



BloomShield
COMMUNITY INTEREST COMPANY

ScreenSmart Communities™

Community-based cancer
prevention, screening and
early diagnosis.

Protect. Prevent. Empower.

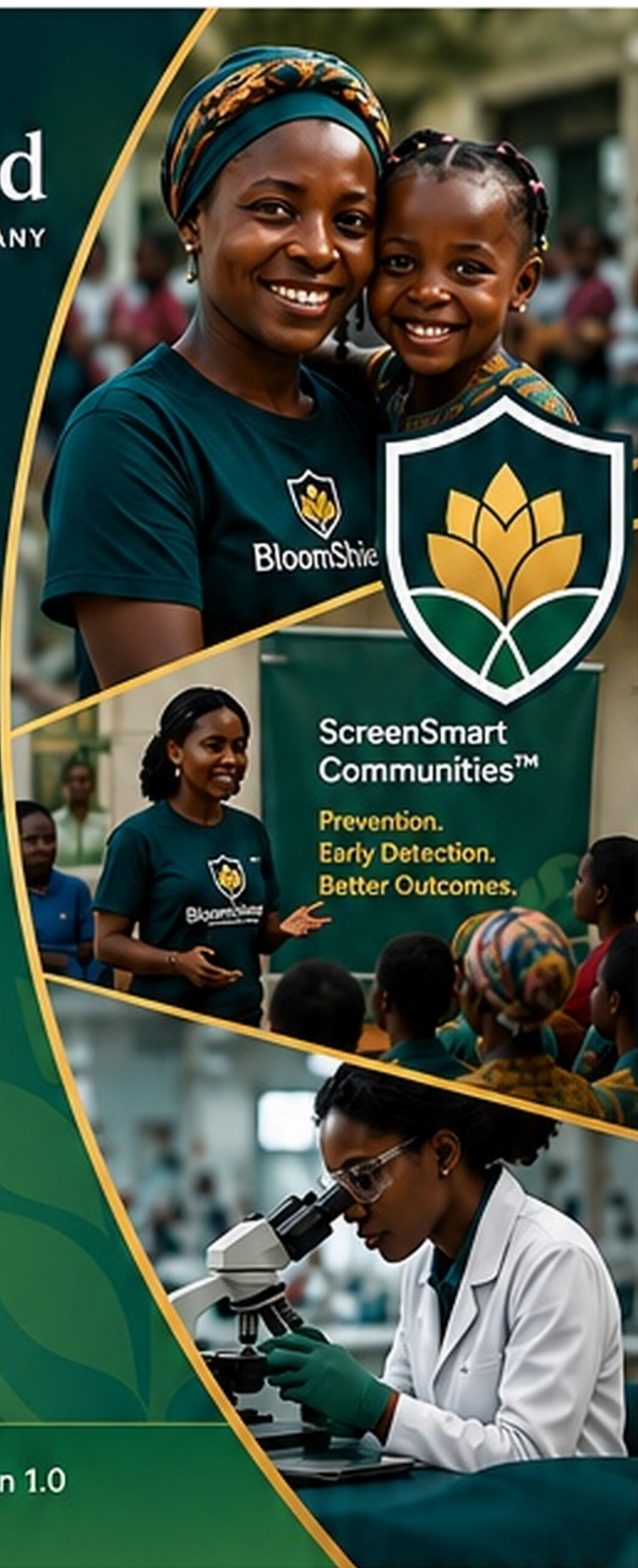


PARTNERSHIPS.
SCIENCE.



COMMUNITIES.
BETTER OUTCOMES.

Volume 1 | Programme Overview | Version 1.0



Our Promise

Every community deserves equitable access to life-saving cancer prevention, screening and early diagnosis.

ScreenSmart Communities™ is BloomShield's flagship community implementation programme, designed to improve participation in cancer screening, promote earlier diagnosis and reduce health inequalities through trusted local partnerships, evidence-based practice and digital innovation.

We bring education, screening support and navigation closer to where people live, work, learn and worship.



**Shielded by care.
Empowered to bloom.**



Built on the Cancer Care Partnership Ecosystem (CCPE)

ScreenSmart Communities™ combines community engagement, behavioural science, implementation science, digital learning and partnership working to create locally responsive models that understand barriers, build trust, improve screening participation, strengthen pathways, evaluate outcomes and scale what works.

Why ScreenSmart Communities™?



Reduce Barriers

Address practical, cultural and informational barriers.



Build Trust

Work with communities, not just for them.



