ENGAGING PRIMARY CARE IN BOWEL SCREENING

GP GOOD PRACTICE GUIDE

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STATEMENT OF INTENT

CRUK is committed to informed choice with respect to screening participation. Screening has both benefits and harms, and these must be communicated appropriately.

If you have any feedback or want more information please contact earlydiagnosis@cancer.org.uk
BACKGROUND

We are delighted to share our GP Good Practice Guide for bowel screening with you. It presents some of the existing evidence based recommendations for increasing bowel screening uptake. The aim is to translate this into a practical resource that can be used by GPs and their primary health care teams.

It features practical tips, links to resources and information on some of the strategies that have been used successfully across primary care to overcome barriers to participation.

NHS BOWEL SCREENING PROGRAMME

For most CCGs cancer remains the largest single cause of premature deaths. Bowel screening is key to saving lives from bowel cancer. It aims to detect bowel cancer at an early stage before symptoms have a chance to develop. It may also help to prevent bowel cancer through the identification and removal of potentially harmful adenomas. Over 25,000 cancers have been detected in the first 10 years of the Bowel Cancer Screening Programme (BCSP) in England.¹

In England, bowel screening currently uses gFOBt (guaiac faecal occult blood testing). The gFOBt looks for hidden traces of blood in poo. Men and women from the age of 60 are eligible.

There are 5 Bowel Screening Programme Hubs and over 60 screening centres in England (see appendix 3) that co-ordinate and deliver the screening programme.

A Faecal Immunochemical test (FIT) will replace the current gFOBt as the primary test of the BCSP in 2018. FIT also identifies hidden traces of blood in poo, but it is a more effective test and is easier to use than gFOBt, because it requires fewer samples. Previous FIT pilots in the UK have indicated improved participation.


An additional one-off test called bowel scope screening is currently being introduced in England. This is offered to men and women at the age of 55.

People who have received a bowel scope test at 55, will still be eligible for, and invited to participate in FOBt from the age of 60.

Unlike the other cancer screening programmes, the gFOBt does not involve any contact with a health professional. The next section provides the details of interventions with primary care involvement, which have been shown to have a positive impact on uptake.

ELIGIBLE POPULATION:

- The FOBt programme invites all men and women between the ages of 60 – 74 years who are registered with a General Practice.
- Those aged 75 and over can request a kit by ringing 0800 707 6060.
- People are invited by letter to their home address every 2 years, and are asked to complete a FOBt by providing 6 samples (from 3 stools) and post it back to the programme for analysis in a sealed envelope. They receive their result by letter free post and their GP is informed.

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THE SCREENING PATHWAY (FOBt)

**PROGRAMME HUB**
- Invitation sent
- Kit dispatched
- Receipt and development of used kit
- Reminder sent if no return within four weeks

**LOCAL SCREENING CENTRE**
- **FOBT OFFERED IN TWO YEARS IF < 74 READ CODE 68W2**

- Normal result (6 negative samples) READ Code 686A (see appendix 4)
- Abnormal result (5 or 6 positive samples) READ Code 686B
- Unclear result (1–4 positive samples)
- Spoilt kit/technical fail READ Code 6867

- **OBSERVED COLONOSCOPY AT NURSE APPOINTMENT**

- Either 1 or 2 repeat kits dispatched
- 1 repeat kit dispatched

- DOES NOT ACCEPT
- Accepts colonoscopy
- Unsuitable – imaging

- Non-attendance
- Nothing abnormal detected
- Polyp
- Cancer
- Other pathology

- LOW RISK
  - 1 or 2 small (< 1 cm) adenomas
  - FOBT IN TWO YEARS IF < 75

- INTERMEDIATE RISK
  - 3 or 4 small adenomas OR at least 1 adenoma ≥ 1 cm
  - THREE YEARLY COLONOSCOPY SURVEILLANCE UNTIL TWO NEGATIVE EXAMINATIONS

- HIGH RISK
  - ≥ 5 adenomas OR ≥ 3 adenomas of which at least 1 is ≥ 1 cm
  - COLONOSCOPY AFTER 12 MONTHS, FOLLOWED BY THREE YEARLY COLONOSCOPY SURVEILLANCE UNTIL TWO NEGATIVE EXAMINATIONS

- Cancer
- Other pathology
- Refer/Treat/Advise

If there is still no response 13 weeks after the reminder letter is sent, the person is counted as a non-responder. The practice receives notification that the patient did not respond. READ code 90w2

THE ROLE OF GP PRACTICES IN SUPPORTING PARTICIPATION IN BOWEL SCREENING

Studies have shown the positive impact that general practitioners can have on increasing awareness of cancer screening with eligible populations. GP/primary care involvement in the process can address barriers to participation.

