

## Update – May 2023

### **CervicalCheck launches *Education Strategy 2022-2025***



The CervicalCheck Screening Training Unit (STU) launched the *CervicalCheck Education Strategy 2022–2025*, on 8 May. The strategy will support the continued growth of high-quality, accessible education for healthcare professionals involved in delivering cervical screening in Ireland, including GPs, trainee GPs and practice nurses.

Our thanks to the STU team, CervicalCheck programme management, and those on the programme's Education Advisory Group who shared their insights and experience to help produce the strategy.

The photo above shows NSS Chief Executive Fiona Murphy with senior management and members of the CervicalCheck team, and representatives of the Education Advisory Group. Please click [here](#) to view the strategy. Please email [STU@cervicalcheck.ie](mailto:STU@cervicalcheck.ie) if you have any questions.

### **Bowel Cancer Awareness Month**

During April's Bowel Cancer Awareness Month our campaign contributed to a 58% increase in calls to our information line in the three weeks from 7-28 April 2023, compared to the previous period.

In April, traffic to [bowelscreen.ie](http://bowelscreen.ie) led to three times as much engagement with the website compared to March. Positively, nearly 3,000 people checked the BowelScreen register in April, up from just over 300 in March.

The campaign featured radio ads on regional and national radio stations, press coverage and paid-for social media activity. Thank you to everyone who shared, liked and supported the campaign this year.



### **Diabetic retinopathy screening for pregnant women being rolled out**



In mid-June, the Diabetic RetinaScreen programme will formally launch a new retinopathy screening pathway for women who have Type 1 or Type 2 diabetes and become pregnant. The programme has worked with the country's 19 maternity units to make this service available nationally, following a pilot in the Dublin maternity units.

We will run a media and social media campaign to promote the new pathway in mid-June. Please join us by retweeting our messages. You can follow us on Twitter @NSShse.

### **NSS marks International Men's Health Week**

This year we will be supporting [International Men's Health Week](#), which runs from 12-18 June, with a social media campaign featuring BowelScreen and Diabetic RetinaScreen. The theme for the week is *The Picture of Health*, and our messages will raise awareness of how screening can fit into that picture. Please support us by retweeting, liking, and sharing our posts.

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### Public Health reports published

Our Public Health department published two reports this month: [Public Health Team Activity Report 2022](#) and [Working to reduce inequality in screening](#). Both outline the team's work towards the goal of equity in screening, with details of, for example, our work with the Traveller Health Project in Finglas and Blanchardstown, Dublin.

The 2022 activity report also shows the department's work to strengthen quality assurance in our screening programmes, and improve population health, including the continued implementation of the Patient and Public Partnership (PPP) strategy.

### Blanchardstown mammogram leads to BreastCheck radio interview



A radio presenter's positive experience during her BreastCheck appointment in Blanchardstown prompted her to invite the programme to appear on 92.5 Phoenix FM radio this month. Programme Manager Suzanne Lynch (left) was interviewed on air and discussed many aspects of breast screening and breast health. You can listen back to the full interview [here](#).

### Conference round-up

#### A New Era for Colposcopy Services

CervicalCheck held its annual colposcopy conference on 12 May, titled *A New Era for Colposcopy Services*. The welcome address was delivered by CervicalCheck Programme Manager Gráinne Gleeson, followed by an opening address by HSE Chief Clinical Officer Dr Colm Henry. There were two international speakers; Dr Jesper Bonde, of the Department of Pathology in Denmark; and Dr Matejka Rebolj of the Cancer prevention Group Kings College London. The conference trended on Twitter on the day. Our thanks to all those attendees who shared our hashtag [#Colpconference23](#). Read [our blog about the conference](#).



#### Diabetes Ireland Conference address

Diabetic RetinaScreen Clinical Director Professor David Keegan (pictured left with Programme Manager Helen Kavanagh) addressed the Diabetes Ireland Conference and Exhibition (DICE) in Croke Park on 17 May. He discussed the various strands of the programme's service. Members of our Diabetic RetinaScreen team met delegates at the conference and shared information about our services.

### Read more about our work

- [National Screening Service shares key research findings at BSCCP scientific conference](#) – a report on NSS presentations at the 2023 British Society for Colposcopy and Cervical Pathology (BSCCP) scientific meeting in Birmingham.
- [Breast density – we answer your most-asked questions](#) - aimed at building an understanding of the current scientific approach to breast density.
- [BreastCheck: Recovery from COVID](#), exploring breast screening before and during COVID-19, and the resumption of screening.
- [An update on the development of a Strategic Framework to Improve Equity in Screening](#) outlines our work to make our services accessible to everyone who is eligible to use them and wants to participate.
- [BowelScreen demonstrates Ireland's world-leading position at recent International meeting](#) – a summary of a presentation given on world-leading work capturing patient-reported experience measures (PREMs) in real-time in a national screening programme

**We value your feedback.** Please contact us at: [communications@screeningservice.ie](mailto:communications@screeningservice.ie).

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