

Presentation
to Practice
Managers and
Health
Organisations
in Norfolk

October 2020



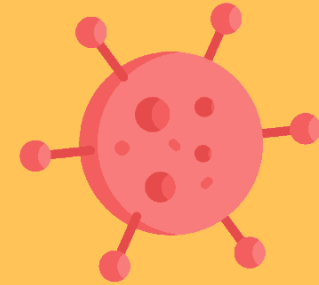


Overview of our presentation

- Overview of UK Cervical Cancer
- Cervical cancer, HPV and Covid-19
- The Norfolk Project (including statistics on cervical screening and HPV vaccination)
- Working with us

UK Cervical Cancer

- We are a small but passionate not-for-profit powered by a team of volunteers. We are committed to raising awareness of cervical cancer and want to prevent suffering and death from the disease.
- The charity was established in 2018 after the trustees came together with a mutual desire to see more done for vulnerable women who could be impacted by cervical cancer.
- We are based in Norfolk but have UK and overseas programmes (through our affiliation with the Australian Cervical Cancer Foundation (ACCF)).



UK CERVICAL CANCER



Our aim is to reduce suffering and death from cervical cancer



The UK Cervical Cancer Team



Melvyn Hill
*CEO of UK
Cervical
Cancer*



Joe Tooma
*CEO of
ACCF*



Dr
Geordan
Shannon
*Director of
UK Cervical
Cancer*



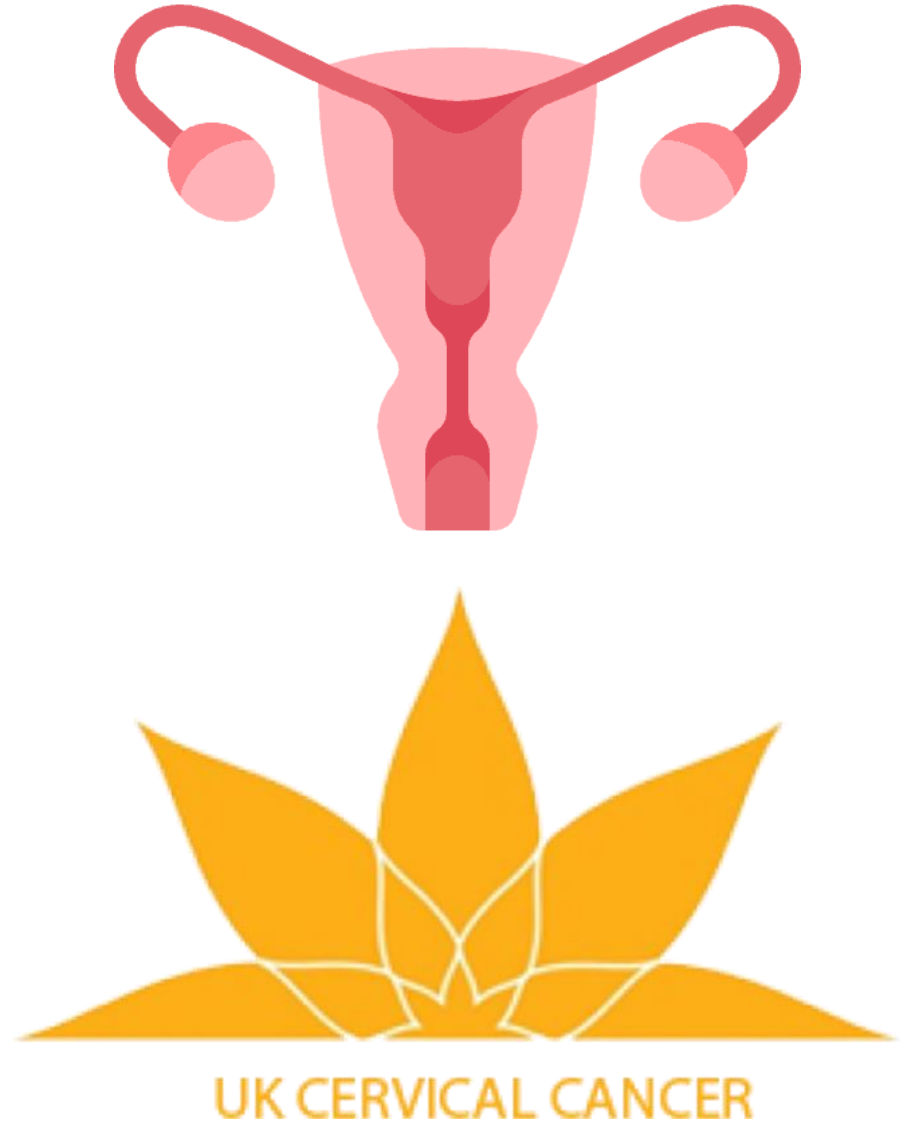
Hannah
Drysdale
*PHD
Student*



Mark Hall
*Volunteer
advisor*

Cervical cancer and HPV

- Cervical cancer impacts more than 3,200 women a year in England and is most common amongst those living in deprived areas.
- Each year around 1,000 women die from cervical cancer.
