

starting soon

**Answer Cancer
Online Stakeholder
Collaborative**

**1pm - 2.15pm
June 24th 2020**

Today's session:

Agenda Item
Introduction and house keeping
1. Overview of Answer Cancer activity and plans
2. Creative approaches to remote engagement
3. Cancer Screening Overview
Making a plan
Next steps / closing remarks

Introduction and house keeping

1. Overview of Answer Cancer activity and plans

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Comments

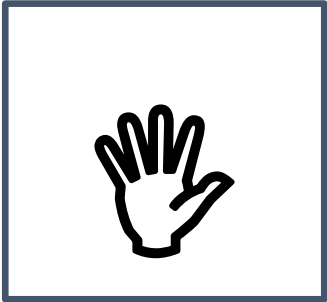


Today's session



Q&A

Chat
box



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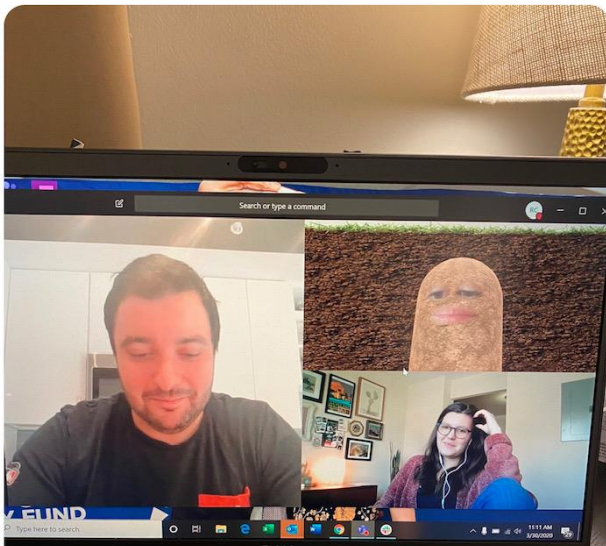
Thread

♥ Toby 🌍 and 3 others liked



Rach
@PettyClegg

my boss turned herself into a potato on our Microsoft teams meeting and can't figure out how to turn the setting off, so she was just stuck like this the entire meeting



Answer Cancer Overview

Jessica Pathak
Project Manager, Answer Cancer

If you

are **From BME
Communities**

are **Poor**

**Live in rural
communities**

are **A man**

**Have a learning
disability**

are **From LGBT
Communities**

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Community Engagement

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Progress to date

- Cancer awareness sessions to over 1,000 people.
- Needs assessment to identify ways to assist community groups during the lockdown
 - Engagement with community radio stations
 - monthly information newsletter: **EngageGM**,
 - virtual engagement sessions

Our Plans

- Planning community outreach
- Gathering expressions of interest in delivery of awareness session from prioritised groups.
- Joint work with Cancer Screening Improvement Leads.

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Cancer Champions



What we've been up to:

- Digital Cancer Champions initiative - new resources
- Survey to reconnect with established Cancer Champions
- Engaging with faith leaders via the Faith Network for Manchester
- Networking to improve reach into communities
- Recruit Champions via appearances on community radio

Our plans

- Supporting grant recipients around socially distant Cancer Champion recruitment and engagement
- Grow base of active Cancer Champions including Lead Answer Cancer Champions - aim 100.

Training

Last Year's Successes

- 300+ Participants
- 18 Training Sessions
- Over 50% made a Plan
- 30% Plans completed success rate
- First group of Train the Trainers

This Year Aiming Higher

- Online training launched, 120 trained
- 2x awareness videos

Our goals

- 500+ Participants
- 50+ Training Sessions
- 60 new Train the Trainers and community of practice
- Online training calendar
- Online resources

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The Greater Manchester
Cancer Screening Engagement
Programme

POO
HEAD



Grants

- Bids for £1000 or £2000 to small community and voluntary groups, to run cancer screening awareness raising initiatives To recruit 25 cancer champions per £1000 of funding.
- Community groups will receive:
 - Awareness raising session
 - Access to a number of online training opportunities
- Successful grantees will also receive some Answer Cancer merchandise.

Round 2

Successful applicants



- 28 successful applications
- Applicants had to adapt their bids to fall in line with COVID 19 guidance – led to an increased creative approach to engagement, utilising social media platforms and applications from community Radio stations
- Applications from across all localities in Greater Manchester, including cross-borough

Research/Evaluation

Work to date:

- Finalised evaluation methodology and offer, including bespoke support for communities
- Trialled Community Research Training - 28 participants
- Online data capture systems for remote activity
- Promotion materials for the Community Researcher Training

The year ahead

- Qualitative data collection e.g. interviews as part of annual reporting
- Develop community researcher training and a Community of Practice
- Deep dive into programme activity using qualitative approaches at mid and end of year

Communications

Achievements

- Answer Cancer and Cancer Champions website launched
- Regular e-bulletins & new Engagement newsletter launched
EngageGM 900+
- Social media channels used more with broader health & wellbeing broadcasts

Future Plans

- Further develop online & socially distant offer –videos & livestreams, interactive training modules & quizzes
- Materials to support Answer Cancer's training & engagement

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Q & A

Remote and Digital Engagement Approaches

**Kirit Patel, Development Worker
Michael McGearthy, Network & Events Coordinator,
Answer Cancer**

Coming up

- Broadcast approaches
- Approaches which promote interaction
- Reaching new people
- Some examples of good practice

