

## Tackling Cancer Together in Middlesbrough – Priorities & Workplan 2015/16

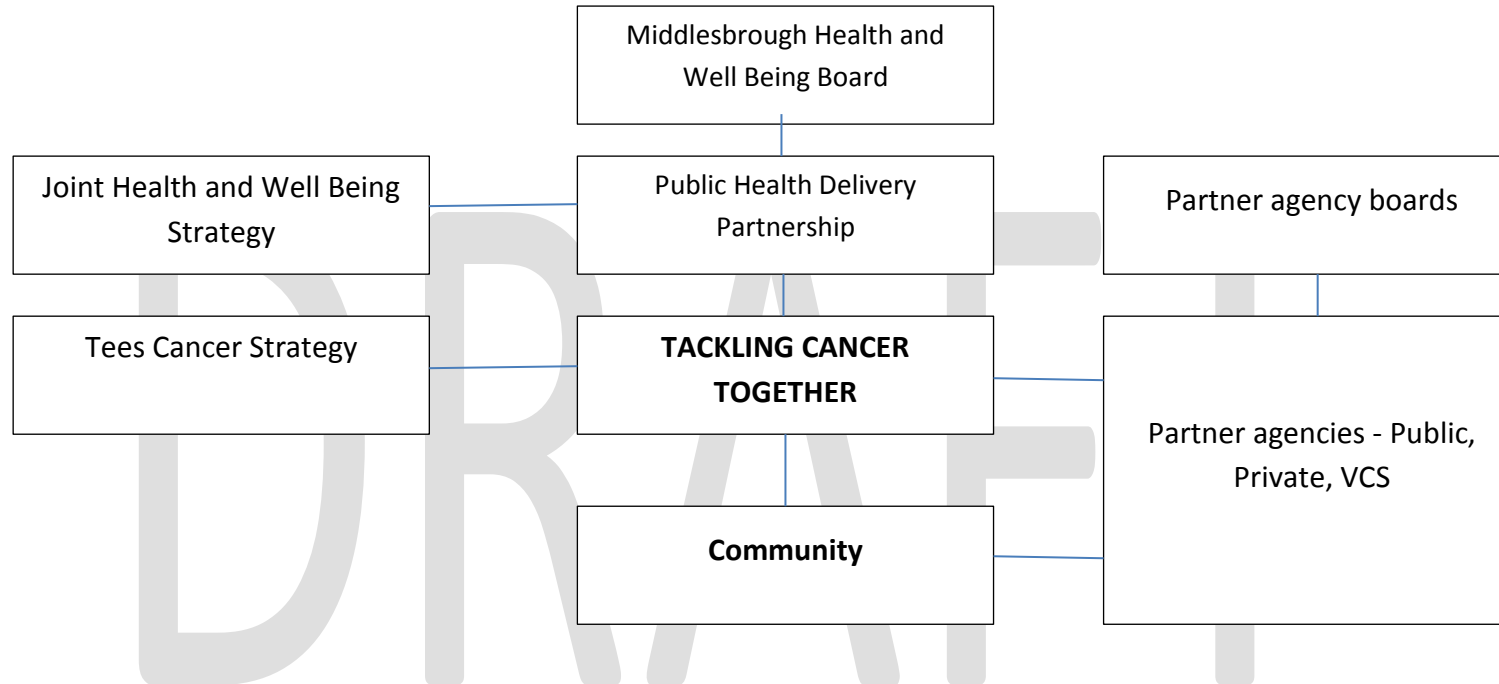
Tackling Cancer Together in Middlesbrough					
Values	Priorities	Strategic Change	Key Workstreams	Enablers	Ambitions
<p>Action based</p> <hr/> <p>Change Agents</p> <hr/> <p>Innovative</p>	<p>Prevention and Early Intervention</p> <hr/> <p>Increasing awareness</p> <hr/> <p>Increasing access to support and information</p> <hr/> <p>Empowering people to take responsibility for themselves</p> <hr/> <p>Dispelling myths / tackling fear</p>	<p>Whole system approach</p> <hr/> <p>Culture shift</p> <hr/> <p>Changing perceptions / attitudes</p>	<p>Changing perceptions campaign – overall messages re. lifestyle / risk factors</p> <hr/> <p>Geographical targeting – Central ward</p> <hr/> <p>Targeted lung cancer campaign</p> <hr/> <p>Supporting national awareness raising cancer campaigns</p> <hr/> <p>Core business objectives – local cancer provision, data, trends, performance</p>	<p>Sound communication</p> <hr/> <p>Strong partnership working</p> <hr/> <p>Positive messages to encourage not enforce</p> <hr/> <p>Making Every Contact Count</p> <hr/> <p>Insight from community engagement to ensure approach is fit for purpose</p>	<p>Basis of Prevention Strategy for multi-agency buy in</p> <hr/> <p>Reduced health inequalities</p> <hr/> <p>Improved outcomes – cancer premature mortality</p> <hr/> <p>Improved outcomes and management of long term conditions</p> <hr/> <p>Reduce late presentation and delayed diagnosis to give people the best chance</p>

Patient Pathway:



The plan will focus on Prevention, Awareness, Early Detection and Survivorship as the elements of the pathway where as a partnership we can have the most influence.

