West Yorkshire and Harrogate Cancer Alliance

NHS

Cancer Champions in Primary Care

Fatima Bibi
PCN Cancer Facilitator

Background

The Cancer Champions project was originally funded by CRUK, cancer champions across West Yorkshire volunteered to take part in the programme. CRUK were fully involved in training the champions and regularly catching up with them.

The role of a cancer champion is a member of the team who Is proactive to take a lead on non-clinical cancer initiatives for their practice. Instigate new procedures that will aim to improve practice systems around cancer. Create new or improve existing protocols around cancer in your practice. Part of an ongoing network for cancer intelligence and improvement.

Background

Unfortunately, due to lack of funding the project was unable to continue. As a result of this there was a lack of formal training for any new cancer champions who were volunteering to take on the role. The role of a cancer champion is voluntary, and work would need to be completed alongside practice work that the champion is contracted to do.

Cancer Champions in Bradford

Within Bradford there are only two PCN'S who have cancer champions who are employed by the PCN and to solely focus on cancer screening.

PCN 4 have 2 cancer champions who are working closely with the PCN most recently developing a pack to help with the recommended materials and resources when contacting non-responders.

Behavioural Science

The cancer champions were significantly involved in the behavioural science nudge theory project. They implemented their learning and utilised the resources provided by Caja through the training they had received. This resulted in an increase in cervical screening scores for that period. The practice cancer champions also took part in a short training session delivered by Caja within the practice. This training session was completed by non-clinical practice staff who are the most engaged with patients.

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Muslim families Screening 4 Life

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Increasing uptake of cancer screening in South Asian Muslim women in Bradford through working with men in families

Dr Saba Shafiq

Dr Aliya Darr

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Project Team

Dr Mel Cooper, University of Bradford (co PI)
Prof Peter Gardner, University of Bradford (co PI)
Dr Muhammad Faisal, University of Bradford
Dr Sufyan Dogra, Bradford Institute for Health Research
Dr Stefanie Gissing, Public Health Registrar

Mufti Zubair Butt, Faith in Communities
Dr Salman Waqar, GP/Imperial College London/
British Islamic Medical Association

Ashfaq Ahmed & Mohammed Zahid, Sharing Voices, Bradford

Julie Hodgins, Pennine Screening, Bradford
Hayley Snowdon, West Yorkshire and Harrogate Cancer Alliance

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FAITH IN COMMUNITIES

SHARING VOICES Bradford
Here for you

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Background

South Asians have a lower uptake of cancer screening

In 2020, in inner city Bradford there were 18,500 overdue screens for breast, bowel and cervical cancer

Pre-covid conference in Huddersfield

Male family members-possible barrier for uptake amongst Muslim women

No interventions focusing on involving men

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FAITH IN COMMUNITIES

Intervention development

Co-design focus groups

Muslim men	Muslim women	Muslim male health professionals	Muslim male scholars	Muslim female scholars

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Intervention delivery

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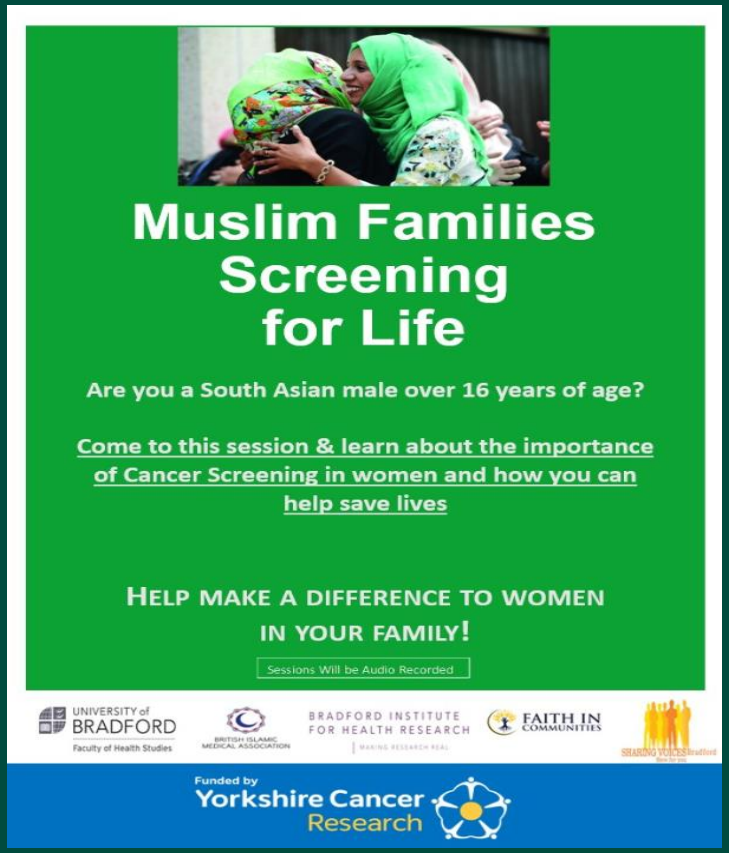
Workshops with Muslim males

- 10 minute Powerpoint presentation
- Questionnaires for men
- Instructions to speak to 6 women



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Intervention delivery

- **Postcard**
- **Website: https://muslimfamiliesscreening4life.org/**

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Intervention delivery

Men in 5 postcodes:
BD2,3,5,7 and 8

Mosques

Colleges

Sport facilities

Madrassas

University

Social groups

Assisted by male volunteers

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Recruitment

Numbers
Workshops Completed: 31
Men attended workshops: 547

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Data Analysis

- Questionnaires -Intentions Survey for men
  -Intentions Survey for women
- Indepth interviews -Men
  -Women
  -Stakeholders
- Workshop observations and facilitator observations
- GP level screening data provided pre and post intervention delivery

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Preliminary findings

>50% of the sample of men told us they understand the need for cancer screening.

