The goal of CervixCheck is to decrease cervical cancer incidence and mortality through the development and management of comprehensive and equitable cervical cancer screening for Manitoba women. The program operates a registry of all Pap test, colposcopy and biopsy results, facilitates awareness and education about the importance of Pap tests, works with health care professionals to increase screening access, and supports health care provider, laboratory, and colposcopy quality assurance.

CervixCheck recommends that sexually active women have a Pap test every 3 years starting at age 21.

**FIGURE 1**

Percentage of women (21 – 69 yrs of age) who had at least one Pap test by Regional Health Authority from July 1st, 2011 to December 31st, 2014 (n = 248,555)

**FIGURE 2**

Percentage of women who had at least one Pap test by age group from July 1st, 2011 to December 31st, 2014 (n = 248,555)

**How Many Women Were Screened?**

- 67.7% of women aged 21 – 69 had at least one Pap test between July 1st, 2011 and December 31st, 2014 (Figure 1).
- Participation was highest for women 25 – 29 years of age and declined with age (Figure 2).
- 80.3% of women age 21 – 66 had another Pap test within 42 months after a negative Pap test in 2010.

1 Participation rate is the percentage of women who had at least one Pap test in the recommended screening interval (three year time period) plus six months.
**What did CervixCheck do to enhance participation?**

CervixCheck continued to promote the “TellEveryWoman” brand strategy and annual October campaign. The goals of TellEveryWoman were to increase program recognition, drive activity to the TellEveryWoman.ca website, and increase adherence to the new three year screening interval through its “Every 3 Years” campaign message. TellEveryWoman activities included bus, billboards, community newspaper and Facebook advertising, as well as TV and radio commercials. CervixCheck also hosted a TellEveryWoman Facebook page which featured ongoing educational content as well as a photo contest in October called, “Good things come in 3’s!”

- Between 2012 and 2014, the average number of pageviews per year to the TellEveryWoman.ca website was over 2,600. 74% of hits were from new visitors.
- TellEveryWoman on Facebook increased its “likes” from 35 in April of 2013 to 3,831 in December of 2014.

**What were the Pap test results?**

- Since the introduction of liquid based cytology (LBC) in 2014, the percentage of test results that were reported as unsatisfactory declined from 2.8% in 2012 to 2.0% in 2014.
- 93.7% of women had a negative Pap test, 4.6% had a low-grade Pap test (ASC-US or LSIL), and 1.7% had a high-grade (AGC, ASC-H, or HSIL) or more severe Pap test (Figure 3) (2012-2014).

**FIGURE 3**

Percentage of women (21-69 yrs of age) who had an abnormal Pap test result by diagnostic category from January 2012 to December 2014 (n = 16,119)

<table>
<thead>
<tr>
<th>Cytology Result</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASC-US</td>
<td>1</td>
</tr>
<tr>
<td>LSIL</td>
<td>2</td>
</tr>
<tr>
<td>AGC</td>
<td>3</td>
</tr>
<tr>
<td>ASC-H</td>
<td>4</td>
</tr>
<tr>
<td>HSIL+</td>
<td>5</td>
</tr>
</tbody>
</table>

**How long did it take?**

- In 2013, CervixCheck initiated recall letters to Manitoba women who were overdue for a Pap test. In 2014, CervixCheck initiated invitation letters to unscreened women. Between September 2013 and September 2014, 28% of women who received a recall letter had a Pap test within 12 months of receiving the letter (n = 18,586). Most women had a Pap test within one month of receiving the letter.
- In 2014, CervixCheck hosted a training workshop for health care providers to become competent to perform Pap tests. 11 nurses were trained in eight rural, northern and First Nations communities.
- CervixCheck partnered with clinics, nursing stations and health centers across the province to offer enhanced access to Pap test services through Pap test clinics. The number of clinics that offered Pap test services increased from 106 in 2012 to 140 in 2014. These clinics represented 89 communities in 2012 and increased to 114 communities in 2014.

**How accurate was the Pap test?**

- The percentage of high-grade Pap tests (HSIL+) that agreed with the subsequent biopsy result was 66.8% (n = 753) (2013).
What were the outcomes?

- The pre-cancer detection rate was 10.8 per 1,000 women screened (n=2,793) (Figure 5).
- The invasive cervical cancer incidence rate from 2009 to 2013 ranged from 1.8 per 100,000 for women 20-24 years of age to 17.5 per 100,000 for women 40-44 years of age (Figure 6).
- The incidence rate was 3.5 per 100,000 for adenocarcinoma, and 4.9 per 100,000 for squamous carcinoma (all ages) (Figure 6).
- 55% of invasive cervical cancers were diagnosed at Stage 1 (Figure 7) (2009-2013).
- 47.2% of women diagnosed with invasive cervical cancer had a Pap test 6 months to 3 years before diagnosis, 11.4% of women had a Pap test 3 to 5 years before diagnosis, and 41.5% of women had a Pap test greater than 5 years before diagnosis or had no record of ever having a Pap test (Figure 8) (2011-2013).
- 5.3% of women who had a high-grade (HSIL+) Pap test result were lost to follow up (2013).
How are we doing?

As part of ongoing evaluation of CervixCheck, measures of program performance are compared to national targets as shown in Table 1.

### TABLE 1
Comparison of CervixCheck outcomes with Canadian Targets 1 (women 21 – 69 years of age, unless otherwise indicated)

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATOR</th>
<th>TARGET</th>
<th>CERVIXCHECK OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation Rate (42 months)</td>
<td>≥ 80% of women 21 to 69 years of age should be screened in the previous 42 months (three years plus six months).</td>
<td>67.7% (July 1st, 2011 – Dec 31st, 2014)</td>
</tr>
<tr>
<td>Unsatisfactory Specimen Rate</td>
<td>0.5 to ≤2%</td>
<td>2.5% (2012-2014)</td>
</tr>
<tr>
<td>Cytology Turn Around Time</td>
<td>90% within 14 calendar days</td>
<td>77.4% (2013-2014)</td>
</tr>
<tr>
<td>Time to Colposcopy</td>
<td>90% of women with a high-grade Pap test result should have a colposcopy within six weeks from the index Pap test report date.</td>
<td>30.4% (2012-2013)</td>
</tr>
<tr>
<td>Cytology Histology Agreement</td>
<td>≥ 65% of high-grade Pap tests (HSIL+ cytology result) should have a pre-cancerous, carcinoma in situ, or an invasive cancer histological outcome</td>
<td>66.8% (2013)</td>
</tr>
<tr>
<td>Cancer Incidence</td>
<td>5.5 cases per 100,000 by 2037 (based on 80% screening participation and 70% immunization)</td>
<td>8.4 cases per 100,000 (all ages) (2009-2013)</td>
</tr>
</tbody>
</table>