## Accountability



## Core responsibilities

- Overview of locality cancer related workstreams including gap analysis and ongoing development to strengthen existing work
- Oversight of cancer JSNA topic
- Overview of local cancer trends / performance data

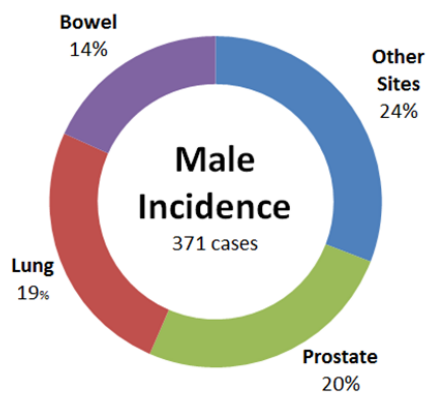
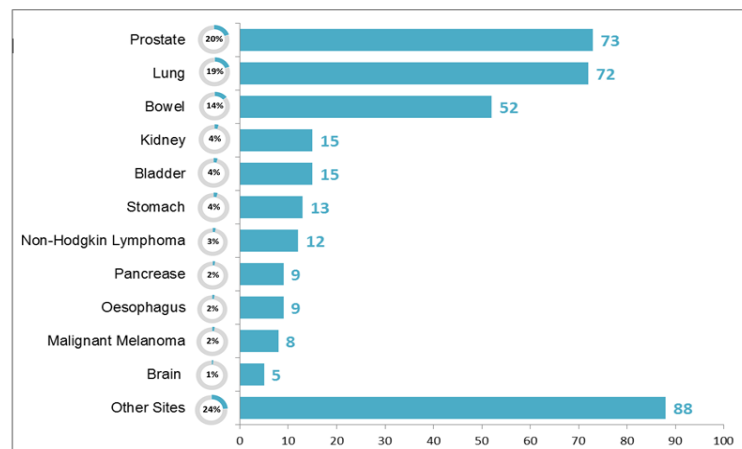
## The Case for Change – The national landscape

Prevalence	Late Diagnosis	Prevention
<ul style="list-style-type: none"> <li>• <b>1 in 2 people</b> will be diagnosed with cancer in their lifetime</li> <li>• Around half of cancer diagnosis are of the most common cancers – <b>breast, lung, prostate, colorectal</b></li> <li>• Cancer is the <b>biggest cause of death</b> from illness or disease in every age group</li> <li>• Mortality is significantly <b>higher in men</b> than women</li> <li>• <b>Prostate</b> is the most prevalent type in <b>men</b> and <b>breast</b> in <b>women</b></li> <li>• Cancer <b>survival</b> is at its <b>highest ever</b></li> <li>• More than <b>half of people</b> receiving a cancer diagnosis will now <b>live 10 years</b> or more</li> </ul>	<ul style="list-style-type: none"> <li>• Late diagnosis is one of the major reasons explaining poor outcomes</li> <li>• Delays in diagnosis and treatment can lead to avoidable deaths and considerable anxiety for patients and carers</li> <li>• Treating late stage patients is very costly and almost always more expensive than treating patients with early stage disease</li> </ul>	<ul style="list-style-type: none"> <li>• Long term health conditions (rather than illnesses linked to a one-off cure) now consume 70% of the health service budget nationally</li> <li>• It is estimated that 70% of cancer patients have at least one other long term condition</li> <li>• More than 4 in 10 cases of cancer are caused by aspects of our lifestyle which we have the ability to change</li> <li>• Tobacco remains the highest risk factor, followed by obesity</li> <li>• With increasing numbers of people surviving their primary cancer, we need a stronger focus on preventing secondary cancers</li> </ul>

