

Answer Cancer Online Session

**11am-12noon
March 24th 2020**

This session:

Agenda Item	Lead
Introduction to Zoom (10 minutes)	Adrian
Overview of Answer Cancer activity and plans • Grants Round 2 (20 Minutes)	Warren Simon
Breakout session • News from your place • How can Answer Cancer support you? (20 minutes)	
Questions and Answers Next Steps (10 minutes)	Adrian

Answer Cancer

Who we are & delivery model

What have we been up to?

What are we planning next?

**ANSWER
CANCER**



Vision

1. The Partnership's programme aim is to develop a VCSE-led programme to reduce the incidence of cancers by **finding new ways to engage, mobilise and work with Greater Manchester's communities, especially those with low screening take up**. Central to this delivery will be the partnership's relationship with key VCSE networks e.g. 10GM, GM BME Cancer Partnership and organisations signed up as GM Cancer Champions.

2. This is a VCSE-led Programme that builds on the successes of GM's Cancer Champion Programme, which was established as one of the GM VCSE Devolution Reference Group's core mechanisms to deliver its vision: "to **eradicate inequality** in a generation's time". As such, this programme is part of an ongoing project to explore how...
 - a) the VCSE sector can improve the lives of our citizens and communities,
 - b) to develop effective and innovative VCSE service delivery models in partnership with our public sector partners
 - c) to empower VCSE groups, especially those we work with, and enhance their capacity and voice whenever possible, and
 - d) engage and enable communities to take charge.**

Aim

- Provide a coordinated cancer screening awareness engagement programme across Greater Manchester.
- This will focus on priority areas and communities, using a diverse range of approaches and interventions using **community development** and **social movement approaches**.

Tackling Inequality

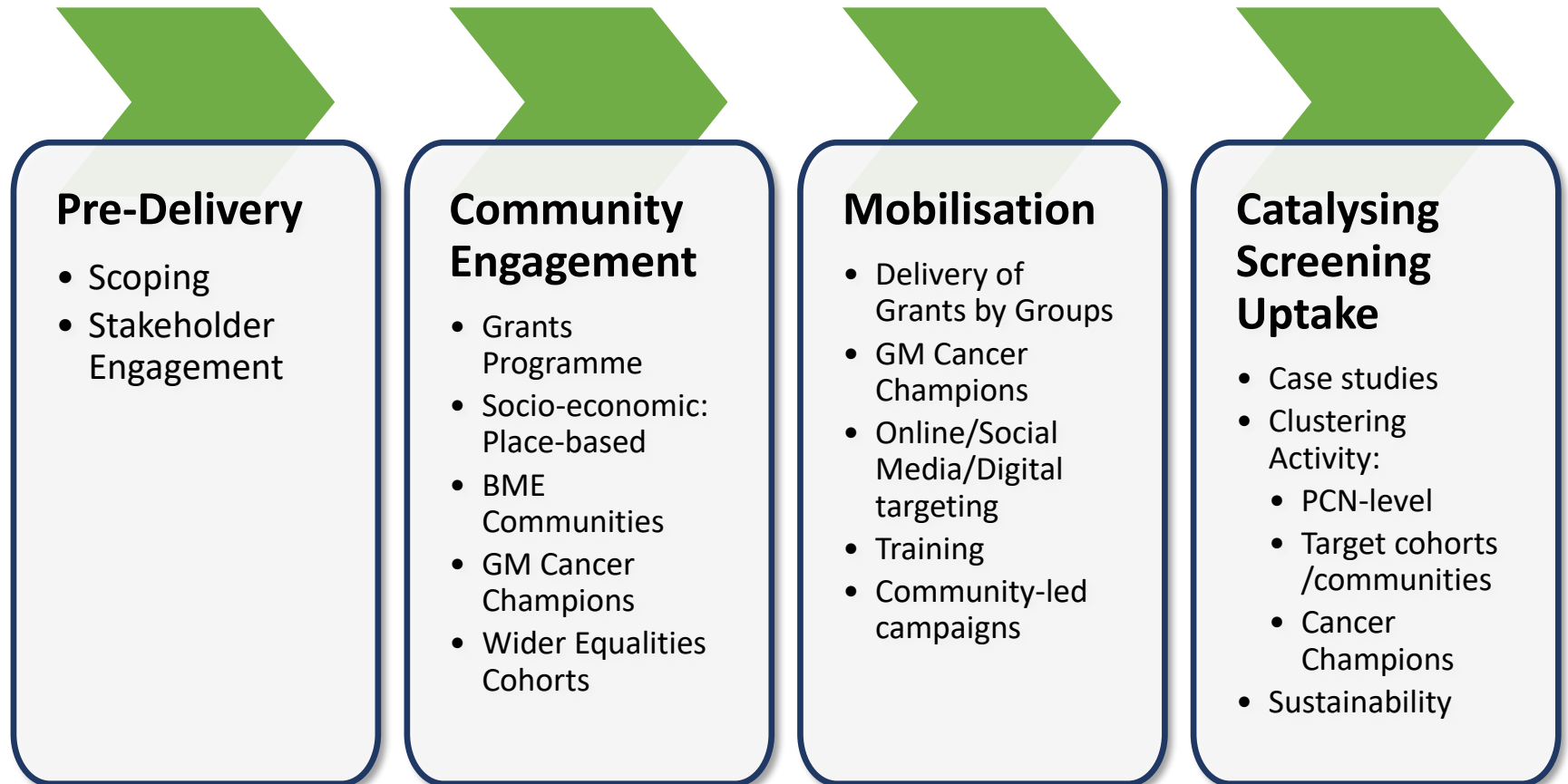
- BME
- Socio-Economically Deprived
- Additional equalities groups:
 - Carers
 - Disability groups
 - MH groups
 - LGBTQ+
- Intersectionality