<31% of men said they intend to speak with 6 women about cancer screening.

<33% of men said they would be able to find opportunities to talk to women about cancer screening.

>40% of men said they had enough information to talk about screening with women after attending the workshop.

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Toolkit development

- Principles from learning
- Age groups
- Places
- Transferring to different geographical areas and ethnicities

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Thank you for listening.

West Yorkshire and Harrogate Cancer Alliance

Bradford District and Craven Health and Care Partnership

ACTasONE

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K-CAN PROJECT

Project Facilitator:
Ayesha Arif

Project Oversight:
Mandy Lakes, Naz Kazmi

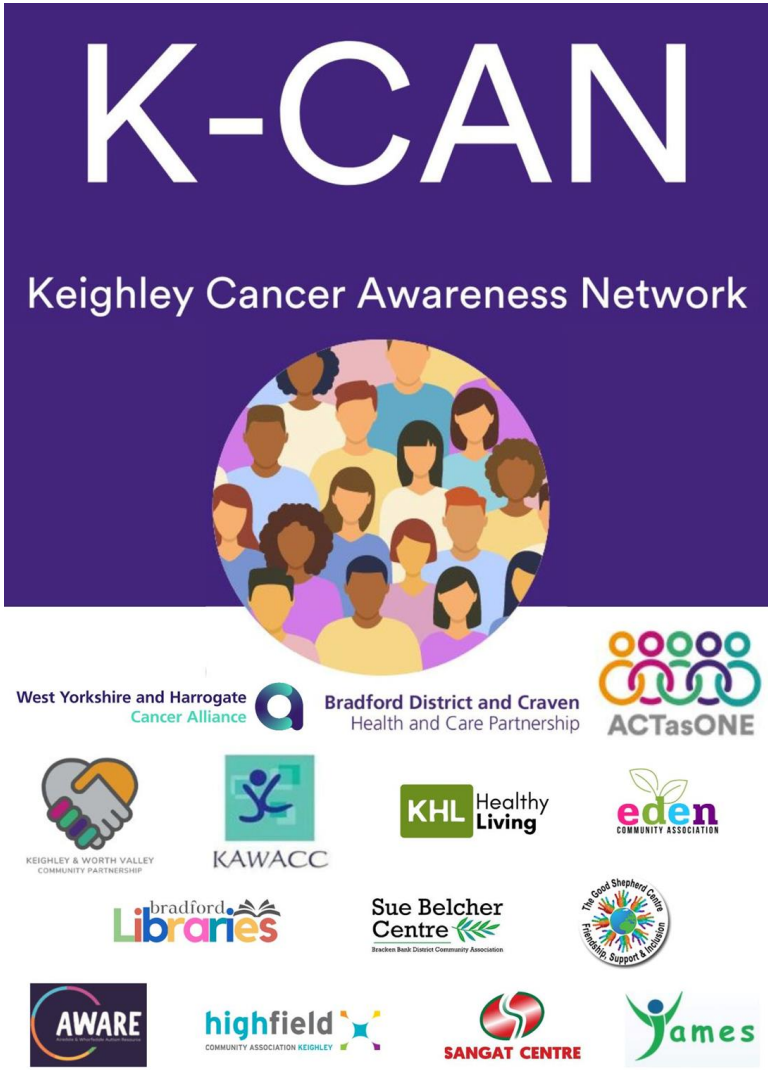
K- KEIGHLEY

C - CANCER

A - AWARENESS

N - NETWORK

Networking with organistions to raise awareness in the Keighley District (covering Keighley East, West, Central and Worth Valley)



Work done so far

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Between Jan - Mar 24, community health champions reached out to 261 postcodes

Quarterly meetings to catch up and share events and news, and discuss problems and solutions

Quarterly training sessions to provide a variety of health knowledge and share ways to support service users

Working alongside PCN's, including WACA Ling House and Modality to arrange some screening events

Training so far…

In quarter 1: (JAN - MAR)

Raising cancer awareness and being CANCER SMART

- Ran by Yorkshire Cancer Community
- Helped to increase basic knowledge of cancers
- Learned about the work they do in training health champions

In this quarter: (APR - JUN)

Hypertension / blood pressure training

- Ran by KHL and Living Well
- Understanding prevention and healthy choices

Information talk from MacMillan

- Signposting information and leaflets

Future training:

Reducing smoking session

Healthy eating and exercising /healthy lifestyles

Other services and signposting from other org's inc. Sue Ryder, Manorcare, Marie Curie and Cancer Research to cover different life stages of cancer and palliative care

Nurse/ social prescriber visit to discuss screening types and what to expect

What is the community health champions role?

Speak to clients about health concerns and signpost them to specialist services

Have an updated information board

Support clients to:

Promote any events that they have within the network

Providing support to reduce barriers to access

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West Yorkshire and Harrogate Cancer Alliance

Progress so far…

Regular health checks (blood pressure, baby weighing, infant vaccinations)

Display boards with cancer leaflets, displaying cancer symptoms, healthy lifestyles, signposting services etc.

Using the #GETCHECKEDOUT campaign and the #KCAN hashtags to reach to more people on social media

Organisations running weekly and monthly health classes

Future of the project

- To improve the awareness of cancer across Keighley
- Working collaboratively and linking with other organisations
- To improve life expectancy rate in Keighley
- Increase the early diagnosis of most cases of cancers locally (at the type 1 and 2 stages)
- Training of the health champions
- To deliver more cervical and breast screening events
- Linking with PCN's and arranging more events, and promoting these within the KCAN network and other organisations