



Imperial College Healthcare
NHS Trust

NHS Breast

Screening & Awareness



Ealing – Acton PCN

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West of London breast
screening service

UK BREAST CANCER STATISTICS

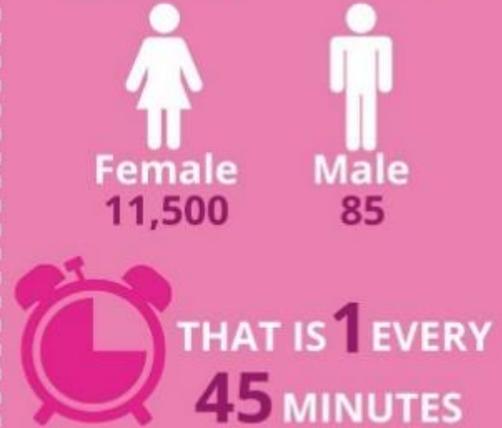


1 IN 7 WOMEN ARE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME



IN THE UK **55,000** ARE DIAGNOSED EACH YEAR

DEATHS EACH YEAR



THE SURVIVAL RATE IS INCREASING

1970s **40%**

10 YEAR SURVIVAL RATE FOR BREAST CANCER

TODAY **80%**

8 OUT OF 10 BREAST CANCER CASES OCCUR IN WOMEN 50+

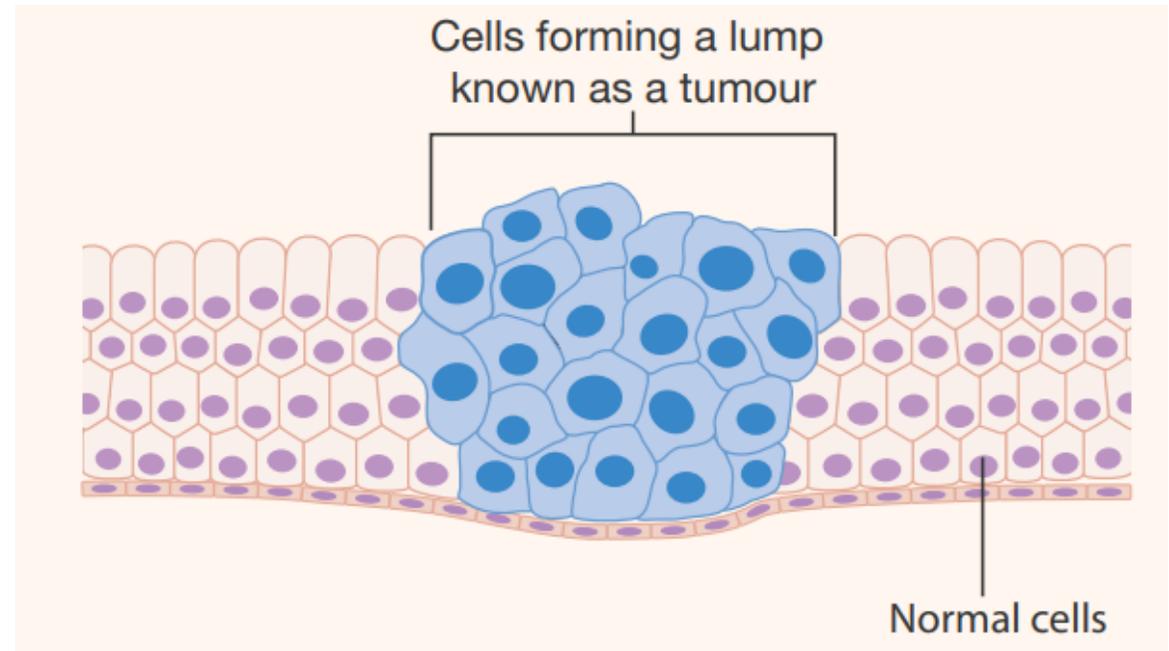


NEARLY A QUARTER OF BREAST CANCER CASES ARE PREVENTABLE

Source: Cancer Research UK and Breast Cancer Now

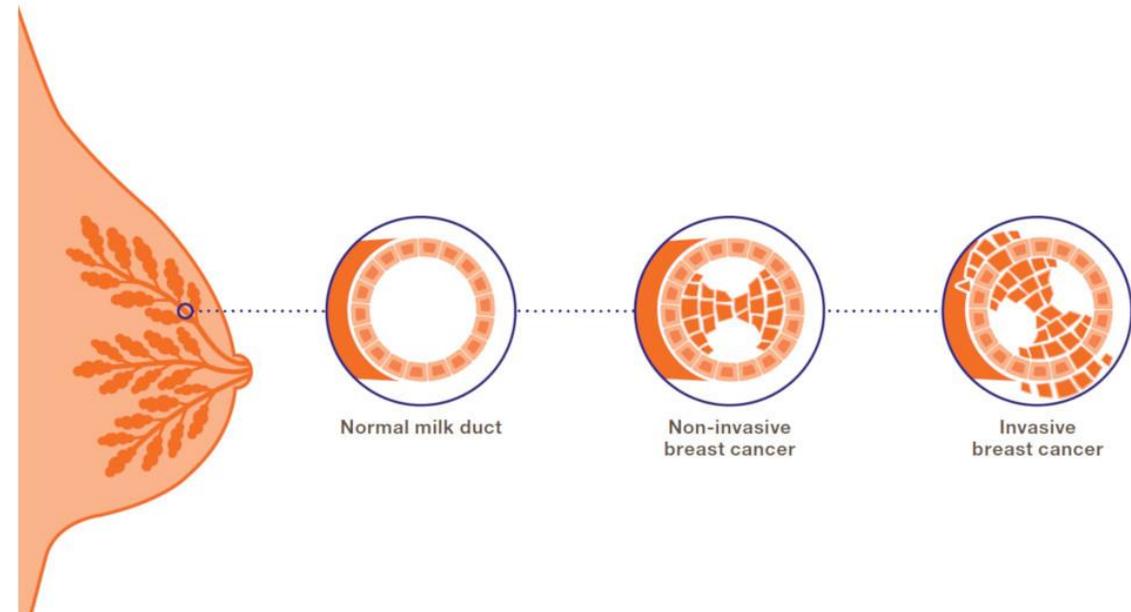
Breast Cancer

Breast cancer starts when cells in the breast begin to grow in an uncontrolled way and build up to form a lump (also known as a tumour).



Breast Cancer

