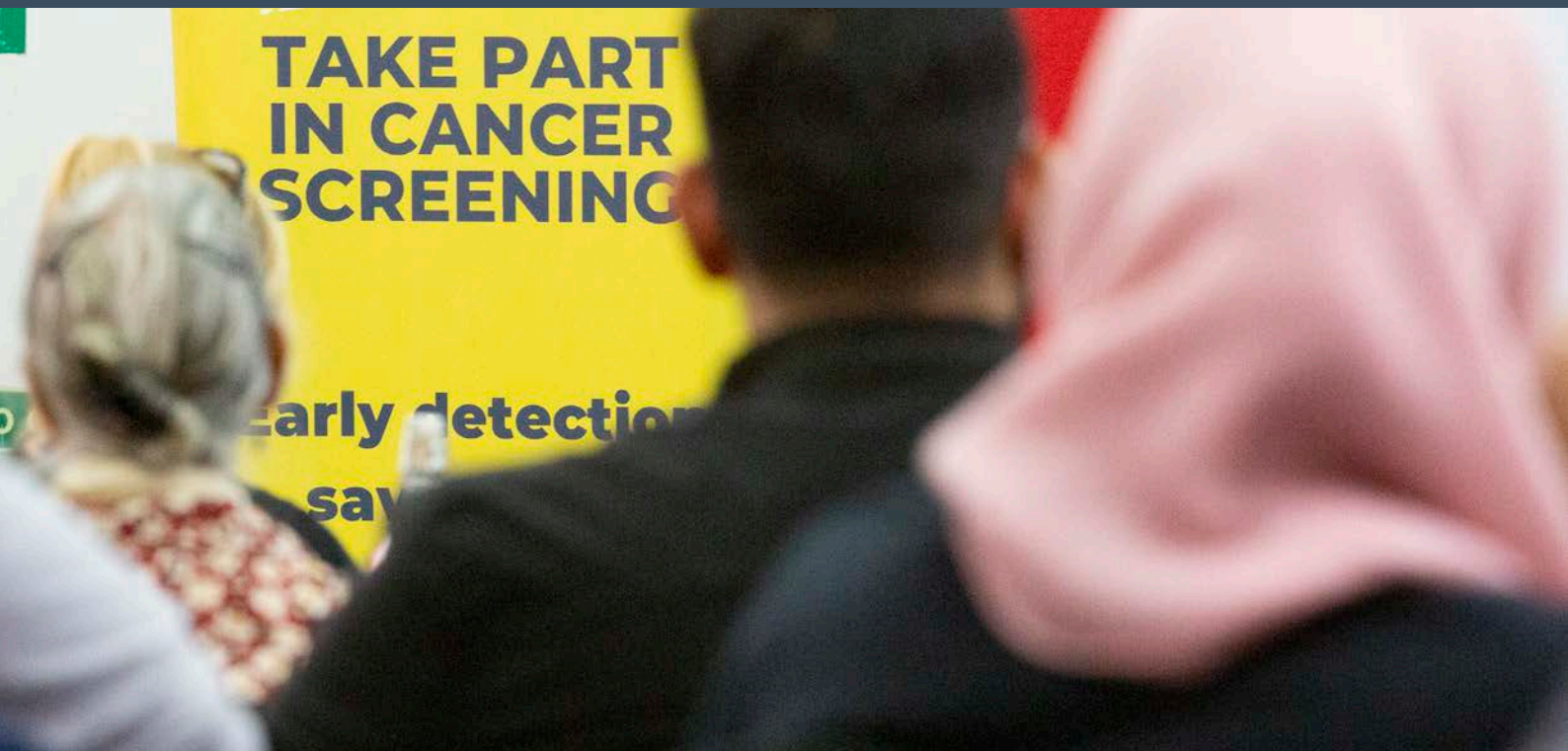


ANSWER CANCER

IMPACT REPORT

Year One to Year Three
(April 2019 to March 2022)



Contents

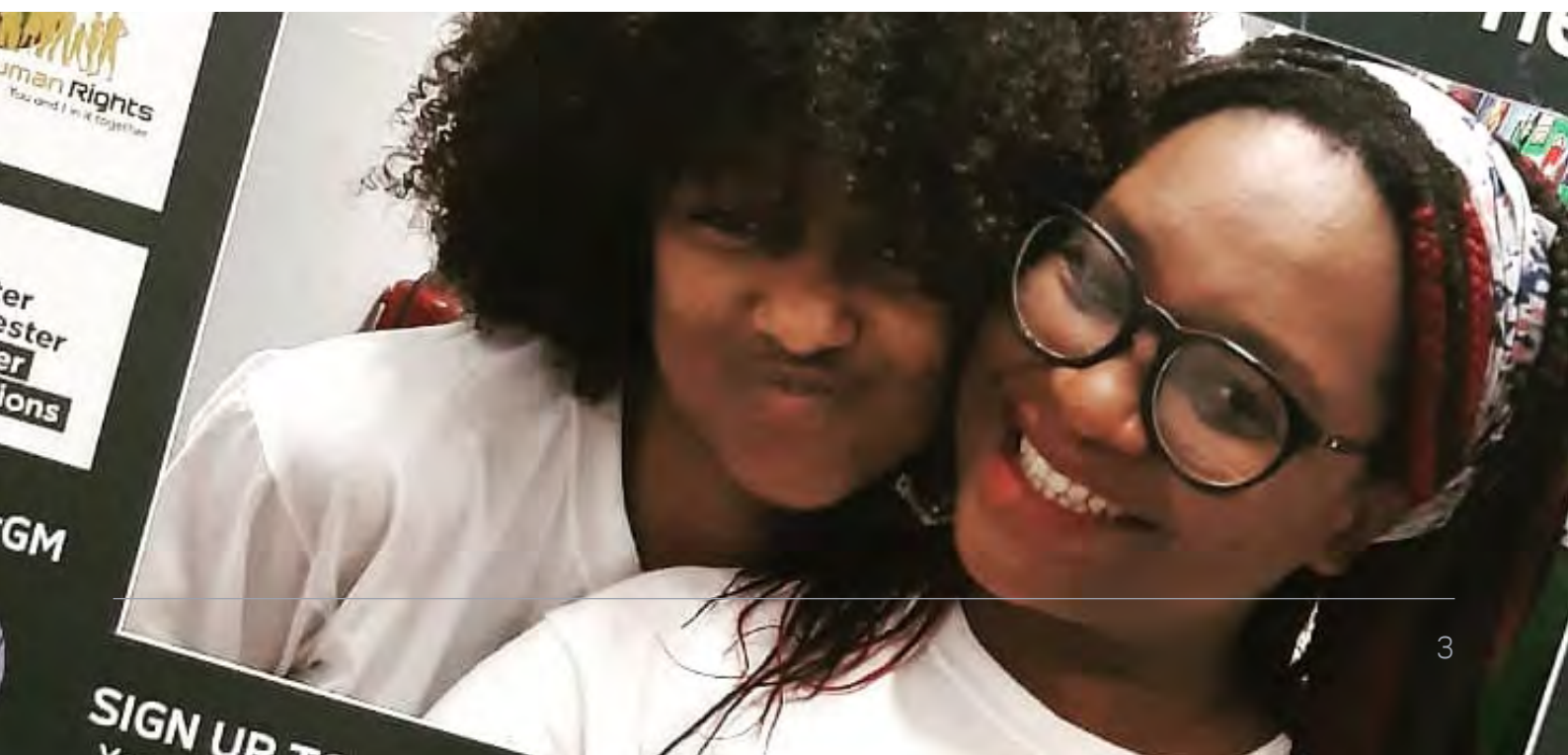
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Executive Summary

