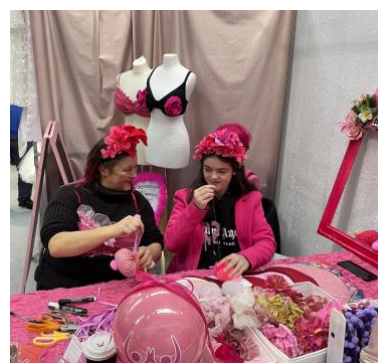




## Anfield & Everton #BeBreastSavvyLiverpool Campaign

**Background Information.** The Health Equity Liverpool Project (HELP) is a collaboration between the Liverpool School of Tropical Medicine and Liverpool's primary care networks (PCNs). In North Liverpool, Dr Simon Abrams heads up the Anfield & Everton Community Innovation Team (CIT) comprised of community organisations, creatives, volunteers, social prescribers, GP practices, nurses, care coordinators and data specialists.

**#BeBreastSavvyLiverpool: A Community-Led Approach.** Breast cancer is the most common cancer in Liverpool, yet less than 50% of eligible women (aged 50-71 years old) in Anfield and Everton attend their routine mammogram appointment. When detected early, breast cancer treatment is more likely to be successful. Our target population was women aged 50-71 who had not attended breast screening in the last 3 years and lived in North Liverpool (as defined by the catchment population of the GP practices). The [#bebreastsavvyliverpool](#) campaign is driven by the Anfield and Everton CIT, who over the past twelve months, have combined forces with trusted community organisations working in the north of the city tackling avoidable and unfair differences in health. The team looked at their local GP practice data to identify low uptake and engagement in breast screening. They also conducted an insight survey to understand reasons for non-attendance. Findings highlighted issues around convenience, competing priorities, lack of knowledge on the benefits of breast screening, anxiety, and embarrassment about going for a mammogram and deep founded fear about waiting for test results. The PCN in collaboration with trusted community organisations and local creatives co-designed a more personalised approach through developing creative health education and communication interventions to alleviate fears and promote the benefits of going for a mammogram. Supported by the Breckfield Centre (BNENC), School of Create, Brightmoon Media, local artist Leonisha Barley, Liverpool actress Eithne Browne and Radio City presenter Leanne Campbell-Power; the Community Innovation Team have taken the #BeBreastSavvyLiverpool Roadshow to community venues across north Liverpool (October – December 2023). A media campaign underpinned our community outreach using both traditional media (direct calls, text, letters, flyers, posters, radio) and digital media (Facebook page, Instagram, local WhatsApp and Facebook groups) to reach our target population.



**The BeBreastSavvy Roadshow** is a riot of science, media, and art, with bra festooned washing lines, giant boob pin cushions, boob cupcakes, poetry, film and photos describing the benefits of breast screening, and easy read health education materials (<https://www.facebook.com/profile.php?id=61551208416798> & instagram: be\_breast\_savvy). Women are shown how to check their breasts and sew a 'boob' pin cushion or 'bradazzle' their bra whilst chatting about their mammogram fears and experiences with the amazing 'pink revamper sewing gals'. Members of the public are encouraged to send messages on social media, pictured with the #BeBreastSavvyLiverpool 'Pink Mannequin'. The "Simon Says..." Photo Exhibition, provides reassurance from trusted messengers on the benefits of screening and the importance of being breast aware (<https://youtu.be/jn3U22ezCho>). On the video screen Eithne Browne reads the mammogram poem which provides playful and informative advice about what to expect when going for a mammogram (<https://youtu.be/iN4zIb678UA>). The poem- printed in the shape of a giant cardboard bra, was posted by GP practices to non-attenders; a gentle reminder about the importance of regular mammograms; it also encourages and explains how to rebook a missed appointment.