As the cancer grows, cells can spread to other parts of the body and this can be life-threatening.



Breast Cancer

Factors that increase your risk of breast cancer

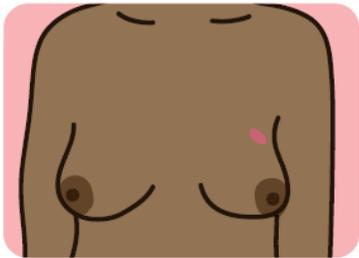
- Female
- Age – your risk increases as you get older
- Family history of breast cancer
- Excessive use of alcohol
- Being overweight or obese

Reduce your risk of breast cancer

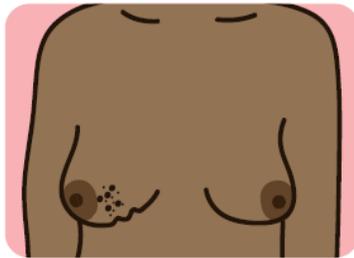
- Regular exercise
- Healthy weight and diet
- Reduce alcohol intake
- Stop smoking



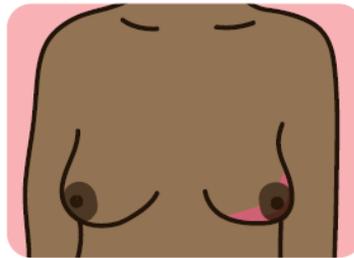
Cancer signs and symptoms



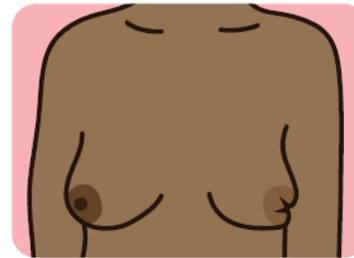
A **lump or swelling** in the breast, upper chest or armpit



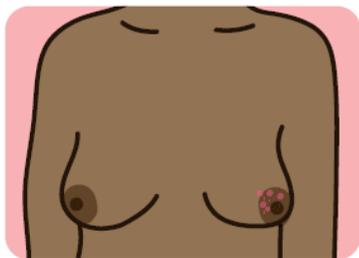
A **change to the skin**, such as puckering or dimpling



A change in the **colour** of the breast – the breast may look red or inflamed



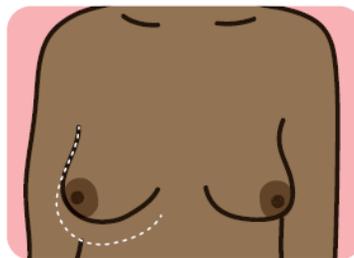
A **nipple change**, for example it has become pulled in (inverted)



