

A community champion led breast cancer screening intervention for underserved groups

Submission date 16/06/2025	Recruitment status Not yet recruiting	<input checked="" type="checkbox"/> Prospectively registered <input checked="" type="checkbox"/> Protocol
Registration date 14/07/2025	Overall study status Ongoing	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
Last Edited 11/08/2025	Condition category Cancer	<input type="checkbox"/> Individual participant data <input checked="" type="checkbox"/> Record updated in last year

Plain English summary of protocol

Background and study aims

Breast cancer affects 1 in 8 women during their lifetime, and early detection through screening can save lives. The NHS offers breast screening every three years to women aged 50 to 70, but not everyone attends. In London, only 56% of women go to their screening appointments, which is below the NHS target of 70%. Attendance is especially low among women from minority ethnic backgrounds and those living in less wealthy areas.

This study aims to improve screening attendance in Hounslow by working with trusted women from local communities—called “community champions.” These champions will share information and encourage women to attend their screenings.

Who can participate?

This study is focused on reaching women in Hounslow who are less likely to attend breast screening, especially those from minority ethnic backgrounds or lower-income areas. These women are not being asked to take part in a clinical trial, but they may be involved by receiving information or attending events.

What does the study involve?

If you're part of the target group, you might see or hear messages about breast screening through leaflets, videos in different languages, bus stop adverts, or local radio. You might also hear from community champions at local events or through places like salons or faith groups. Some women may be asked to complete a short survey about whether they saw the materials and how they felt about them.

What are the possible benefits and risks of participating?

The main benefit is getting helpful, trusted information about breast screening, which could support you in making informed decisions about your health. There are no known risks to taking part in this study, as it only involves receiving information or answering a survey.

Where is the study run from?

Imperial College London (UK)

When is the study starting and how long is it expected to run for?
January 2025 to August 2026

Who is funding the study?
National Institute for Health and Care Research (NIHR) (UK).

Who is the main contact?
Gaby Judah, g.judah@imperial.ac.uk

Contact information

Type(s)

Public, Scientific, Principal Investigator

Contact name

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Additional identifiers

EudraCT/CTIS number

Nil known

IRAS number

348207

ClinicalTrials.gov number

Nil known

Secondary identifying numbers

NIHR164908

Study information

Scientific Title

A community champion led breast cancer screening intervention for underserved groups

Study objectives

Breast cancer is the most common cancer in the UK, affecting 1 in 8 women in their lifetime. Breast cancer screening (BCS) detects cancer at an earlier stage, when survival is greater, and is estimated to save 1,300 lives annually. However BCS attendance is falling, and particularly low in London (56% in 2023). There are inequalities in uptake: those from deprived areas and ethnic minority groups are less likely to attend. The study aims to test the impact of a community champions intervention on BCS uptake in underserved groups and wider population. We will measure exposure to the intervention and test whether exposure is associated with more positive attitudes towards screening, we will also assess cost-effectiveness.

Ethics approval required

Ethics approval required

Ethics approval(s)

Not yet submitted, Ethics committee name not provided (Address not provided, City not provided, Zip/postal code not provided; Telephone number not provided; not@provided.com), ref: Reference number not provided

Study design

Pragmatic non-randomized evaluation

Primary study design

Interventional

Secondary study design

Non randomised study

Study setting(s)

Community

Study type(s)

Screening

Participant information sheet

See study outputs table

Health condition(s) or problem(s) studied

Breast cancer screening

Interventions

The intervention will consist of a set of behavioural science informed, co-designed materials as an intervention package. These include a leaflet, animated video, wallet card, a poster, and bus stop adverts. These will be disseminated by a community engagement approach. The second element of the intervention is the Community Champion model. The way in which the intervention resources will be disseminated, is a key part of the intervention, as the Community Champion model helps to create trust in the information resources being shared. Additionally, community champions will receive training on commonly asked questions about BCS and will therefore be able to complement the intervention materials with further information and explanation.

Total duration is 12 months (6 months intervention, 6 months follow up) in intervention borough, and 12 months of data in the comparator boroughs.

Intervention Type

Behavioural

Primary outcome measure

Uptake of BCS, within 3 months of initial invitation in general population - data from London Breast Screening Hub

Secondary outcome measures

Uptake of BCS, within 3 months of initial invitation in low-uptake subgroups including women from areas of high deprivation (IMD1-3) and ethnic minority groups.

Overall study start date

01/01/2025

Completion date

01/08/2026

Eligibility

Key inclusion criteria

Women in Hounslow (and comparator London boroughs) eligible for BCS invited for BCS during the intervention period.

Participant type(s)

Healthy volunteer, Patient

Age group

Adult

Lower age limit

50 Years

Upper age limit

70 Years

Sex

Female

Target number of participants

11,000

Key exclusion criteria

Women who are not in Hounslow (and comparator London boroughs) eligible for BCS invited for BCS during the intervention period.

Date of first enrolment

01/10/2025

Date of final enrolment

01/08/2026

Locations

Countries of recruitment

England

United Kingdom

Study participating centre

Hounslow Local Authority

United Kingdom

TW3 3EB

Sponsor information

Organisation

Imperial College London

Sponsor details

NIHR Coordinating Centre

Alpha House

Enterprise Road

Exhibition Road

London

England

United Kingdom

SW7 2AZ

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Sponsor type

University/education

Website

<https://www.imperial.ac.uk/>

ROR

<https://ror.org/041kmwe10>

Funder(s)

Funder type

Government

Funder Name

National Institute for Health and Care Research

Alternative Name(s)

National Institute for Health Research, NIHR Research, NIHRresearch, NIHR - National Institute for Health Research, NIHR (The National Institute for Health and Care Research), NIHR

Funding Body Type

Government organisation

Funding Body Subtype

National government

Location

United Kingdom

Results and Publications

Publication and dissemination plan

We will produce at least 2 peer reviewed academic publications (e.g. in Implementation Science). One will be a protocol paper which describes the intervention package and evaluation plans. There will be at least one paper on outcomes, presenting the analysis of uptake, assessment of exposure to the intervention and uptake differences based on exposure, and the cost-effectiveness of the intervention. We will present at national and international conferences on the study protocol, and study findings, e.g. Lancet Public Health Science, CRUK Early Diagnosis, Health Services Research and European Health Psychology Society conferences.

Intention to publish date

Individual participant data (IPD) sharing plan

The data sharing plans for the current study are unknown and will be made available at a later date

IPD sharing plan summary

Data sharing statement to be made available at a later date

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Participant information sheet			17/06/2025	No	Yes
Protocol file	version 1	07/04/2025	17/06/2025	No	No