

BRISTOL INNER CITY PCN

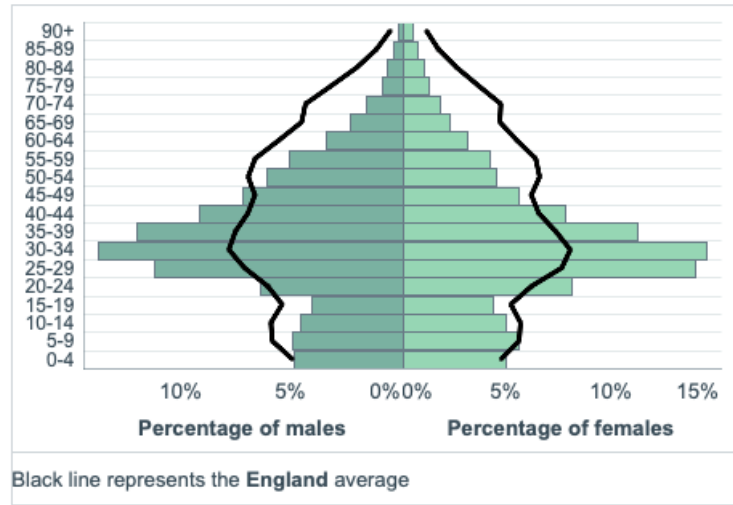
## BRISTOL INNER CITY PRIMARY CARE NETWORK

PCN Cancer Lead: Dr Rachel Brown  
Health Inequalities Lead: Anne Wray (ANP)

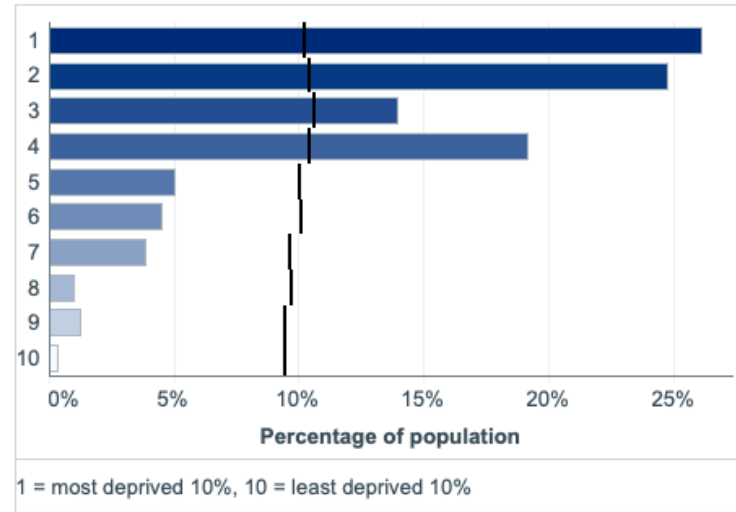
## ABOUT BIC PCN

- Montpelier Health Centre
- Charlotte Keel Medical Practice
- Broadmead Medical Centre (and Homeless Health Service)
- East Trees Health Centre
- Wellspring Surgery
- Lawrence Hill Health Centre