## The Local Picture: Cancer Profiles for Middlesbrough – August 2015

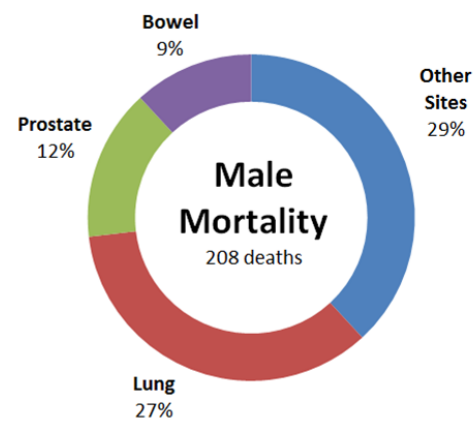
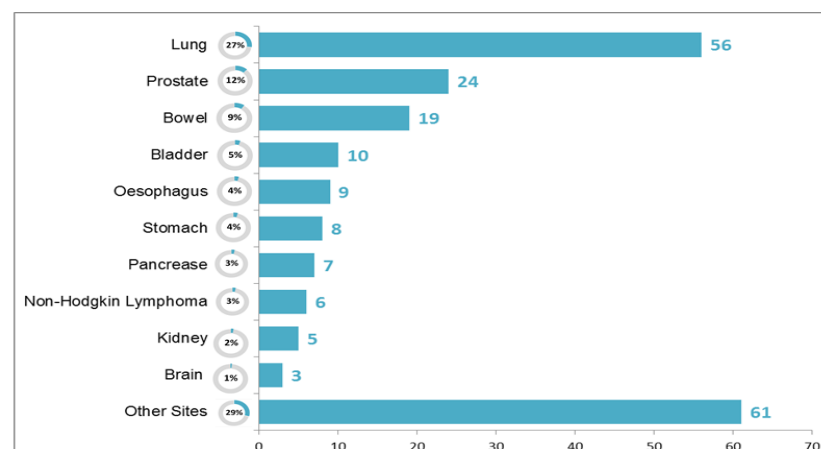
### The Most Common Cancers in Males – Incidence

2008-10, average number of new cases diagnosed per year



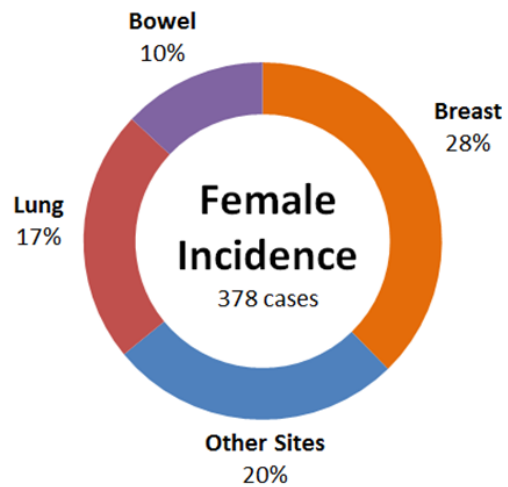
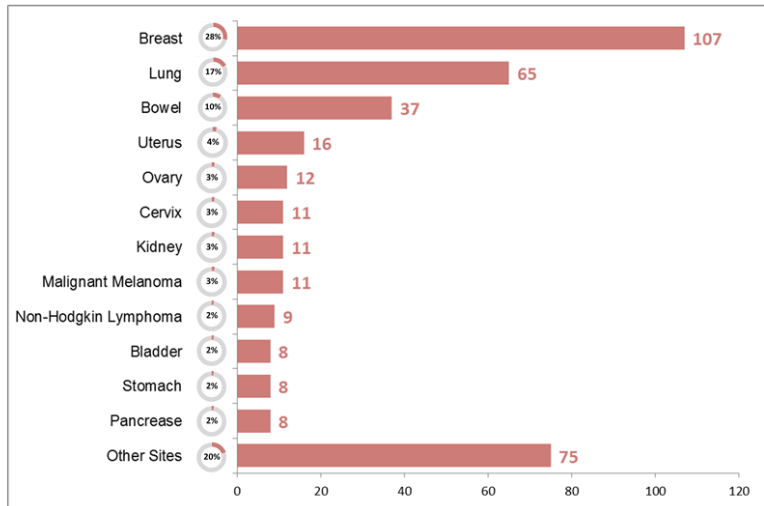
### The Most Common Cancers in Males - Mortality

