

BOOSTING CERVICAL SCREENING SELF-COLLECTION IN PRIMARY CARE

Cervical Screening Self-Collection QI Activity in partnership with QLD Health | November 2024 to May 2025

9

General practices broadened the adoption and promotion of cervical screening self-collection to reach under-screened populations and improve screening uptake overall.

7 of 9 participating practices had a GP complete the clinical audit:
Optimising Self-collected Cervical Screening in Eligible Practice Patients.



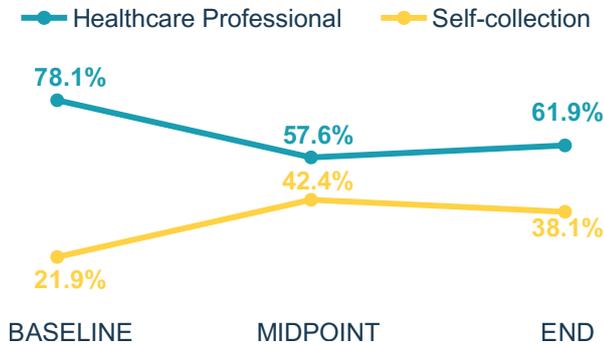
CERVICAL SCREENING ON THE GOLD COAST



- **63.5% participation rate** (2019-2023) 70% national target
- In Q1 2025, 40.2% CST via self-collection (QLD)
- Self-collection increases access to under-screened populations

- **28 GPs** participated in funded cervical screening, HPV and self-collection training
- **36 general practice staff** attended GCPHN's *Optimising Cancer Screening* event

CERVICAL SCREENING TESTS BY METHOD



COMMUNICATIONS CAMPAIGN: MARCH-MAY 2025

- **27,224 clicks** (Google and Meta)
- GCPHN cervical screening webpage **visited most in April 2025**
- **On-demand GP video** created to boost trust and accessibility

PRACTICE IMPROVEMENTS



3

practices integrated with the NCSR

- **74% proportional** ↑ in the use of self-collection as a test method
- **↑ average tests per month**

- ↑ Offering self-collection
- ↑ Accessing and using QI resources
- ↑ Using data for improvement

4

practices ↑ self-collection by **200%+**

100%

clinical audit participants:

- met learning outcomes
- implemented or planned changes
- would recommend to a colleague