A peer reviewed study found that sending people eligible for bowel screening a letter from their GP endorsing the screening programme, increases bowel screening uptake by up to 6%\(^1\), and by up to 12%\(^1\) when sent in combination with enhanced patient information.

A study also found that phoning patients to provide information about bowel screening and offering to answer questions, used in combination with a GP letter, increases bowel screening uptake by around 8%\(^2\).

Providing the opportunity to speak to a trained bilingual advocate from a person’s own GP practice may help increase awareness of bowel screening and overcome barriers to participation\(^2\).

For details of more interventions see Cancer Research UK’s Evidence and Intelligence Hub: http://bit.ly/1Qr6fcr

This hub aims to support local teams who want to carry out work to increase bowel screening uptake by providing evidence on what works and resources to help them do it.

To see a selection of case studies of local projects that aim to increase bowel screening uptake, please visit our Bowel Cancer Screening Projects Hub: http://bit.ly/2uMapXS

CRUK FACILITATORS

CRUK facilitators provide face-to-face, practical support to GP practices to improve cancer outcomes. They can work collaboratively with your practice to help implement some elements of this guide; offering advice, training and useful resources.

The CRUK facilitator programme operates across the UK. On average, facilitators interact with over 2,000 NHS professionals and organisations a month, including over 900 GP practices, 200 dentists and community pharmacists and 400 commissioners and planners of care.

For more information, please contact facilitators@cancer.org.uk.

A normal result does not guarantee the patient not having or developing bowel cancer in the future. Being aware of the symptoms of bowel cancer is important too.

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WHAT CAN YOU DO TO SUPPORT YOUR PRACTICE POPULATION?

WHO ARE THE TARGET GROUPS?

WHERE SHOULD YOU BEGIN?

- How many eligible patients do you have?*
- What % of your patients have not responded to their bowel screening invitation?*
- How many patients per month is this?
- Who knows what about bowel screening - consider all staff/ is training required?
- Who in the practice team can manage these activities (e.g. results, READ codes, health promotion, patient communication)?
- Can your practice send letters? Make telephone calls? Advise patients as they come into contact with the practice?

*this information can be obtained from the NCRAS Fingertips data at http://bit.ly/1TRvwud

This information can be used to contact patients, encourage them, and offer them further advice/signposting (i.e. to request a screening kit).

FLOWCHART TO ENGAGE INVITEES AND NON-RESPONDERS

CODING

IDENTIFY INVITEES AND NON-RESPONDERS AND UNDERSTAND ENGAGEMENT PROFILE

a. Ensure letters from bowel screening centres are coded in patient records
b. Review non-responders records to determine level of engagement with GP practice

CONTACT

DEVELOP APPROPRIATE STRATEGIES TO ENGAGE INVITEES AND NON-RESPONDERS

ATTENDERS AT GP PRACTICE

- a. Leaflet from receptionist
- b. Discussion with clinical staff

NON-ATTENDERS AT GP PRACTICE

- example activity

- a. Letters
- b. Telephone calls
- c. Texts

CHECK

EVALUATE EFFECTIVENESS OF INTERVENTION

- a. Code engagement methods used for each patient
- b. Review which methods have been most effective

WHERE SHOULD YOU BEGIN?

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**PRACTICAL TIPS**

**TRAINING**

- Providing training to all of your staff will help them understand and be able to explain the importance of bowel screening in diagnosing bowel cancer **early**, giving people the best chance of successful treatment.

**Actions:**
- **Contact the CRUK Facilitators** to see what training they can offer. To find a Facilitator working in your area and for more information: [http://bit.ly/2cHbLtv](http://bit.ly/2cHbLtv)
- You could watch this useful video produced by CRUK. It addresses practical issues and patients’ potential concerns about the test. You can access the video here: [http://bit.ly/1P8EL86](http://bit.ly/1P8EL86)
- Take part in our Talk Cancer workshops. The workshops help to build knowledge, skills and confidence in talking about cancer with the public. For further information please see: [http://bit.ly/12WtGUI](http://bit.ly/12WtGUI)
- Use RCGP e-learning to help you explore the ways in which you can support patients. More information: [http://bit.ly/1k47C2a](http://bit.ly/1k47C2a)

**KNOW THE TEST**

- Being familiar with the **FOBt test kit**, can help practice staff explain it to patients. **Note:** A normal result does not guarantee the patient not having or developing bowel cancer in the future. Being aware of the symptoms of bowel cancer is important too.

