

Cancer and Primary Care International Research Network Conference, 29-30 April 2025

# The Role of Primary Care in Addressing Inequalities in Cancer Screening: Lessons from Enhancing Representation of Deprived Groups in the NHS-Galleri Trial

Libby Ellis<sup>1</sup>, Sara Hiom<sup>1</sup>, Earl Hubbell<sup>2</sup>, Laura King<sup>1</sup>, Ian Lowenhoff<sup>3,\*</sup>, Sean McPhail<sup>4</sup>, Thomas Round<sup>5</sup>, Rebecca Smittenaar<sup>1</sup>, **Richard D Neal**<sup>6</sup>

1. GRAIL Bio UK, Ltd; 2. GRAIL, Inc.; 3. Cancer Research UK Cancer Prevention Trials Unit, Queen Mary University of London; 4. National Disease Registration Service, NHS England; 5. Department of Population Health Sciences, King's College London; 6. Department of Health and Community Sciences, University of Exeter. \*Affiliation at time of submission. Currently affiliated with Ellison Institute of Technology Oxford.

# Addressing socioeconomic inequalities in screening participation



People living in more socioeconomically deprived areas of England are less likely to participate in cancer screening programmes<sup>1-3</sup>



The clinical utility of a multi-cancer early detection (MCED) screening test is currently being assessed in the NHS-Galleri trial<sup>4</sup>

**Trials of new screening tests should be designed to avoid exacerbating this inequality**

**The NHS-Galleri trial aimed to recruit a trial population that was representative of the population of England aged 50–77 years**

# Equitable recruitment strategies in the NHS-Galleri trial<sup>1</sup>

1,496,311 people were invited, and 142,924 participants enrolled, in 10.5 months<sup>a</sup>



## Targeted invitation

- Locating the trial in regions with diverse populations
- Lists generated weekly by an algorithm and invitations sent centrally by NHS DigiTrials
- Direct invitation from Participant Identification Centres (PICs) at GP surgeries



## Community engagement and communications

- Briefing sheets to inform GPs and other primary care professionals about the trial
- Leaflets and posters for key community hubs
- Social media toolkits to support information sharing



## Reducing barriers to participation

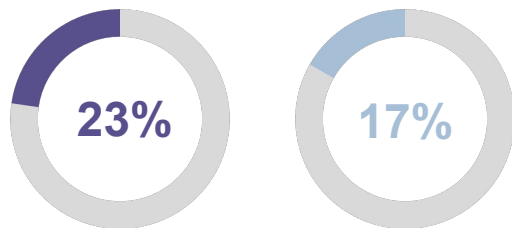
- Stationing mobile clinics in socioeconomically deprived areas
- Offering translated participant information sheets, on-demand translation
- Disability access measures

<sup>a</sup>Between 31 August 2021 and 16 July 2022.

1. Swanton et al. *Clin Trials* 2025; doi: 10.1177/17407745241302477.

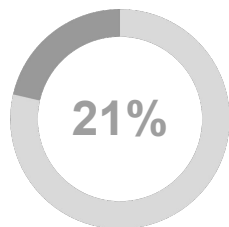
# Enhanced representation of people from the most socioeconomically deprived areas in the NHS-Galleri trial<sup>1</sup>

## Proportion of individuals in most deprived group<sup>a</sup>



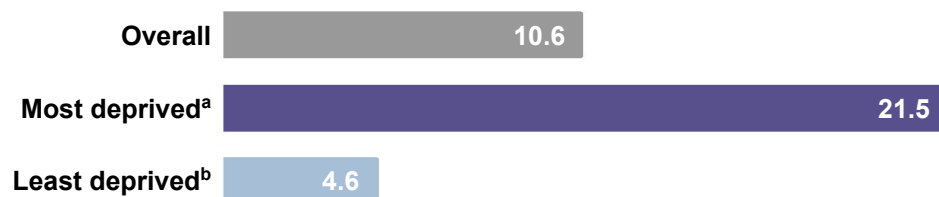
NHS-Galleri trial

England



Cancer Alliance regions

## Number needed to invite to achieve one enrolment



A range of methods helped to achieve socioeconomically inclusive recruitment, many supported by primary care

These methods could be built on in future trials of new screening innovations to minimise inequalities

<sup>a</sup>Most deprived index of multiple deprivation (IMD) quintile. <sup>b</sup>Least deprived IMD quintile.  
1. Swanton et al. *Clin Trials* 2025; doi: 10.1177/17407745241302477.