

Why are prevention and awareness important?

1 in 2
people
will develop cancer
at some point in
their lives

Growing older
is the biggest risk
factor for most cancers,
but more than
4 in 10
cancers diagnosed
each year in the UK
could be prevented by
changes in lifestyle

Improving
public awareness
of symptoms
is important in delivering
a diagnosis earlier
in a patient's
cancer journey

Prevention – Greater Manchester Cancer Vanguard Innovation

20,000 cancer champions

In Greater Manchester, we are creating a citizen-led social movement and have launched a campaign to recruit 20,000 'cancer champions'. These are individuals who sign up to spread key health messages in their communities and become involved in a range of activities to help prevent people getting cancer. The project is supported by an Expert Reference Group, Social Movement Champion leaders and a VCSE reference group, who draw on expertise, assess progress, build connections and shape and steer the development of the project. To support this project digitally a platform has been launched to enable people to sign up, make pledges, follow stories and access training and events (www.icangm.co.uk).

Social marketing campaign

We are developing social marketing campaigns to raise awareness and change behaviour of bowel cancer screening and smoking quits. In year one we carried out qualitative research across Greater Manchester to identify the barriers that prevent people taking up bowel screening offers. Through audience segmentation we identified four priority groups and the behavioural insights have enabled us to develop a local bowel cancer awareness spoken word toolkit which supports cancer champions and health care professionals to have meaningful and impactful conversations to encourage the uptake of bowel cancer screening. In year two we have carried out secondary desk research and primary qualitative insight into local smoking habits and reactions to mass media quit campaigns. The research has identified barriers to stopping smoking and key aspects of mass media campaigns which resonate with the Greater Manchester adult smoking audience and young people. Learning from this research is enabling a Greater Manchester specific amplification of Stoptober and a planned mass media smoking quits campaign in 2018.

Enhanced screening offer

Our enhanced screening work focuses on improving uptake and experience of the bowel, breast and cervical cancer screening programmes. The project centres on the use of behavioural insights to improve the effectiveness of the screening invite letters, which has included a randomised control trial on the breast screening invite letters, with results due in November 2017. We have conducted a health equity audit to identify inequalities of service usage which will lead to the commissioning of qualitative insight into breast and cervical screening uptake. Learning from this will support community engagement to encourage uptake. Finally, the project has worked with screening providers to enhance patient and public engagement through the implementation of 'always events' and engaging non-attenders. In year two we have commissioned qualitative research to support the scoping and implementation of teachable moments across the screening programmes to support behaviour change.



Lifestyle-based secondary prevention

Our lifestyle-based secondary prevention project supports people living with and beyond cancer. We aim to improve the process of referring people for tailored and intensive specialist exercise programmes and have upskilled 20 exercise referral staff across Greater Manchester to deliver cancer rehabilitation exercise programmes. In addition we have developed and launched a digital platform for cancer survivors to provide a local directory of lifestyle behaviour change information and support. This will be linked to the living with and beyond cancer pathways, as well as providing a digital space for the cancer champions project (www.icangm.co.uk).

To find out more about cancer prevention work in Greater Manchester please contact cancervanguard@gm@nhs.net

UCLH Cancer Collaborative population awareness programme

UCLH Cancer Collaborative is rolling out CRUK Talk Cancer training to non-healthcare professionals in client-facing roles, to increase awareness and provide valuable tips on how to approach conversations about cancer.

*Highlight
Cancer*

Training sessions are running bi-monthly across north central and east London, and west Essex throughout 2017-18.



All attendees will be followed up and be supported to be 'cancer ambassadors' to promote the importance of awareness in their local communities and encourage others to participate in the programme.

**DEFLATE
CANCER**

We have been working with local partners to deliver roadshows with a giant inflatable colon and breast at locations across the sector, to increase education and awareness of cancer signs and symptoms. Members of the public are taken on a guided educational tour



through the inflatable organ with discussions focusing on cancer as well as other health issues.

The team also provide advice on relevant local services, including screening and lifestyle.

We are focusing on those areas with:

- low screening rates
- low cancer survival rates
- low socio-economic status
- high deprivation rate
- BME community.

To find out more about population awareness work at the UCLH Cancer Collaborative please contact cancervanguard@uclh.nhs.uk