

ANSWER CANCER

2020/2021
Evaluation Summary



Overview

Answer Cancer is the working name of the Greater Manchester Cancer Screening Engagement Programme.

Answer Cancer has been funded through NHS England on behalf of the Greater Manchester Health and Social Care Partnership.

This report is a summary of the mid year-2 evaluation which explores Answer Cancer activities to Sept 2020. Audience summaries are to the end of April 2021.

Introduction

Three national cancer screening programmes are offered in England to age-relevant populations. These are breast screening, cervical screening and bowel cancer screening.

Answer Cancer aims to provide a coordinated cancer screening awareness engagement programme across Greater Manchester. It focuses on priority areas and communities, using a range of approaches and interventions. It draws from a community development and social movement approach.

Target Populations

Answer Cancer works with all communities and individuals as many will be 'influencers' for people eligible for screening.

However, work is targeted towards those communities who experience barriers to uptake, including:

- Deprived areas of Greater Manchester.
- Black, Asian and Minority Ethnic groups.
- Carers.
- Disabled people.
- People with mental health conditions.
- Lesbian, gay, bisexual and transgender communities.

Summary

Year 2 was dominated by the impact of the Covid-19 Pandemic.

The programme activities had to proactively adapt to the restrictions enforced by the Pandemic.

In Quarter 1

The programme focused on maintaining contact with communities and increasing Answer Cancer's profile by taking the programme online and looking at how communities can continue to be supported and engaged.

From Quarter 2 Onwards

Answer Cancer continued to support digitally excluded communities by capacity building knowledge and use of social media, digital platforms and remote engagement approaches. When lockdown restrictions impacted on access to cancer screening, the programme adapted and shared key messages around Covid-19 social distancing, encouraging appropriate use of services and wider cancer prevention.

In Quarter 3, changes to restrictions enabled the Answer Cancer programme to be more flexible when engaging with communities. In October, which was Breast Cancer Awareness Month, face to face activity happened again.



Answer Cancer Champions

Answer Cancer Champions are a growing movement of people from across Greater Manchester united by their shared commitment to reducing deaths and the impact of cancer.



In year 2 – a total of 1443 individuals signed up to be Answer Cancer Champions

- 846 were from grants related activities.
- 75% females 23% males.
- 62% from BAME audiences including 36% Asian or Asian British and 24% Black or Black British.
- Ages ranged from (under) 18–84-years-of-age. The most common age group (24%) was 35–44-year-olds.
- 19% have a disability.
- Sign-ups occurred from all 10 GM localities.

Drop-in sessions were introduced to provide an opportunity for Answer Cancer Champions to network and build skills. The Digital Answer Cancer Champion Initiative encouraged Answer Cancer Champions to share cancer early detection messages, and general health and wellbeing messages via a range of different socially distant methods.

Answer Cancer Champions were supported in delivering creative, socially distant recruitment and engagement activity. This covered a variety of activities including online contests, quizzes, classes, training, telephone chains and social media.

Lead Champions

Lead Answer Cancer Champions play a more active role than other Answer Cancer Champions.

In total, 94 people registered as Lead Answer Cancer Champions (against a target of 100).

- 78% female and 21% male.
- 62% from BAME audiences including 34% Asian or Asian British and 32% Black or Black British.
- 27% are aged 65–74-year-old.
- 20% have caring responsibilities.
- 2% are bisexual, 2% gay men.
- 22% have a disability.
- Sign-ups occurred from all 10 Greater Manchester geographical localities.

Lead Champions

Activities included

- Producing short videos to raise awareness through Breast Cancer Awareness Month and Black History Month.
- Hosting Men Talk Cancer as part of 'Movember'.
- A Lead Answer Cancer Champion was nominated for the 'Inspiring Women in Trafford' award for their outstanding contribution to promoting the work of Answer Cancer as part of celebrations for International Women's Day.
- Promoting cancer awareness and NHS screening programmes in Greater Manchester via radio broadcasts, video clips, social media posts, and supporting social gatherings online.
- Initiating the development of a South Asian Cancer Champions group in Greater Manchester.

Organisational Champions

Answer Cancer has looked to establish relationships and commitment with Greater Manchester based organisations.

At the end of Year 2 there were 147 Organisational Answer Cancer Champions against an annual target of 150.

Work with Organisational Answer Cancer Champions has led to creative and engaging activities including the production and distribution of cancer awareness colouring books, and a socially distant cancer information stall at an African foods foodbank.

Answer Cancer has collaborated with Breakthrough UK, a Manchester disabled person's organisation, to produce a digital response from disabled people around cancer awareness and cancer screening programmes.