Answer Cancer aims to provide a coordinated cancer screening awareness engagement programme across Greater Manchester by mobilising the efforts of Voluntary, Community and Social Enterprise sector organisations (VCSE) in the first instance, alongside other stakeholders including local residents, workplaces and services.

This report highlights the incredible benefits the Answer Cancer Programme has had across Greater Manchester since 2019.

Unless specified, the following data is up to the end of Year Three (March 2022) of the programme.



Answer Cancer Champions

Answer Cancer Champions aim to raise awareness of cancer and NHS cancer screening programmes.

8,661

8,661 individuals signed up as Answer Cancer Champions.

35%

35% were of Black, Asian and Minority Ethnic (BAME) backgrounds.



Lead Answer Cancer Champions

181

181 Lead Answer Cancer Champions recruited.

Up to June 2022

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

They engage in practical and creative ways to raise awareness about cancer and NHS cancer screening programmes.



58%

58% were of BAME backgrounds.

72%

72% female.

28%

28% male.

Answer Cancer Grants

The grants programme provides funding and support for Greater Manchester based VCSE organisations to raise awareness of the NHS cancer screening programmes amongst 'seldom heard' communities.

6,215

6,215 people engaged on the issue of cancer and cancer screening.

Up to September 2022

£241,748

Grants totalling £241,748 have been awarded to community organisations across Greater Manchester.

Up to June 2022



Answer Cancer Grants

Up to June 2022, a total of 62 different VCSE organisations have received funding.

62

A total of 125 events organised by the VCSE organisations.

125

846 Answer Cancer Champions recruited.

846

A minimum of 173 Lead Answer Cancer Champions recruited in Year Three.

173

Engagement and Awareness

273

273 engagement and awareness sessions were held.

A variety of engagement approaches were used, including face-to-face and online awareness sessions, radio, newsletters, and market stalls.

60%

60% of people engaged were of BAME backgrounds.

7,976

Total of 7,976 people engaged through these various sessions.

45%

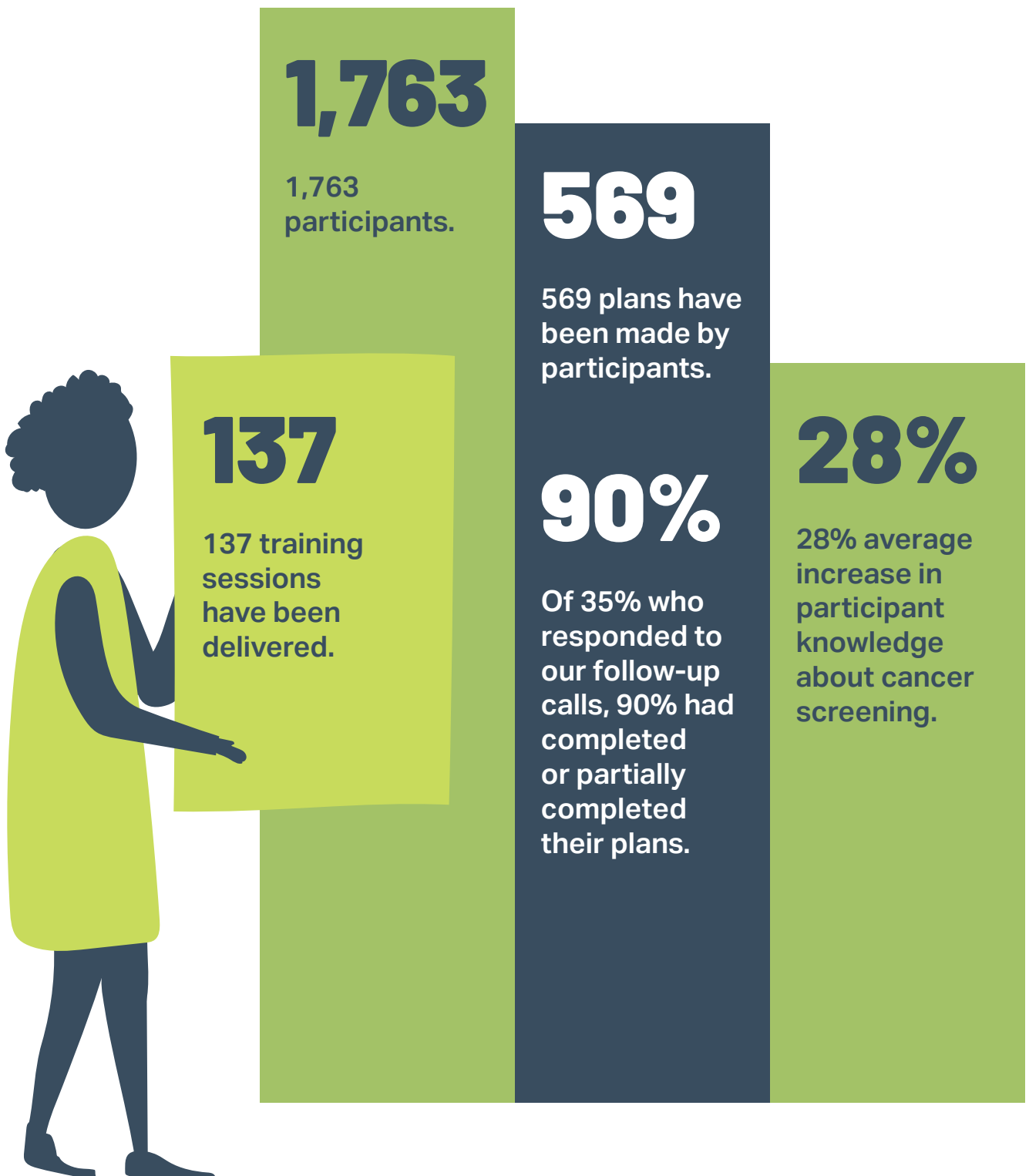
45% reported disabilities.