**Results of our campaign.** We addressed low uptake and engagement with breast cancer screening services and raised awareness on the early signs and symptoms of breast cancer through a #bebreastsavvy roadshow that engaged women, family and friends in community-friendly settings. Through working with health and community stakeholders; having conversations with unscreened women in North Liverpool; and signposting to the mobile screening bus (July 23); we have successfully booked women for mammography and have seen a drop in the number women who did not attend (DNA) their last breast screening appointment. We monitored our reach at events and recorded all outreach activities. Data has been entered in our bespoke dashboard which is updated on a monthly basis, allowing us to track whether we have successfully reduced DNAs



Liverpool  
City Council



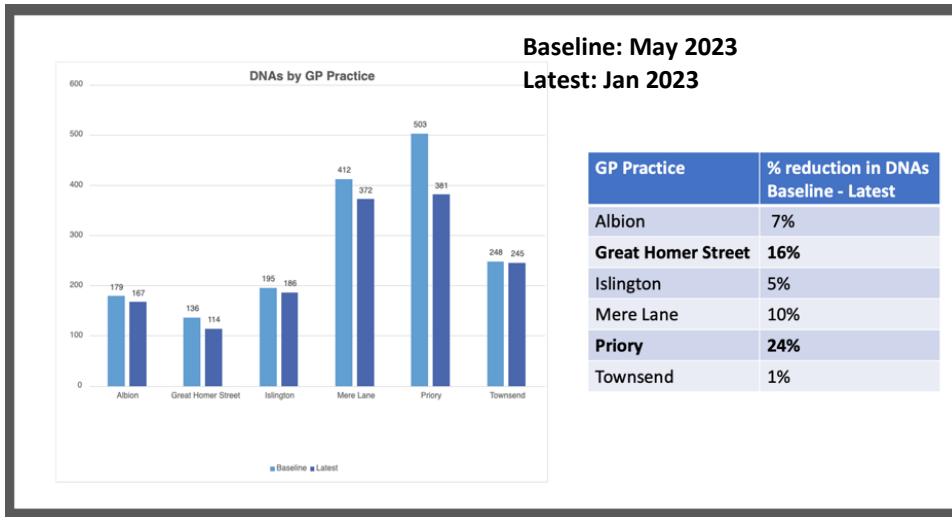
CENTRAL LIVERPOOL  
PRIMARY CARE NETWORK



125  
YEARS  
1898 - 2023



in our target population. We engaged with 89 women in our behavioural insights survey and held conversations with over 800 women at 10 roadshow events and 7 spin-off events. GP practices sent 23,892 texts to women on their practice lists to advise them of the roadshow; we contacted 872 women by phone with missed appointments from Great Homer Street, Priory and Mere Lane and offered a rebooking service. We also posted the bra mammogram poem to 426 women who missed their last mammogram appointment from Great



Homer Street and Priory. Great Homer Street and Priory GP practices are centrally involved in the Community Innovation Team (CIT) which reflects in the data presented.

**Added Value.** Building social cohesion and communication between multiple local organisations to work better together. Making use of invisible networks of local WhatsApp and Facebook groups to share messaging through trusted networks and messengers.

**Extending our Reach.** We will refine our campaign in a new phase funded by Cheshire and Merseyside Cancer Alliance to be more targeted and female centric through further building on the strong community partnerships we have already created. We will achieve this by:

- Engaging all GP practices within the PCN: Direct engagement with DNAs via calls & face to face clinician consultations
- Targeting local employers with a high female workforce: eg supermarkets and hospitals
- Collaborating with housing associations: targeting female workforce & their tenants
- Collaborating with educational institutes
- Targeting working women (carers, cleaners, zero-hour contracts) through evening and weekend events
- Targeting Bingo Halls and other recreational places which have a high female footfall

We will continue to run our traditional and social media campaign and look to further amplify our messaging through screening our video assets in libraries, public spaces, museums, GP practices and hospitals. We will continue to address data quality and will focus efforts on cleaning data and training primary care staff to better code and enter breast screening data. This will strengthen our confidence in the data. To sustain our work and formally recognise our team, we are looking into establishing a Charitable Incorporated Organisation to enable us to apply to grant and trust making bodies.



*Anfield & Everton Community Innovation Team: Winners of the LCR Culture & Creativity Awards 2024*

