

# A cluster randomised trial of strategies to increase cervical screening uptake at first invitation (STRATEGIC)

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**Declared competing interests of authors:** Henry Kitchener is chairperson of the Advisory Committee for Cervical Screening, but views expressed here are those of the author and not those of Public Health England. Emma Crosbie is a National Institute for Health Research (NIHR) Clinician Scientist and has received funding from the NIHR, Medical Research Council, Wellbeing of Women, Wellcome Trust and Central Manchester University Hospitals NHS Foundation Trust for research projects unrelated to the submitted work. She is an executive scientific editor for the *British Journal of Obstetrics and Gynaecology*.

Published September 2016

DOI: 10.3310/hta20680

## Plain English summary

### Strategies to increase cervical screening uptake

Health Technology Assessment 2016; Vol. 20: No. 68

DOI: 10.3310/hta20680

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## Plain English summary

The STRATEGIC trial tested new methods (interventions) to encourage young women to attend their first cervical screen.

The trial involved two groups of women registered with a general practitioner: one group aged 24.75 years in Greater Manchester and one group aged 20 years in the Grampian region of Scotland, all of whom had been offered the human papillomavirus vaccination on the national programme. The trial allocated general practices by chance (randomised) to different interventions and was performed in two phases. The first phase involved all women invited for their first cervical screen and the second phase involved women who had not attended within 6 months. Phase 1 tested a specially designed pre-invitation leaflet and online booking. In phase 2, self-sampling kits (SSKs) were sent and offered, and a nurse navigator (NN), timed appointments and a choice between SSKs and NNs were tested. In both phases a number of general practices did not test any new interventions, and these were the control practices. Phase 1 involved 20,879 women and phase 2 involved 10,126 women. The effectiveness of the new methods was demonstrated by comparing screening uptake with that in the control practices.

Neither the pre-invitation leaflet nor online booking had any impact on uptake of cervical screening coverage after 3 and 6 months. In phase 2, both SSK sent and timed appointments interventions did achieve a small but significant increase in the uptake of screening, and economic analysis indicated that these methods were likely to be cost-effective. Women who had chosen not to attend for screening indicated a preference for SSKs being sent.



ISSN 1366-5278 (Print)

ISSN 2046-4924 (Online)

Impact factor: 4.058

*Health Technology Assessment* is indexed in MEDLINE, CINAHL, EMBASE, The Cochrane Library and the ISI Science Citation Index.

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## This report

The research reported in this issue of the journal was funded by the HTA programme as project number 09/164/01. The contractual start date was in November 2011. The draft report began editorial review in January 2016 and was accepted for publication in June 2016. The authors have been wholly responsible for all data collection, analysis and interpretation, and for writing up their work. The HTA editors and publisher have tried to ensure the accuracy of the authors' report and would like to thank the reviewers for their constructive comments on the draft document. However, they do not accept liability for damages or losses arising from material published in this report.

This report presents independent research funded by the National Institute for Health Research (NIHR). The views and opinions expressed by authors in this publication are those of the authors and do not necessarily reflect those of the NHS, the NIHR, NETSCC, the HTA programme or the Department of Health. If there are verbatim quotations included in this publication the views and opinions expressed by the interviewees are those of the interviewees and do not necessarily reflect those of the authors, those of the NHS, the NIHR, NETSCC, the HTA programme or the Department of Health.

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