This is a targeted not universal engagement programme.

Priority Areas

CCG	Cervical Lower aged cohort (25-49)	National Rank (Out of 207)	Cervical Upper aged cohort (50-65)	National Rank (out of 207)	Breast Coverage 17/18 -	National Rank (Out of 207)	Bowel Coverage 17/18	National Rank (Out of 195)
Trafford	75.3	20	79	20	70.8	133	59.8	113
Stockport	75.3	23	78.1	48	69.1	150	61.1	83
Wigan	74.1	49	77.4	63	71.8	123	60.9	93
Bury	71.6	109	77.2	74	73.6	86	60.7	102
Tameside and Glossop	71.5	114	76.5	105	70.6	136	58.3	137
Heywood, Middleton and Rochdale	70.8	128	75.9	132	66.8	170	58.7	131
Bolton	70	137	75.3	150	72.7	106	59.2	124
Oldham	69.3	147	75	157	70.8	134	59.9	113
Salford	66.2	168	72.8	194	65.6	181	56.5	155
Manchester	62.4	190	71.5	200	61	198	48.1	189
GM Average	70.7	-	75.9	-	69.28		53.51	
England					72.1		59.6	

Delivery Pathway



EVALUATION & RESEARCH, AND COMMS

Community Engagement

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Progress to Date

- Undertaken scoping to identify areas of multiple deprivation and GPs within those areas with low uptake of screening
- Undertaken equality impact assessment to identify barriers to screening and embed solutions into Answer Cancer delivery model
- Supporting the work of Cancer Screening Improvement Leads in North/North East and central Manchester
- Developing pilot project in Oldham to increase cervical screening with a network of GPs
- Support awareness sessions organized by recipients of grants programme



Community Engagement

Proposed work

- Linking with community radio stations
- Contacting groups to gather expressions of interest in deliver of future awareness sessions
- Other ways to link with equality groups



2. Grants

ANSWER CANCER

Answer Cancer Fund 2020



Investments of **£1,000 - £2,000** are available to VCSE sector organisations to recruit Answer Cancer Champions & help boost cancer screening rates in under-represented groups.