Rash or crusting around the nipple



Unusual liquid (discharge) from either nipple



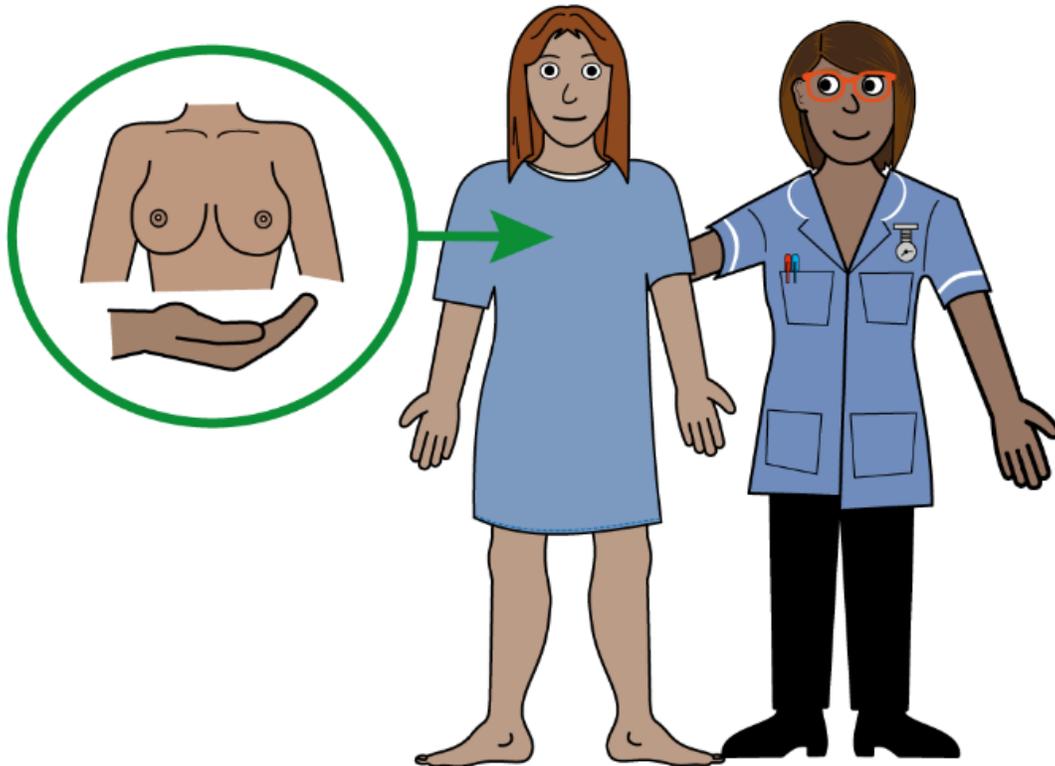
Changes in size or shape of the breast

BREAST PAIN

On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

Know your normal!

What is breast screening?



- **FREE appointment** provided by the NHS
- Must be registered at a GP
- 1300 lives are saved in England each year by breast screening

**Breast Screening
saves lives!**

Who can be screened?

- Women
- 50-71 years old
- First invitation will be delivered before their 53rd birthday
- Every 3 years

Anyone aged 71 and over
can request to be
screened by contacting the
Hub:
020 3758 2024

How are you invited?

- Invitation letters sent out with a booked appointment (date and time) from the Hub
- Nearest screening clinic: **Hanwell Medical Clinic or Charing Cross Hospital**
- Women can change the appointment via the Hub or by the online website [here](#)
- Text reminders are sent **7 days and 48 hours before the appointment**

Tuesday evening
appointments
5-7.30pm
Charing Cross Hospital

The Hub contact details:
020 3758 2024

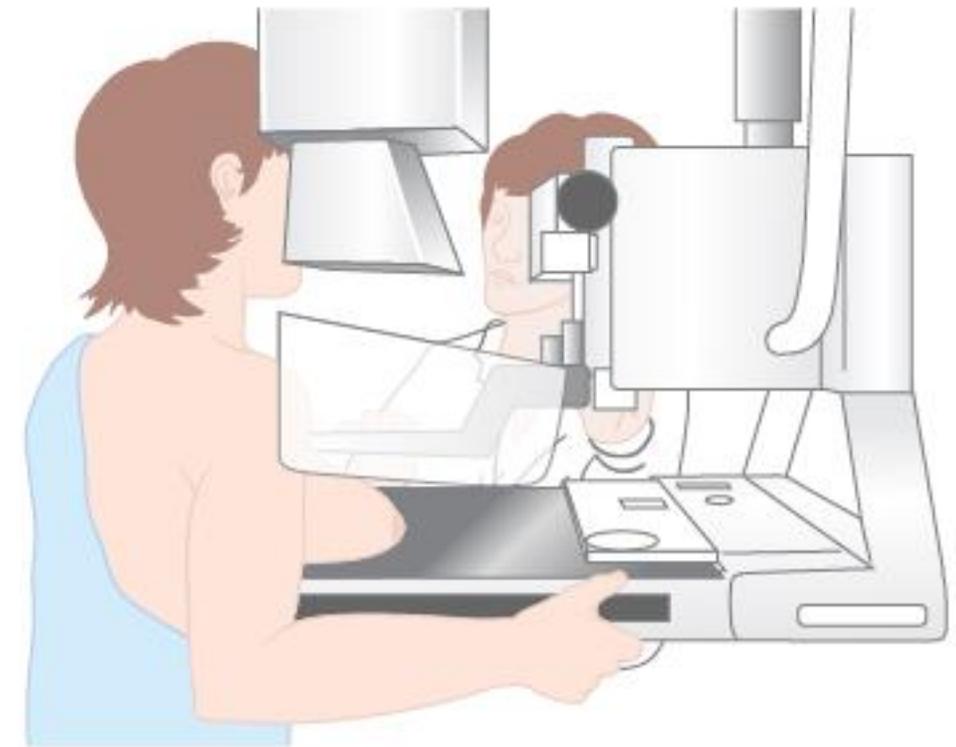
How are you screened?

