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Wales

Name of Meeting
Quality, Safety and
Improvement Committee
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Agenda item:
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Cervical Screening Campaign update

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Approval/Scrutiny route: Meng Khaw, National Director, Health Protection and Screening Services; Executive Medical Director
Business Executive Team- 04 October 2022

Purpose

This report outlines the work undertaken to reassure the public following the highly publicised public response to the change in the routine interval in the cervical screening programme for those aged 25 to 49 years of age who have a HPV negative result. The campaign sought to rebuild trust in the safety and effectiveness of the cervical screening programme in Wales and to build understanding of HPV and HPV testing.

Recommendation:

APPROVE <input type="checkbox"/>	CONSIDER <input type="checkbox"/>	RECOMMEND <input type="checkbox"/>	ADOPT <input type="checkbox"/>	ASSURANCE X
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The Quality, Safety and Improvement Committee is asked to:

- **Consider** this update report and **take assurance** that the communication campaign achieved its aim.

Link to Public Health Wales [Strategic Plan](#)

Public Health Wales has an agreed strategic plan, which has identified seven strategic priorities.

This report contributes to the following:

Strategic Priority	6 - Supporting the development of a sustainable health and care system focused on prevention and early intervention
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Summary impact analysis

Equality and Health Impact Assessment	This campaign was targeted primarily at women and people with a cervix aged 24-49 in Wales as this is the population affected by the change. A particular focus was given to reaching women in communities where screening uptake is generally lower to reduce inequity of uptake specifically: <ul style="list-style-type: none">• Women living in areas with a high C2DE population• Women from Black, Asian and Minority Ethnic communities
Risk and Assurance	A PESTLE analysis was undertaken to capture potential risks around the campaign and mitigations prepared.
Health and Care Standards	Theme 2 - Safe Care
Financial implications	There are no financial implications as costs were identified for the campaign
People implications	The aim of the campaign was to rebuild trust in the safety and effectiveness of the cervical screening programme in Wales and to build understanding of HPV and HPV testing in the target audience that is affected by the change in the routine screening interval.

Purpose

This report outlines the work undertaken to reassure the public following the highly publicised public response to the change in the routine interval in the cervical screening programme for those aged 25 to 49 years of age who have a HPV negative result. The campaign sought to rebuild trust in the safety and effectiveness of the cervical screening programme in Wales and to build understanding of HPV and HPV testing.

Background

In January 2022, Public Health Wales announced changes to Cervical Screening Wales programme in line with UK National Screening Committee recommendations and approved by the Wales Screening Committee.

These changes came about as a result of improvements to the screening test that were implemented in September 2018. This is when Public Health Wales implemented HPV primary testing into the Cervical Screening Wales programme. Wales was the first UK nation to introduce this change. This test is more accurate and effective which means that the time between appointments has increased from 3 years to 5 years if no high-risk HPV is found.

The announcement of these changes prompted misunderstanding amongst members of the public and Screening Division worked in partnership with Communications Division to help explain the changes through a public campaign.

Preparation and Planning for the Campaign

The strategic approach to planning of the campaign used the OASIS communication planning tool. Appendix 1 details the plan.

The objective of the campaign were to rebuild trust in the safety and effectiveness of the cervical screening programme in Wales and to build understanding of HPV and HPV testing.

The campaign was targeted primarily at women and people with a cervix aged 24-49 in Wales. A particular focus was given to reaching women in communities where screening uptake is generally lower, specifically:

- Women living in areas with a high C2DE population
- Women from Black, Asian and Minority Ethnic communities

The campaign was a social media campaign as this was the channel where the negative feedback arose initially.

All creative assets were developed by a creative agency using clear, plain language in order to enable immediate understanding and trust. Thorough testing of the messages/assets with the intended audience was undertaken to mitigate against any issues around perception or misunderstandings.

There was engagement with key partners such as Jo's Trust and Cancer Research UK to both inform the development of the creative assets and to ensure wider campaign reach.

A comprehensive communication plan was developed with detailed organic social media content, development and delivery of targeted social media ads and detailed stakeholder management plan.

A PESTLE analysis which captured potential risks and mitigations of the campaign was undertaken before proceeding and a clear signoff process at team, divisional and directorate level was established.

Evaluation of the Campaign

An evaluation of the communication campaign which was run from 29 June to 22 August 2022 was undertaken and used the government communication service framework. Appendix 2 details the evaluation.

In summary the campaign succeeded in:

- Developing a series of key messages shaped by four rounds of audience testing
- Achieving a combined reach of 173,215 across organic Facebook posts
- Gaining significantly more positive than negative reactions to organic Facebook posts. (Of the 455 reactions received, 327 were likes or loves.)
- Reaching 223,202 women aged 24-49 in Wales through Facebook and Instagram ads
- Reaching 149,900 women aged 24-49 in C2DE communities through Instagram and Facebook ads (99% of the estimated audience size of 150,800)
- Reaching 8,848 women aged 24-49 from Black, Asian and Minority Ethnic communities through Instagram and Facebook ads (98% of estimated audience size of 9,000)

- Achieving 103,200 impressions and 93,531 video views through TikTok ads

We made changes in response to several negative comments relating to use of ungendered language in a Twitter post to ensure all reference were inclusive and referred to women and people with a cervix.

60 Members of the Senedd received a letter to inform them about the campaign, its purpose and scope

Campaign materials and messaging were shared with Heads of communications at all seven health boards and Welsh Government's communications team.

Learning from the After Action Review put into action in the campaign

An after action review was undertaken in March 2022 to reflect on the response to the original communication on the interval change in January 2022. Learning was identified and this informed the approach to the reassurance campaign. Key learning put into action included

- A risk assessment undertaken before starting the public campaign
- Engaged service users early, testing the key messages with four community groups that were representative of the target audiences
- Engaged key third sector stakeholders early, using insight and feedback from Cancer Research UK and Jo's Trust to shape the messaging
- Solicited feedback on campaign messaging and materials from other professional stakeholders, including the Welsh Government's communications team
- Contingency planning was undertaken in case there was a negative reaction
- Wider stakeholders were engaged with and the testing was undertaken in groups that were not already engaged in screening
- Used engagement expertise in QNAPS team as part of stakeholder development

Next Steps

There has been good learning from the experience from both the initial communication and the reassurance campaign that would be good to develop further to inform further screening campaigns. Initial discussion have proposed that an IAMPHI toolkit for external communication methods for screening could be developed which could share this learning wider.

Recommendation:

The Quality, Safety and Improvement Committee is asked to:

- **Consider** this update report and **take assurance** that the communication campaign achieved its aim.