41%

41% reported caring responsibilities.



Training



Organisational Answer Cancer Champions

Organisational Answer Cancer Champions support activity to increase awareness and uptake of screening within their organisations.



220

220 Organisational Answer Cancer Champions signed up.

Up to June 2022

Workplaces are encouraged to make the pledge to allow paid leave for workers to attend screening appointments.



Answer Cancer Communication Channels

22,188

22,188 views of the Answer Cancer website.

23,810

23,810 views of the Cancer Champions website.

25

25 editions of the Answer Cancer Newsletter.

71

71 YouTube videos and 4,699 views.

A combined **3,235 followers**, **5,446 likes**, and **3,888 posts** across all of Answer Cancer's social media channels.

727.2k impressions and **2,125** mentions across both Answer Cancer Twitter pages.



Chair's Foreword

I'm immensely proud to have chaired the Answer Cancer partnership since it began in 2019.

When we brought our VCSE partnership together in 2018 to respond to a tender opportunity advertised by the Greater Manchester Health and Social Care Partnership, I don't think we realised the scale of what we were trying to achieve. Whilst we all had been involved in different cancer screening awareness work before, we had not all worked together in a formal partnership. We had to act fast if we were to submit our tender response – and after much hard work our submission went in.

We didn't have a name in those early days – but were clear that our core partnership comprised four anchor organisations with a vast range of experience – Salford CVS, BHA for Equality, Unique Improvements and Voluntary-Sector North-West; supported by the 10GM partnership of local infrastructure organisations in Greater Manchester.

We always knew though, that we needed to involve lots of other community groups, voluntary organisations, charities and social enterprises from across Greater Manchester if we were to unlock the power of communities to help us have the reach, spread and scale that would be required to maximise the difference we could make to underserved people and communities.

We wanted to engage people, to recruit them to join us in our ambitions (create a social movement, in essence), and to get thousands of Greater Manchester residents talking to their families, friends, neighbours and communities about the importance of cancer screening – all in the context of seeking to tackle inequalities and the wider determinants of health. We aimed to harness ‘people power’ and the strengths of local communities.

So, we submitted our bid... and then waited... Before long we were informed that we had been successful... and so the GM VCSE-led Cancer Screening Engagement Programme was launched. We knew we couldn’t keep that long (and boring) title for long though, and so began the search for a name! After a few daft ideas and false starts – with the help of a range of community focus groups – we came up with the name ‘Answer Cancer’.

Little did we know we were heading into a pandemic that would challenge us all and make us find ever-innovative ways to engage people, despite our operating context.

So, it’s with great pleasure that I present this summary Impact Report of our progress to date. Please do have a read and come back to us if you have any questions.

I’d like to end by thanking all of our partnership staff, our Champions, the VCSE groups and organisations who have embraced this initiative, all of the workplaces who have signed up and got involved, our partners in primary care and other public sector colleagues, and to our commissioners from the GM Health and Social Care Partnership (now NHS GM ICP) and our funder (NHS England) for having the faith and foresight to believe that we were onto something when we submitted our vision for this VCSE-led partnership programme.

Alison Page

**Chief Executive, Salford CVS and
Chair of the Answer Cancer Partnership**

Introduction

Answer Cancer is the working name of the Greater Manchester Cancer Screening Engagement Programme and is delivered by four VCSE organisations.

Our delivery partners are:

- Salford CVS (on behalf of 10GM, a joint venture to support the VCSE sector in Greater Manchester)
- Voluntary Sector North West (VSNW)
- BHA for Equality in Health and Social Care (BHA)
- Unique Improvements Ltd (UNI)



Funding

The programme receives funding through NHS England on behalf of the Greater Manchester Integrated Care Partnership, formally known as the Greater Manchester Health and Social Care Partnership.

Aim

Answer Cancer aims to provide a coordinated cancer screening awareness engagement programme across Greater Manchester to raise awareness and increase community knowledge and confidence around cancer screening. Different to previous approaches, the programme coordinates the skills, knowledge, and networks within the VCSE sector and local communities across a Greater Manchester footprint.

Purpose of this report

This report highlights the impact and additional value the Answer Cancer Programme has had across Greater Manchester since 2019. Some of the programmes key achievements are detailed and supported with statistics and through the inclusion of case studies.

Answer Cancer's target populations

Answer Cancer is a Greater Manchester wide programme. We target work in selected geographical areas and communities of identity, where screening uptake is lowest. Our Engagement Team prioritise activity in places of greatest need. Other work such as our training offer, the grants disbursement and our campaign and communications activity have a wider reach.

