Introduction
Breast cancer continues to be the most common cancer for women in the UK\(^1\) and deaths are greater in women living in deprived areas\(^2\), yet uptake of breast cancer screening is low\(^3\). To aid early detection, women must be encouraged to take up screening as well as understand changes to the breast. The Covid-19 pandemic resulted in temporary suspension of NHS screening programmes leaving some women reluctant to take up screening even when services were fully operational.

Method
A joint community-based intervention, aimed at engaging women of all racial groups, who live in deprived, was carried out in a covid-secure way during Breast Cancer Awareness Month, 2020. The collaborative approach involved the NHS breast cancer screening lead for Manchester, local community organisations, the Prevent Breast Cancer Charity, and the GM Cancer Screening Engagement Programme (Answer Cancer). A diverse engagement team, who reflected the culture and language of local residents took part in a 10-day bus tour (using Prevent Breast Cancer’s ‘Boobee Bus’) which was sited at local shopping centres.

Outcome
Face-to-face engagement with over 1,000 people in 10 days, resulted in a substantial increase in calls to the Breast Screening Hub in Manchester from women wishing to book a breast screening appointment.

Conclusion
Despite the limitations of the pandemic, targeted interventions in community settings are an effective way of encouraging uptake of screening of those groups who are least likely to do so. Such interventions are likely to succeed if a diverse team is used that reflects the population being targeted.

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References
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