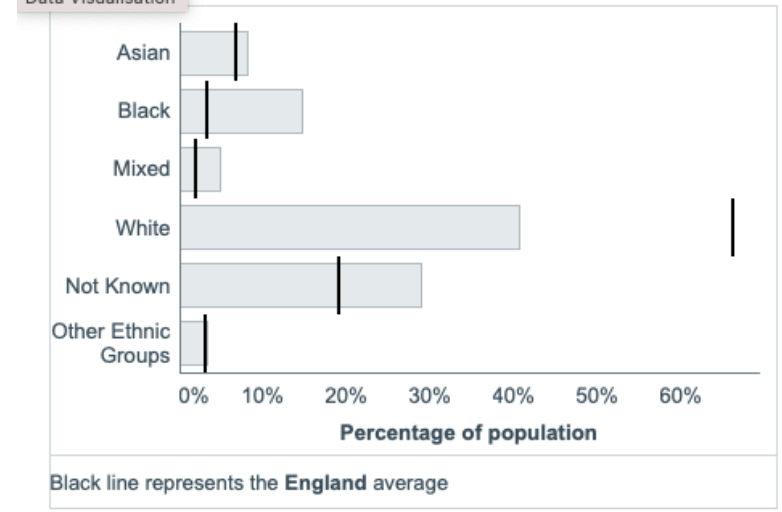
Population pyramid



Population proportion by IM Deprivation decile

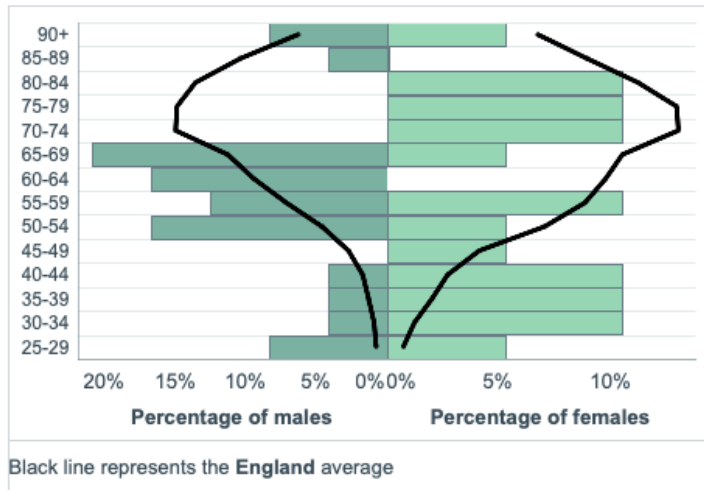


Population proportion by ethnic category

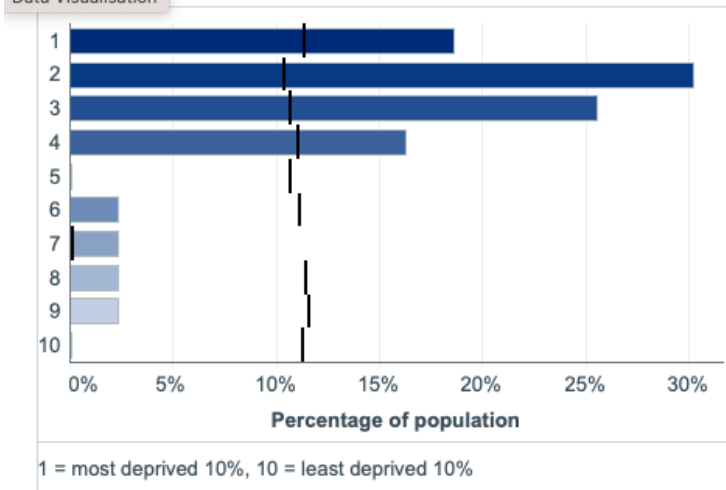


# POPULATION DEMOGRAPHICS BIC PCN

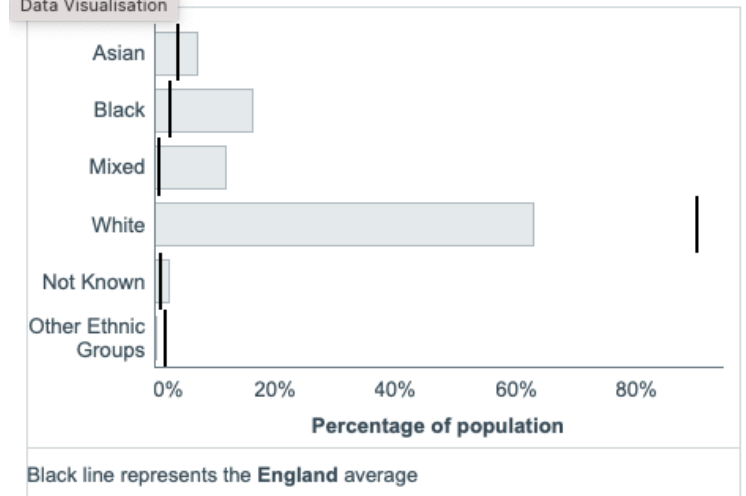