These priority geographical localities are:

- **Manchester**
- **Salford**
- **Bolton**
- **Oldham**
- **Heywood, Middleton and Rochdale**

The communities who experience the greatest barriers and inequalities to cancer screening are:

- **Communities of Greater Manchester in areas of high deprivation as identified in the Indices of Multiple Deprivation**
- **Black, Asian and Minority Ethnic (BAME) groups**
- **Carers**
- **Disabled people**
- **People who experience mental health problems**
- **People with a learning disability or learning disabilities**
- **Lesbian, Gay, Bisexual, Transgender, Queer communities (LGBTQ+)**

Our approach to mobilisation draws from best practice:

- **Understanding what already works within a community**
- **Identifying key stakeholders**
- **Developing key relationships**
- **Engaging/working in partnership with public sector, local business networks and other agencies**

We provide support that is delivered through a range of communications, face-to-face activity and digital assets, including:

- **Cancer and cancer screening awareness sessions**
- **Training, evaluation and financial resources**
- **Networking and exposure to 'what works' – including sharing of best practice across audiences**
- **Marketing and communications**
- **Grants to community groups**
- **Developing work with community organisations who have specialist skills around engaging target audiences**
- **Engagement in workplaces**
- **Mobilisation of Primary Care Networks**

Chapter 1: Increased Screening Uptake

In this section we highlight the mobilisation of VCSE organisations and collaboration with Primary Care Networks (PCNs) through 'spot purchasing'.



Spot Purchasing

'Spot purchased' funding is a form of grant awarded to VCSE organisations who have skills and experience in targeting key communities or in a particular topic.

The funding aims to address specific needs within communities, such as gaps in current engagement or where specific communities want to be engaged.

All of our activity is focused on the key outcome of increasing screening uptake. Community groups strengthen their efforts by accessing our training, receiving grant funding, and by joint activity with our Engagement Team.

We work with the Greater Manchester BME Cancer Partnership to identify and involve specialist community organisations.

Examples include engaging Chinese elders, work to raise awareness of screening within Polish, Lithuanian, Roma, Gypsy and Romanian communities, and work supporting women, young girls and families who are either at risk of, or affected by female genital mutilation.

Increasing Screening with General Practice – the Robert Darbshire Medical Practice Pilot

(1 July 2021 – 7 April 2022)

Voice of BME Trafford (VBMET) received 'spot purchased' funding to help increase cervical screening uptake through collaboration with the Robert Darbshire Medical Practice (RDP) in Manchester. It was hoped that local community organisations could motivate non-responders to take up their cervical screening invite.

The practice produced a database of 2,674 eligible patients who did not attend cervical screening when invited.

Staff and volunteers from VBMET and the practice telephoned patients and encouraged them to attend screening. Callers gave women advice and information and talked through any worries or concerns to help patients make an informed decision about attending screening.

Where possible, discussions took place in the 'first language' of the patients. VBMET staff spoke Arabic and Urdu and interpretation services were also available.

"Taking the time to have these discussions and explain screening, challenged myths and misconceptions people had about screening."

VBMET Staff Member, 2022

Locum smear-taking nurses were recruited to provide additional capacity and to run dedicated clinics. Evening and weekend clinics could not be arranged but additional clinics were offered to provide morning and afternoon appointments on a range of weekdays.

Everyone on the database was called at least once, with up to two call attempted per patient.

- **1,262 new appointment times made available**
- **2,674 women called (100% of project database)**
- **220 project caller hours**

Part way through the project, follow-up and reminder calls were introduced to reduce high levels of non-attendance and cancelled appointments. Reminder calls were made for patients booked-in for screening within the next 24-72 hours. Follow-up calls were also made to failed or cancelled appointments to offer support to re-book.

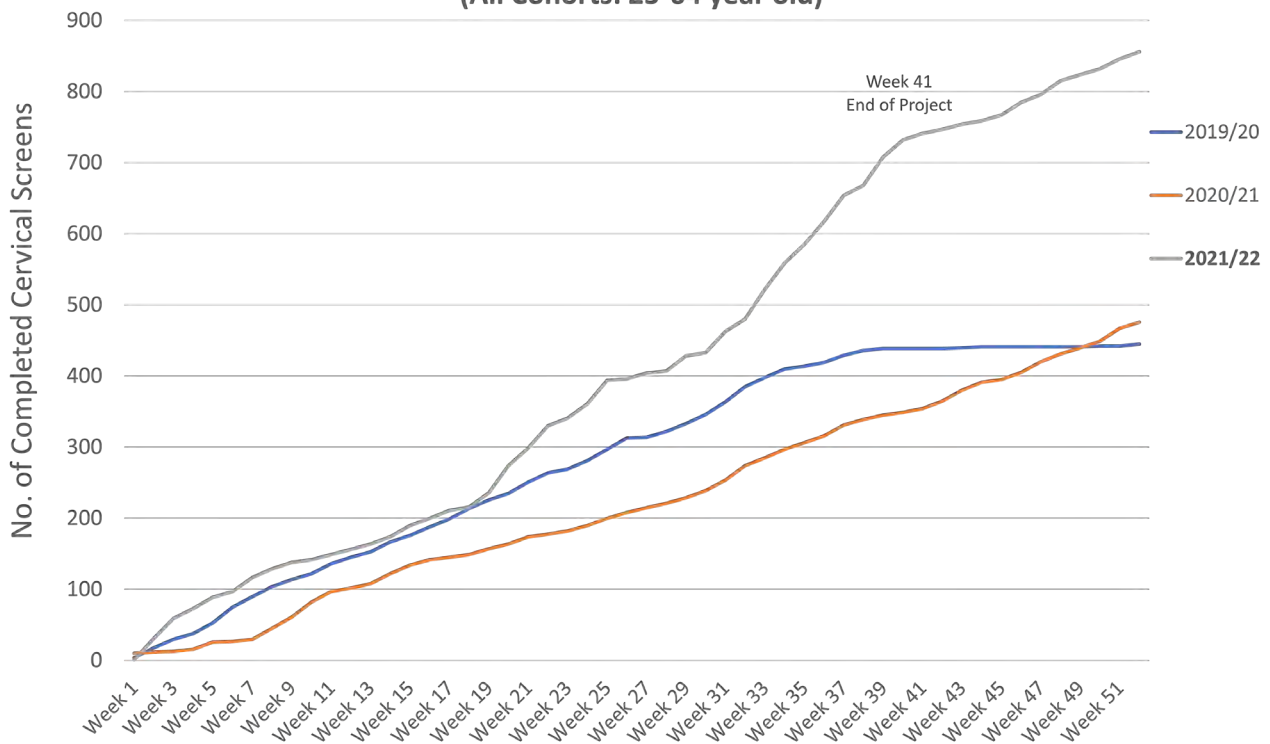
- **4,683 calls made in total**

Results

Screening Uptake

- 27% (663) women aged 25-49 years booked and attended
- 41% (92) women aged 50-64 years booked and attended

Robert Darbshire Practice Cervical Screen Uptake Comparison
(All Cohorts: 25-64 year old)



The graph shows the cumulative number of completed cervical screens across all eligible ages.