Broadcast approaches

- Publishing content on social media
- Uploading resources to your website
- Running email campaigns using tools like MailChimp
- Sharing information via WhatsApp broadcast lists
- Producing radio shows or podcasts
- Sending things through the post

Connected approaches

- Social media
- Creating online spaces
- Hosting online events
- Telephone chains

Social media

- Post conversation starters such as questions daily challenges
- Livestream and invite conversation in the comments section or via text/call ins

Creating online spaces

- Facebook and WhatsApp groups, Slack and Discord
- Consider which platforms community members may already be on
- Supporting and moderating these spaces is important

Online events

- You can host group video calls using Zoom or Google Hangouts
- Consider incorporating an activity
- Be creative
- Answer Cancer can support your organisation in developing the necessary skills

Telephone chains

- One-to-one phone conversations
- Every phone call passed forward to several new people allowing messages to cascade across networks
- Able to reach those who don't have internet access

Reaching new people

- Social media
- Socially distant leafletting
- Building relationships with organisations

Reaching new people

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Reaching new people

- Social media
- Socially distant leafletting
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Case study

- **Everything Human Rights** in Wigan
- Moved activities online using Zoom, including: regular coffee mornings, weekly quiz nights, one-to-one sessions and even a dance contest
- Use fun activities to draw people in
- Used relationships and social media to grow audience
- Have been supporting those who need it with the costs of internet access

Farai's top tips

- Support people in getting started – younger people and WhatsApp/ phone calls are key
- Send simple text reminders before events
- Listen to other members of your communities – they're full of great ideas
- Take the time to learn these new skills – they payoff's definitely worth it

Support

- Answer Cancer is committed to providing support and training to our Cancer Champions
- Take a look at our websites for further information

www.answercancerghm.org.uk

www.cancerchampionsghm.org.uk

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Q & A

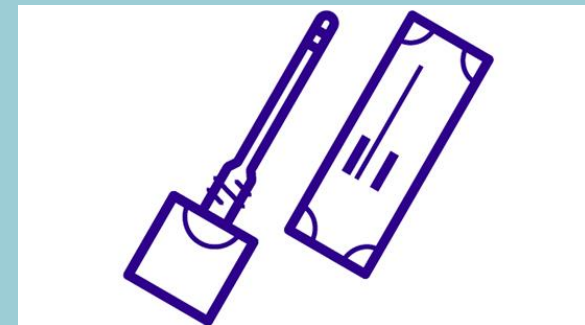
Cancer Screening Update



Audrey Howarth,
Screening and Immunisation Manager,
Greater Manchester Health and
Social Care Partnership

BOWEL CANCER SCREENING

1. Invites to 60-74 olds over 74 opt –ins
2. New Kit Test - FIT test New Test: FIT test more acceptable one test, sensitive test.
3. Barriers :
 - Level of knowledge of the ability to treat
 - Understanding with regard to the test/screening process
 - Consequences of the test (e.g. further tests and worry)
 - Fear and embarrassment
4. COVID-19 update



BREAST SCREENING






1. Invites to women 50-70 year olds
(47-73 in some areas in trial)
2. After 71 can opt- in
3. Barriers
 - Raise profile
 - Deprived groups
 - BAME groups
 - Reduce Health Inequalities
4. COVID- 19 update



CERVICAL SCREENING

1. Invites 25 – 64 year olds
 - 25- 49 every three years
 - 50 -64 every five years
2. Diagnostic HPV test to help prevent cancer
3. Letter of invitation to GP /other setting
4. Barriers
 - Lack of understanding
 - Confusion re HPV testing/vaccination
 - Embarrassment
 - Health inequalities
5. COVID- 19 update

CERVICAL CANCER AWARENESS WEEK
Statistics and Frequently Asked Questions
#BUzznews #Smearforsmear

- 1 AROUND 3192 CASES EACH YEAR**
According to cancer research, there are around 3192 new cases of cervical cancer in the UK every year. 
- 2 MORE THAN TWO PEOPLE DIE FROM CERVICAL CANCER EVERYDAY**
There are around 850 deaths due to cervical cancer in the UK per year. 
- 3 1/3 WOMEN AVOID SCREENINGS**
A third of women are said to miss their cervical screening due to embarrassment (NHS). 
- 4 63% OF WOMEN SURVIVE CERVICAL CANCER**
65% of diagnosed women survive cervical cancer for more than ten years according to Cancer Research 
- 5 99.8% OF CERVICAL CANCER IS PREVENTABLE**
Almost 100% of cases in the UK are preventable, with 99.8% being caused by infections. 

Time to Test 
Jo's cervical cancer trust 

NEXT STEPS

- Focusing on interventions which can have the greatest impact
- Raising the profile of all screening programmes with emphasis on Cancer Screening programmes
- Reducing inequalities is key
- Working collaboratively with partner organisations Answer Cancer for place -based community engagement
- Cancer Screening Improvement Leads working with CCGs, LA,PH teams and Primary Care/GPs
- COVID -19 reassurance – Screening programmes are open ready for business!

Q & A

‘Plan’ to Succeed

Examples

- Become an Answer Cancer Champion
- Get 1 or 2 family/friends to become ‘Champions’
- Sign up to be a Digital Cancer Champion
- Sign up to be a Lead Cancer Champion
- Organise an online ‘Awareness’ event
- Book a (tailored) training session
- ‘Follow’ ‘Like’ and ‘Share’ our FB page
- Plan Something Big – Plan Something Simple!!



https://www.surveymonkey.co.uk/r/my_plan

Q&A

Next steps