Population pyramid



Population proportion by IM Deprivation decile

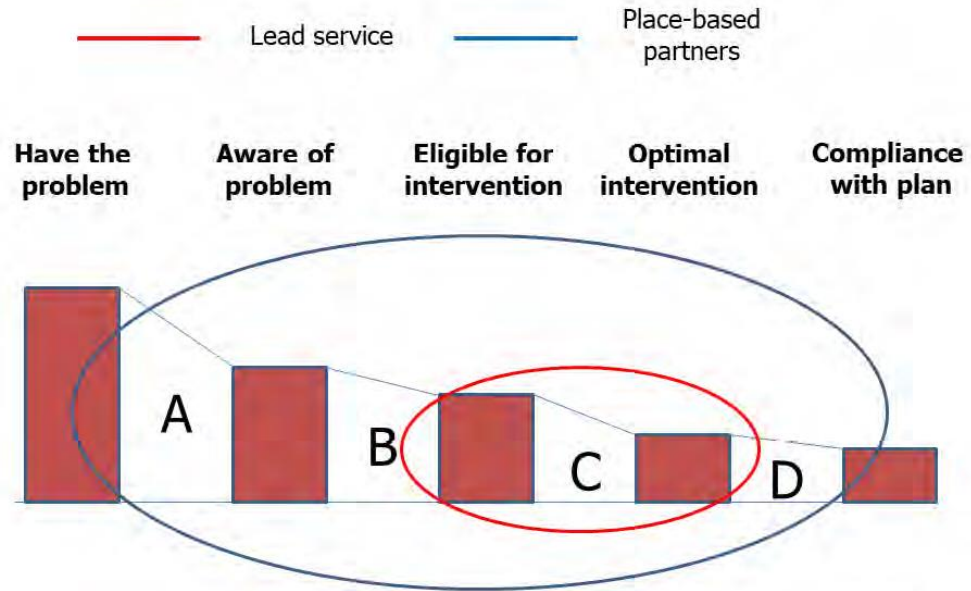


Population proportion by ethnic category



# INCURABLE CANCER INEQUALITIES BIC PCN

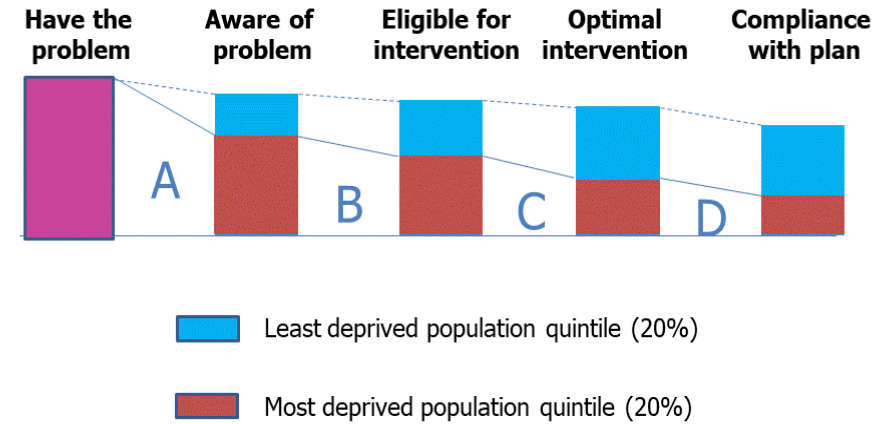
## Collaboration to address 'implementation decay'



