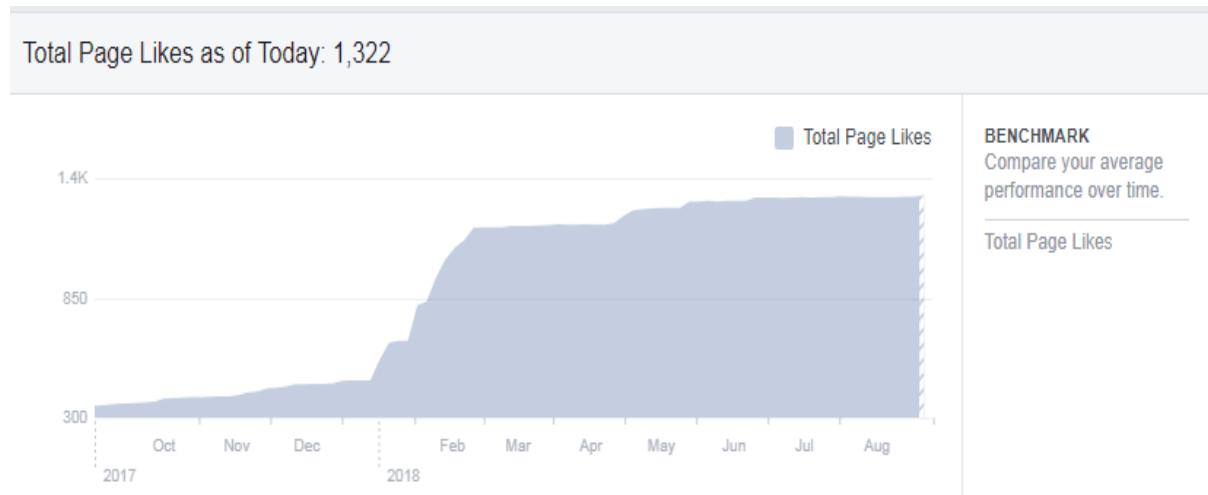


Breast Screening service

I started working with Marc Schmid roughly about sept/oct 2107. With the funding from Marc, the total number of followers to the page had dramatically increased.



Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares


Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 North Midlands Breast S...	1.3K	▲0.5%	1	39
2 Bradford and Pennine B...	286	0%	0	0
3 City, Sandwell & Walsall...	186	▲0.5%	1	8

Established community pages

This geographical location was a challenge for the Breast screening service. This was because the mobile unit had been decommissioned after 10yrs and local ladies had to travel, this resulted in negative feelings from our cohorts. Therefore, positive community engagement posts were crucial. The digital approach resulted in an overall increase in uptake for both GP practices, which had been in decline for the last 10yrs.

A Little Bit of Stone ✓
November 7, 2017 · 🌐

From mid November, a potentially lifesaving breast screening service is inviting Stone ladies for an appointment



Breast screening service for Stone residents at Stafford's County Hospital > A Little Bit of Stone

From mid November onwards, a potentially lifesaving breast screening service is inviting all ladies from the Stone area who are aged between 47-70 years old to a...

ALITTLEBITOFSTONE.COM

Year	Overall	Prevalent	Incident
2008	79%		
2011	79%		
2014	75%	49%	84%
2017	78%	64%	85%

Year	Overall	Prevalent	Incident
2009	84%		
2012	80%		
2014	78%	54%	85%
2017	79%	65%	89%

Hard to reach and health inclusion groups

The image is a screenshot of a Facebook post. At the top, it says "Trans - Staffordshire shared a post." with a timestamp of "14 hrs" and a public icon. The post itself is from "Gaylife Stoke", posted "20 hrs" ago, with a "Like Page" button. The text of the post reads: "Great piece on a local trans woman's breast screening experience on Trans - Staffordshire. Always nice to see local LGBT people putting health in the spotlight!". Below the text is a video player showing a woman in a patterned top standing in a clinical setting next to a breast screening machine. To the right of the video, the text "trans-staffordshire.org.uk" is displayed, and below the video, "TRANS-STAFFORDSHIRE.ORG.UK" is written. Below the video are interaction buttons for "Like", "Comment", and "Share". At the bottom of the post is a comment input field with the placeholder "Write a comment..." and icons for emojis, photos, GIFs, and stickers. Below the input field, the sorting is set to "Most Relevant". The first comment is from "North Midlands Breast Screening Service" and says: "You can directly message us over our Facebook page, if you have any questions regarding breast awareness or screening". Below the comment are the options "Like - Reply" and "Commented on by Nwmn Gina [?] · 1m".