2008-10, average number of deaths per year



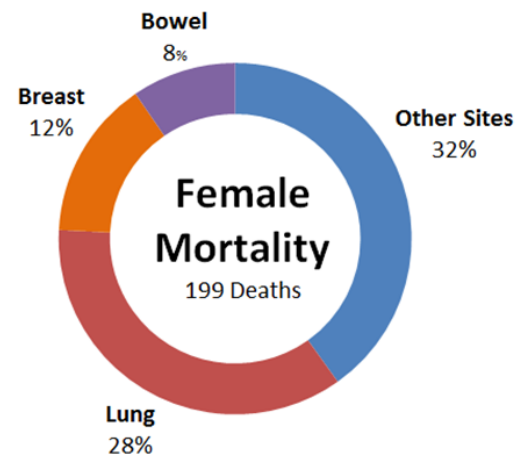
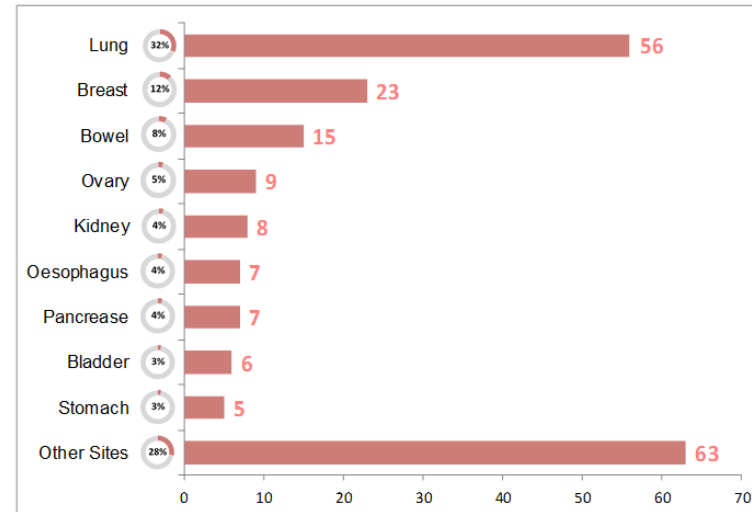
### The Most Common Cancers in Females – Incidence

2008-10, average number of new cases diagnosed per year



