

Think Pink: Muslim Women's Experiences with Cancer Screening & Pilot Programme to address them

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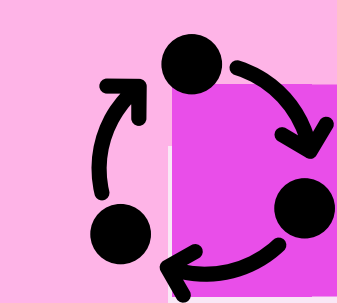


Background and Objectives

- In the UK, screening programmes play a vital role in early detection of breast and cervical cancer [1]
- Participation amongst Muslim women is below the national average, contributing to health inequalities [2]
- Despite the scarcity of research, wider literature highlights gendered norms and language as barriers, and the need for culturally sensitive interventions [3]

This study aims to :

- Examine obstacles Muslim women encounter in accessing screening services
- Develop strategies that enhance engagement within this demographic and ultimately reduce morbidity and mortality rates

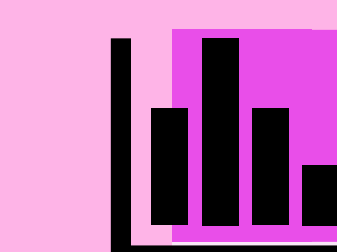


Design and Methods

- Initial online survey conducted to assess Muslim women's knowledge of female cancers and screening, interactions with healthcare and screening, and barriers to accessing care, distributed in North-West and South London, and Luton



- Orchestrated a series of women's cancer awareness workshops, Think Pink, were orchestrated in London mosques and community centres
- Feedback was gathered before and after the workshop to evaluate attendees' understanding.



