Promoting early symptomatic presentation of breast cancer

Implementing an evidence-based intervention in routine clinical practice

Lindsay Forbes
Amanda Ramirez

King’s College London Promoting Early Presentation Group
Health professional-delivered intervention to promote early presentation in breast cancer in older women
Why promote early symptomatic presentation in breast cancer?

• 20-30% women delay presentation in breast cancer >3 months (Richards M et al, Lancet 1999)

• Clear link between delay in diagnosis of breast cancer and survival (Richards M et al, Lancet 1999)

• Late diagnosis contributes to breast cancer survival inequalities
Why promote early symptomatic presentation in breast cancer?

• 2000 avoidable breast cancer deaths per year if survival matched average in Europe (Abdel-Rahman et al, Brit J Cancer, 2009)

• 2/3 women with breast cancer present symptomatically

• >500 breast cancer deaths per year due to women delaying presentation >3 months
Relative survival from breast cancer
England and Wales, 2001-2003

Source: Cancer Research UK
Why older women?

• higher risk of breast cancer

• more likely to delay presentation in breast cancer \(^\text{\textit{(Ramirez AJ et al, Lancet 1999)}}\)

• low breast cancer awareness \(^\text{\textit{(Linsell L et al, Brit J Cancer, 2008; Grunfeld E et al, Brit J Cancer 2002)}}\)

• think their risk is lower as they get older

• more likely to have breast cancer given a symptom \(^\text{\textit{(Wishart G et al, Brit J Surgery 2010)}}\)
The Promoting Early Presentation Intervention

- Risk increases with age
- Symptoms
- Breast checking – motivation and skills rehearsal
- Prompt presentation – motivation and action planning

- Supported by booklet with graphics
- Positive approach and motivational style
- Addresses barriers

Women attending final round of NHS Breast Screening Programme

Usual care

Follow-up 1, 2 and 3 years

Response at two years 78%

Effect on breast cancer awareness

At two years

PEP Intervention

versus

usual care

OR 8.1

(95%CI 2.7 to 25.0)

Booklet

versus

usual care

OR 1.8

(95%CI 0.6 to 5.3)

What next?

- Pilot implementation in three breast screening services
- Thousands of women having final mammogram
- Can it work in practice?
- Can we maintain potency?

- Reporting 2012
Key successes so far

• Integrated PEP Intervention into mammogram appointment
• Light touch training programme
• Opportunity to extend role for mammographers
Will the PEP Intervention work in practice?

- Processes and effect on service delivery
- Effect on breast cancer awareness
- Effect on stage at diagnosis
- Compare with services where PEP Intervention not implemented
Vision

• Offer at the last invited mammogram across the NHS Breast Screening Programme

• Explore other models of delivery for women who may not attend for screening

• Promote early presentation interventions in other cancers?
Breast cancer survival

Data from the International Cancer Benchmarking Partnership
(Coleman M et al, Lancet 2010)
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NHS Breast Screening Services
• South East London
• South West London
• Surrey
• Cambridge and Huntingdon
• Gateshead
• Warwickshire, Solihull and Coventry
• Norwich and Norfolk
• Canterbury
• Medway
• Maidstone

The women who took part in the trial

The women taking part in the pilot