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# RM Partners

## West London Cancer Alliance

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*Hosted by The Royal Marsden NHS Foundation Trust*

# Community Insights and Co-production

Supporting our population with Mental Health differences

The logo for Mind in Hillingdon features a blue, hand-drawn scribble icon on the left, followed by the word "mind" in a blue, lowercase, handwritten-style font, and "in Hillingdon" in a blue, lowercase, sans-serif font below it.

mind  
in Hillingdon



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## **Mind in Hillingdon**

- Community based, mental health charity, providing services in the London Borough of Hillingdon since 1984.
- Providing support, advice and information to anyone who may be experiencing a mental health problem.
- Range of services and activities for people, aged 16+ with a wide range of mental health issues including SMI/CCMI and their carers

## **Community Insights Work**

- Partnership working with RM partners to gather feedback from service users with SMI about their experience of accessing Cancer Screening
- Development of Communication resources to promote cancer screening with an emphasis on supporting service users with an SMI. Resources co produced with service users after receiving feedback



## **1. Initial Activities to gather feedback from Mind service users on their experience of accessing cancer screening**

Research into service user experiences of cancer screening completed:

Engagement with service users accessing 3 established social and activity groups for people with SMI/CCMI run by Mind in local community settings (Womens group, Social groups)

Set of questions to help facilitate feedback forum, peer support encouraged

50 people

Ages 25 – 75

Representing demographics of borough

Results were shared with RM partners and lead GP for cancer screening in borough





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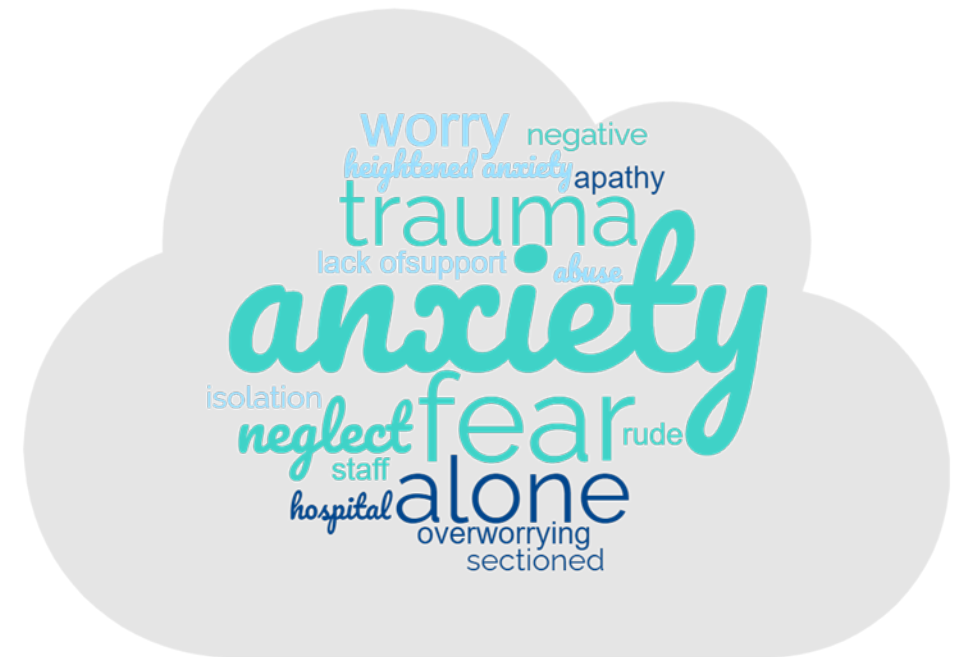
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**Discussions around the following topics:**

- Invitations for cancer screening
- Reasons for not attending
- What would make it easier?
- What NHS can do to encourage screening?
- People's experience of the screening appointment
- Did people understand the information given?
- Did people want to reattend?

**Covering Breast, Bowel and cervical cancer screening**

**Common Themes**





Some further example reasons for not attending or completing screening

**Location**

“Don’t know where to go”  
“Too far away”  
“Don’t like hospitals”  
“Too clinical”

**Staff Attitude**

“Staff won’t be gentle”  
“Staff don’t understand mental health”  
“Last time I went staff were rude”

**Apathy/Self Neglect**

“Would rather not know”  
“ I don’t open my letters” (brown envelope syndrome)

**Lack of Knowledge**

“Didn’t know how to do the test”  
“ I don’t think I’m affected” (at risk)  
“Don’t know when to do the test”

## 2. Follow up feedback forums to establish co-production of communication strategy

**Further feedback forums with SMI CCMI patients** held to help identify best methods for engaging with this population and co produce communication resources

### **Suggestions included:**

- Creating video resource including a Q&A session relating to bowel screening
- Easy read resources aimed at SMI patients based on feedback about needs, concerns and barriers
- Information/promotional events with input from clinical staff including social activities to reduce anxiety levels



COMMUNITY





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## Example suggestions for content of communication resources:

### Reasons

“People need to **know why** they need to do it”

### Reassurance

“Information about the **likelihood** of having cancer would be helpful

“People should be told **it’s a positive thing** to do”

“Knowing **you’re not alone**”

### Clearer Information

“They could **make the information leaflets clearer** sometimes less is more”

“It would be good to know what **support** there is if you get diagnosed”

“Knowing what to expect, **how** to complete the test”

“Information about **Aftercare,**”

“Knowing that early help is important as **cancer can be treated**”





**Resources in development:**

**Easy to read leaflets** being produced using current NHS advice and responding to service user's concerns highlighted during feedback forums

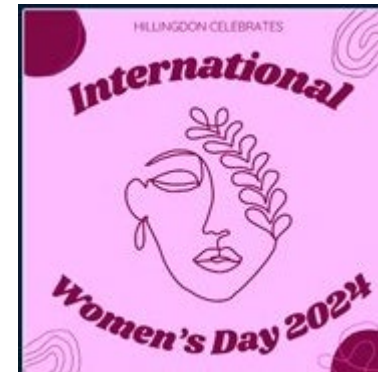
**Video** in production- support from audiovisual team at Brunel university for technical/production advice and support  
-Video format = Q&A in collaboration with service users to help overcome barriers, reduce anxieties etc-  
-Close collaboration with GP surgery -nurse practitioner and clinical oversight from Lead GP Cancer screening





### 3. In person events by Hillingdon Mind to promote Cancer screening to SMI/CCMI cohort :

- **Information event** held with social group members - nurse practitioner attended to discuss fears around Bowel testing and provide information and request to participate in research(30 people)
- **Collaborative out of hours health check event: Mind in Hillingdon/PCN staff**  
Venue – Mind social group  
Provision of handouts on different cancer screening,  
Provision of a basic health check (+ enhanced SMI health check)  
Advice and guidance from GP/clinical staff  
Free food and entertainment (35 people)
- **Collaboration with “My Health” Presentation** at community Women's event (International Womens Day)  
Presentation and discussion panel about Mental health and Cervical screening with a focus on self care and early intervention (200 people –diverse cohorts in attendance; BAME, mental health, 65+)





### **Ongoing plans to promote Cancer screening to people with SMI:**

- Series of collaborative information events held as social events – presentation of video, conversations and leaflet distribution
- Nurse practitioner to attend social group (special event) to demonstrate bowel test and provide information and resources on screening and support available
- Partnership working with third sector and statutory partners to distribute resources across local community building on established collaborative work (Faith centres, community mental health team, H4All Partnership: Carers Trust Hillingdon, Age UK, DASH disability service, Harlington Hospice, smaller community groups including BAME organisations)