Improve Participation

Promote and support access to screening programmes.



Support Earlier Diagnosis

Encourage timely help-seeking and appropriate follow-up.



Strengthen Local Capacity

Empower local champions and sustainable community action.

What We Do

ScreenSmart Communities™ delivers integrated activities that promote awareness, encourage screening participation and strengthen early diagnosis.



Community Education

Cancer awareness and health literacy sessions.



Screening Promotion

Promote national screening programmes.



Behaviour Change

Evidence-based approaches to support informed decisions.



Outreach & Engagement

Trusted conversations in community settings.



Navigation & Referrals

Support to access screening and follow-up care.



Champion Training

Build skills of community champions and volunteers.



Digital Learning

Accessible, multilingual health education resources.



AI-Enabled Learning

Innovative tools to improve learning, communication and programme design.



Partnership Working

Collaborate across health, voluntary, faith and workplace sectors.



Monitoring & Evaluation

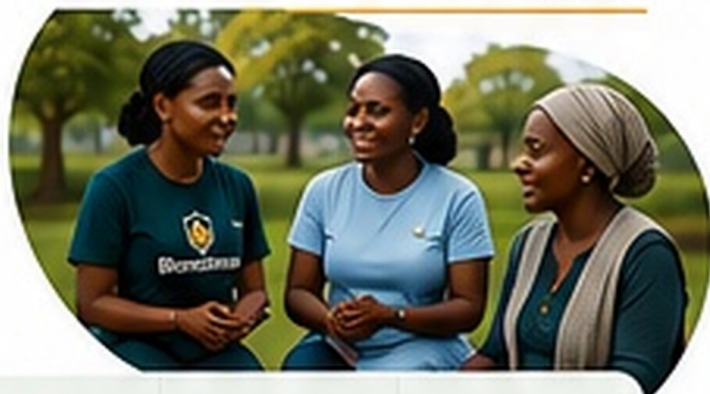
Learning, measuring impact and improving continuously.



ScreenSmart Communities™ supports awareness, participation and navigation. Clinical screening and treatment are delivered by qualified health professionals and recognised health services.

Designed for the Places People Already Trust

We work in the settings where people already live, learn, work, worship and seek support.



Faith
Communities



Workplaces



Community
Centres



Primary Care &
Community
Health Settings



Pharmacies



Local Authority
Initiatives



Schools &
Colleges



Voluntary &
Community
Organisations



Ethnically
Diverse
Communities



Underserved
Neighbourhoods



Rural &
Isolated
Communities



Pop-up
Community
Events



Each implementation is adapted to local needs while maintaining consistent standards of quality, safeguarding, governance, inclusion and evaluation.

How ScreenSmart Works

Our five-stage implementation pathway ensures every programme is community-informed, evidence-based and outcomes focused.



**This pathway is aligned with the
Cancer Care Partnership Ecosystem (CCPE).**



Digital Learning with a Human Focus

We use digital tools to extend reach and consistency while preserving trusted, person-centred engagement.

- ✓ Accessible cancer education
- ✓ Multilingual learning
- ✓ Community champion training
- ✓ Myth correction
- ✓ Screening reminders and navigation
- ✓ Remote learning
- ✓ Programme evaluation
- ✓ Responsible AI-supported education



AI supports education, communication, programme design and implementation learning.

It does not replace clinical judgement, diagnosis, consent or regulated healthcare practice.

Ways to Work With Us

Community Pilot

Co-design a locally tailored pilot with community and health partners.

Commissioning & Delivery

Explore structured delivery, implementation support and outcome measurement.

Research & Evaluation

Collaborate on implementation science, inequalities research and digital innovation.

Funding Partnership

Support programme development, learning resources, delivery and scale-up.

Start a conversation today.

Together we can protect, prevent and empower.

What Success Looks Like

- ✓ Greater understanding of cancer prevention and screening
- ✓ Increased confidence in making informed health decisions
- ✓ Improved screening participation
- ✓ Reduced practical and informational barriers
- ✓ Stronger referral and navigation pathways
- ✓ Increased community capacity
- ✓ Better partnership working
- ✓ More equitable access
- ✓ Earlier presentation and diagnosis
- ✓ Evidence to support adaptation and scale



**Bring ScreenSmart
Communities™
to your area**

Whether you are a community, healthcare service, employer, local authority, research partner or funder, we welcome conversations about locally responsive cancer prevention, screening and early diagnosis programmes.

Start a Conversation →

Explore Partnerships →