



National
Cancer
Screening
Service



The National Cancer Screening Service encompasses BreastCheck - The National Breast Screening Programme and CervicalCheck - The National Cervical Screening Programme.

What motivates behavioural change when it comes to cancer screening choices?

Maeve Cusack – Screening Promotion Manager

Clare Manning – Communications Executive



National
Cancer
Screening
Service

The aim of cancer screening programmes is to reduce incidence and mortality rates

Role of National Cancer Screening Service

National Breast Screening Programme

National Cervical Screening Programme

Advise on other screening programmes

Advise on health technologies

Promote inclusiveness and participation



What have we achieved?



In 2007:

- BreastCheck screened 66,527 women
- 396 breast cancers were detected

In 2008:

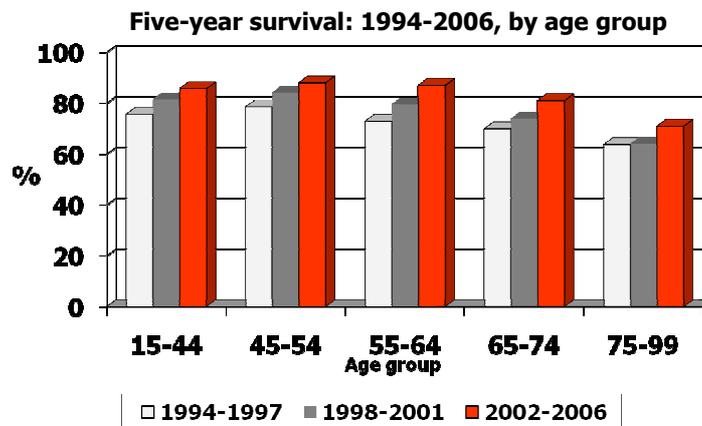
- 92,061 women were screened
- 672 breast cancers were detected

In 2009:

- 121,160 women were screened
- 845 breast cancers were detected



Reaching our ultimate goal of increasing survival rates



**Available to over 1.1 million
women aged 25 to 60**

CervicalCheck
THE NATIONAL CERVICAL SCREENING PROGRAMME



 National
Cancer
Screening
Service

What have we achieved?

CervicalCheck
THE NATIONAL CERVICAL SCREENING PROGRAMME

- **From 1 September 2008, provided almost 809,000 free smear tests to women.**
- **Approximately 85% of the results are normal.**
- **During first year of operation 100 women were diagnosed with cervical cancer.**

 National
Cancer
Screening
Service

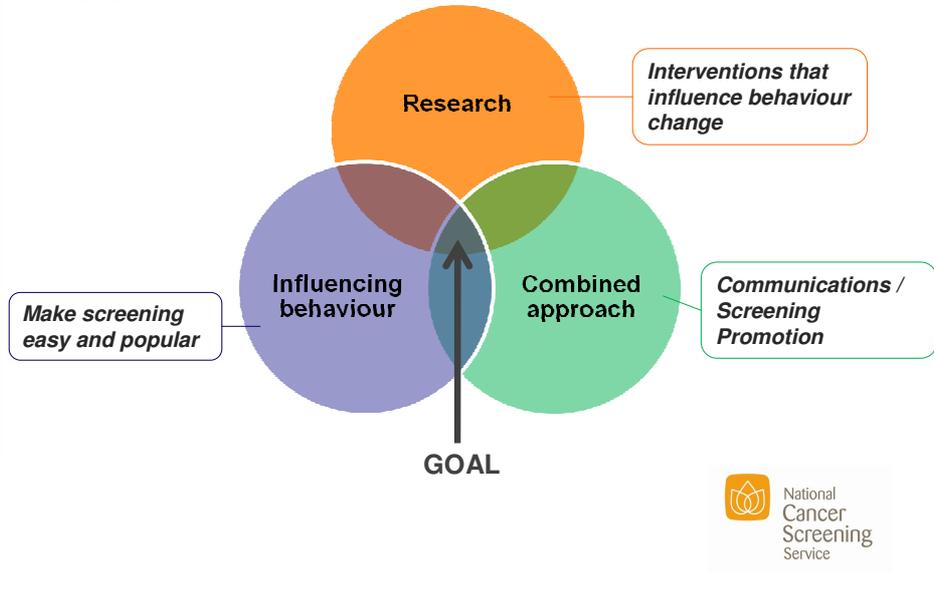
How did we achieve high levels of participation?