- **Only female** mammographer
- Undress from waist above
- Uses an X ray machine
- 2 images of each breasts will be taken
- Potential discomfort for 10 secs
- Appointment is less than 10 minutes
- Results given within 2 weeks



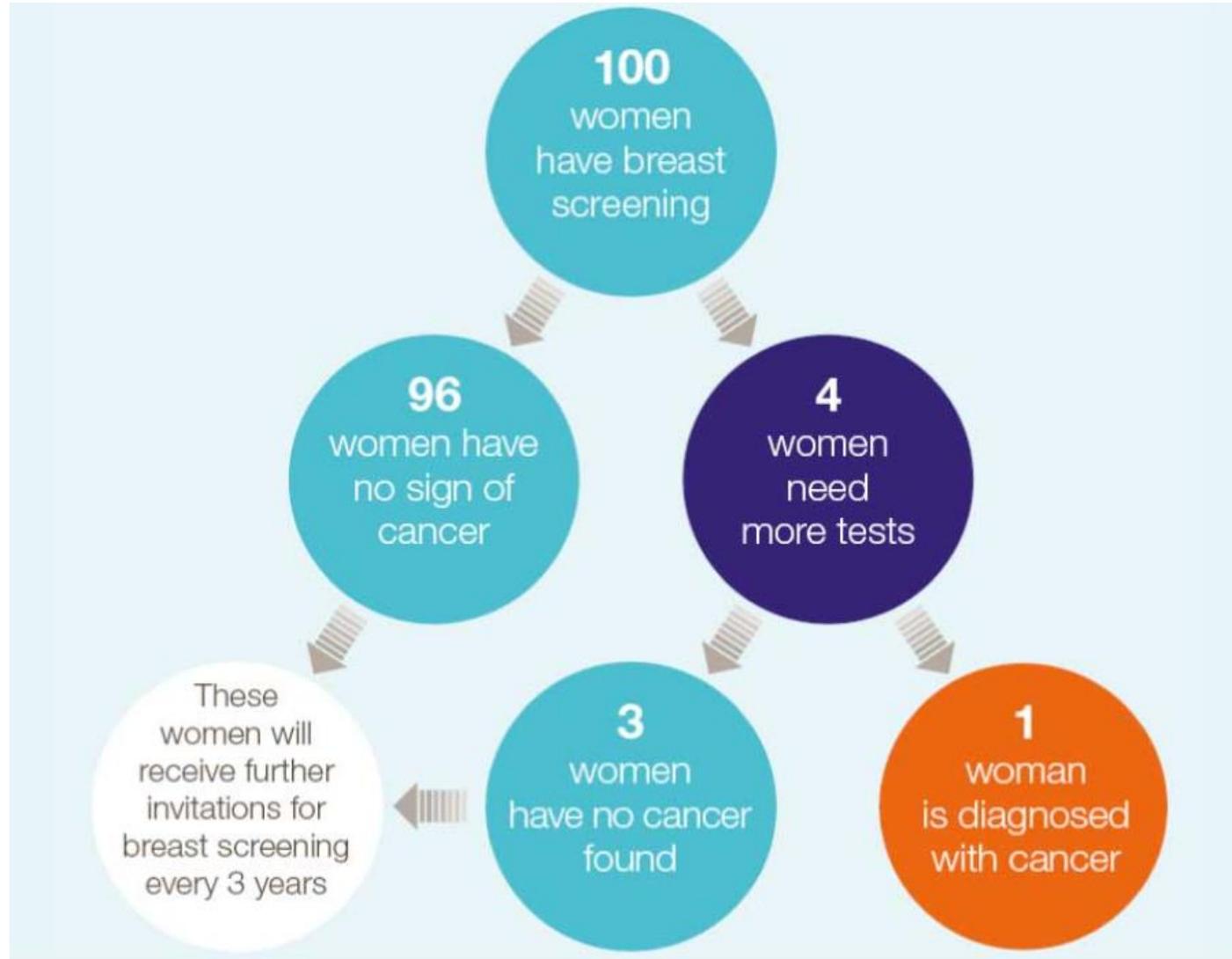
Tips for the appointment

- Women can bring someone with them
- Tell the mammographer if you are **anxious or nervous**
- **Face to Face and telephone interpreters** are available at all clinics.
- Wearing clothing where you can easily remove the top part and keep your lower items on (e.g., trousers or skirt)
- Please phone your breast screening unit before coming for your appointment if you:
 - need additional support i.e. if you have a learning disability or mobility problems
 - have breast implants

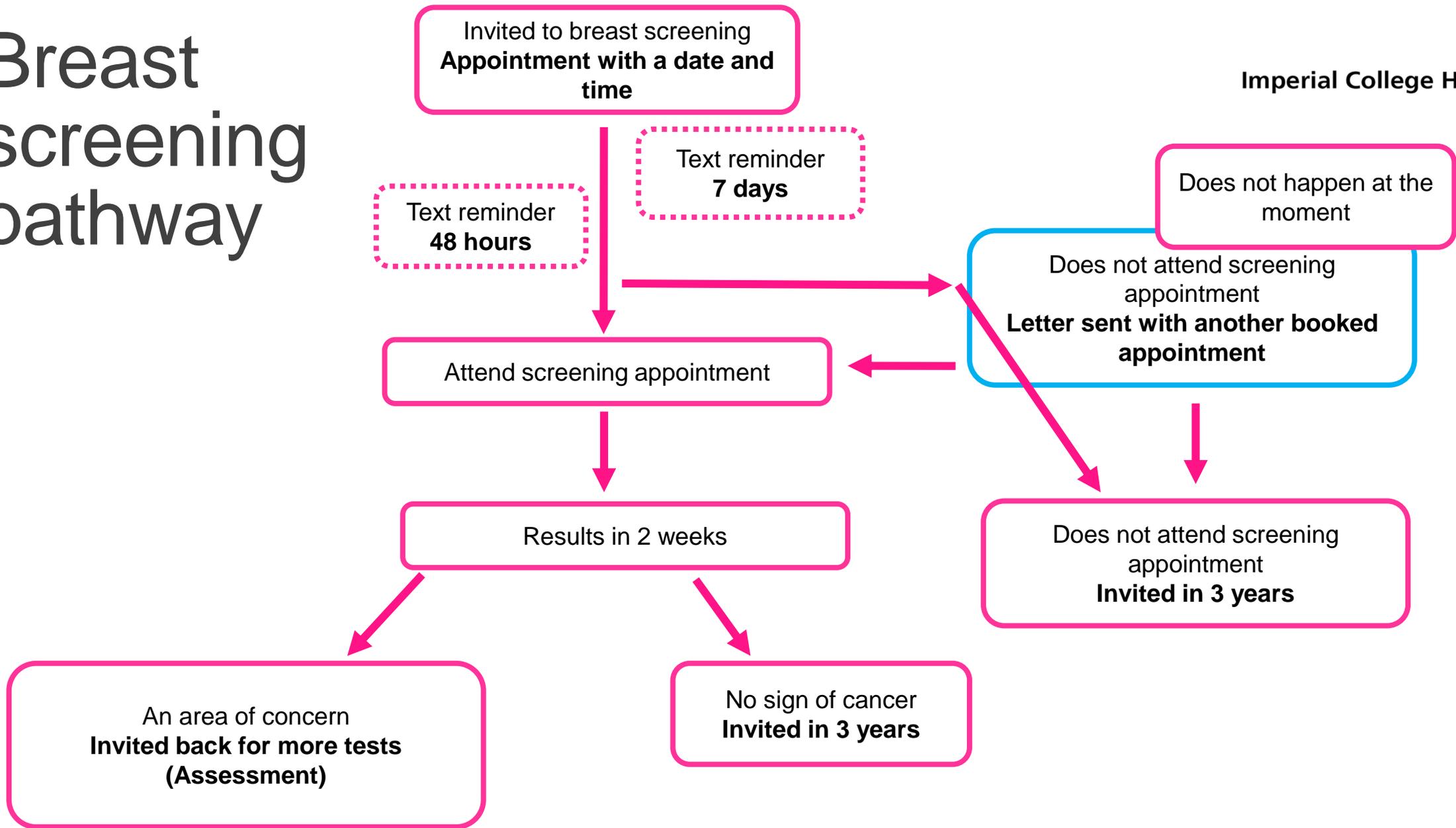


Key messages about the appointment

- It is a **free** appointment
- There are only **female staff** present at the clinic
- The appointment lasts **less than 10 minutes**
- **Every experience is different – it varies from woman to woman**
- **The radiation is very low – the same amount of a flight to Australia**
- If it is uncomfortable during the appointment, tell the mammographer as they can give you a break and move you into a more comfortable position.