**Actions:**
- **Keep a test kit** for demonstration at your practice. A CRUK facilitator may be able to provide you with one.
- **CRUK Bowel Cancer Leaflets** can be found here: [http://bit.ly/1O9TQZX](http://bit.ly/1O9TQZX)

**DISPLAY SCREENING INFORMATION**

- Information can be displayed in the practice to alert people to bowel screening.

**Actions:**
- **Consider displaying posters and leaflets** in waiting and clinical areas. [CRUK Bowel Screening posters](http://bit.ly/1ZdsS5r)
- **Could you display messages** on TV screens and display boards? Here’s a short subtitled animation video on how to do the bowel cancer screening test suitable for waiting rooms: [http://bit.ly/1Pa3Z7O](http://bit.ly/1Pa3Z7O)
- Consider having a bowel screening display during Bowel Cancer Awareness Month in April or to coincide with the practice plans to follow up DNAs or first invitees.

**USE PRACTICE DATA**

- You could check that the contact details of people aged 60 and over are accurate.
- Consider checking how your practice’s uptake and coverage compares with local and national averages.

**Actions:**
- **Opportunistically check details** at routine appointments.
- **Uptake by GP** practice is available from general practice profiles, see here: [http://bit.ly/1TRvwud](http://bit.ly/1TRvwud)
- **Contact the CRUK Facilitators** to arrange a visit to discuss practice data.

**SIGN UP TO RECEIVE ELECTRONIC RESULTS**

- Electronic result reports (EComms) are available for bowel cancer screening (in place of hard copy result letters) and these can be requested from the Bowel Cancer Screening Hub.
- GP result reports that are sent electronically are automatically READ coded.
- GPs are informed of abnormal screening results, either electronically or by a hard copy letter, and in some cases it may be both.

**Actions:**
- **Contact your local screening hub** to sign up for electronic results (see appendix 3).
- **Familiarise yourself with the READ codes used by the screening hub** (appendix 4).
ENDORSE NHS BOWEL SCREENING AND SUPPORT PATIENTS TO PARTICIPATE

The NHS BCSP has adapted their range of bowel screening invitation letters to now include positive statements of GP endorsement. We recommend that all GP practices should consent to these changes (permissions to include the GP Practice detail has to be renewed annually) and these new arrangements should be accelerated by the BCSP hubs.

PRIOR NOTIFICATION LIST

Practices do not automatically receive Prior Notification Lists (PNLs) for bowel screening. Contact your local screening hub to see if one can be provided (see appendix 3).

NB: The Hub might be able to send the list of patients due for screening, within a specified time frame, to a nominated person in your practice via NHS mail. These lists can serve as a valuable health promotion tool allowing a targeted approach.

Alternatively, you can identify patients due to be invited for the first time by carrying out a monthly search for patients soon to turn 60 years old.

Evidence suggests that pre-invitation letters (on practice letterhead signed by a GP see appendices 1a) may increase participation in bowel cancer screening. A letter could be sent to patients before the invitation letters are sent out.

- People approaching the age of 60 who are soon to be invited for the first time
- People aged 60-74 years old who have a non response to bowel screening result in the last 2 years

Actions:

Every month:

☐ Identify all patients approaching the age of 60 who are soon to be invited to participate in bowel screening for the first time

☐ Identify all patients who the practice has received a non response result for (see appendix 4 for READ codes). Note: the practice receives notification that the patient did not respond if there is still no response 13 weeks after the reminder letter is sent. The screening kits are still live after the episode is closed at 13 weeks so there is a window of opportunity to contact patients and promote the benefits of screening.

☐ Promote the programme at flu clinics and at other suitable opportunities

☐ Consider groups of people who could support the informed participation of others, for example, younger people who provide support for relatives or carers

ENDORSEMENT

- Endorsement by a GP or member of the practice team increases the uptake of screening
- Explaining what the test is for and how to do it will help patients decide whether they wish to participate

Actions:

☐ In the absence of Prior Notification Lists, search for patients approaching their 60th birthday and 60-74 year olds with a non response result in the last 2 years

☐ Review lists to exclude people for whom it may be insensitive for the practice to endorse screening (NOTE: they will still be invited by the programme). E.g.
  - palliative
  - bowel cancer
  - chronic inflammatory bowel disease
  - colonoscopy in last 2yrs
  - opted out of screening
  - are coded as ineligible

