



ARC East of England Increasing bowel cancer screening in Muslim communities

The study evaluated a “faith placed” educational intervention on bowel cancer screening in Luton and Peterborough.

Bowel cancer screening uptake is approximately 28% lower in people of South Asian ethnicity compared to the general population. To increase the uptake, the British Islamic Medical Association (BIMA), a national association of British Muslim healthcare professionals, designed a culturally adapted educational intervention to increase awareness of the importance of bowel cancer screening

among the Muslim community. We partnered up with the BIMA and NHS England to evaluate the impact of the intervention.

What was the aim of the project?

The project aims to evaluate the effectiveness of the cultural intervention and to increase awareness of bowel cancer screening among the Muslim community in

the East of England.

What did we do?

Using surveys, we gathered information on participants' awareness and attitudes to screenings. We conducted focus groups with participants and interviews with health professionals to gather in-depth feedback.

How did we involve people?

Working together with public contributors and partners has been integral to the project. As the intervention was delivered in mosques in Luton and Peterborough, its success depended on the engagement of mosque leaders, local GPs and volunteers who spread the word about the intervention.

What is the impact so far?

Our preliminary findings suggest that the cultural intervention does improve engagement around bowel cancer screening and awareness. This has wider implications for the development of future public health initiatives targeting diverse groups. Ultimately, we hope our work will help reduce the health inequalities faced by

minority communities.

What next?

We are in the process of data collection and analysis. Afterwards, we will hold a stakeholder event where we will disseminate the findings. We plan to create an educational video for health professionals working with Muslim communities to highlight our findings and outline suggestions for best practices to encourage bowel cancer screening among this group. We hope that the intervention and its evaluation will generate evidence informing national practice for better engaging specific communities in using available preventative screening services.

For more information about this project





Scan the QR code or contact the Principal investigator, Professor Daksha Trivedi (d.trivedi@herts.ac.uk).



What is NIHR ARC East of England?

The National Institute for Health and Care Research Applied Research Collaboration East of England is one of the 15 NIHR ARCs. NIHR ARC East of England collaborates with Cambridgeshire and Peterborough NHS Foundation Trust, and the Universities of Cambridge, East Anglia, Hertfordshire and Essex along with other NHS Trusts, Local Authorities, Integrated Care Systems, patient-led organisations, charities, and industry partners.

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