Answer Cancer Training Offer

The Answer Cancer training offer was quickly adapted due to Covid-19 and the speed at which the training offer was available to communities is reflected in the high numbers engaged.

Training was conducted remotely over the virtual meeting platform, Zoom. Sessions we offered included:

- **Various Cancer Awareness Sessions (Cancer Facts and Myths, Cancer Signs and Symptoms and NHS Cancer Screening Programmes Training Session).**
- **Train the Facilitator.**
- **Community Researcher Training.**
- **Creative Approaches to Online and Remote Training.**
- **Facilitating Online Meetings.**

At the end of Year 2, **533 people** attended Answer Cancer Training sessions. In total, **46 sessions** were held.

- 80% female 20% male.
- 65% were from BAME audiences, including 24% Asian or Asian British and 14% Black or Black British.
- Ages ranged from 18 to 84 years old. The most common age group (39%) were 45-54 years old.
- 36% had caring responsibilities.
- 2% bisexual, 2% gay men, 2% gay women/lesbian.
- 16% have a disability.

At the end of training sessions, participants are asked to create an action plan which they carry out in their community or workplace. The aim of plans is to measure 'learning into practice' and to understand the outcomes from training activity. In total 42% of participants completed a plan (against a target of 30%). Analysis of plans show the majority of individuals went on to raise awareness of cancer and screening and to recruit Answer Cancer Champions.

Answer Cancer Grants

Answer Cancer has administered grants worth up to £2,000 to Voluntary and Community Sector Enterprise (VCSE) Organisations to support organisations to work with communities to increase cancer screening rates amongst under-represented groups.

Round 2 of grants prioritised activity with BAME communities, LGBTQ+ groups, disability groups and carers groups. To reach these underrepresented and priority groups, Answer Cancer utilised the 10GM network and Answer Cancer's own contacts.

In 2020/21, the second round of grants saw **33 applications** received and **26 awards** made totalling £49,000.

Of the 26 organisations that received funding, 23 organisations were BAME focussed, 1 disability focused, and 2 mental health focussed organisations. Bids were received from all 10 areas of Greater Manchester.

The grant recipients reported a broad range of activities including:

- Zoom meetings to raise awareness.
- Conversation pods-sharing personal experiences.
- Supporting engagement events such as the Boobee Bus.
- Social Media campaigns such as "I'm getting screened because" challenge.
- Multilingual leaflet campaigns.
- Health and Wellbeing Magazine.
- Hosted a 'doorstep depot' with Tampax giving sanitary products, information leaflets and promoting screening.
- Radio promotion through chat show, advertising, and competitions.
- Online tea party.
- FIFA football tournament.
- Multilingual information videos.

Community Engagement & Awareness

In line with Covid-19 restrictions, face-to-face awareness and engagement sessions were suspended from March 2020.

Instead, Answer Cancer staff used remote engagement strategies to engage communities.

Some effective means of remote outreach used during Year 2 were:

- Online engagement/networking sessions via Zoom, Microsoft Teams and social media channels.
- Use of community radio stations.
- Production of a monthly newsletter called EngageGM.

The team provided a total of 48 virtual awareness raising sessions. Sessions were delivered over social media platforms and radio stations.

In total, **627 people engaged** with these sessions.

(This figure does not include those reached through social media and radio.)

- 94% female 6% male.
- 65% were from BAME audiences, including 51% Black or Black British and 18% from Asian or Asian British communities.
- Ages ranged from 18-74 years. The most common age group (54%) were aged 35-44 years.
- 35% had caring responsibilities.
- 8% bisexual, 2% gay woman/lesbian.
- 6% have a disability.

Work with local Radio

Engagement work with community radio stations progressed well in Year 2 and Answer Cancer staff have made appearances on community radio stations as a way of reaching communities. The messages were delivered in English, Urdu and Punjabi.

The networks have been expanded and currently relationships have been established with nine radio stations:

- Radio Africana
- Salford City Radio
- North Manchester FM
- Roch Valley Radio
- Crescent Community Radio
- Tameside Radio
- Legacy
- Wythenshawe FM
- All FM

Community Outreach

As Covid-19 restrictions temporarily eased during Quarter 3, community outreach at shopping centres was utilised during Breast Cancer Awareness Month in October.

The engagement team of Answer Cancer joined the breast cancer screening leads of Manchester, Oldham, and Bolton and Prevent Breast Cancer (PBC) Charity volunteers on a specially decorated pink information bus (the BooBee bus).

