

Subject: Tackling Cancer Together

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Tackling Cancer Together

Tackling Cancer Together is a multi-agency partnership which aims to join up the vast range of work happening in Middlesbrough across the cancer pathway. The group meets monthly and the following agencies are represented:

- Local authority – public health, social care
- South Tees Clinical Commissioning Group
- Tees Valley Public Health Shared Service
- NHS England
- South Tees Hospitals Foundation Trust
- Cancer Research UK
- Macmillan Integrated Care Project / Macmillan Cancer Support
- Middlesbrough Voluntary and Development Agency
- Middlesbrough Environment City
- Healthwatch

Core responsibilities:

- Overview of locality cancer related workstreams
- Oversight of cancer JSNA topic
- Overview of local cancer trends / performance data

Key Workstreams 2015/16

1. Geographical Targeting – Central Ward

- Asset map of current facilities and services available to people living in the area to explore opportunities for improving health and wellbeing
- Development and promotion of a general cancer awareness survey to gauge local knowledge around signs and symptoms, risk factors and lifestyle.
- Central ward will be a launch pad for subsequent campaigns developed by the group and a base for community insight.

2. Targeted lung cancer awareness raising campaign

- Linked to smoking as the main risk factor
- Based on targeted insight from local people

3. Changing Perceptions campaign

- Overall campaign to address barriers and fears associated with cancer (based on insight from knowledge check survey)
- Based on risk factors linked to a range of cancers and long term conditions

The 2015/16 workplan is attached as Appendix 1 where the full action plan can be seen in detail.

Screening

Below covers a summary of work the Tackling Cancer Together group is involved in, in relation to cancer screening.

Cervical Screening Campaign

In response to the low uptake of regular routine cervical screening amongst women in Middlesbrough, a local pilot campaign was developed by Middlesbrough Council public health team, working in partnership with NHS England. Launched in June 2015, the campaign consisted of a range of activities including, GP engagement and the development of 'No Fear' practices, radio campaign, bus advertising, town centre adverts, posters, leaflets, social media targeting, professional information packs for frontline staff and a range of community development work and events.

The campaign is currently being evaluated and the report will be available mid-January 2016.

Although the campaign reach has been town-wide, it has been developed based on targeted insight with groups of women who are statistically the typical non-attenders for regular cervical screening in Middlesbrough, particularly:

- Women from BME communities
- Women aged 25-35
- Women from deprived wards

A range of insight work was carried out with representation from the above groups, including focus groups and questionnaires aimed at exploring in detail the barriers to attending screening and how a campaign could be designed to allay some of these fears and allow women to make an informed choice around screening.

The primary objectives of the campaign were to:

- Raise awareness of the importance of attending regular routine cervical screening
- Increase access to cervical screening for all women, regardless of their circumstances

Early results show an overall increase in uptake rates locally with 17 out of 26 GP practices reporting an increase in coverage rates. All the 'No Fear' practices engaged by the campaign have seen an increase in uptake.

A number of positive actions have been implemented as a direct result of the campaign including new measures implemented in the No Fear practices to actively chase up non-attenders and the establishment of a dedicated staff cervical screening clinic at James Cook hospital.

Bowel Screening

Cancer Research UK have launched an awareness campaign to increase uptake of bowel screening. South Tees has been chosen as a target area as uptake is particularly low. The campaign will be delivered in 4 bursts from 24 August to 16 April 2016. The Tees Valley Public Health Shared Service is coordinating a local approach to supporting the campaign, overseen by the Tackling Cancer Together Group.

Opportunities

People with learning disabilities

As part of the development work for the cervical screening campaign, an event was held inviting women with learning disabilities to discuss cervical screening and get a better understanding of what some of the issues and concerns are for this group. A similar event was held looking at breast screening. Reports were produced to document findings from both events and the main recommendations were:

Cancer screening services need to make reasonable adjustments to the services they provide via:

- Easy Read Invitations
- Improved appointment systems
- Improved access for people with mobility problems
- Alternative Screening methods for people who have mobility issues
- Learning Disability Training for Health staff that carry out Cancer Screening Services
- Education and awareness raising for people with learning disabilities and family carers

Community training

A range of community training opportunities are available to build community capacity in terms of the ability to pass on key messages and promote positive behaviour change. A number of community organisations received cervical screening awareness training as part of the campaign and held a range of engagement events to promote awareness with the communities they work with. 14 groups were provided with training and resources and as a result of this over 800 people were contacted or spoken to about cancer as a result.

The public health team commission a local training provider to offer cancer awareness training (accredited level 2 and 3) to local residents which covers early warning signs, how cancers can be prevented and information about screening programmes.

Healthwatch community consultation

Healthwatch recently undertook public consultation to ascertain views on cancer screening. The consultation was targeted at the TS3 area but responses were received from across Middlesbrough. Barriers to accessing screening included work commitments, not wanting to attend for cervical screening at a sexual health clinic, needing more information to make informed choices and embarrassment. Vision problems were also identified as a key barrier to bowel screening.

Recommendations made by the public within the consultation included:

- Mobile screening opportunities
- Lowering the age for bowel screening
- Making bowel screening kits available to pick up (from Lifestore etc)
- Increased awareness
- Dispelling myths

- Music in clinics
- Invites on pink paper (cervical, breast)

Insight

A question on the general cancer awareness survey asks about the age people are invited to attend screening. This will give an indication of current knowledge and the need for further awareness raising.

A men's health insight report has recently been produced, the result of a local network, which sets out key recommendations in terms of targeting men and improving access to services.

Screening Saves Lives

The website developed to host all cervical screening campaign information is www.screeningsaveslives.co.uk

This generic domain name was specifically chosen to allow us to promote other aspects of screening using the same branding. 'Screening saves lives' will become a sub-brand of the overall changing perceptions campaign to cover all aspects of cancer screening.

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