

# **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**

# The Promoting Early Presentation Intervention



**Health professional-delivered intervention to promote early presentation in breast cancer in older women**

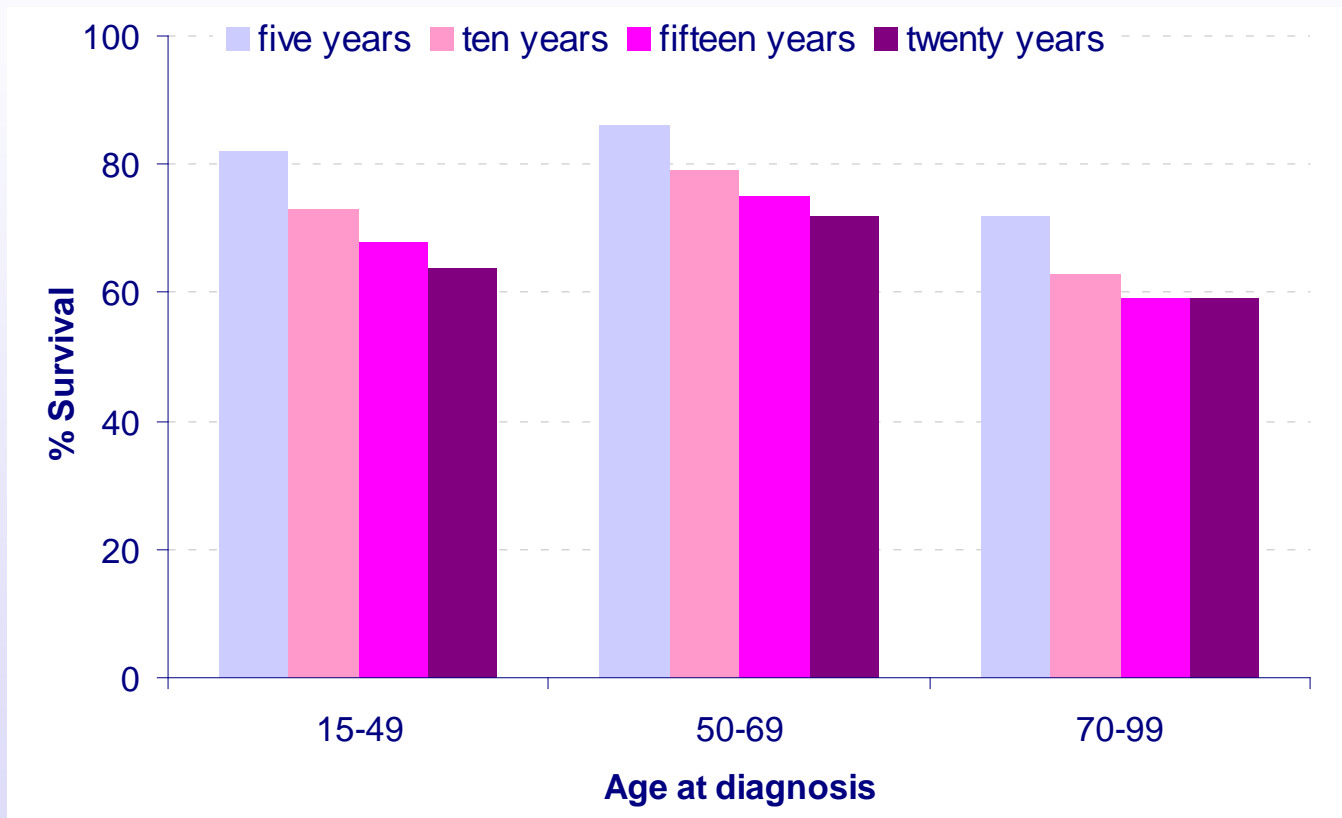
# Why promote early symptomatic presentation in breast cancer?