Multiple community groups are involved in distributing food parcels to their service users who had been impacted by Covid-19. The engagement team utilised these networks to disseminate cancer screening information via these channels in Quarter 3 and Quarter 4.



Communications

- The Answer Cancer and Answer Cancer Champions websites launched in Quarter 1. Additional content has been added on a regular basis including new online training offers.
- The Digital Answer Cancer initiative launched.
- There has been increased social media activity across key metrics.
- The Answer Cancer YouTube channel launched.
- Original video content has been produced and added throughout the year.
- Engage GM newsletter launched in Year 2 and has been circulated to hundreds of community groups across Greater Manchester during Year 2. These contain cancer screening and cancer service updates, general health and wellbeing messages, funding opportunities, Answer Cancer training / event information and case studies.
- A more extensive action plan has been executed to increase Facebook and Instagram engagement. This has been successful, with the Facebook/Instagram posts now reaching a collective 407,058 accounts. That is the number of people that have seen a post from the programme in their newsfeed throughout this period. This has resulted in an increase in booking awareness sessions through Facebook.
- At the end of year 2, Instagram is attracting an average of 80 new followers per week.

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Evaluation Summary
Themes



Networking

Answer Cancer Champions reported that they enjoy networking with others and placed a strong emphasis on forming networks during their involvement with Answer Cancer.

Some of the interviewees also reported that they have already formed good networks with each other and were working in unison.

“ Jenny and I had already developed a bond and we talk to each other and we’re also thinking of doing certain things in the future even though I have never met the lady [laughs].”

[Participant names have been changed for privacy reasons.]

Well supported by Answer Cancer staff

The Answer Cancer Champions have reported that the Answer Cancer staff have been very supportive of them.

“ Very humble, very supportive, non-judgmental, quite encouraging, honest to god they are really, really fantastic.”

Flexible training offer

Interviewees praised Answer Cancer for providing a flexible training offer which has allowed the training recipients to choose aspects of their training and balancing it with the commitments in their daily lives including work, studies, and caring responsibilities.

“ It was simple, easy, informative and the message [was] clear and easy to share with others, particularly my family.”

Training into 'action'

For one individual, training led to the early diagnosis of his cancer, which he stated may have gone undiagnosed had he not attended training.

"I just had like a lump on my neck for ages... But all that was just like, hang on a minute, I'm telling other people to go and see Cancer Champions... I should maybe check, get it checked out. So, it just proved to be kind of a skin cancer."

Answer Cancer Grants

Grant recipients carried out a broad range of activities that were delivered to raise awareness of cancer and to recruit Answer Cancer Champions.

Evaluation highlighted the following themes:

- **Impact of Covid** – Groups reported that attendees at their events said that they felt cancer awareness was not a priority currently as they were preoccupied with concerns relating to Covid-19.
- **Adapting delivery** – The changing social distancing restrictions meant that groups had to rapidly adapt familiar delivery approaches. This presented significant challenges for some groups.
- **Signing people up**– For some groups, mobilising these initial interests into active cancer champions was difficult. There was much variance between groups ability to recruit new Answer Cancer Champions.

Simple Grants Process

“Simple and straightforward.”

The grants process felt ‘simple’ and ‘easy to navigate’ by users and was valued. The application was not time consuming and easy to complete. Furthermore, the time in between submitting the application to receiving confirmation about the status of the application was quick.

Joint Planning

One ever-present theme from the interviews with the grant recipients was their desire to be more involved in planning and setting expectations.

“Lets work together on planning because I’m sure that’ll be way more engaging for us.”