Breast screening pathway



High risk breast screening programme

- This programme is for women who are at higher risk of developing breast cancer than the general population.
- Patients who have family history of breast cancer may be eligible for the programme
- They should be referred to a genetics specialist by the GP and the specialist will be assessed the patient
- The programme consists of
 - Annual MRI and mammograms
- Information on the programme: [Breast screening for women with a high risk of breast cancer - GOV.UK](#)

Appointment Offers!!

IF YOU ARE

- Aged 53 to 71 and have **never been** to a breast screening appointment
- Aged 53 to 71 and **haven't been** to a breast screening appointment in the **last 3 years**
- Over 71 and would like to be **routinely invited** for breast screening appointment

Please ask them to contact the Hub to book in for a breast screening appointment:

020 3758 2024

What are the reasons that women may not attend their screening appointment?

Breast Screening Barriers

- **Taboo about cancer**
 - Less likely to speak out about going for their screening appointment
- **Stigma and shame to talk about cancer**
 - Lack of support
 - Family history
- **Fear of cancer**
 - Misconception that you can 'catch cancer'
 - Bad news
- **Lack of trust from healthcare system**
 - Negative experiences
- **Don't know what to expect at an appointment**
 - Anxiety
- **Misinformation on social media**
- **Language barriers**

Why are women attending their screening appointment?

Everyone was so nice and friendly from the person in reception to the mammographer. I came to screening to nip any issues in the bud! Also thrilled at how efficient this whole process was from booking the appointment to having the mammogram

Su-Mei from H&F, July 2024

I feel it is important to attend these health screens, my mother had breast cancer so early detection is vital (she is a survivor) and the fact that this appointment was very well co-ordinated helps me with this decision too.

Frances from H&F, July 2024

The receptionist and the mammographer were super professional, welcoming and efficient. I was very early for my appointment and was able to be seen within 15 minutes of arriving. The whole process took less than 10 minutes and both explained everything very clearly. Thanks to them both for making my visit so pleasant

CXH First timer from K&C, Indian heritage, August 2024

Very friendly staff. Made the experience as least painful as possible by distracting me with questions. It was all very quick.

Surinder from Ealing, October 2024

Excellent friendly staff. Quick & painless just a little uncomfortable

Shirley (first timer) from Westminster, May 2024

Because it is very important and essential to check that you maintain your breast examinations regularly. In order to prevent breast cancer. No one likes having a mammogram. Discomfort was kept to a minimum as was waiting time.

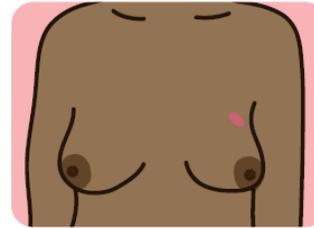
Stephanie from Westminster, African heritage, October 2024

How to check your boobs!

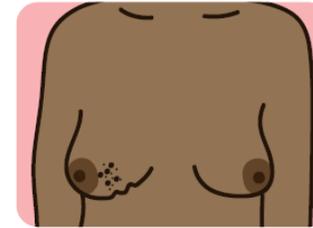
Being Breast Aware

- It is important for women to check their breasts
 - Between screening appointments
- This should be done every month
- Check your family history
- Not during the menstrual cycle
- [How to Check Your Boobs on Vimeo](#)

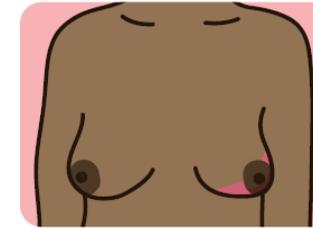
If they find any changes, do not delay in contacting your GP