Priority groups for this round of funding:

- The LGBTQ+ community
- Black & Minority Ethnic (BME) communities
- People who care for others
- People with disabilities
- People in poor mental health

Find out more at:

www.salfordcvs.co.uk/greater-manchester-grants

email: grants@salfordcvs.co.uk
or phone: 0161 787 7795

GREATER MANCHESTER
Answer Cancer Fund
Financial support for recruiting Answer Cancer Champions to encourage cancer screening amongst under-represented groups

ROUND 2
Open to Voluntary, Community & Social Enterprise organisations with a turnover of less than £250k

Closing date
Monday
4th May

ANSWER CANCER Greater Manchester Cancer Screening Engagement Programme

Salford CVS VSNW BHA Urban Engagement 10GM Greater Manchester Health and Social Care Partnership

Answer Cancer Fund – COVID-19 update

- Still open for applications
- Focus on remote engagement of communities
 - Phone, Email, Facebook, Twitter, ZOOM etc
- Recruitment of Answer Cancer Champions still needed
- Obviously no events in current lock-down
- No activity that goes against government advice

Answer Cancer Fund – Application Form

The Priority Groups

For this round of funding Answer Cancer is prioritising the following groups that have been identified with low levels of cancer screening:

- The LGBTQ+ community
- Black and Minority Ethnic (BME) communities
- People who care for others
- People with disabilities
- People in poor mental health

The Health Priorities:

The focus is on three types of cancer:· Breast cancer, Cervical Cancer & Bowel cancer

Answer Cancer Fund – COVID-19 update



The delivery period has been extended to cover 1st June – 31st October. There is an increased focus on supporting creative and remote/online engagements to raise awareness of cancer and wellbeing messages/

Investments of £1,000

- Signing up as an Answer Cancer Champion Organisation, **absorbing remote training** and delivering a cancer awareness **remotely** to your organisation/community, with **remote support** from a member of staff from the Answer Cancer team. Examples of creative approaches included in the guidance notes.
- Recruiting a **minimum of 25** 'Answer Cancer Champions' by 31st October 2020

Investments of £2,000

As above but

- Recruiting a **minimum of 50** 'Cancer Champions' by 31st October 2020

Answer Cancer Fund – COVID-19 update

What can the investments be spent on?

The aim is to help increase awareness of Breast, Bowel and Cervical cancer screening, cancer prevention and early signs and symptoms. There will also be an expectation to boost the numbers of people signing up as Cancer Champions **by undertaking remote engagement activity.**

Any costs associated with phone calls, social media, video conferencing etc. are eligible. Under current conditions, no events that physically bring people together are allowed.

Staff costs cannot be funded unless related to translator / signing costs.

Answer Cancer Fund – COVID-19 update

Closing date = 12.00noon Monday 4th May

Activity to be completed by 31st October 2020

For advice email: grants@salfordcvs.co.uk

Phone: 0161 787 7795 - limited staff cover

Several online Guidance Sessions will be held in April/May for potential applicants to find out more

SHOWCASE Grants: Cancer Care Diaspora

- Created a series of events to talk and engage Black African and wider BME community members : Gorton (Jubilee Conf. Centre), and Longsight (Transformation Community Centre & Chuck Gallery).
- 70 participants across the 3 events (30 at final session)
- Focus on:
 - attending screenings,
 - living a healthy lifestyle,
 - recruiting Cancer Champions,
 - creating a space for dialogue and
 - including experts, both professional (doctors/nurses) and/or by experience (Gilbert Morgan)
- In depth discussions about:
 - Being aware that screening services exist and why early detection vital
 - Stigma of cancer in different communities
 - Dispelling myths about HPV

Next Steps:

- Sharing learning about running a Mini-Screening Festival with other community groups
- Ambitions to develop partnerships with mosques, churches and other Organisational Cancer Champions.

