GP INVITATION LEAFLET

Text reminders in cervical cancer screening in London

Your practice is invited to participate in a project to increase cervical screening uptake through the use of a text reminder which will be sent to all women registered with consenting practices across London.

To sign up straight away, please follow this link: www.pcm.nhs.uk/londoncervicalscreening

Why is it important to send primary care-based text reminders?
- Cervical screening has contributed to an 80% reduction in deaths from cervical cancers since the eighties.
- Participation rates in the cervical screening programme are declining every year in London.
- The use of text-message reminders has successfully increased uptake by a minimum of 5% in other types of cancer screening programmes.
- “Intending to, but not getting round to it”, is the reason most associated with non-response to cervical cancer screening invitations.¹
- GP endorsement can increase participation in cervical screening by up to 4%, which would translate to 25,000 more women participating in cervical screening every year in London.²

How will the text-message reminders work?
Primary Care Support England (PCSE), who provide the call-recall service (on behalf of NHS England), will send the NHS numbers of women invited to cervical screening to the SMS provider, iPLATO, on a weekly basis. Once your practice signs up to the initiative, iPLATO will use the NHS number of patients invited to screening to identify and extract the patients’ mobile phone number from your clinical system. iPLATO will automatically allocate a reminder text-message to be sent to the woman 2 weeks after the invitation letter is sent. (See Appendix 1)

The text message will read:


How does the practice sign up?

You will be contacted by iPLATO, who will send you a link to a sign-up website. As part of the sign-up process you will need to sign an Information Sharing Agreement with NHS England (as data controller) and iPLATO.

To sign up straight away, please follow this link: www.pcm.nhs.uk/londoncervicalscreening

**Which data is being processed?**
For the purpose of text messaging, iPLATO will process the following data from your clinical system:

- NHS number
- GP practice code
- Mobile phone number (those who have consented to receiving text messages)

*This process will vary dependent on the practice clinical system but for most practices, this will be a fully automated process with no additional action required from your practice.*

**Is there anything else that the practice needs to do?**
By participating in this project, the practice will be confirming that it has given patients the correct and fair processing information about the proposed use of the patients' mobile phone numbers and that the practice has appropriate consent for the use of the patients' mobile numbers. Please note that new General Data Protection Regulations (GDPR) came into effect from 25th May 2018. iPLATO will work together with the practice to ensure that they process the most up to date consent status.

**What should I do, if my patient contacts me asking to opt out of receiving this text message?**
Cervical screening invitation letters sent to London women will include the following information:

*If you have registered your mobile phone number with your GP, you may receive a text reminder to schedule your screening appointment. Please make sure your mobile phone number is up to date with your GP. To opt out of text reminders, please discuss this with your GP.*

If the patient wants to opt-out from receiving such reminders for cervical cancer screening, explain to them that cervical screening reminders are sent only every 3 or 5 years, and that opting out of this service, could apply to all text messages from your practice.

**What should I do, if my patient contacts me after receiving this text message?**
If they call you to let you know that they have already booked or been screened; please ask them to disregard the text.

The text message itself will also remind women, that if they do not want to receive text messages then they should discuss this with their GP practice. If they call you to opt-out from receiving reminders for cervical cancer screening in the future, explain to them that
cervical screening reminders are sent only every 3 or 5 years, and that opting out of this service, could apply to all text messages from your practice

**Our Confidentiality Policy**
Access to patient identifiable information will remain restricted to the direct care teams (Primary Care Support Services England and GP). The identification of the cervical screening eligible participants will be conducted by Primary Care Support England, who are acting on behalf of NHS England (data controllers). The contract between NHS England and iPLATO covers confidentiality and ensures the protection of your patients’ data, in accordance with NHS Cancer Screening Programme policies.

**Further information on cervical screening**
- Primary Care Good Practice Screening Guide
- Jo’s Cervical Cancer Trust
  [https://www.jostrust.org.uk/](https://www.jostrust.org.uk/)

**Contact information**
- iPLATO [cervicalscreening@iplato.net](mailto:cervicalscreening@iplato.net)
- NHS England [screening-submissions.london@nhs.net](mailto:screening-submissions.london@nhs.net)
Cervical Screening Flow

Appendix 1