



Public Health  
England

# Cancer screening: Individual decisions or population approaches?

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# *Information required by target population*

- The purpose of cancer screening
  - Chance of having the disease?
  - Risk factors?
- The benefits and disadvantages (or risks) of screening
- What the screening procedure involves
- How results are conveyed
- The meaning and implications of the results

# The meaning and implications of the results

- For those receiving an 'abnormal' result:
  - What is the likelihood of cancer occurring
  - What happens next
- For people undergoing further tests:
  - what the procedure involves
  - The meaning and implications of the results

# *Communicating with the target population*

The challenge is to deliver a complex mix of interesting, helpful and high quality information to a large and diverse audience

But each person is an individual and will interpret the content of information presented to individual needs and situations

# Personal recommendation from clinician

- Relies on attendance, maybe only reaches some of population
- Can take account of known background
  - ‘Your father died from colorectal cancer in his 70s’
- Opportunity to address known concern
  - You can have the test locally/at a different hospital
- Opportunity for discussion with a trusted professional about risks and benefits

# Individualised postal invitations

- Requires demographic data
- Could be tailored to age and circumstances
  - ‘welcome to your first invitation for screening’ ; ‘now you are over 50, you only need screening every 5 years
- Can be personalised
  - in your area 70% of women go for breast screening regularly

# Computer based information

## *What can it offer?*

- People's needs for further explanations are not always obvious to health professionals
- Patients tend to forget or misunderstand much of the oral information they receive during clinical encounters
- Information can be presented as a decision aid which the user can tailor to their own circumstances and values
- But requires computer confidence and personal motivation

# What do we mean by consent?

- Person attends for screening willingly
- They understand that screening has potential advantages and harms
- They understand that a screening test can be the start of a journey



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NHS

Dr Frank Chinegwundoh MBE



# 1 in 4 black men will get prostate cancer.

Prostate cancer often has no obvious symptoms. If you are a black man over 45 and want to discuss your personal risk of prostate cancer, visit your doctor.

**BE CLEAR  
ON CANCER**

[nhs.uk/prostate](https://nhs.uk/prostate)



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EARLY DETECTION SAVES LIVES.

# FREE Mammograms FOR ALEXANDRIA RESIDENTS

You are eligible for this free service if:

- ◆ You need a mammogram and
- ◆ You live in the City of Alexandria and
- ◆ You have no insurance or
- ◆ You have insurance which does not cover screening mammography.

301  
681  
7680  
Cindia.

Who needs one?

- ◆ Women over 40 should have one every year.
- ◆ If you have a family history of breast cancer or aren't sure, ask your health care provider.

For a prescription to get your FREE mammogram:

- ◆ Ask your doctor or health care provider then
- ◆ Call the Office on Women at 703.838.5030.

*If you have no health care provider call the Alexandria Health Center at 703.535.5568 to schedule an exam. Fees charged on a sliding scale based on income.*

To schedule your mammogram:

- ◆ Call Inova Alexandria Hospital at 703.504.5000.

CALL TODAY TO SCHEDULE YOUR FREE MAMMOGRAM

FOR YOU...FOR THEM...FOR LIFE.

Funded by the Alexandria Breast Cancer Walk Fund at Inova Alexandria Hospital.

For information on the Walk, visit our web site at [www.alexcanerwalk.com](http://www.alexcanerwalk.com).

Questions? Call The Office On Women at 703.838.5030

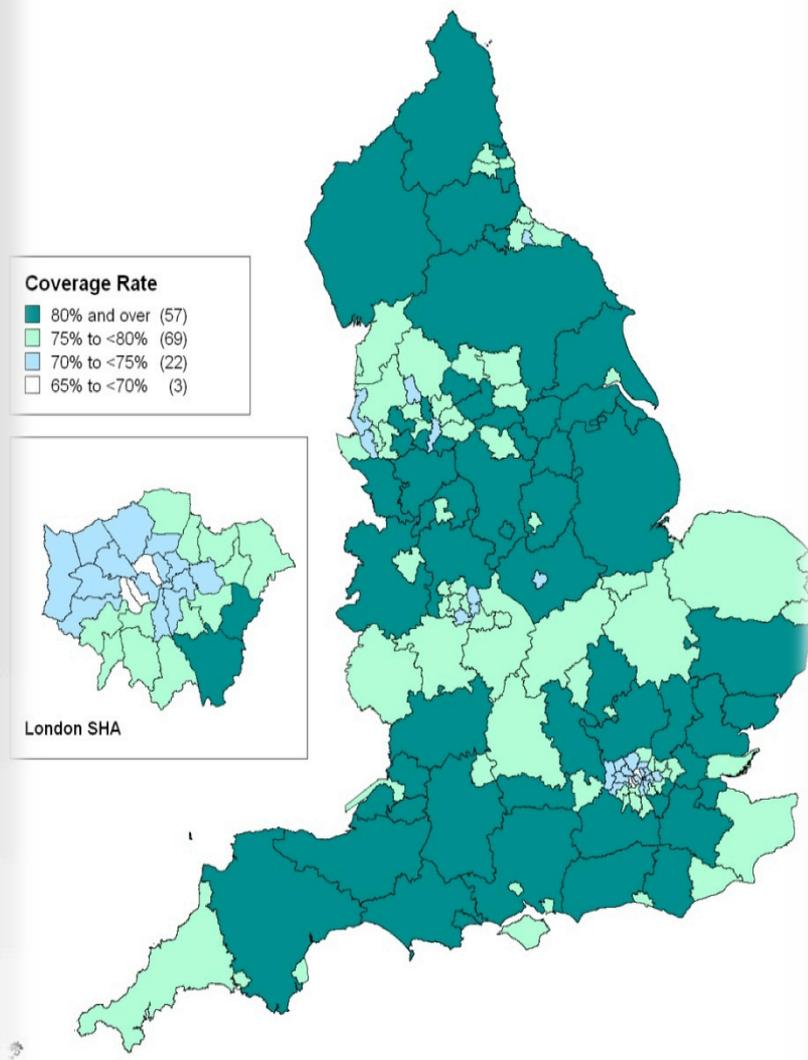




# Inequalities in coverage

Cervical screening: five year  
coverage of the target age group  
(25-64) by administrative area

Uneven coverage with lower  
rates in large industrial areas  
(Liverpool, London, Manchester,  
Birmingham, Teesside)





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# *Cancer Screening Programmes*

[www.cancerscreening.nhs.uk](http://www.cancerscreening.nhs.uk)