Community Engagement & Awareness

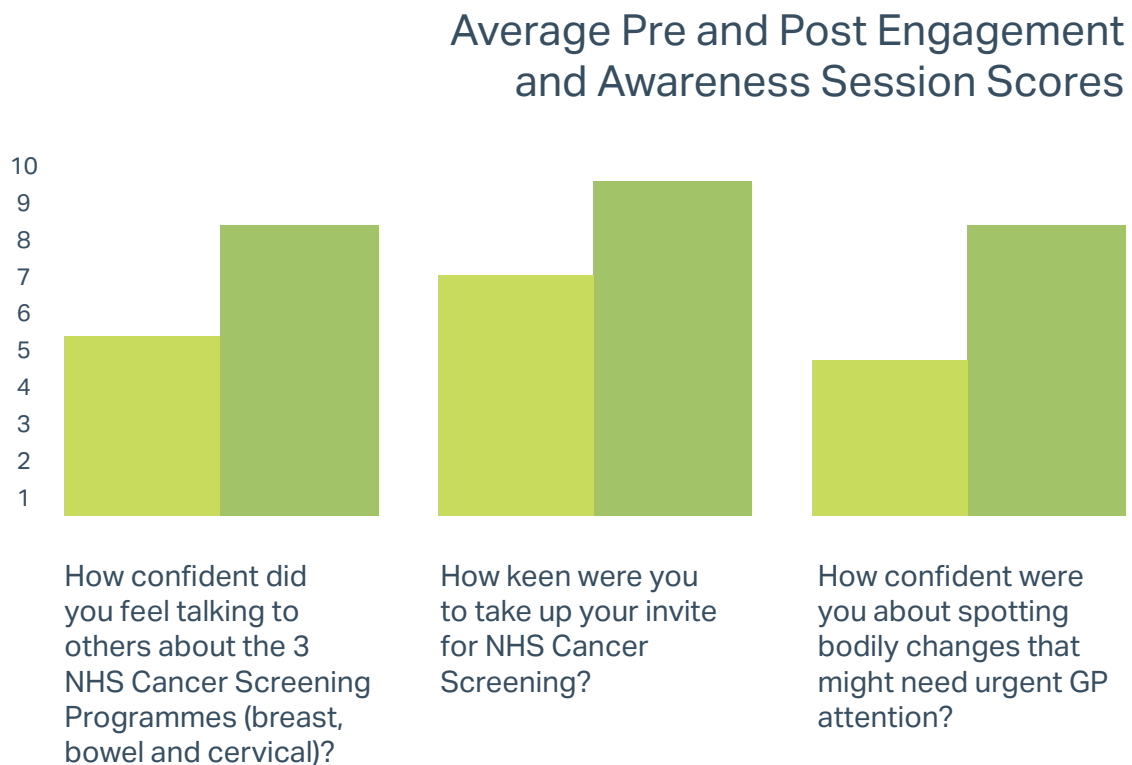
Powerful and personal stories of a lived experience can have a significant effect on behaviour.

“I listened to this lady speaking at [an] awareness session about her experiences of living with cancer and the things she regrets, and the only word I can use to describe it is, ‘power.’ It was just so powerful... And I actually had no experience of cancer then, but it was after that I decided to get involved [with Answer Cancer].”

Staff Stakeholder.

Pre and post evaluation showed that the participants felt 60% more confident talking about cancer screening, 43% more confident at spotting change and were 60% more likely to take up their cancer screening invite.

- Average Pre Session Response
- Average Post Session Response



(Staff) Stakeholders

Networking

Stakeholders reported that they enjoyed networking with the Answer Cancer Champions and placed a strong emphasis on forming networks during their involvement with Answer Cancer.

“... the Cancer Champions that are out there promoting it, I think they’re the best part of it.”

Inclusivity

All stakeholders placed great value on the strength of Answer Cancer’s reach into audiences who experience barriers to screening.

“One of the appeals of Answer Cancer is that focus on inclusiveness.”

Summary of Recommendations

The evaluation activity produced a series of recommendations, and highlights are provided below.

Answer Cancer General

- Answer Cancer should continue to highlight networking opportunities to Answer Cancer participants. When technology allows, this should include mobile (text and WhatsApp) reminders.

Answer Cancer Champions

- Provide training for current and new Answer Cancer Champions which equips people with the skills to run awareness sessions and activity.

Lead Answer Cancer Champions

- Tackle barriers around engagement by working with Answer Cancer Champions to test out solutions (i.e., establishing and facilitating task finish groups).

Answer Cancer Training Offer

- Some online training should continue to be offered, after face-to-face training returns.

Summary of Recommendations

Answer Cancer Grants

- The focus of grant activity should shift from Answer Cancer Champions sign-ups to cancer awareness raising.

Community Engagement & Awareness

- There was successful engagement of women and this learning should be used to increase the engagement of men. Approaches should include involving (Lead) Answer Cancer Champions and a dedicated working group.

Communications

- Answer Cancer should continue to expand a mixed methods approach to virtual communication platforms. These should include methods like blogs and vlogs, animations, social media, and/or podcasts.

Research & Evaluation

- More creative, longitudinal and/or participatory methodologies should be included in the research and evaluation activity in year 3.

Thank you

For more information about this report
or Answer Cancer, please contact:

Khalid Ahmed
Research and Evaluation Worker

Tel: 0161 736 9207

Mobile: 07516 729 410

Email: Khalid.ahmed@uni.uk.net



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www.answercancergm.org.uk