Over the 41-week period of the project, a total of 755 cervical screens were completed.

This represents an improvement of:

- **113% over the same period in the 2020/21 (354 screens completed)**
- **72% over the same period the 2019/20 (439 screens completed up to the beginning of the Covid-19 pandemic and 'lockdown' in the UK)**

Sustainability

An increase has been sustained in the three months following the end of the project. Over the full year from 1 July 2021 to 30 June 2022, a total of 856 cervical screens were completed at RDP. This is an 80% improvement over the the 476 completed in the same period in 2020/21.

Learning

The learning from this project has been spread to more Practices. Funding from Answer Cancer has been provided to VCSE organisations to support patient engagement. These are Fatima Women's Association (Oldham) and The Fed (Salford). More information can be found in Chapter Ten of this report. A separate report of the project in the Robert Darbishire Medical Practice is available.

Chapter 2: Grant Funding

Greater Manchester based community organisations are eligible to apply for Answer Cancer grants funding and support to raise awareness and increase uptake of the NHS cancer screening programmes.

62

62 VCSE organisations have received funding.

Up to June 2022



A broad range of grant supported activities has been delivered, raising awareness of cancer, and promoting conversations and commitments around cancer screenings.

Activities and events have included:

Yaran Northwest

Organised an arts-based session titled 'Getting down and Dirty.' This activity used clay to make female figures and engage the women participants.

The Fed

Works with members of the Jewish communities. They engaged with approximately 40 people, via telephone calls.

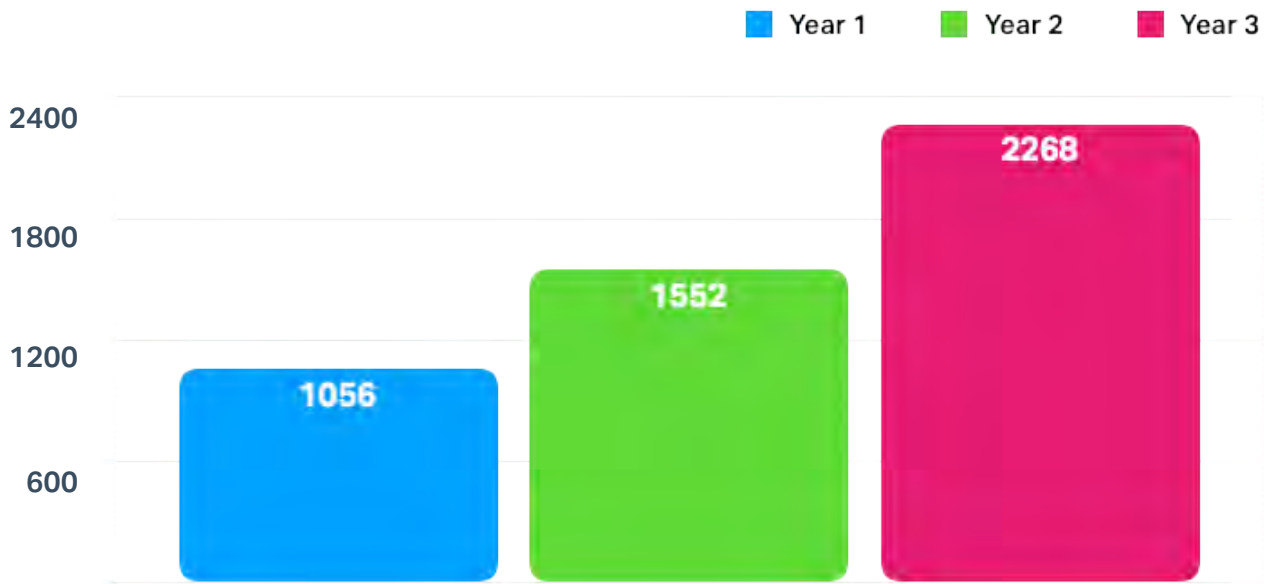
Salford Red Devils Foundation

Raised awareness during veterans walking rugby sessions and at Salford Red Devils Women's Rugby team training sessions.

Everything Human Rights Community Group

Organised a Valentine's Dinner Dance for a community get-together. The event highlighted how couples can support each other in identifying the signs and symptoms of cancer.

The total number of people to have benefitted from these activities has increased year-on-year.



