

# A community champion led breast cancer screening intervention for underserved groups

<b>Submission date</b> 16/06/2025	<b>Recruitment status</b> Recruiting	<input checked="" type="checkbox"/> Prospectively registered <input checked="" type="checkbox"/> Protocol
<b>Registration date</b> 14/07/2025	<b>Overall study status</b> Ongoing	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
<b>Last Edited</b> 14/10/2025	<b>Condition category</b> 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**  
Dr Gaby Judah

**ORCID ID**  
<https://orcid.org/0000-0003-3322-9760>

**Contact details**  
St. Mary's Hospital  
Praed Street  
London  
United Kingdom  
W2 1NY  
+44 7866530031  
g.judah@imperial.ac.uk

## Additional identifiers

**Clinical Trials Information System (CTIS)**  
Nil known

**Integrated Research Application System (IRAS)**  
348207

**Protocol serial number**  
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)**

notYetSubmitted, 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

### **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**

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

**Healthy volunteers allowed**

No

**Age group**

Adult

**Lower age limit**

50 years

**Upper age limit**

70 years

**Sex**

Female

**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**

01/08/2026

## Locations

**Countries of recruitment**

United Kingdom

England

**Study participating centre**

**Hounslow Local Authority**  
United Kingdom  
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

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

[Participant information sheet](#)

[Protocol file](#)

Details	Date created	Date added	Peer reviewed?	Patient-facing?
version 1	07/04/2025	17/06/2025	No	Yes
			No	No