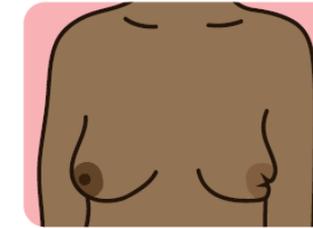
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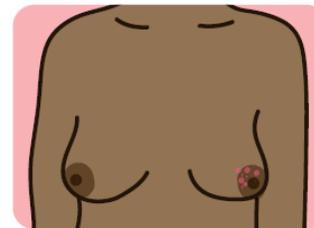
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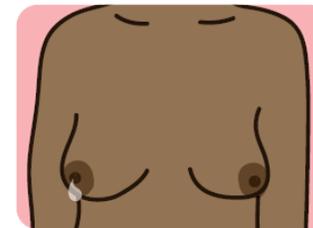
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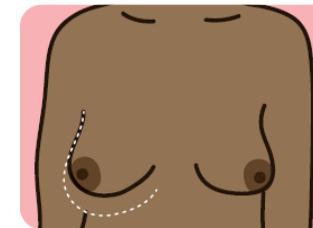
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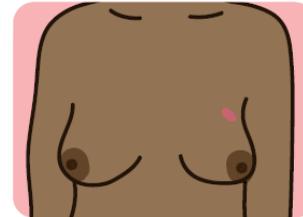
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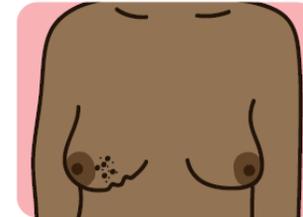
BREAST CANCER SCREENING

Being Breast Aware

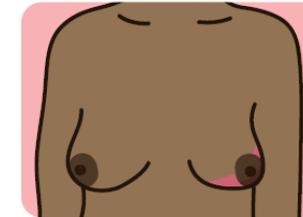
- TOUCH your breasts
- LOOK for changes
- CHECK any changes with your GP
- For all women



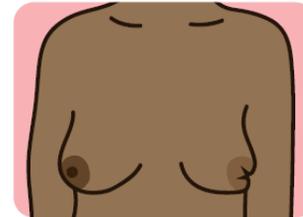
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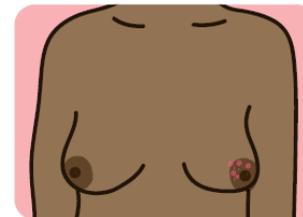
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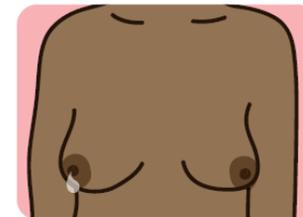
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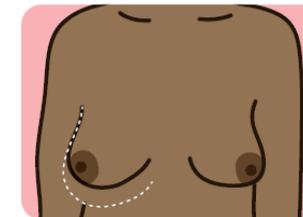
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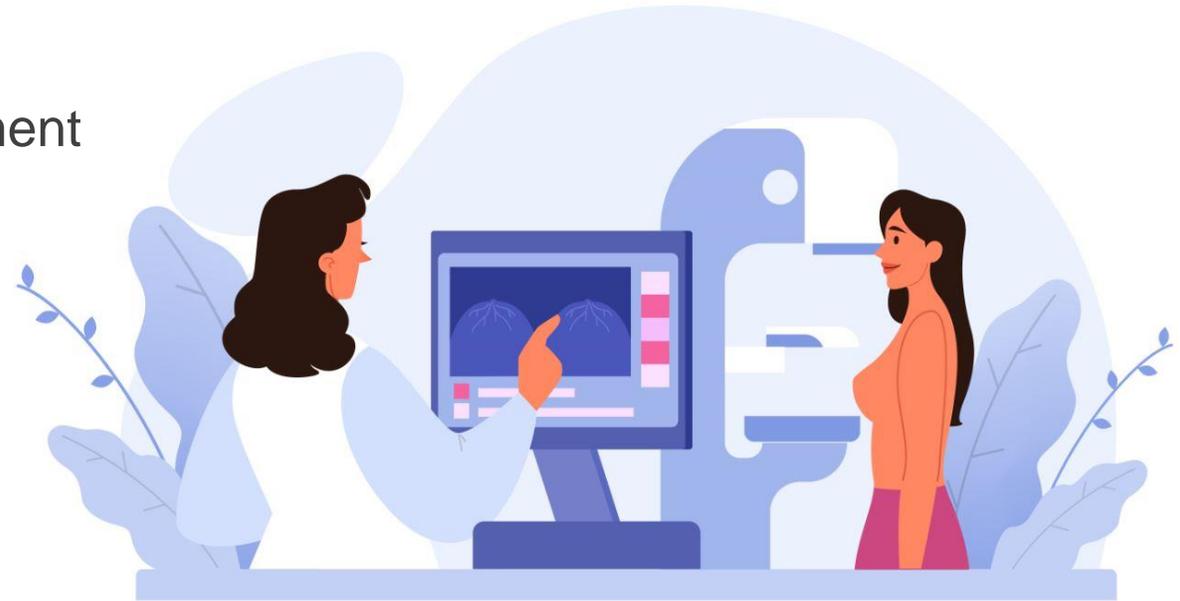
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Know your normal!

Key messages

- Do not delay in taking up your screening invitation – Early detection is the best protection!
- Appointment takes less than 10 minutes
- Female only mammographer at the appointment
- Ask questions if you are feeling anxious
- Please check your breasts !!