- 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

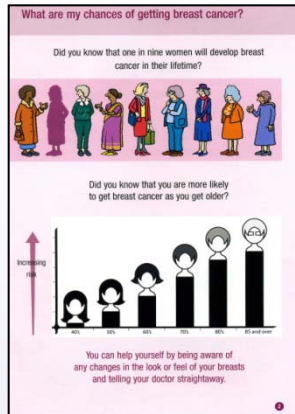


Source: Cancer Research UK

# Why older women?

- higher risk of breast cancer
- more likely to delay presentation in breast cancer (Ramirez AJ et al, Lancet 1999)
- low breast cancer awareness (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 (Wishart G et al, Brit J Surgery 2010)

# The Promoting Early Presentation Intervention

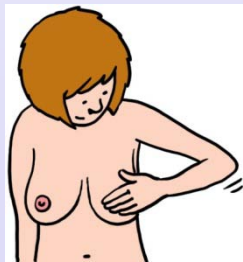


Risk increases with age

Symptoms



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



Breast checking –  
motivation and  
skills rehearsal

Prompt  
presentation –  
motivation and  
action planning

What should I do next?

Fill in this part of the booklet. This will help you remember what to do.

Work out how you will get to know what your breasts normally look and feel like.

- I will get to know what my breasts normally look and feel like when I am (please tick):
  - getting dressed ☐
  - in the bath ☐
  - in the shower ☐

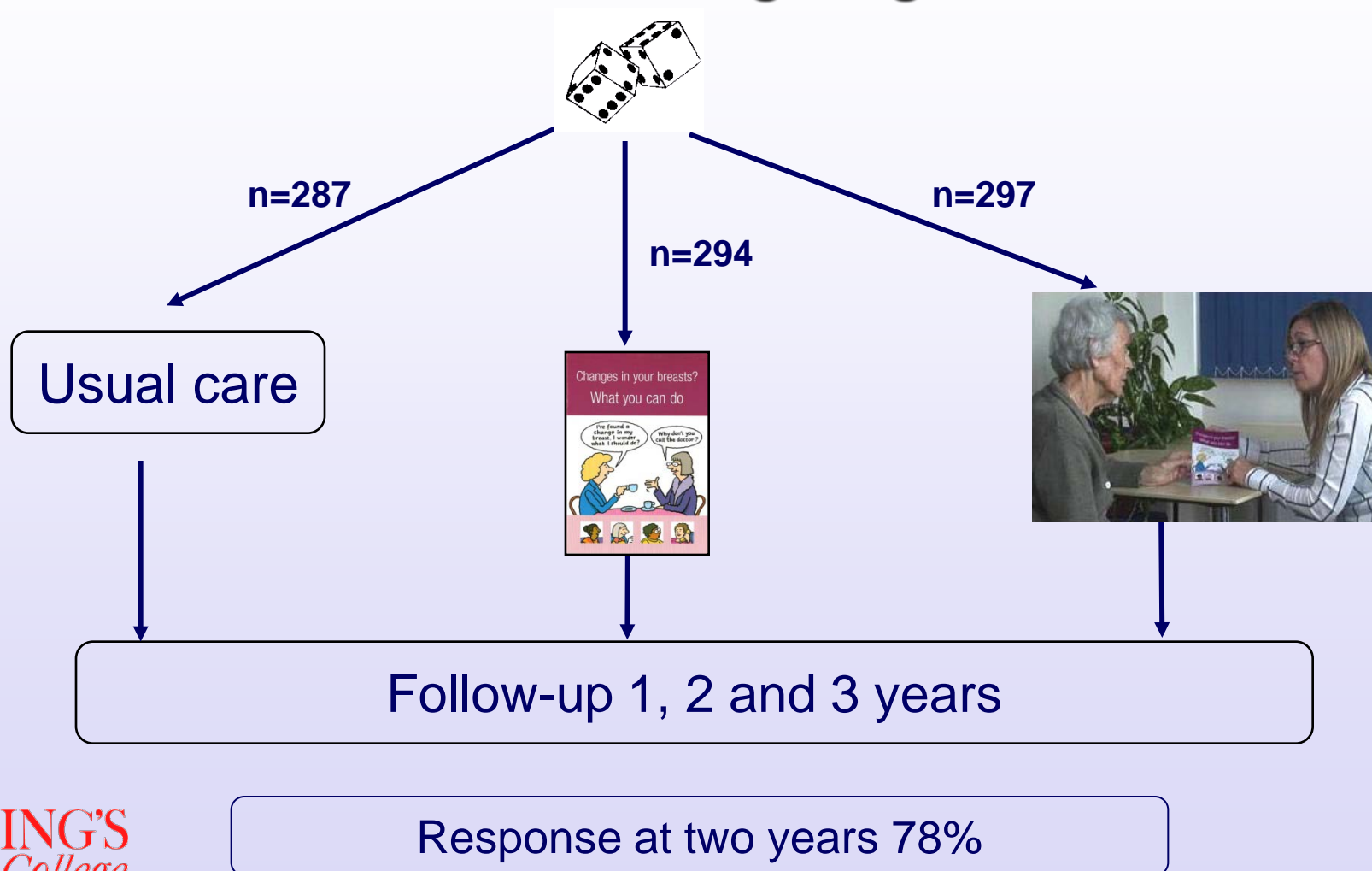
Work out what you will do if you find a change in your breasts.