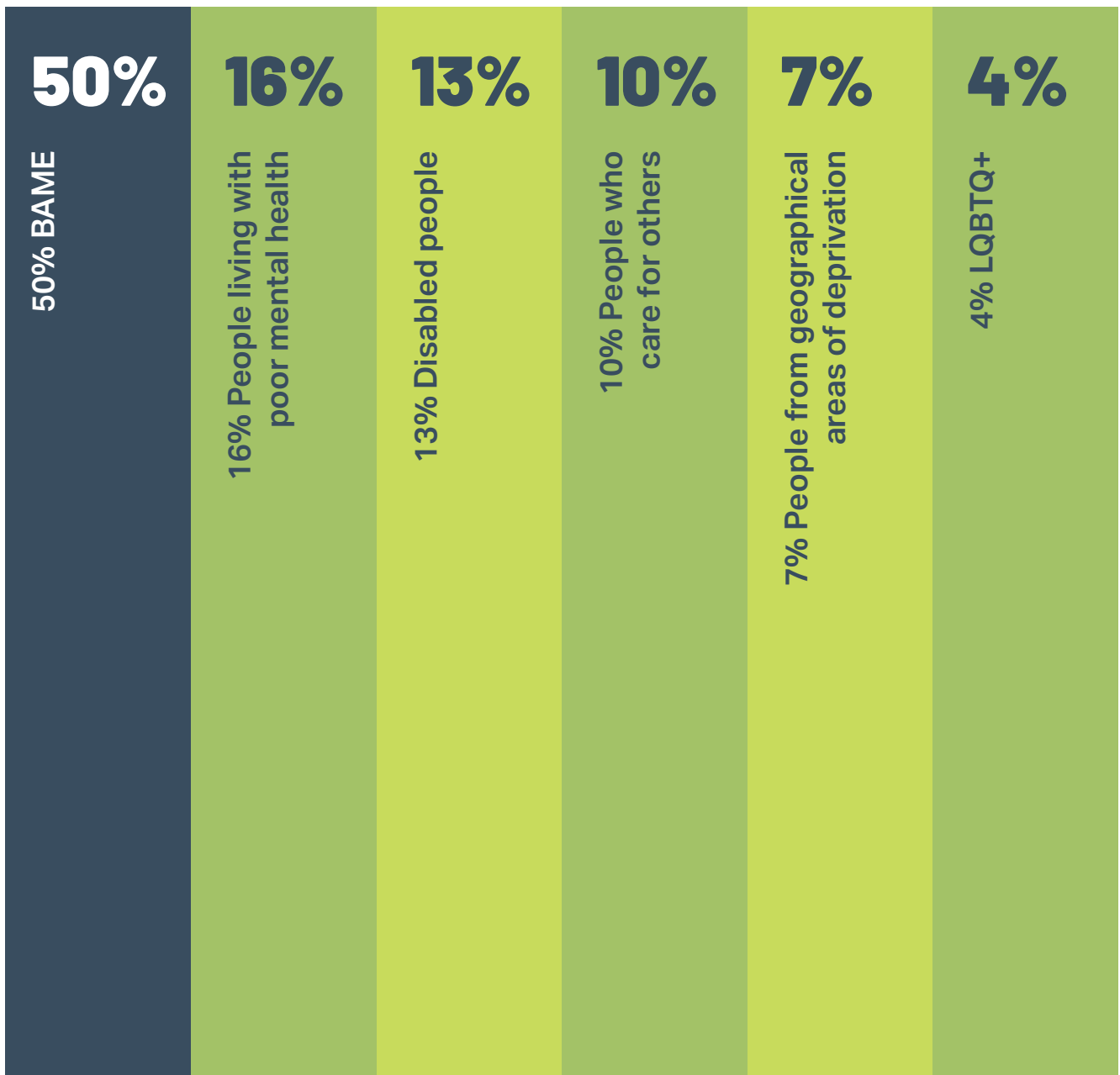
There have been three rounds of grant funding.

Learning from each round has been used to improve processes. Round Three for example introduced a requirement for funded groups to report how many beneficiaries had made a commitment to attend/complete their cancer screening when invited, and how many Lead Answer Cancer Champions they recruited.

- **2,674 people have been engaged through Round Three grants activities**
- **76% of those people are in our priority localities**
- **865 people have made commitments to attend/complete screening**
- **65% of those people are in our priority localities**
- **173 people have become Lead Answer Cancer Champions**
- **63% of these Lead Answer Cancer Champions are from priority localities**

Grant recipients had a good reach across all target audiences. This graph shows the different audiences who engaged with grants funded activities as reported by grant recipients.

All audiences were reached and they were particularly successful at engaging BAME audiences.



Sharks Community Trust (Round Three Grants)

Sharks Community Trust is the charitable arm of Sale Sharks, a North West Premiership rugby club.

The Trust was awarded funding to run 'The Tackling Cancer Project'.

- They successfully delivered sessions in "deprived" communities in Manchester
- Ran a social media campaign which reached more than 15,000 people
- Delivered sessions focussing on cancer prevention in two schools located in "deprived" communities
- Partnered with a housing association to deliver cancer awareness sessions
- Engaged with women aged 18-65 years and people who identify as LGBTQ+
- They delivered a workshop to the Sale Sharks Women's team about cancer awareness and cervical screening. Four women booked their overdue cervical screening appointments as a result



Image: Sharks Community Trust delivering a rugby training session in a school in Manchester, using the session to raise awareness of cancer prevention.



Image: Phil and India from Sharks Community Trust led on the 'Tackling Cancer' project.

Deeplish Community Trust

Deeplish Community Trust offers educational, social and employment opportunities, as well as promoting community cohesion and integration. It is based in an area in Rochdale, which is one of the most deprived areas across the country.

The Trust was awarded Answer Cancer funding in November 2021 to deliver health and wellbeing sessions, exercise classes and social networking sessions to community members.

- **The project successfully engaged and benefited BAME communities, Women's and Men's groups and communities from geographical areas of deprivation**
- **Engaged 236 individuals on the topic of cancer screening**
- **45 individuals committed to going for a cancer screening**
- **11 Lead Answer Cancer Champions were recruited through their activities**

"The cancer awareness sessions gave me knowledge about the signs and symptoms."