FERTILITY AWARENESS AND SUPPORT UK



OUR SERVICES INCLUDE:

- Fertility Coaching
- Physical, Emotional and Spiritual Support
- Male and Female Fertility Support
- Natural Fertility Support
- Medical and Surgical Treatment Support
- Assisted Conception Support
- In Vitro Fertilisation and Adoption Support
- Childfree Choice Support
- Pregnancy and Parenthood Support
- Pregnancy and Infant Loss Support
- Dedicated Online Fertility Group

Fertility Awareness and Support Group / Page

Fertility Awareness and Support

+44 7448955622, +447813431181

Fertilityyou@gmail.com

Supporting You to Own Your Youth



3. Answer Cancer Champions

This Year:

- On course to sign up 1,500 Cancer Champions
- The majority (over 90%) are from target communities: predominantly members of BME communities
- 100 plus Answer Cancer Champion Organisations signed up
- Network of over 8,000 GM Champions

Next year focus on encouraging and supporting actions of:

- 100 highly active Cancer Champions
- 150 Organisational Cancer Champions

Plus: Developing online training/support offer for champions

4. Training

- Progress to date, Year 1

- Mapped Cancer Screening Training across Greater Manchester
- Full Answer Cancer training 'offer' developed
- Menu of sessions promoted through training publicity E.g.
 - 'The Whole Works' (Screening)
 - 'How to be a Brilliant Cancer Champion'
 - 'Creative Approaches to Engagement',
- Training for GM Pharmacists to support screening campaigns
- Creative engagement sessions held for all Grant recipients
- Train the Trainer session (part 1) completed and piloted
- Systems track 'Plans' of trainees and all are individually followed up --> training into practice / evaluation

Training - Next Steps

4 months

- Develop training offer online
- Creative sessions to raise awareness. I.e. streaming lunchtime quiz sessions through Facebook

Year 2

- 46 training sessions to be offered; mix of bespoke and open sessions
- Train the Trainer Community of Practice to be established with support and networking events
- Minimum of 60x Train the Trainers trained
- Online offer increased as website goes live
 - 'Virtual Filing Cabinet' of resources
 - Calendar of training
 - Online modules for new Cancer Champions

5. Evaluation

- Progress to date, Year 1

- Developed an evaluation framework and evaluation plan to take us forward
- Developed a range of data capture tools to use during engagements and other front facing situations. I.e. training evaluation, demographic data.
- Developed and piloted community researcher training
- Community Researcher Training initially evaluated by colleagues in the GM Community Research Network
- Research and Evaluation Worker appointed
- Undertaking a year end evaluation during April 2020

Evaluation

- Next Steps

Next 4-months:

- Investigate innovative ways to stay connected with service users and engage with them.
- Investigate the potential for virtual focus groups

Year 2:

- New Research and Evaluation Worker to embed the community research network
- Finalise the evaluation framework for year two and beyond
- Develop online and electronic versions of the evaluation tools

6. Communications

- Regular Cancer Champion Bulletins
- Commissioned a mobilisation tool: text and targeted messaging linked to Champion's pledges
- Website with two user-friendly portals – Launch Next Week
- Stakeholder briefing bulletin planned - - let me know if you want to receive this.

7. Screening Services

- Progress to date

- Develop 'access resource' - accessibility measures to assist in screening. I.e.
 - Breast screening: range of guides in other languages including easy read guides
 - Cervical screening: Accessibility can be provided via referral to coloscopy clinic
- Meetings with Screening Leads and Practices to inform work and develop Year 2 plans with Primary Care Networks

Breakout

- What's the news from your place?
- How can Answer Cancer support you over the next 4-months ?
- Thinking ahead after 4-months, what will you need from Answer Cancer ?

Q&A

Next steps