

READING HEALTH AND WELLBEING BOARD

DATE OF MEETING:	18 th January 2019	AGENDA ITEM:	7
REPORT TITLE:	Macmillan Cancer Project Update		
REPORT AUTHOR:	Amy Hutchings	TEL:	07767346513
JOB TITLE:	PA, South Reading locality	E-MAIL:	amyhutchings@nhs.net
ORGANISATION:	Berkshire West CCG		

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to update Health and Wellbeing Board members on the South Reading locality (NHS Berkshire West CCG) Macmillan Cancer project.

2. RECOMMENDED ACTION

- 2.1 The board is requested to note the Macmillan Cancer Project Update.

3. POLICY CONTEXT

- 3.1 Reading Health and Wellbeing Strategy 2017-2020-Priority 7: Increasing uptake of cancer screening and prevention services.

4. Macmillan Cancer Project Update

South Reading CCG received two years of funding from the Macmillan Trust; this is to raise awareness of cancer and promote patient education among our seldom-heard groups. The CCG has commissioned Rushmoor Healthy Living (RHL) to deliver the project; which started in March 2017.

To promote cancer awareness, the Project Lead engaged with a number of different community groups in South Reading including: Nepalese, Polish, Pakistani, Sudanese, Afro-Caribbean, deaf community and LGBT. To date twenty five community volunteers have completed their Macmillan training sessions and became certified 'Cancer Champions'. A network event took place on the 30th April 2018 to introduce and linking 'Cancer Champions' with other professionals and organisations. The 'Cancer Champions' have now been linked with each of the 16 GP practices in the South Reading Locality in order to help GPs to understand their community and support patients (e.g. supporting people to get access to right information and signposting,).

A cancer support group (RCSG) has been set up for the 'Cancer champions'. This will enable members to discuss issues, share experiences and provide support to each other. The bi-monthly meetings began in April 2018 and have been well attended. The 'Cancer Champions' have worked with patients so far by:

- Supporting cancer patients at home and in hospital using their training to explain information to them and provide peer support as they can speak their language

and understand their fears and concerns. Patients are comforted and feel less isolated and lonely.

- Accompany out-patients for Chemo or Radiotherapy Treatments.
- Support them with scans.
- Visiting them on the ward especially where no relative or friends visit.
- Help with informed translation i.e. professional interpreters are not the same as “informed” translators who can deliver the right advice in the language the patient understands. This is a common theme amongst BAME patients.
- Liaise and help with hospital transport. Isolated patients are unaware that transport is available (even if they have been told) and miss treatments as they are isolated. Champions already do this with Frimley Park in Rushmoor.
- Helping them book hospital appointments. We found many patients were missing chemo appointments because they did not understand the booking procedures or were afraid to use them.
- Check up on those living with cancer by phone and home visits and ensure they do not “drop out of the system”. The patient also appreciates this social interaction

The project has been a great success so far. There have been local cancer groups and organisations interested to learn about the work of the project and wanting to work with ‘Cancer Champions’; helping them to be better engaged with communities and improve the way they deliver their services. Organisations, charities and groups have realised the need and importance of the ‘Cancer Champions’ and are keen to work with them. To date, 32 cancer education and awareness sessions have been delivered and a total of 1300 people have directly benefitted from this project. The communities now feel they have a voice regarding cancer, a better understanding of cancer and treatments available, more engaged with health professionals and services and are more likely to take up screening opportunities and speak to GPs regarding their concerns. Health professionals have also embraced the project and will have a better knowledge of the barriers, hopes, fears and aspirations of the diverse communities, which will enable them to influence future thinking, decisions and treatments.

Funding for this project ceases March 2019. There are currently ongoing discussions between Berkshire West CCG, Rushmoor Healthy Living, Macmillan and Royal Berkshire NHS Foundation Trust to discuss potential funding for another two years and extend the project across Berkshire West.

5. CONTRIBUTION TO READING’S HEALTH AND WELLBEING STRATEGIC AIMS

5.1 The Update contained in this report is in line with the overall direction of the Reading Health and Wellbeing Strategy by contributing to number seven of the eight priorities.

1. Supporting people to make healthy lifestyle choices (with a focus on tooth decay, obesity, physical activity and smoking)
2. Reducing loneliness and social isolation
3. Promoting positive mental health and wellbeing in children and young people
4. Reducing deaths by suicide
5. Reducing the amount of alcohol people drink to safe levels
6. Making Reading a place where people can live well with dementia
7. Increasing breast and bowel screening and prevention services
8. Reducing the number of people with tuberculosis

- 5.2 Diagnosing cancer at an early stage improves the chances of survival. Screening Programmes and information campaigns aim to improve rates of early diagnosis. The route to a cancer diagnosis also ultimately impacts on patient survival. Patients presenting via emergency routes have significantly lower one year survival rates than when diagnosed through other routes. Within South Reading, there are still a large percentage of people presenting as emergencies for a cancer diagnosis.

The project allows us to undertake a scoping exercise to understand in more detail the key barriers, influences and issues associated with cancer prevention and early diagnosis. This will allow us, in conjunction with the communities themselves, to identify and plan specific interventions which are likely to have the best outcomes for both prevention and early diagnosis of cancers. It is anticipated that the scoping exercise will result in a number of activities such as tailored engagement events with the segmented patient population, training and education sessions for clinicians, resources such as information leaflets and videos and the identification and training of health ambassadors/cancer champions. It will map existing resources and opportunities which could be utilised to deliver the prevention (lifestyle and screening), early diagnosis interventions and education. We need to make sure that every opportunity and contact counts across the whole system, including health, social care and the voluntary sector.

6. COMMUNITY & STAKEHOLDER ENGAGEMENT

Not applicable

7. EQUALITY IMPACT ASSESSMENT

Not applicable

8. LEGAL IMPLICATIONS

Not applicable

9. FINANCIAL IMPLICATIONS

Not applicable

10. BACKGROUND PAPERS

10.1 Not applicable