☐ Telephone people to explain the test (sample script appendix 2)

☐ Remind people of the telephone number to request another kit if lost or discarded

☐ Hand them a bowel screening information card. You can order some copies via our publications page http://bit.ly/2659Otg

☐ Consider sending an endorsement letter by post, especially if you could not make contact by telephone (Letter template appendix 1)

☐ Provide a pictorial guide or the information in a different language - For more information: http://bit.ly/1RTAaZX

☐ To endorse the programme opportunistically as patients contact the practice, use the built in alert on EMIS Web, or create your own alert on other clinical systems

☐ Record in the patient notes that a telephone call was made or endorsement letter sent (see READ codes appendix 4)

IDENTIFY AND ADDRESS BARRIERS
• People are sometimes embarrassed to talk about bowel screening and scared to talk about cancer
• When practice staff are confident and practical in their approach, this can help patients to be more receptive to health messages
• Ensure that reasonable adjustments are made, so that you can reach your target audience (see more information below on supporting vulnerable groups)

Actions:

CONSIDER HELPING PEOPLE IN VULNERABLE GROUPS TO PARTICIPATE IN SCREENING

It is really important that we don’t exacerbate inequalities in participation. Practice level support for these groups of patients may include:
• Demonstrating how to use the bowel cancer screening test kit
• Providing access to easy-to-read pictorial leaflets for patients to take away.

SUPPORTING VULNERABLE GROUPS
• People with learning disabilities
• People with physical disabilities
• People with sensory impairment
• Younger relatives and carers
• People who do not read or write English

Actions:

☐ Consider identifying people who may find it difficult to understand and complete the test, and carers to whom information and support can also be provided
☐ Agree and record how this will be offered
☐ Reinforce the benefits of a test done at home in privacy
☐ Show them an example of the test kit, and offer to explain how to do the kit

APPENDIX 1(b):

A pictorial resource to support people with learning disabilities to make an informed choice is available here: http://bit.ly/1ZdtbNL
Leaflets available in 20 different languages here: http://bit.ly/1RTAaZX
The helpline provides information in a wide range of community languages which are available by freephoning 0800 707 6060. Information is also available for the attention of carers, older people living alone and people with complex health problems
Consider liaising with community health teams to identify people in this age cohort who may benefit from additional support
Dear <Patient - insert name>

We are writing to you to express our support for the NHS Bowel Screening Programme. This is in follow-up to the bowel screening kit that you would recently have received through the post (see photo).

Bowel cancer is the fourth most common cancer in the UK. The aim of the Bowel Screening Programme is to discover bowel cancer at an early stage, before symptoms have a chance to develop. The sooner it’s caught, the easier it is to treat and treatment is more likely to be successful.

Bowel screening involves a simple test that you carry out in your own home.

We encourage you to consider doing this screening test, which you then send off in the envelope for analysis.

Whether or not to do the test is your choice, so you should read the information you were sent with your screening invitation to help you decide.

If you have not received your screening pack or wish to have another sent out to you, please telephone the following number, which is the bowel screening helpline: 0800 707 6060.

If you’re not sure how to complete the test itself, and have access to the internet, this link will give you further information: How to complete the test (http://bit.ly/1Pa3Z7O) or speak to your practice nurse who can show you how to complete the kit.

If there is anything else that you’d like to know or discuss about bowel screening, please do not hesitate to contact the surgery for further advice.

Yours sincerely,

Dr

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**SMS TEXT**

Texts can be used as an alternative to letters for patients. A few practices have used it for engaging non-responders (using it for general promotion of the programme to all eligible patients instead); therefore, it is unclear how effective this method is.

**SAMPLE TEXT:**

Dear Mrs* Smith*, we have been informed that you have not yet completed your bowel screening test. The Doctors at XX Surgery encourage you to complete the test ASAP. If you are unsure about the test please talk to your Doctor.
INTRODUCTION
Hello, [VERIFY WHO SPEAKING WITH]
My name is… I am phoning from… [INSERT NAME OF GP PRACTICE]
There’s nothing to worry about, I’m phoning about the bowel screening programme. Is it okay to have a chat with you about this? [IF NOT, ARRANGE CONVENIENT TIME TO CALL BACK]

RECEIPT OF BOWEL SCREENING KIT
We have received information from the Bowel Screening Centre that you didn’t return your bowel screening test kit. Can I just check that you received your kit? [MENTION DATE IT WAS SENT FROM THE SCREENING HUB]