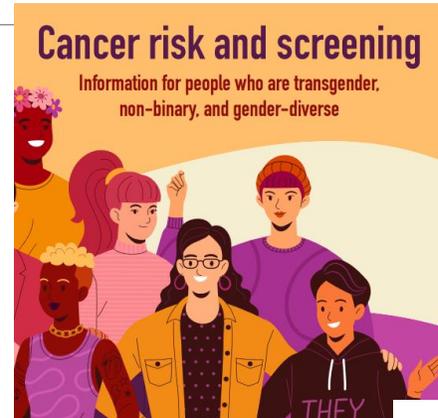
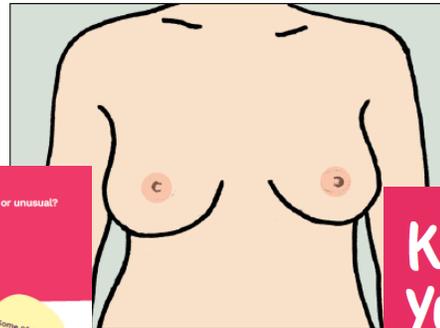


Resources



Breast screening

An easy guide about a health test for women aged 50 and over

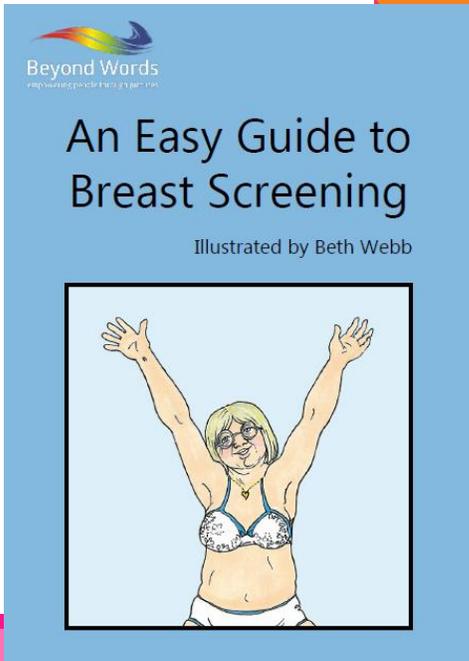


Information for trans people

NHS Screening Programmes



Public Health England leads the NHS Screening Programmes



TOUCH YOUR BREASTS Can you feel anything new or unusual?

LOOK FOR CHANGES Does anything look different?

CHECK ANY CHANGES WITH YOUR GP

Check all parts of your breasts, your armpits and up to your collarbone (upper chest) for changes.

No matter what size or shape your breasts are, check them regularly.

Some of these signs and symptoms may appear differently on various skin tones.

COMMON SIGNS OF BREAST CANCER INCLUDE...

- A lump or swelling in the breast, upper chest or armpit
- A change to the skin, such as puckering or dimpling
- A change in the colour of the breast - the breast may look red or inflamed
- A nipple change, for example it has become pulled in (inverted)
- Rash or crusting around the nipple
- Unusual liquid (discharge) from either nipple
- Changes in size or shape of the breast
- BREAST PAIN** On its own pain in your breasts is not usually a sign of cancer. But look out for pain in your breast or armpit that's there all or almost all the time.

These illustrations are meant as a guide. Check anything that looks or feels different for you with a GP.

TOUCH LOOK CHECK™ BREAST CANCER NOW

KNOW YOUR BREASTS

A GUIDE TO BREAST AWARENESS AND SCREENING

TOUCH LOOK CHECK™ BREAST CANCER NOW

Thank you for listening!

Any questions?



Feedback Survey



Please can you fill out
this survey to give some
feedback on this breast
screening awareness
session.

Thank you!

Breast Screening resources

Video and interactive resources

- [NHS Breast Screening Programme: What Do I Need To Know?](#)
- [Breast Screening Information Video](#)
 - In 13 different languages

Printable posters and leaflets

- [West London Breast Screening Service website](#)
- [Breast Cancer Now: Know your Breasts guide](#)
- [NHS Breast Screening easy read guide](#)
- [NHS Breast Screening: helping you decide](#)
 - In different languages
- [NHS Breast Screening awareness posters](#)

Breast Awareness resources

Video and interactive resources

- Targeted for black women
 - [It's in Your Hands – YouTube](#)
 - [Together – YouTube](#)
 - [Say NO to cancer – YouTube](#)
 - [Speak Up – YouTube](#)
- How to check your breasts
 - [Coppafeel](#)
 - [Black Women Rising](#)

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- [Breast Cancer Now: Know your Breasts guide](#)
- [Breast Cancer Now: Touch Look Check poster](#)

Contact

Nipunika Silva

- Health Promotion Manager
- Nipunika.silva1@nhs.net