Attendee from a session, 2022

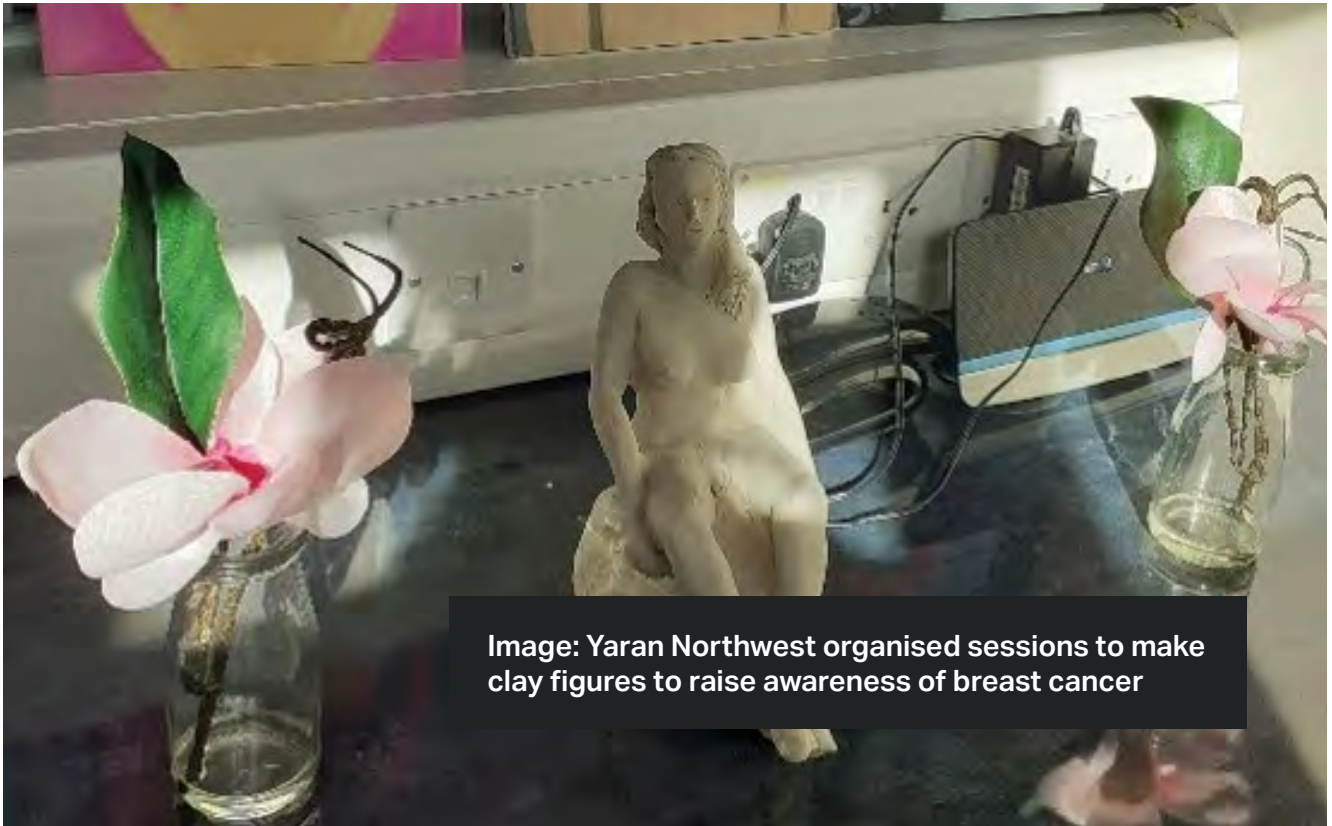


Image: Yaran Northwest organised sessions to make clay figures to raise awareness of breast cancer



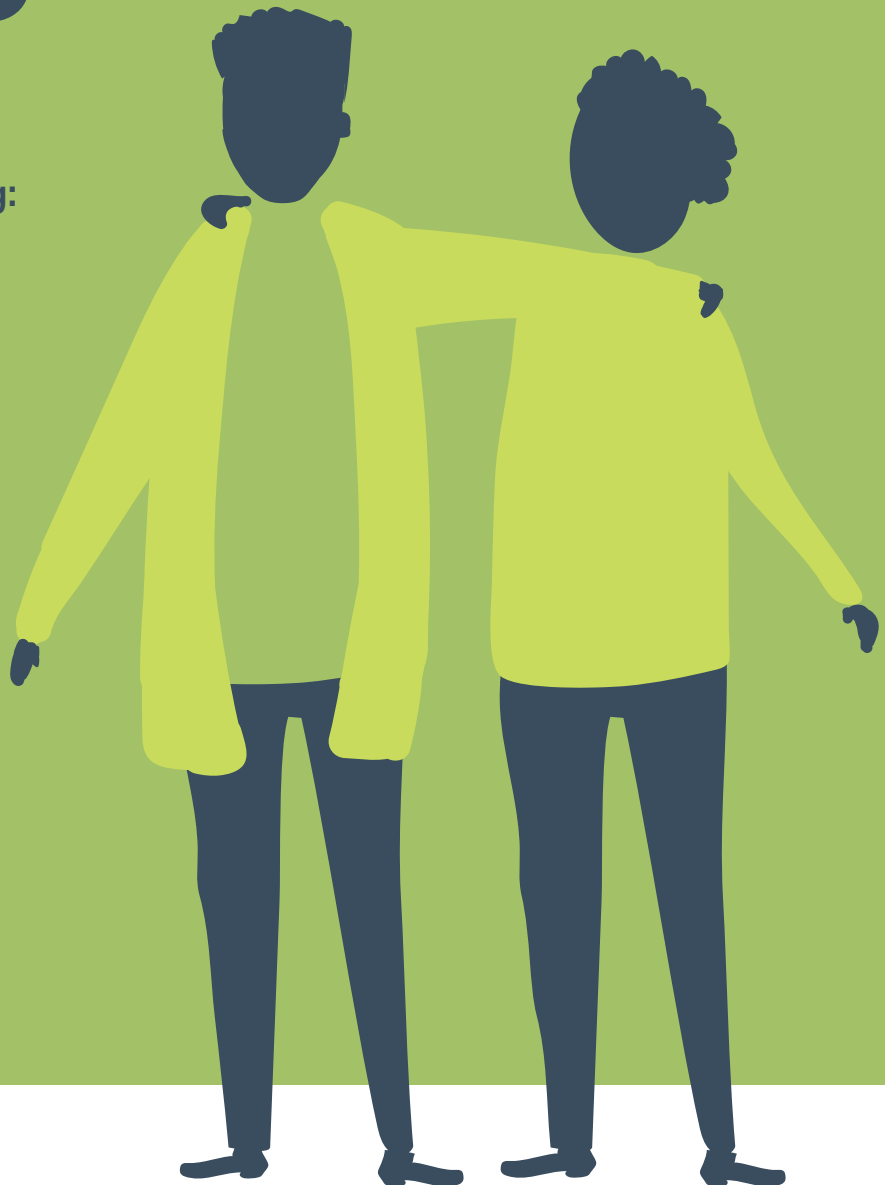
Image: Jigsaw (Bury) held awareness sessions using props

Image: Poster to promote a Breakfast Club organised by Wonderfully Made Women

Chapter 3: Increasing Awareness

7,976

7,976 people engaged through activities including: cancer awareness sessions and workplace engagement activities.



Our dedicated Engagement Team work with communities where screening uptake is low. They work with local residents and health professionals, Councils and VCSE staff.

The team respond to requests from local community organisations, and proactively engage groups and workplaces across target localities.

