who completed the survey do not attend cervical screening appointments in the UK. All these women, except 3, stated they returned to their home country annually for their cervical screening. The 3 who do not go home stated other reasons for not attending screening i.e. under 25, had a hysterectomy and a missed response.

The reasons women gave for not attending cervical screening in the UK included:

- Having a bad experience in the UK
- Use of a gynaecologist in Poland
- Having a general health 'mot', including breast and cervical screening together in their home country
- Just arrived in the UK, had a test 6 months ago in Hungary
- Long appointment waiting time in the UK
- Cancelled appointments due to staffing issues
- Different method of collecting sample in the home country: seated position and not lying down and using a special. Position in the UK is very uncomfortable.



The women who attended screening in their home country 72% said they did not share their results with their GP in the UK.

Main Findings—barriers to not attending



Women cited the following as barriers for attending cervical screening appointments in the UK:

- Language
- Fear of repeat experience
- No time to attend
- Doubts about quality of tests in UK as not carried out by a doctor

Of those women who attend cervical screening in the UK, 36% also attend cervical screening in their home country.



Women who attend cervical screening in the UK and in their home country gave the following as reasons why:

- Language barrier
- Examinations in Poland are more detailed
- Double check everything is OK, second opinion
- Routine appointment in Poland at a private gynaecological clinic
- I do it every year in Poland and 3 years in UK
- I know they will do it when I need it
- Annual cervical screening, rather than every 3 years
- Habit
- I have time to go when I am on holiday in Poland

Main Findings—resources



The women who completed the survey were asked what language they receive their cervical screening appointment invitation letter in and whether they were happy with this?

64% of the women who told us they receive their appointment invitation letter in English were happy with this

0.9% of the women who told us they receive their appointment invitation letter in English were unhappy with this

35% of the women who told us they receive their appointment invitation letter in English did not answer whether they were happy or not with this.

Women asked if they were aware resources are available on the NHS website in a variety of languages?

51% of the women who responded to this question told us they were aware of resources on the NHS in a variety of languages

46% of the women who responded to this question told us they were not aware of resources on the NHS in a variety of languages

3% of the women did not answer this question.



Responding to a media campaign



Poster campaign

80% of women surveyed and responded to the media questions would Definitely or Probably respond to a poster campaign.

Social media campaign

95% of women surveyed and responded to the media questions used Facebook.

43% of women surveyed and responded to the media questions used Instagram.

2 women surveyed and responded to the media questions used Twitter or other forms of social media.

38% of women surveyed did not respond to the question on which social media they use.

78% of women surveyed and responded to the media questions would Definitely or Probably respond to a social media campaign.

Radio campaign

8 of the women surveyed and responded to the media question said they listened to the radio.

The following radio stations were mentioned, with Heart radio as the most popular - Capital, Heart, Radio 1 & 2 and Sam.

6 of the women surveyed and responded to the media questions would Definitely or Probably respond to a radio campaign.



Lessons Learnt



'Life in the UK' and specific ethnic mother & toddler groups within Children's Centres and community groups were very supportive in helping with engagement. The women in these groups were happy to talk face to face, share their experiences, complete the questionnaire and provide feedback anonymously.

Eastern European women approached within a GP Practice were generally very positive about engaging and giving their feedback.

On reflection, a targeted approach generated far more responses in comparison to a general 'broad brush' approach e.g. a stand within a supermarket created very few responses whereas visiting a Polish mother and toddler group generated dozens. Also, a targeted web-based survey via specific FB groups might work better than just providing a link to a paper-based survey.

Some useful community links have been created during this piece of work including:

- **Community Engagement officer at Tesco's Fratton Park, Portsmouth**
- **Poole Children's Centres**
- **Portsmouth Children's Centre**
- **Polish volunteer Mother & Toddler groups in Portsmouth**
- **Freestyle - free language ESOL courses in Bournemouth**
- **Closed Polish Facebook groups in Bournemouth, Southampton and Portsmouth**
- **GP Practice in Boscombe**

All the above would be willing to promote any further engagements or campaigns in the future.

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NHS Comments



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Acknowledgements



About Wessex Voices:

The five local Healthwatch organisations in Wessex (Dorset, Hampshire, Isle of Wight, Southampton and Portsmouth) came together with NHS England Wessex in 2015 to form "Wessex Voices", an initiative that aims to make sure local people are involved in designing and commissioning health services.

We would like to thank everyone who contributed to this report and gave their valuable feedback.

We would also like to thank Poole Children's Centres, Portsmouth Children Centre, Providence GP Practice, Freestyle Language Club, Tesco's in Fratton Park, Portsmouth and Bournemouth Interpreters for their support.

The contents of this report are fully informed by our community engagement and other relevant stakeholders.

If there is any aspect of this report which you feel is inaccurate or if you would like to be kept informed of any future engagement activities, please contact us by -

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