- The Human papillomavirus (HPV) is the primary cause of cervical cancer. HPV is a group of viruses that 80% of females will contract during their life, via skin-to-skin contact and sexual intercourse.
- HPV has few symptoms. As such, high-risk strains pose a real threat if left undiagnosed and untreated.



Cervical cancer is a **preventable** disease

Females can prevent cervical cancer by:

- 1. Vaccinating against HPV.** A vaccine has been rolled out to 12-13-year old girls since 2008 (and more recently to boys in 2018). The vaccine protects against various high-risk HPV strains and helps to reduce the risk of cervical cancer.
- 2. Attending regular cervical screening.** "HPV Primary Screening" tests for the HPV virus and identifies changes to cervical cells. In the UK women are screened every 3 years (25-49-year old's) or 5 years (50-64-year old's).



**Cervical cancer
can be cured.**

Using health services to check for cancer is key. Early diagnosis and prompt treatment has a higher potential for cure.



UK CERVICAL CANCER

Covid-19 has had an impact on cervical screening and HPV vaccinations, putting more individuals at risk.

The impact of Covid-19

Covid-19 and cervical cancer

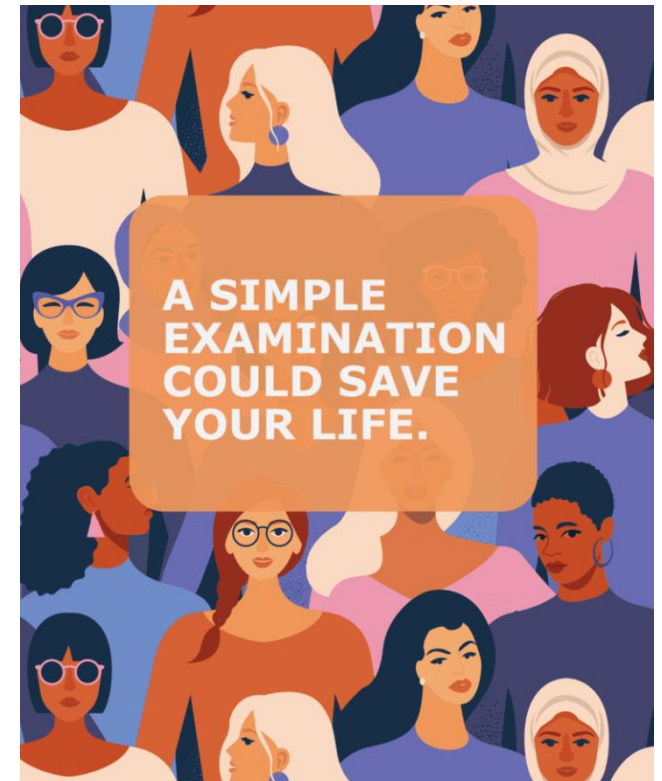


Cervical Screening

- **600,000** additional cervical screenings were missed (cancelled or delayed) in April and May in the UK
- Cancer Research equates missed screening appointments (Bowel, Breast and Cervix) to the development of **380 cancers** during this period
- Cervical screening appointments are now taking place and individuals need to be encouraged to attend