This post being published over Facebook was a very positive move. We were able to highlight this positive screening experience in a hard to reach client group, who report of negative healthcare experiences. By adding the comment underneath, we are encouraging the trans ladies to interact and directly message the page. This direct messaging allows the client to remain a certain level of anonymity.



Nationally, there is a low uptake in the learning disability cohort accessing screening. We have performed a number of engagement posts with various disability organisations across the city.



Engagement reach

The animation has reached 41,869 people and had 405 shares.

North Midlands Breast Screening Service  

Published by Marc Schmid [?] · November 2, 2017 · 

Remember, it is important to attend your breast screening appointment when invited. Here is a simple video to show what you can expect.

1 IN 8 LADIES WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME



WITH 1 IN 3 OVER THE AGE OF 70 

 **41,869 people reached**  [Boost Again](#)

Recent Activity

Boosted on Apr 12
Audience: United Kingdom: Leek, Stoke-On-Trent, ...
By Marc Schmid · Completed

[View Results](#)

Boosted on
Audience: Un
By Marc Schir

[View Results](#)

   120 25 Comments 405 Shares 30K Views







 Like  Comment  Share 








Most Relevant ▾

 Write a comment...    

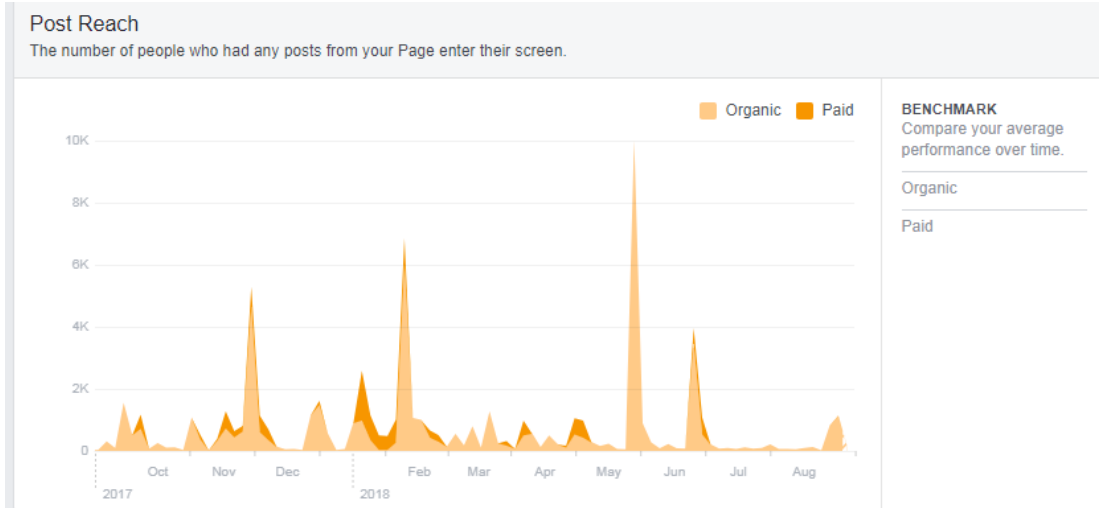
Published Posts

+ Create

Search...		Actions		
<input type="checkbox"/>	Posts	Reach	Clicks/Actions	Published
<input type="checkbox"/>	Please share: All ladies aged 47-73 registered with Hartshill Medical Centre	2.1K	117	Aug 20, 2018 at 3:47pm Jessica Mulroy Johnson
<input type="checkbox"/>	North Midlands Breast Screening Service shared North Staffordshire Bowel Canc...	561	39	Aug 16, 2018 at 9:40pm Jessica Mulroy Johnson
<input type="checkbox"/>	North Midlands Breast Screening Service shared University Hospitals of North	461	41	Aug 16, 2018 at 5:48pm Jessica Mulroy Johnson
<input type="checkbox"/>		2.6K	150	Aug 13, 2018 at 10:18pm Marc Schmid
<input type="checkbox"/>	North Midlands Breast Screening Service shared North Shelton Community	224	3	Aug 13, 2018 at 12:57pm Jessica Mulroy Johnson
<input type="checkbox"/>	 North Midlands Breast Screening Service shared The wee c's post.	646	60	Aug 7, 2018 at 12:04pm Jessica Mulroy Johnson
<input type="checkbox"/>	Let Dr Beat help check your pulse - please share	138	14	Aug 6, 2018 at 7:24pm Marc Schmid
<input type="checkbox"/>	 Registered with Cambridge House Surgery? If you missed your breast...	373	9	Aug 3, 2018 at 12:33pm Jessica Mulroy Johnson
<input type="checkbox"/>	 North Midlands Breast Screening Service shared A Little Bit of Stone's post.	132	92	Jul 19, 2018 at 10:42am Nwmn Gina
<input type="checkbox"/>	 Can you help? Staffordshire University is after people living in the West Midlands...	242	12	Jul 16, 2018 at 11:53pm Marc Schmid
<input type="checkbox"/>	 All ladies who are aged 47-70yrs old and are registered with Dunrobin Street...	669	26	Jul 13, 2018 at 1:44pm Jessica Mulroy Johnson
<input type="checkbox"/>	 https://youtu.be/QR5IRNI7mCg	671	28	Jul 13, 2018 at 12:48pm Nwmn Gina