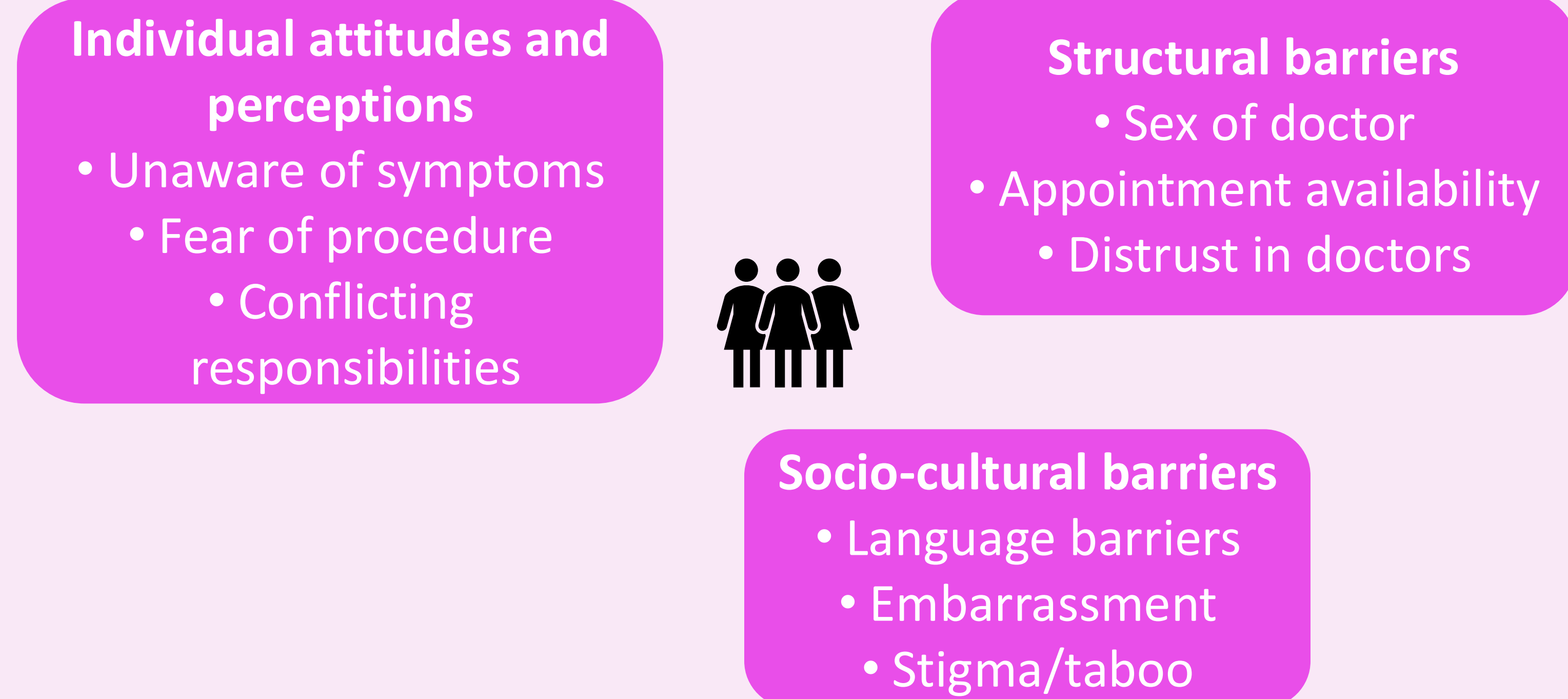
Results

Questionnaire :

69 Muslim women aged 25-70, representing various ethnic backgrounds, participated in the survey.

Most women were 20-29 years old, and of Pakistani background

Figure 1: Barriers cited by survey participants



Workshop :

- 'Think Pink' created to alleviate barriers identified in questionnaire – in person presentations to educate on breast and gynae cancer presentation, screening, adult and child CPR
- **3 sessions** conducted in London, with **52 attendees**



Women-only setting

cited as most important reason for attendance



20% increase

in knowledge of gynaecological cancer symptoms



20% increase

in agree or strongly agree that attendees would know where to access support if they had symptoms of cancer

References

[1] Nelson, H.D., Fu, R., Cantor, A., Pappas, M., Daeges, M. and Humphrey, L., 2016. Effectiveness of breast cancer screening: systematic review and meta-analysis to update the 2009 US Preventive Services Task Force recommendation. *Annals of internal medicine*, 164(4), pp.244-255., [2] Campbell, C., Douglas, A., Williams, L., Cezard, G., Brewster, D.H., Buchanan, D., Robb, K., Stanners, G., Weller, D., Steele, R.J. and Steiner, M., 2020. Are there ethnic and religious variations in uptake of bowel cancer screening? A retrospective cohort study among 1.7 million people in Scotland. *BMJ open*, 10(10), p.e037011. [3] Kotzur, Marie, et al. "Adapting participatory workshops to a virtual setting: Co-design with muslim women of a faith-based intervention to encourage cancer screening uptake." *International Journal of Qualitative Methods* 22 (2023): 16094069231205194.

Table 1: Rationale for workshop elements

Cultural sensitivity	• Took place in mosques and community centres • Women only spaces
Lack of knowledge	• Advertised through local mosques, community groups, WhatsApp group chats • Qualified doctor present for Q+A
Language barrier	• Bilingual presenters facilitated • Take-home leaflets in several languages
Lack of appointment availability	• Childcare provided • Held after school drop off

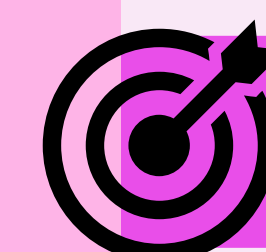


Discussion

- The findings highlight the challenges faced by Muslim women in accessing cancer screening services.
- The Think Pink workshop sought to address these challenges by delivering a **grassroots, culturally sensitive, faith-based** intervention.

Limitations

- Restricted language options in survey, which may have excluded certain linguistic groups
- Lack of participant pre and post data



Recommendations

- Replicate Think Pink in other communities, with stringent data collection for continual improvement
- Greater dialogue and education between policymakers, HCPs and Muslim women