Chris Bentley 2012

22

## Components of 'Implementation Decay'



Bentley, C 2019

16

# COLLABORATION TO ADDRESS 'IMPLEMENTATION DECAY'

**VCSE:** Caafi Health, Prostate Cancer UK, BIC PCN Community Forum, Cancer Research UK

**Regional:** TLHC

**Collaboration**

**Practice:** Audits, in-house training, care co-ordinators, extended hours, open days, offer variety of comms text/phone/letters

**PCN:** cancer leads meetings, social prescribing, translated materials text and video, open days

# COMMUNITY PARTNERSHIP



CANCER RESEARCH UK

## SECOND STEP

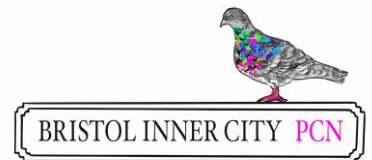
PUTTING MENTAL HEALTH FIRST



COMMUNITY . WELLBEING . EMPOWERMENT



THE REBEL WITH A CAUSE



## PSA TEXT PILOT

- **Aim:**
- Identify patients at higher risk of prostate cancer so that they can understand that they are at higher risk and make an informed choice as to whether they want a PSA test.
- The intention of the project was to send text messages to higher risk patients with a link to a locally adapted Prostate Cancer UK risk checker that helps them to make an informed choice about a PSA test, and if they want one, signposts them straight to the blood test, rather than via a GP appointment.
  
- **Results**
- Total approx. 3000 patients sent text
- Practice A (pop 22K)
- 1509 patients sent a text (all 3 groups)
- 409 had a PSA=**27%**
- 13 have a raised PSA
- 3 confirmed cancer diagnoses