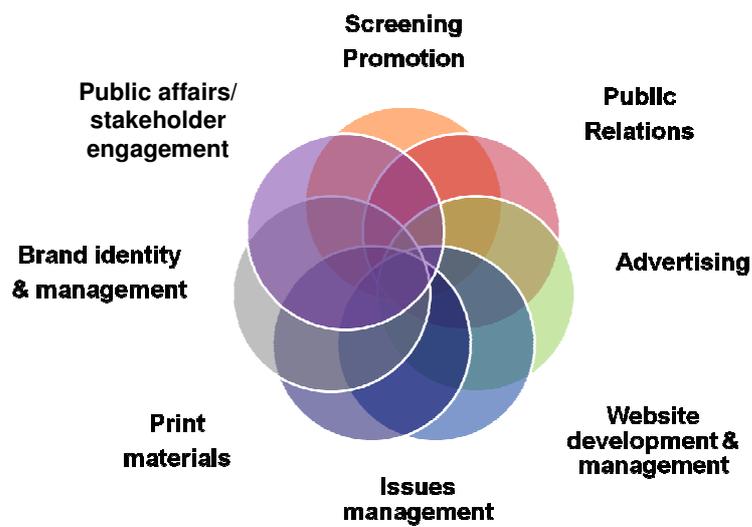
Putting **women not cancer** at the heart of quality screening



Overarching strategy to effectively engage with our audience



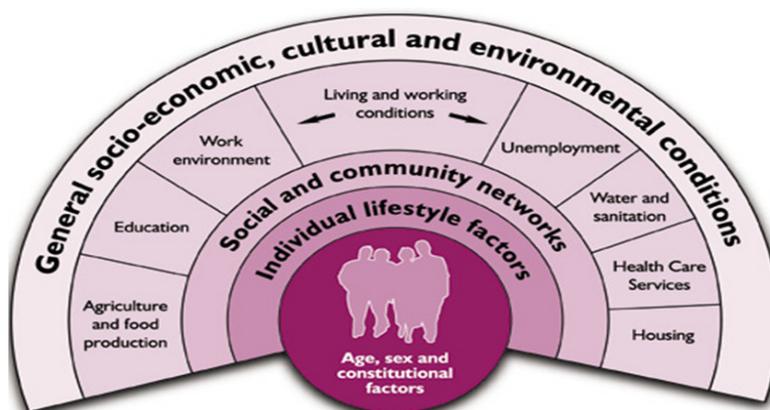
An integrated approach is required to transcend all segments