### The Most Common Cancers in Females - Mortality

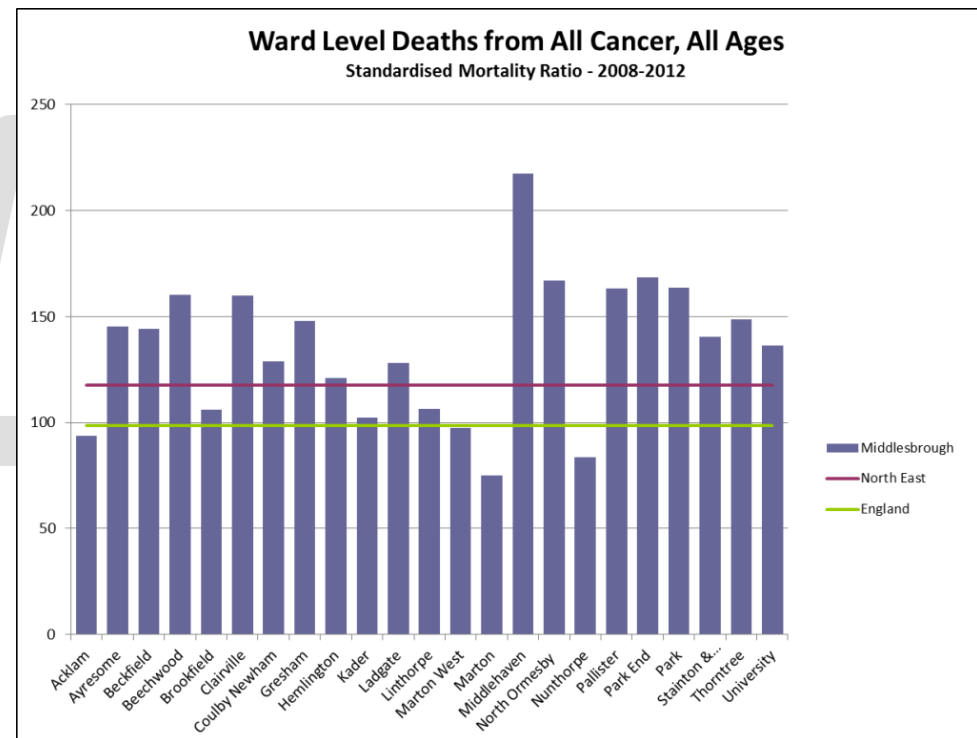
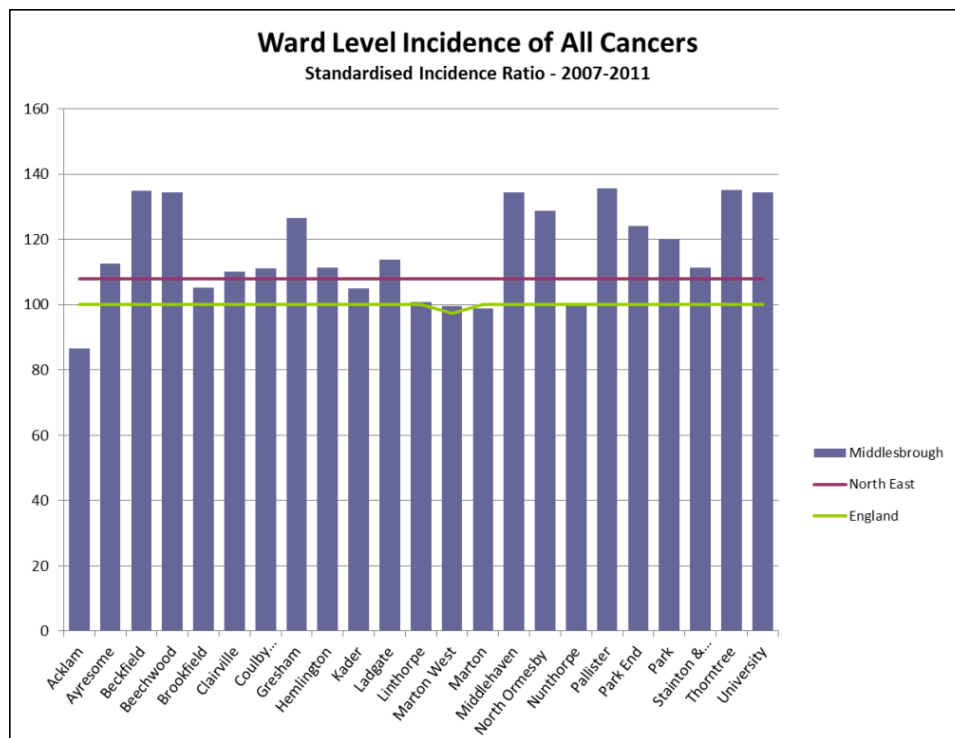
2008-10, average number of deaths per year



