ISRCTN91970791 https://doi.org/10.1186/ISRCTN91970791

A community champion led breast cancer screening intervention for underserved groups

Submission date
16/06/2025

Recruitment status
No longer recruiting

Registration date
14/07/2025

Overall study status
Ongoing

Last Edited
11/08/2026

Condition category
Cancer

[X] Prospectively registered
[X] Protocol
[_] Statistical analysis plan
[_] Results
[_] Individual participant data
[X] 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 March 2027

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

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Additional identifiers

Integrated Research Application System (IRAS)
348207

Central Portfolio Management System (CPMS)
71005

National Institute for Health and Care Research (NIHR)
164908

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

Primary study design
Interventional

Study design
Pragmatic non-randomized evaluation

Study type(s)
Screening

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

Key secondary outcome(s)
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.

Completion date

08/03/2027

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

Healthy volunteers allowed
No

Age group
Mixed

Lower age limit
50 Years

Upper age limit
70 Years

Sex
Female

Total final enrolment
0

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
05/01/2026

Date of final enrolment
08/09/2026

Locations

Countries of recruitment
United Kingdom

England

Study participating centre

Hounslow Local Authority
-
-
England
TW3 3EB

Sponsor information

Organisation
Imperial College London

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

Individual participant data (IPD) sharing plan

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	version 1	07/04/2025	17/06/2025	No	Yes
Protocol file			17/06/2025	No	No