- If I find a change in my breasts, I will go to see my doctor immediately. ☐

Breast cancer is common, but fewer women are dying from it thanks to earlier detection and better treatment.

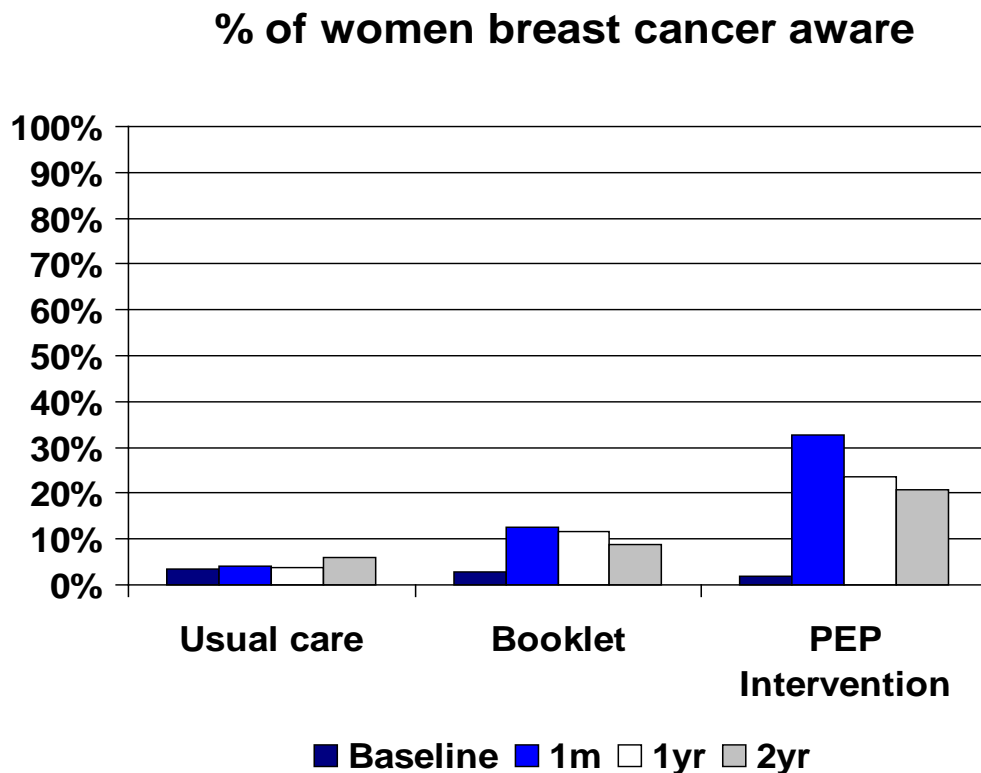
Remember, early detection is the best protection!