3 step approach to behavioural change



The wider determinants of health



Whitehead and Dahlgren (1996) Tackling Inequalities in Health

Overcoming the barriers to behavioural change

1. Fear & Anxiety

2. Lack of Knowledge

3. Lack of Time

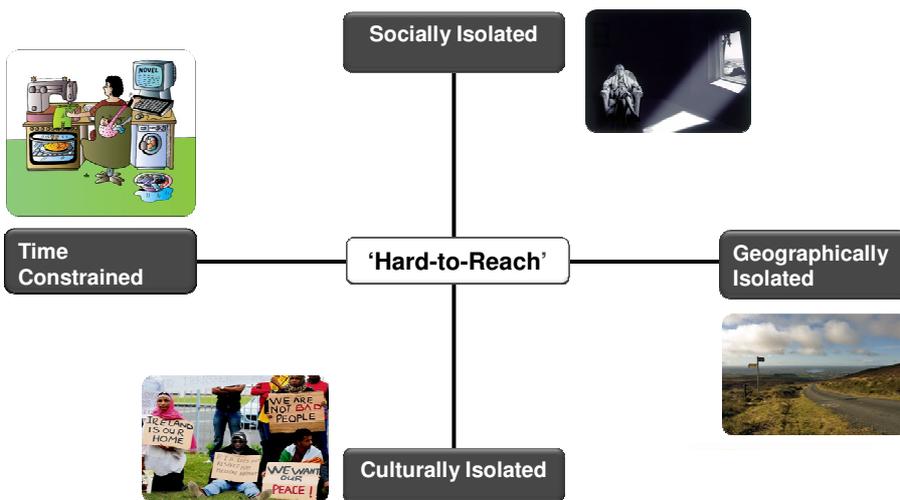
4. Cancer = Taboo



Inaction



Connect with 'hard-to-reach' audiences



'One size fits all' approach does not work



Step 1. Raising awareness among Irish women at a national and local level

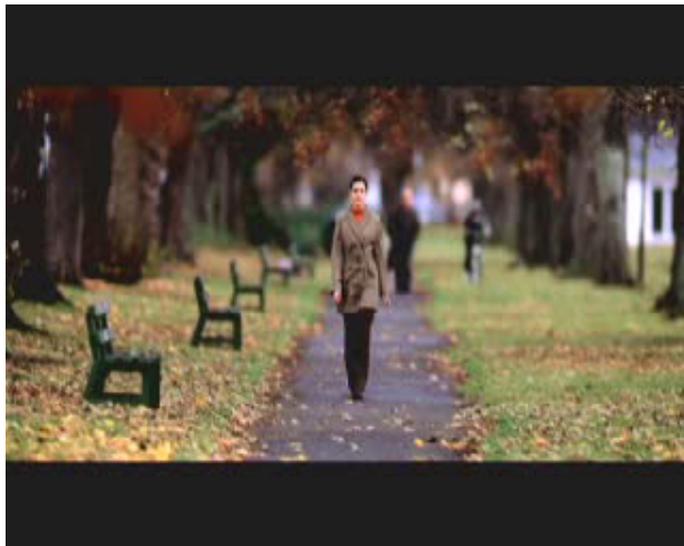


Step 1:

1. Awareness



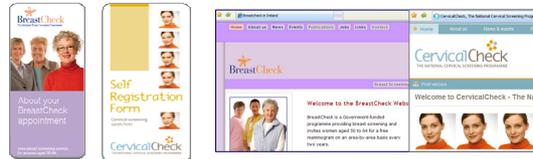
Informative, positive and inclusive messages



Step 2. Promoting understanding by providing eligible women with the information to make an informed decision

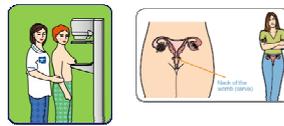


Step 2: 2. Understanding



Information leaflets & materials

Websites



Pictorial guides



Peer-to-peer education

Peer-to-peer education has a cascading effect



1 Talk on their 'turf'

2 Talk in their language

3 Talk to each other (more powerful)



Step 3. Encouraging participation by making it easy for everyone to attend

Step 3: 3. Participation



Local & accessible



'Buddy' system



Comfortable with little anxiety



Free

To change women's behaviour put women at the heart of social marketing initiative

Challenge:
Overcome physical and emotional barriers



Put women not cancer at the heart of quality screening

Outcome:
Participation and a reduction in mortality rates

Three key takeaways

1. Adopt an integrated approach (communications, screening promotion and marketing)
2. **Women** are at the centre of our programmes
3. Influencing behaviour change through sustainable interventions



Thank You



The National Cancer Screening Service encompasses BreastCheck - The National Breast Screening Programme and CervicalCheck - The National Cervical Screening Programme.