HPV Vaccinations

- The Joint Committee on Vaccination and Immunisation acknowledges a **backlog of missed HPV vaccinations** due to school closures. First doses of the vaccine are being prioritised for short-medium term protection
- Individuals can receive or top-up their HPV vaccine **for free on the NHS, up to the age of 25**. Parents and children need to be made aware of this, given the impact of Covid-19



UKCC's Norfolk Project

Funded by the
National
Lottery
Foundation



Aim of the Norfolk Project

- In Norfolk, there are over 52 cases of cervical cancer and approximately 16 deaths a year. Our aim is to raise awareness of cervical cancer and what can be done to prevent suffering and death from the disease. This project aims to target as many women, youngsters and students as possible, concentrating on those suffering from deprivation and disadvantage.

Our key messages:

- 1.** All women need to attend regular cervical screening
- 2.** The HPV vaccination is important and helps to protect individuals from the disease in the future
- 3.** In particular, we want to access deprived and vulnerable groups of individuals in Norfolk and raise awareness of screening and vaccination

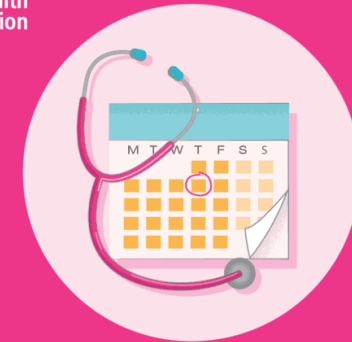


Cervical Screening in Norfolk



Norfolk key statistics

- For the 25-49-year-old age group: **155,765** women were registered as eligible for screening, but **39,654 (25%)** are not up to date with their screening
- For the 50-64-year age group: **95,877** women were registered as eligible for screening in Norfolk but **23,167 (23%)** are not up to date with their screening.
- It is estimated that without screening, **about one in 60 women** will develop cervical cancer



**Cervical cancer
can be prevented.**

In addition to vaccination, regular screening of women and treatment of pre-cancerous lesions, protects from cancer.

Screening rates across the region



West Norfolk CCG

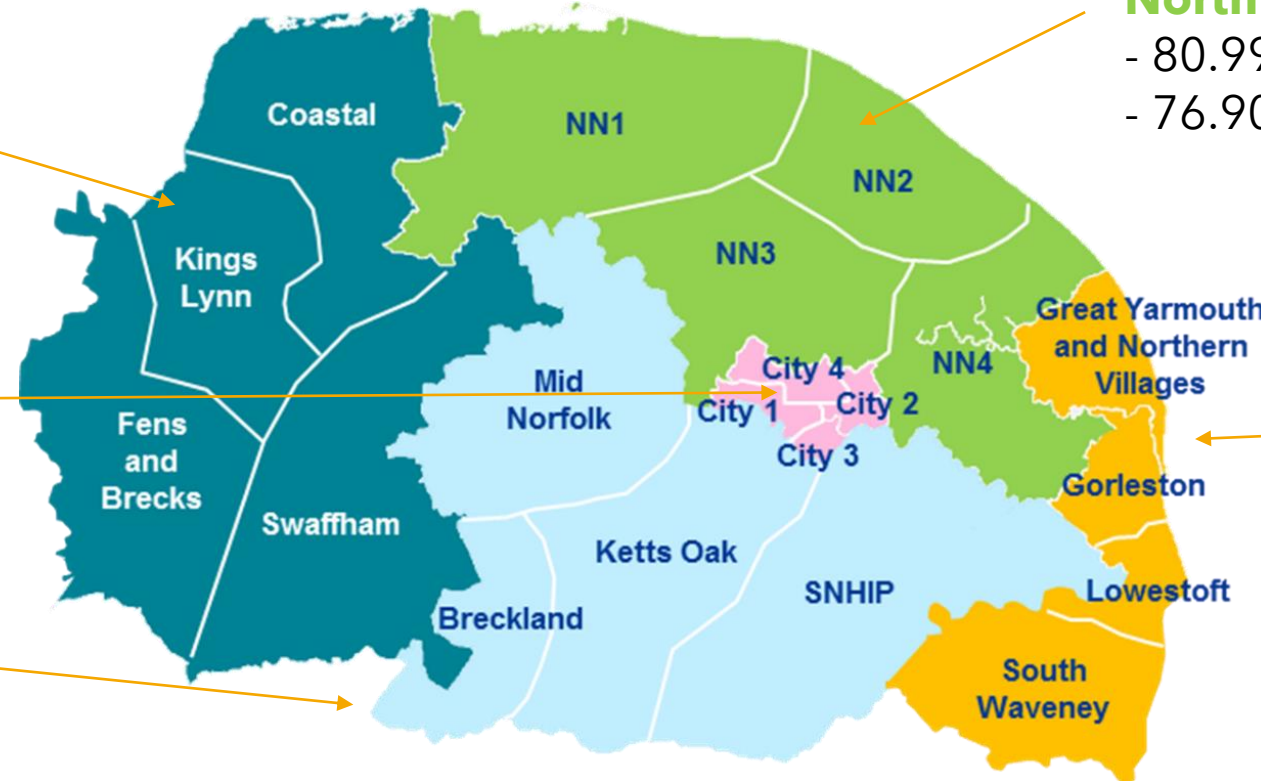
- 72.53% (24-49 yrs)
- 75.14% (50-64 yrs)