# Women attending final round of NHS Breast Screening Programme





# 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?

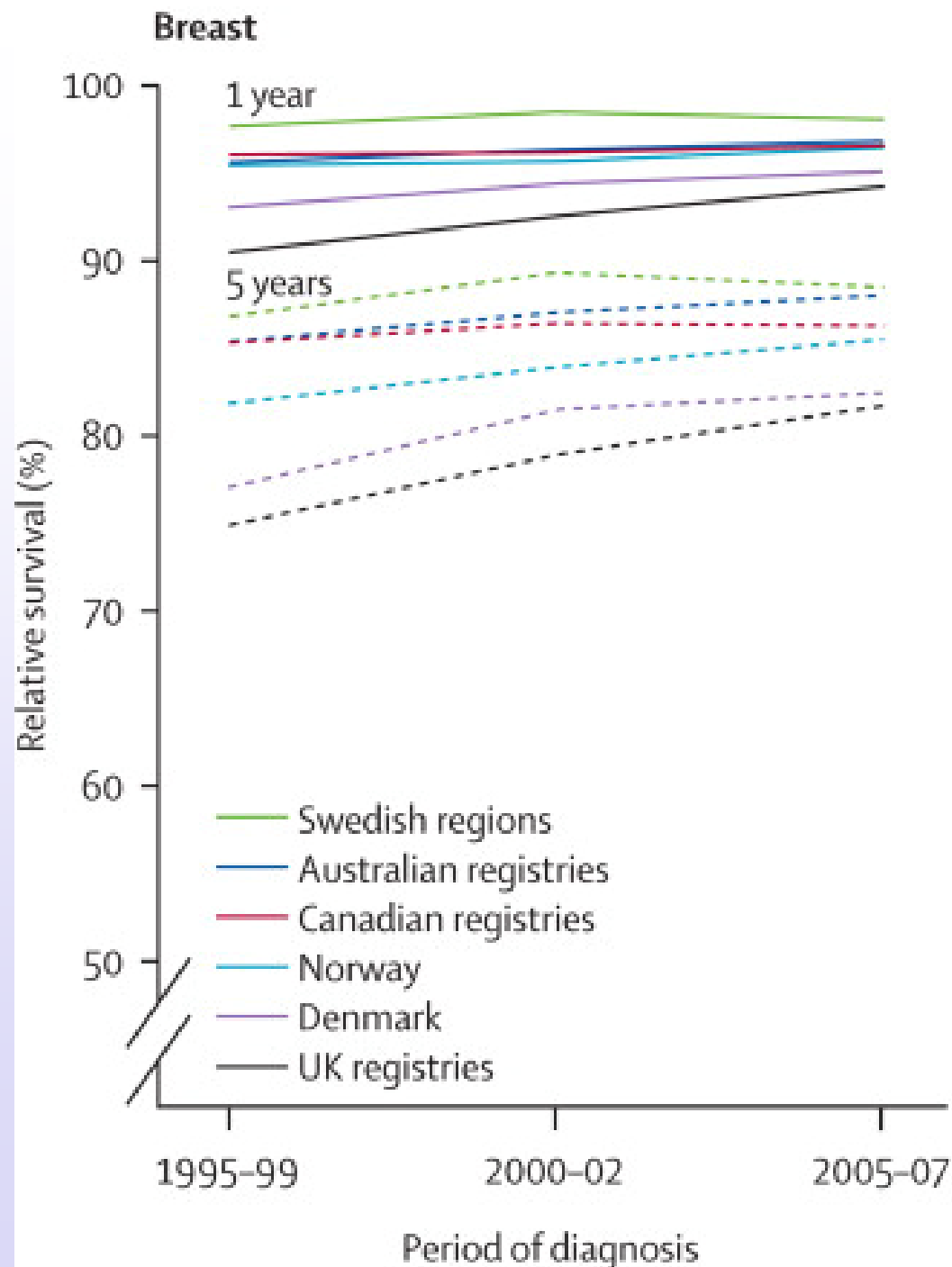
- Processes and effect on service delivery
- Effect on breast cancer awareness
- Effect on stage at diagnosis
- Compare with services where PEP Intervention not implemented

# 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)



# Acknowledgements

**Funders:** Cancer Research UK, NHS Cancer Screening Programmes

## **National Cancer Programme**

Julietta Patnick

Sarah Sellars

Sir Mike Richards

## **KCL Promoting Early Presentation Group**

Amanda Ramirez, Director

Lou Atkins

Rachel Baxter

Caroline Burgess

Rachael Dodd

Alice Forster

Louise Linsell

Katy McEwen

Lynne Omar

Lorraine Tucker

## **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**