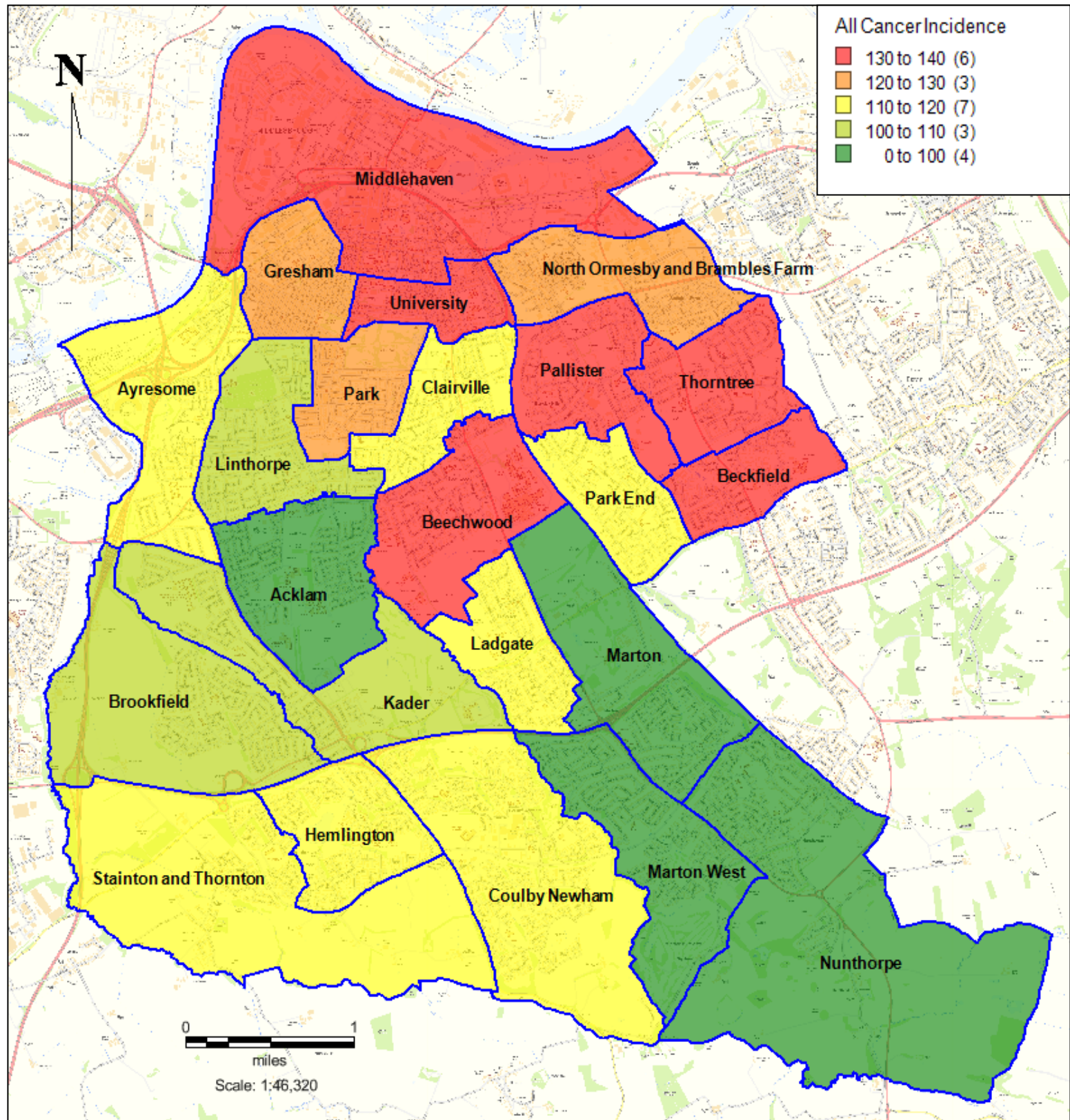
## Middlesbrough Cancer Ward Summary

- New cases of all cancer, breast, colorectal, lung and prostate cancer as a standardised incidence ratio between 2007 – 2011
- Deaths from all cancer, all ages as a standardised mortality ratio between 2008 – 2012.
- Each cancer type has been ranked by ward, with a total rank across the board

Wards	All cancer		Breast		Colorectal		Lung		Prostate		Deaths		Total Rank
	SIR	Rank	SIR	Rank	SIR	Rank	SIR	Rank	SIR	Rank	SMR	Rank	
Pallister	135.7	1	104.4	9	178.1	1	250.7	5	72.9	20	163.3	5	1
Thorn tree	135.1	2	103.9	10	146.8	4	249.5	6	94.2	11	148.5	8	1
Beckfield	134.9	3	103.7	11	137.6	8	249.1	7	99.6	8	144.2	11	3
Gresham	126.6	8	119.5	4	138.8	7	220.9	9	92.4	12	147.9	9	4
North Ormesby and Brambles Farm	128.6	7	146.7	1	105.1	17	262	3	74.5	18	167	3	4
Middlehaven	134.4	4	63.3	22	150	2	292.8	1	66.9	21	217.5	1	6
Park	124.1	9	102.4	13	123.1	10	185.2	12	102.3	7	168.6	2	7
Beechwood	134.3	6	103.1	12	112.1	13	237.6	8	85.9	13	160.1	6	8
University	134.4	5	63.3	23	150	3	292.8	2	66.9	22	136.2	13	9
Ladgate	113.7	11	108.1	7	113	12	185.7	11	82.6	15	128.1	15	10
Hemlington	111.3	13	73.4	20	143.9	5	164.2	15	108.4	5	121.1	16	11
Stainton and Thornton	111.3	14	73.4	21	143.9	6	164.2	16	108.4	6	140.4	12	12
Park End	119.8	10	94.3	16	101.8	19	254.4	4	57.1	23	163.7	4	13
Mar ton	99.5	20	114.3	5	87.6	20	92	18	130.3	1	97.4	20	14
Coulby Newham	111	15	102	15	112	14	176.1	14	82.9	14	128.7	14	15
Brookfield	105.1	17	126.8	3	65.7	23	74.2	22	110.9	4	106.2	18	16
Ayresome	112.6	12	79.1	19	109.9	15	181.4	13	73.7	19	145.1	10	17
Clairville	110	16	86	17	82.4	22	188.5	10	75	17	160	7	18
Mar ton West	98.9	22	137.2	2	107	16	69.7	23	117.4	3	75	23	18
Nunthorpe	99.5	21	114.3	6	87.6	21	92	19	130.3	2	83.6	22	20
Linthorpe	100.8	19	106.4	8	104.3	18	90.1	21	97	9	106.4	17	21
Kader	104.9	18	102.3	14	130.9	9	116.2	17	75.8	16	102.4	19	22
Acklam	86.5	23	80.3	18	113.2	11	91.3	20	95.2	10	93.5	21	23
North East	107.9		95.3		110.7		148.7		85.2		117.7		
England	100		100.5		99.7		95.7		100.3		98.6		

