

Answer Cancer: Year 4, Quarter 1

Key highlights for the Quarter

ANSWER CANCER



6.
Evaluation

1.
Community
Engagement

5.
Training

**ANSWER
CANCER**

2. Cancer
Champions
(individual
and org.)

4. Comms

3. Grants

PCN
Partnership
Projects



1. Community Engagement

- The Community Engagement Team have continued to deliver awareness sessions and hosted information stalls at a wide range of venues including local markets, colleges, supermarkets, and places of worship as well as engaging in local events such as Pride.
- The Engagement Team have delivered 37 awareness sessions reaching 498 people and hosted 19 information stalls reaching 440 people, thereby reaching a total of 938 individuals
- As the Engagement Team are comprised of a diverse staff team speaking a number of different community languages, we are able to deliver awareness sessions in English, Urdu, Punjabi and Swahili.



1. Community Engagement

- The Engagement Team have continued to engage with community radio stations and delivered a show on Ramadhan Radio, and interviews on Salford City Community Radio station, Radio Alty and M29 radio.
- During April (Bowel Cancer Awareness Month) and Ramadhan we targeted men in 11 mosques across Greater Manchester and distributed 950 information packs to the congregations.
- The Community Engagement Team were also involved in local events related to Cervical Screening Awareness Week, Carers Week and Men's Health Awareness week.

2. Cancer
Champions
(individual)

- Total 4,456 Champions. This is comprised of: 1,406 Individual champions and an additional 3,050 via Organisational Champions signed up to the program.
- 181 Lead Champions have been active in the last 12 months
- This Quarter we have seen a significant increase in the number of Lead Champions actively contributing to the programme, with the total for the quarter being 141. This is comprised of:
 - 89 Lead Champions associated with Answer Cancer Grants Programme funded projects
 - 52 other Lead Champions that have supported the programme in a variety of ways, including 42 Champions within primary care who have recently signed up as Champions

2. Cancer
Champions
(orgs)

- 22 new Organisational Champions signed up during this quarter, taking the total number of Organisational Champions to 220.
- Workplace engagement activities and ‘pledge campaign’ for organisations to commit to paid staff leave for screening to commence in Quarter 2

3. Grants

- Strong outcomes were reported from the first quarter of delivery for projects funded as part of Answer Cancer Grants Programme Round 3. This includes engaging at least 1041 individuals with cancer screening conversations, having 388 people commit to go for cancer screening as a result of engagement activity and recruiting 89 Lead Answer Cancer Champions.
- A high quality set of grant applications were received for Answer Cancer Grants Round 4. This included 23 applications from a range of VCSE organisations.
- A range of proposals were approved this quarter by the Answer Cancer Board funded via the spot-purchase grants pots. This includes 5 projects funded via the BME Cancer Partnership, as well as impactful proposals approved for NESTAC, Wai Yin and Salford Primary Care Together.

4. Comms

- During the quarter, 12 news stories were published on the programme website.
- This is in addition to updates on the events section, grants page, publications and training pages.
- Sent regular communications & updates to Answer Cancer Champions & other stakeholders containing program updates and wider health and screening information.
- These included five ebulletins and a monthly Newsletter and regular social media posts
- AskDoc sets of videos for cervical and breast screening in community languages in progress

5. Training

- 21 training sessions were delivered in this Quarter (with 36 being the target for the whole year).
- These 21 training sessions were attended by 266 participants, which is already more than half of the target number for the associated annual KPI.
- A vibrant, engaging and well-attended face-to-face Stakeholder Collaborative Event happened at the end of June. 52 people came together to share their involvement in Answer Cancer, learn from each other and celebrate the vast range of activities that are part of the Programme.

6.
Evaluation
and
Research

- Thematic analysis report on the barriers to screening for low-uptake groups and communities
- Ongoing evaluation of AC Grants Programme and Spot Purchased Grants
- Year 3 / Year 4 End of Year Reports



Good progress is being made with our developing PCN Partnership work, with plans being made and activities being delivered in 7 key PCNs. This includes:

- Funding VCSE organisations to make calls to cervical screening non-responders in 3 PCNs;
- Partnering with Bolton GP Federation to deliver drop-in cervical screening clinics in community locations;
- Developing our 'GP Screening Information Clinic' approach with 2 PCNs;
- Delivering training to 21 GP Practices across the 7 PCNs.