YES
Can I ask your reasons why you didn’t return the kit? [RECORD WHY AND PROVIDE NON PATIENT IDENTIFIABLE FEEDBACK (GENERAL THEMES) TO EARLYDIAGNOSIS@CANCER.ORG.UK]

- Wants to participate but didn’t get round to it
- Unsure whether to complete or not
- Doesn’t want to participate

SUGGEST PRACTICAL TIPS TO COMPLETE THE KIT

COMMON ISSUES:
- How to collect poo
- Where to store Kit
- Collecting 3 samples

Wishes to participate

NO

- CHECK IF THE ADDRESS IS CORRECT
- ENCOURAGE THE PATIENT TO CALL THE HELPLINE NUMBER [ORDER REPLACEMENT KIT. CALL: 0800 707 6060]

DISCUSS REASONS FOR AND AGAINST SCREENING

 BENEFITS:
Bowel screening saves lives from bowel cancer.
It’s estimated that by 2025, bowel screening could prevent around 2000 deaths each year in the UK.

RISKS:
Screening can miss bowel cancers; you may have to have further tests before finding out you don’t have cancer; if you get an abnormal result, you will be invited for a colonoscopy. In a very small proportion of cases this can lead to bleeding or tearing the wall of the bowel.

There is a formal opt out process for the programme. Would you like some further information on this? [GIVE PATIENT BOWEL SCREENING HUB NUMBER 0800 707 6060]

Doesn’t want to participate
APPENDIX 3:  
SCREENING HUBS & CONTACTS  

**BOWEL SCREENING HELPLINE (ALL HUBS) 0800 707 6060**  
The Bowel Cancer Screening Programme Hub contact details are:

**MIDLANDS & NORTH WEST (RUGBY)**  
Hospital of St Cross  
Barby Road  
Rugby, Warks, CV22 5PX  
**Email:** bowelscreening@nhs.net

**SOUTHERN**  
20 Priestley Road  
Surrey Research Park  
Guildford, GU2 7YS  
**Email:** rsc-tr.BCSPSouthernHub@nhs.net

**LONDON**  
Level 5V 013 St Mark's Hospital  
Watford Road  
Harrow, Middlesex, HA1 3UJ  
**Email:** lnwh-tr.bcsp@nhs.net

**EASTERN**  
University Hospital Queens Medical Centre  
Nottingham, NG7 2UH  
**Email:** nuhnt.bcspeastern@nhs.net

**NORTH EAST**  
Queen Elizabeth Hospital  
Sheriff Hill  
Gateshead, NE9 6SX  
**Email:** nehub@bcspghnt.nhs.uk

APPENDIX 4:  
READ CODES

Appropriate READ codes are useful when recording activity relating to bowel screening and the results of the screening test kits. Here are some suggested codes*:

<table>
<thead>
<tr>
<th>STANDARD READ CODES</th>
<th>SYSTMONE CODES</th>
<th>DETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>9Ow</td>
<td>XaN21</td>
<td>Bowel cancer screening programme administration</td>
</tr>
<tr>
<td>9Ow5</td>
<td>N/A</td>
<td>Endorsement letter sent</td>
</tr>
<tr>
<td>686A</td>
<td>XaPkd</td>
<td>Bowel cancer screening programme faecal occult blood test normal</td>
</tr>
<tr>
<td>686B</td>
<td>XaPke</td>
<td>Bowel cancer screening programme faecal occult blood test abnormal</td>
</tr>
<tr>
<td>68W2</td>
<td>N/A</td>
<td>2 yr follow up Bowel cancer screening programme</td>
</tr>
<tr>
<td>6867</td>
<td>XaPka</td>
<td>Bowel Cancer screening programme: faecal occult blood testing kit spoilt</td>
</tr>
<tr>
<td>686C</td>
<td>XaQ1z</td>
<td>Bowel cancer screening programme faecal occult blood testing incomplete participation</td>
</tr>
<tr>
<td>9Ow2</td>
<td>XaPf6</td>
<td>No response to bowel cancer screening programme invitation</td>
</tr>
<tr>
<td>8CAy</td>
<td>XaPyB</td>
<td>Advice given about bowel cancer screening programme</td>
</tr>
<tr>
<td>8I43</td>
<td>XaN4r</td>
<td>Bowel cancer screening declined</td>
</tr>
<tr>
<td>9Ow3</td>
<td>XaX8y</td>
<td>Not eligible for bowel cancer screening programme</td>
</tr>
</tbody>
</table>

* Please note, these codes may be subject to change during our next review.