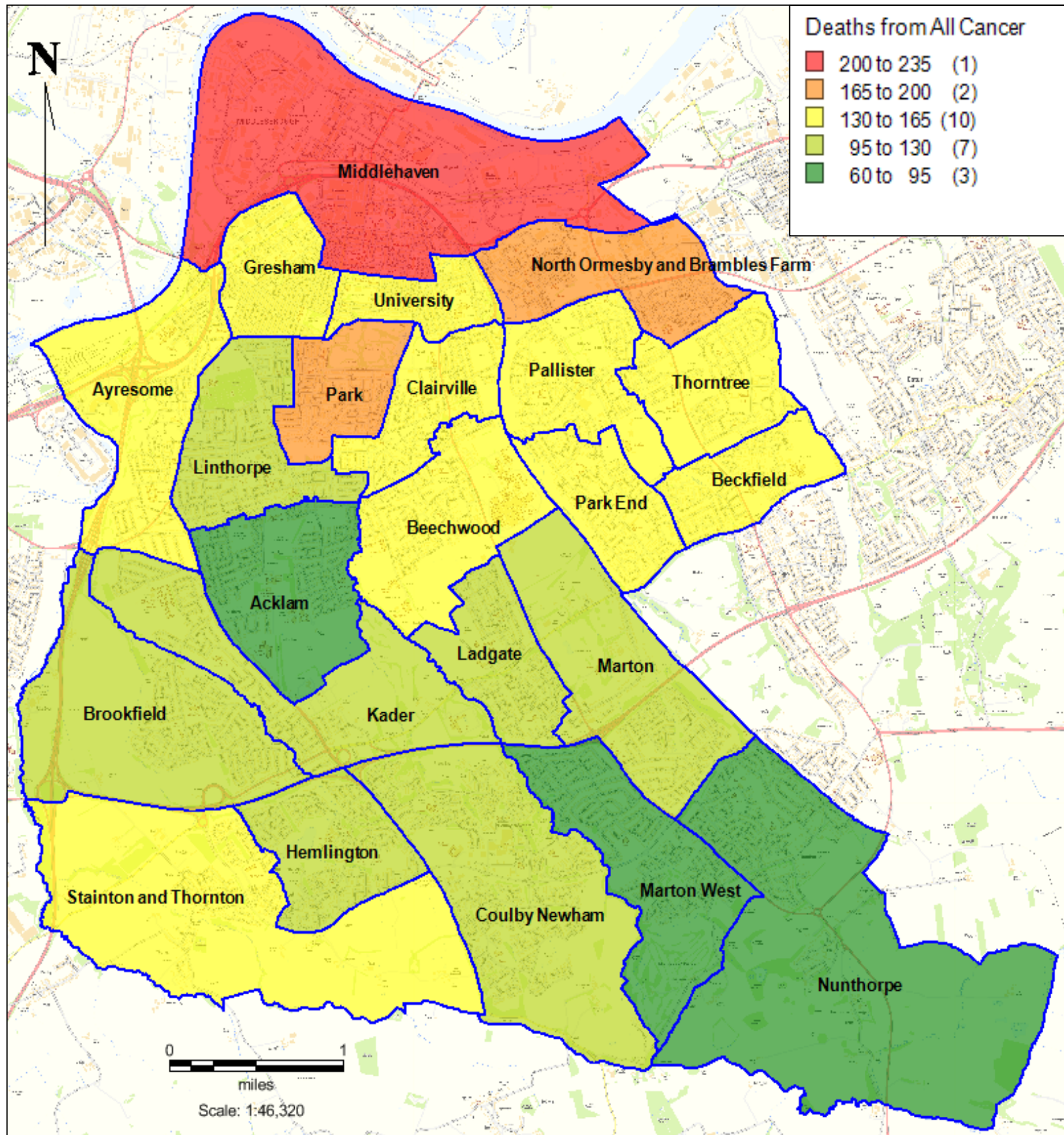


### All Cancer Incidence by ward (2007-11)





### All Cancer Deaths by Ward 2007-11



## ACTION PLANS 2015/16

- Geographical Targeting
- Lifestyle / Changing Perceptions Campaign
- Lung Cancer Campaign
- Business Objectives

RAG Rating:

	<b>Complete / on track</b>
	<b>On track with some issues outstanding</b>
	<b>Concerns / issues</b>
	<b>Not commenced</b>

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**TCT Workstream Leads:**

**Becky James, Abdul Rauf, Berni Doab**

**Workstream 1 – Geographical targeting**

<b>What?</b>	<b>How?</b>	
<ul style="list-style-type: none"> <li>➤ Focus on Central Ward – Middlehaven and University</li> <li>➤ Improved offer of health and wellbeing within the area to promote positive lifestyle choice and cancer prevention</li> <li>➤ Use as a target area for launching related campaigns (ie. lung cancer)</li> </ul>	<ul style="list-style-type: none"> <li>➤ In depth asset map of the area in relation to people, facilities and services</li> <li>➤ Community conversations to determine the needs of the people living in the area – issues, barriers, preferred methods of engagement etc.</li> </ul>	
<b>Action Plan</b>		
<b>Action</b>	<b>Lead</b>	<b>Timescale</b>
<b>Area Profiling</b>		<b>Oct 15</b>
Detailed maps of area / postcodes	Becky James	28.09.15
Agree template for data collection / asset mapping	Becky James / all	02.09.15
Map assets	Becky James	31.12.15
Gap analysis / full picture of current offer within target area and how assets could work better	Workstream Leads	31.01.16
<b>Community Engagement</b>		<b>Dec 15</b>
Look for community events where engagement opportunities may be possible	All	Ongoing
Agree standard general cancer awareness survey and promote to encourage high participation	Becky James / all	31.12.15
Commission TFM to promote awareness survey as on-air competition	Becky James	31.12.15
Analyse the results of the awareness survey and pick out key themes	Becky James	31.01.16
Look for opportunities to engage businesses within the area	Workstream Leads / all	Ongoing
Summary report of community engagement – key themes	Becky James	28.02.16
<i>Forward work plan for locality work TBC once results of mapping and awareness survey results complete</i>	<i>Workstream Leads</i>	<i>Jan 16</i>