Norwich CCG

- 69.98% (24-49 yrs)
- 76.56% (50-64 yrs)

South Norfolk CCG

- 76.89% (24-49 yrs)
- 77.92% (50-64 yrs)



North Norfolk CCG

- 80.99% (24-49 yrs)
- 76.90% (50-64 yrs)

Great Yarmouth & Waveney CCG

- 75.15% (24-49 yrs)
- 75.83% (50-64 yrs)

25-30% of females who are registered at a doctors practice have not been screened. In addition, there are individuals that are not registered and will have slipped through the net!

HPV Vaccination in Norfolk



Norfolk key statistics

- In Norfolk, the HPV vaccine is offered in 2 doses over 2 academic years (Year 8 and 9). 2018/19 data shows that:
 - The Year 8 Cohort: 4,262 females were eligible for the vaccination but 647 missed the first dose (**84.8% coverage**)
 - The Year 9 Cohort: 4,182 females were eligible for the vaccination but 302 missed the first dose (**92.8% coverage**). 3,774 females received both doses but 408 did not finish the full course (**90.2% coverage**).
- Figures are promising but there has been a decline in vaccination rates since 2017/18. **Encouraging HPV vaccination** in schools is key to reducing the future risk of cervical cancer!





Working with us...



Fighting for a
cervical cancer
free future



How you can help us!

- We want to work in partnership with practice managers and health organisations in Norfolk to **spread awareness of the importance of regular cervical screening and HPV vaccination**. This is even more important due to the impact of Covid-19.
- We need your help **accessing vulnerable and deprived individuals** who may have missed their screening appointment and/or their child's HPV vaccination, particularly those:
 - *From lower socio-economic groups or those subject to poverty*
 - *In ethnic groups or refugees*
 - *With physical or learning disabilities*
 - *Those subject to domestic violence*
 - *Or transgender men and non-binary individuals*

How we can help you!



We have prepared some material, an “information pack” which we hope you will send out to your patients, through your practice’s electronic text-message system, EMIS or SystemOne. We have also produced a template text message for you to use, which includes a link to the information pack on our website. The information pack contains the following documents:

- 1. A flyer on cervical cancer and HPV.**
- 2. A flyer, containing information on the importance of regular cervical screening and the HPV vaccination.**
- 3. UK Cervical Cancer’s “comfort checklist”.** This leaflet is for individuals who are at screening age. It tells women what to expect at a screening appointment so that they feel at ease.

Please note that the flyers and comfort checklist have been translated into a range of different languages so contact us for alternative versions.

We wish to engage with all women in your practice, but recognise that some individuals in the community may not be registered at a surgery. We would appreciate any help that you can give to access these individuals. We will be in touch to understand how we can further support you and answer any questions.



UK CERVICAL CANCER

Thank you!



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www.ukcervicalcancer.org.uk