# Risk Checker tool: Completions

Jul 25, 2022 - Dec 21, 2022

## Unique landing page views <sup>1</sup>

1,940

## Completion rate <sup>3</sup>

68.71%

## Completions

### Total <sup>2</sup>

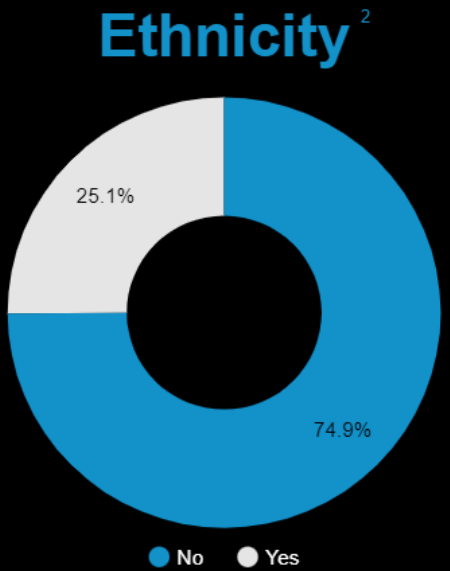
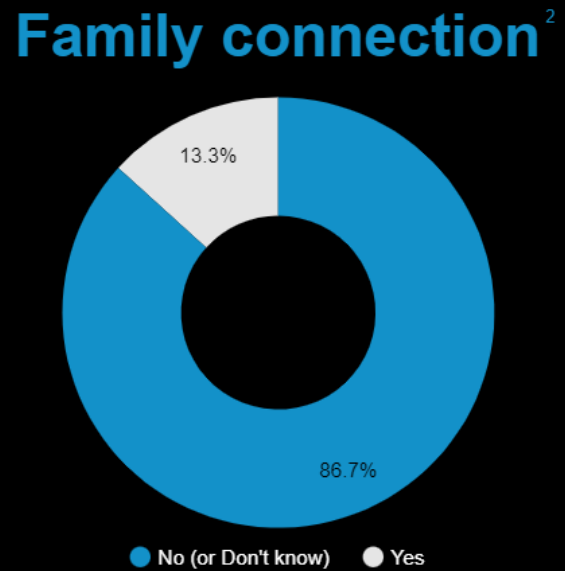
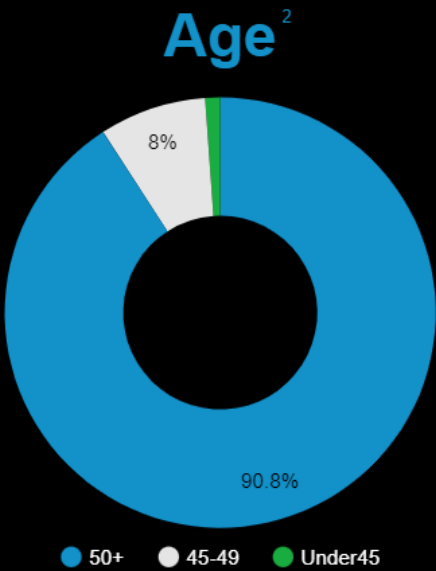
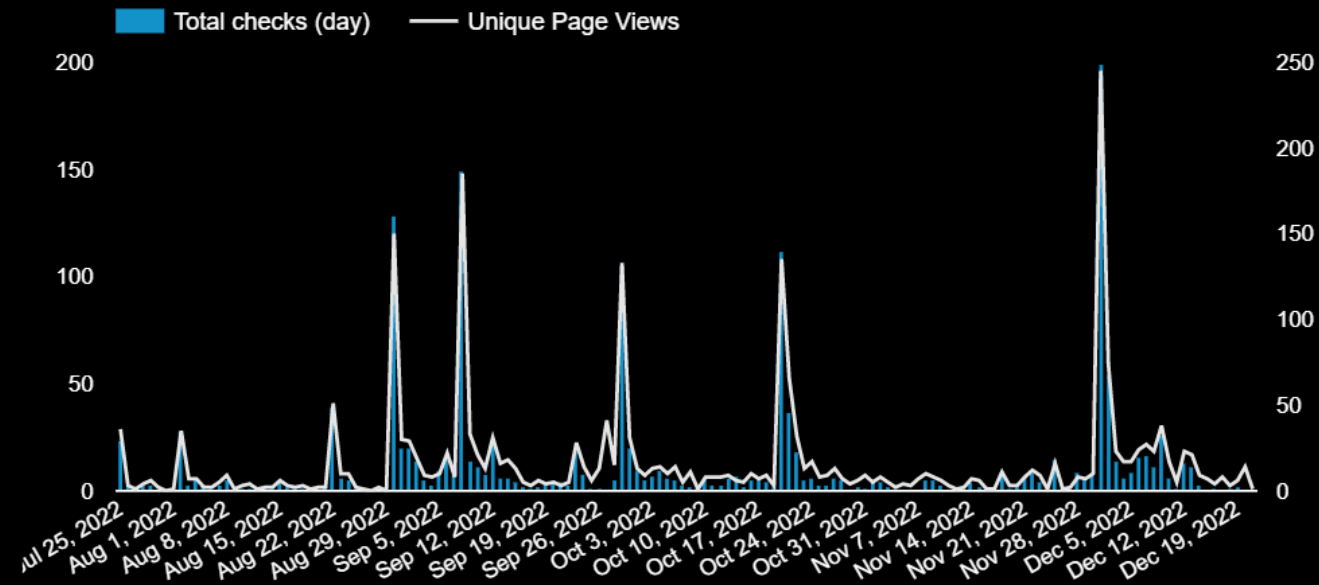
1,333

### High risk <sup>2</sup>

1,305

### Low risk <sup>2</sup>

28



## Informed choice <sup>2</sup>

I have all the info I need and will speak to my GP

654 80.64%

I have all the info I need and do not want a PSA test

58 7.15%

# CHALLENGES

- Translated material
- Cancer often taboo subject
- Lack of secondary care community clinics
- Inflexibility in appointment access eg text/phone with interpreter
- Digital exclusion increasing inequalities
- Creating opportunities to co-design services

THANKS FOR LISTENING

ANY QUESTIONS?

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