**TCT Workstream Leads:**

**Becky James, Carly Tasker, Katie Bannister, Rachel McIlvenna**

**Workstream 2 – Lung Cancer Campaign**

Action Plan		
Action	Lead	Timescale
<p><b>What?</b></p> <ul style="list-style-type: none"> <li>➤ Targeted lung cancer campaign</li> </ul>	<p><b>How?</b></p> <ul style="list-style-type: none"> <li>➤ Based on insight from target communities in central ward</li> <li>➤ Multi-agency approach linking up key stakeholders</li> <li>➤ Range of materials to appeal to different members of the community</li> </ul>	
Make links with partners involved in smoking cessation and enforcement to involve them from the outset	Becky James / Rachel McIlvenna	30.09.15
Professional insight from key partners to inform the development of the campaign	Becky James	30.11.15
Use insight from the cancer awareness survey to inform key messages	Becky James	31.12.15
Hold dedicated focus groups to gain insight from local people around what a local campaign should look like gaining representation from a mix of age groups	Workstream Leads	31.01.16
Link with Open Access Chest X-ray pilot to ensure consistent messages	Victoria Ononeze	Awaiting confirmation of funding
Agree overall outcomes, timescales, measurables, parameters of campaign	All	28.02.16
Draft and design campaign materials	Workstream Leads	Feb 16
Develop campaign plan detailing campaign methods, reach, engagement etc	Workstream Leads	Feb 16
Official launch of campaign	All	Mar 16
Agree evaluation scope	All	Mar 16

**TCT Workstream Leads:**

**Becky James, Carly Tasker, Katie Bannister**

**Workstream 3 – Lifestyle / Changing Perceptions Campaign**

Action Plan	Lead	Timescale
<b>What?</b> ➤ Overall lifestyle / risk factors awareness raising campaign to change perceptions and encourage real behaviour change	<b>How?</b> ➤ Development of a range of materials / resources with uniform brand and consistent messages ➤ High profile coverage with mix of engagement methods	
Action	Lead	Timescale
Explore opportunity to devise competition for design of overall campaign message	Becky James / Toni McHale/ all	31.10.15
Establish internal public health working group (to bring together leads for various lifestyle factors) and feed in to the campaign development	Becky James	31.10.15
Use insight from cancer awareness survey to inform the key messages to be covered	Becky James / all	31.01.16
Agree title for campaign and key messages	All	28.02.16
Draft and design campaign materials	Workstream Leads	31.03.16
Develop campaign plan detailing campaign methods, reach, engagement etc	Workstream Leads	31.03.16
Agree overall outcomes, timescales, measurables, parameters of campaign	All	31.03.16
Development / adaptation of existing risk factor tool checker	Workstream Leads	31.03.16
Source real life stories to promote as part of the campaign	All	31.03.16
Develop off-shoot information specific to raising awareness of individual cancers linked to national campaigns	Workstream Leads / all	In line with national campaigns
Develop 'Lead by Example' initiative to launch the campaign with engagement from a range of partners	All	30.04.16
Official launch of campaign	All	June 2016
Agree Evaluation scope	All	June 2016
<b>Strands to be built in:</b>		
Lifestyle choice including practical advice and access to support to make changes	All	
Engagement of businesses to promote corporate awareness and employee health	All	
Explore options for targeted work with specific groups – LD, BME etc	All	
Education programme for schools / young people	Becky James / PH leads	
Screening promotion / awareness via screeningsaveslives	Workstream leads	

## Workstream 4 – Business Objectives

What?	How?	
<ul style="list-style-type: none"> <li>➤ Core business of the group to ensure joined up approach to tackling cancer</li> </ul>	<ul style="list-style-type: none"> <li>➤ Maintaining a clear overview of local provision, trends, policy and performance</li> </ul>	
Action Plan		
Action	Lead	Timescale
Link our plan to relevant groups, partners (HWBB, Health inequalities workstream, GP lead etc)	Becky James / All	Nov 2015
Town-wide Prevention Strategy – multi agency approach	All	Summer 2016
Review of local cancer trends – update of data	All	Annually
Update and review local cancer provision	All	Partners to keep group updated
Update and review national policy	All	Annually

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