<input type="checkbox"/>	 North Midlands Breast Screening Service shared Park Medical Centre's post.	53	29	Jul 10, 2018 at 8:12pm Jessica Mulroy Johnson
<input type="checkbox"/>	 NHS70 70 years of the NHS! Congratulations to all the wonderful, dedicated and caring...	1.1K	99	Jul 5, 2018 at 5:00pm Marc Schmid
<input type="checkbox"/>	 Can you help? Staffordshire University is after people living in the West Midlands...	273	17	Jul 1, 2018 at 9:09pm Marc Schmid
<input type="checkbox"/>	 Our wonderful bowel cancer screening team talking about the service	77	33	Jun 27, 2018 at 7:33pm Nwmn Gina
<input type="checkbox"/>	 The mobile breast screening unit is now in Newcastle (Morrisons, Goose Street...	386	26	Jun 27, 2018 at 11:15am Jessica Mulroy Johnson
<input type="checkbox"/>	 North Midlands Breast Screening Service shared Trans - Staffordshire's post.	50	18	Jun 24, 2018 at 7:38am Nwmn Gina
<input type="checkbox"/>	 Please watch these powerful personal stories from ladies explaining why you...	711	31	Jun 19, 2018 at 5:44pm Marc Schmid
<input type="checkbox"/>	 Need help with stress, anxiety or depression? The Healthy Minds Servic...	627	19	Jun 19, 2018 at 2:12pm
<input type="checkbox"/>	 We are at Royal Stoke Hospital today raising awareness of the #treatmewell...	906	66	Jun 18, 2018 at 11:41am Jessica Mulroy Johnson
<input type="checkbox"/>	 We're here at S-O-T pride raising awareness of cancer screening and...	817	112	Jun 16, 2018 at 12:11pm Nwmn Gina
<input type="checkbox"/>	 Please note and share: All ladies 47 - 70 registered with Millrise Medical Centre ...	585	26	Jun 13, 2018 at 7:17pm Jessica Mulroy Johnson
<input type="checkbox"/>	 Did you know it's the start of Learning Disability Health and Wellbeing week n...	307	7	Jun 13, 2018 at 11:17am Jessica Mulroy Johnson
<input type="checkbox"/>	 Stoke Pride @ Hanley Park this Saturday (16th June). We will be attending this...	309	10	Jun 13, 2018 at 11:14am

Chat (Off)



Negative comments

This was the negative comments I was talking about on the animation post.

I feel that the screening age should be lowered. I have 4 friends who have had breast cancer, one sadly has passed away, one is terminally ill and the other 2 are currently in remission. All of them were late 30s early 40s upon diagnosis so surely having to wait until 50 is far too late!
 Like · Reply · Page responded privately · 40w 7

totally agree with you. 3
 Like · Reply · 35w

I totally agree. Breast cancer in ladies in their 30's & 40's is increasing and typically more aggressive due to their younger age. Like the other lady said 50 is too late!!! 😞
 Like · Reply · 27w · Edited 2

ha I sympathise with you ladies, I really do, it's heartbreaking to see loved ones being affected by this cruel illness. There are a number of reasons that we don't start screening till ladies hit 47. With younger ladies, their breast tissue density makes it... [See More](#)
 Like · Reply · 27w · Edited 1

But a mammogram along side a blood test could diagnose someone with early disease stages and save lives and not everyone under the age of 50 has dense breast tissue. Surely every mammogram could save a life!!
 Like · Reply · 27w 2

Write a reply... 😊 📷 GIF 🗨️