

HWB7(b)
Oxfordshire Shadow Health and Wellbeing Board – 22 November 2012
Detailed Performance Report

1. Details

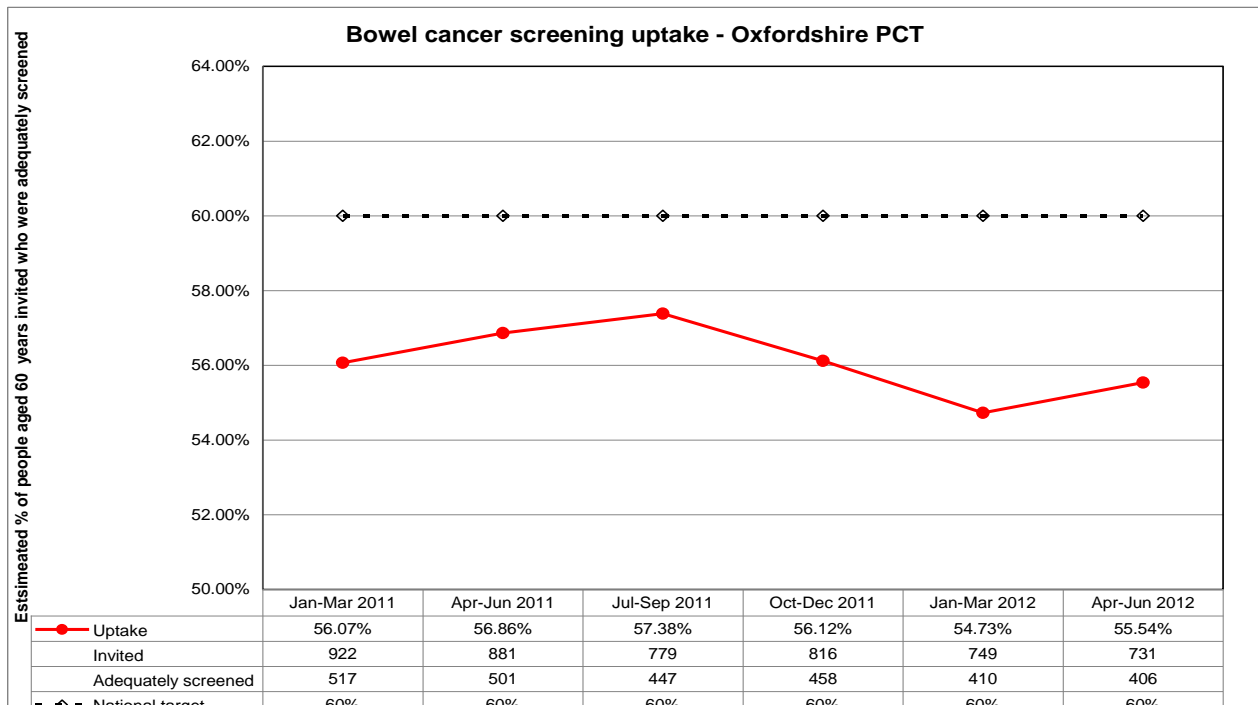
Strategic Priority: Preventing early death and improving quality of life in later years

Strategic Lead: Paula Jackson, Locum Consultant in Public Health **Last updated:** 2 Nov 2012

PROGRESS MEASURE: 2000 adults receiving bowel screening for the first time during 2012-13

Current indicator RAG Rating RED

2. Trend Data



3. What is the story behind this trend? - Analysis of Performance

- Bowel cancer screening for people aged 60-69 yrs old was launched in Oxfordshire in April 2010.
- Eligible people receive a postal testing kit every two years which they complete and return free of charge. This target counts those people who have returned their postal kits for screening.
- In Q1 2012/13, 406 people took up the offer of screening which is below the 500 expected by the end of June. There are three main factors for this.
- Firstly the number of new people in the 60-69 age group invited for screening this quarter was lower than expected. If invites were spread evenly over the year around 825 invites would have been sent to these people. Instead 731 were sent. We are investigating the reasons, with the regional bowel screening hub, but it may in part be due to the increased number of bank holidays in the 1st quarter of 2012/13.
- Secondly the proportion of people who take up the offer of screening in Oxfordshire has declined. The latest data indicates that 55.54% of those invited for bowel screening take up the offer, below the national target of 60%. This is a cause for concern because bowel cancer is a leading cause of cancer deaths and early detection through screening can significantly improve survival rates.
- Thirdly we had planned to extend the bowel screening programme to people aged 70-74 in 2012/13, but this has not yet happened. Oxfordshire's service was eligible to extend its screening programme in April 2012 however this has been delayed because the OUH Trust is undertaking a programme of work to reduce long symptomatic colonoscopy waits. National awareness campaigns have increased these waiting lists which need to be shorter to ensure a safe service when screening is age extended.
- National awareness campaigns about bowel cancer have also resulted in people eligible for screening visiting their GP instead of following the screening pathway.
- National data indicates that when programmes are extended to invite 70-74 year olds, uptake of a programme exceeds 60% because older people are more likely to take up the offer of screening.

4. What is being done? - Current initiatives and actions

Actions

Identifying variations in uptake

Screening uptake is monitored at practice level and a health equity audit has been undertaken to identify groups less likely to take up the offer of screening

Practical support for practices

Every GP practice has a Specialist Screening Practitioner (SSP) allocated to provide advice in maximising uptake

Targeted work to increase uptake

Programme of work led by Specialist Screening Practitioners to maximise uptake with groups less likely to take up the offer of screening

Age extension

OUH NHS Trust is implementing an age extension action plan, inclusive of work to reduce symptomatic colonoscopy waits, with a go live date of Feb/March 2013

Commentary

- Practices with low uptake have been identified.
- Groups less likely to take up the offer of screening include men, those under the age of 65yr olds and those registered with practices in deprived localities
- Public health and SSPs provide uptake data to practices
- SSPs offer practice visits, presentations and update sessions plus health promotion resources to raise awareness of screening with practice patients
- SSPs delivering work to increase uptake among people living in deprived localities, BME populations, vulnerable people including those with learning disabilities and mental illness, plus outreach to community groups
- OUH Trust currently meet all national requirements to age extend with the exception of waiting times for symptomatic colonoscopies. Delivering plan to reduce waits by November 2012

. What needs to be done now? - New initiatives and actions

Action	By Whom & By When
☐ Continue to deliver targeted work to increase uptake with groups less likely to take up the offer of screening	Bowel screening service - ongoing
☐ Plan an awareness campaign to encourage all those who receive an invite for screening to take up the offer, particularly targeting men and those under the age of 65yrs old.	Public Health & Bowel screening service Jan 2013
☐ Continue to provide practical support to GP practices to assist them in maximising patient uptake and develop collaborative solutions with practices which have particularly low uptake	Bowel screening service & Public Health - ongoing
☐ Use existing contractual arrangements to ensure the OUH Trust successfully extends the age of the screening programme to enable more people to have the opportunity to participate in bowel cancer screening	Public Health November 2012