Activities include:

- **Face-to-face cancer awareness sessions**
- **Online cancer awareness sessions**
- **Use of community radio stations**
- **Engagement at GP Practice waiting rooms**
- **Engagement at and outside of places of worship**
- **Market stalls engagement**
- **Workplace engagement**

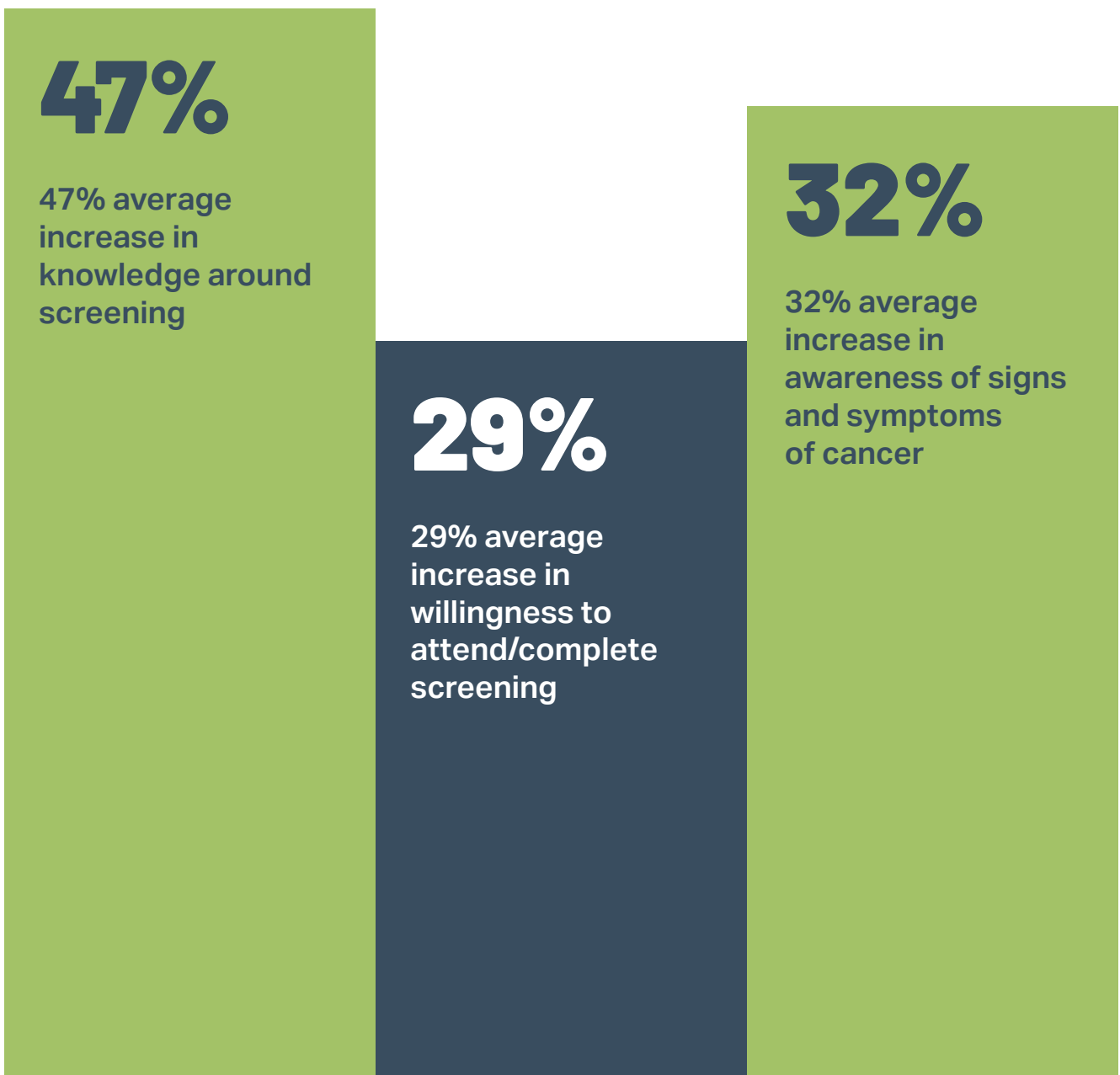
Awareness sessions increase people's knowledge and influence behaviour change.

Of those engaged:

- **60% were from BAME backgrounds**
- **41% of people reported at least one form of disability**
- **45% advised they had caring responsibilities**

Pre and post awareness tools are used at sessions to evaluate changes in participant's knowledge and reported behaviours.

The data highlights significant increase in knowledge around cancer screening, willingness to attend/complete screening and awareness of signs and symptoms of cancer.



The Boobee Bus

We partnered with Prevent Breast Cancer (PBC) in joint publicity campaigns to target women in areas of high deprivation with low cancer screening rates.

- Supporting an 11-day campaign on a specially decorated pink information bus in community facing venues such as shopping centres and outdoor markets
- Answer Cancer Champions and Cancer Screening Improvement Leads (CSILs) took part

In total, this collaborative effort led to 1,030 people being engaged. This included a high proportion of people of Black or Black British backgrounds (36%), South Asian backgrounds (30%), and 4% from other ethnic minority groups. More than 80% of the people engaged were women.



Healthwatch Bolton

During the first year of the Programme, we worked in partnership with Healthwatch Bolton to engage with women to increase awareness of cervical screening.

As a result of the work:

- **Over 200 women were engaged**
- **We developed good working relationships with local mosques which enabled us to develop future activities in that area**

Healthwatch Bolton produced a report 'Cervical Screening Project, June 2020' based on surveys circulated at our engagement sessions. Healthwatch Bolton used the report findings to recommend ways to increase uptake of cervical screening to the Local Authority and Clinical Commissioning Group.



Chapter 4: Training into Action

1,763

1,763 participants have taken advantage of Answer Cancer training sessions.

137

137 sessions have been delivered.



Training sessions provide participants key messages to share with others, and space to discuss 'what works' to help raise awareness of cancer and cancer screening.

Over 20 different training courses are delivered, and the offer is varied, flexible, creative and 'top-tip' focused.

Session examples include:

- **Skill-based sessions – 'How to have Difficult Conversations'**
- **Campaigning sessions – 'How to Run Awareness Raising Sessions'**
- **Information sessions – 'Cancer Facts and Myths' and 'NHS Cancer Screening Programmes'**
- **Bespoke sessions for primary care staff and organisations or workplaces**

To the end of June 2022

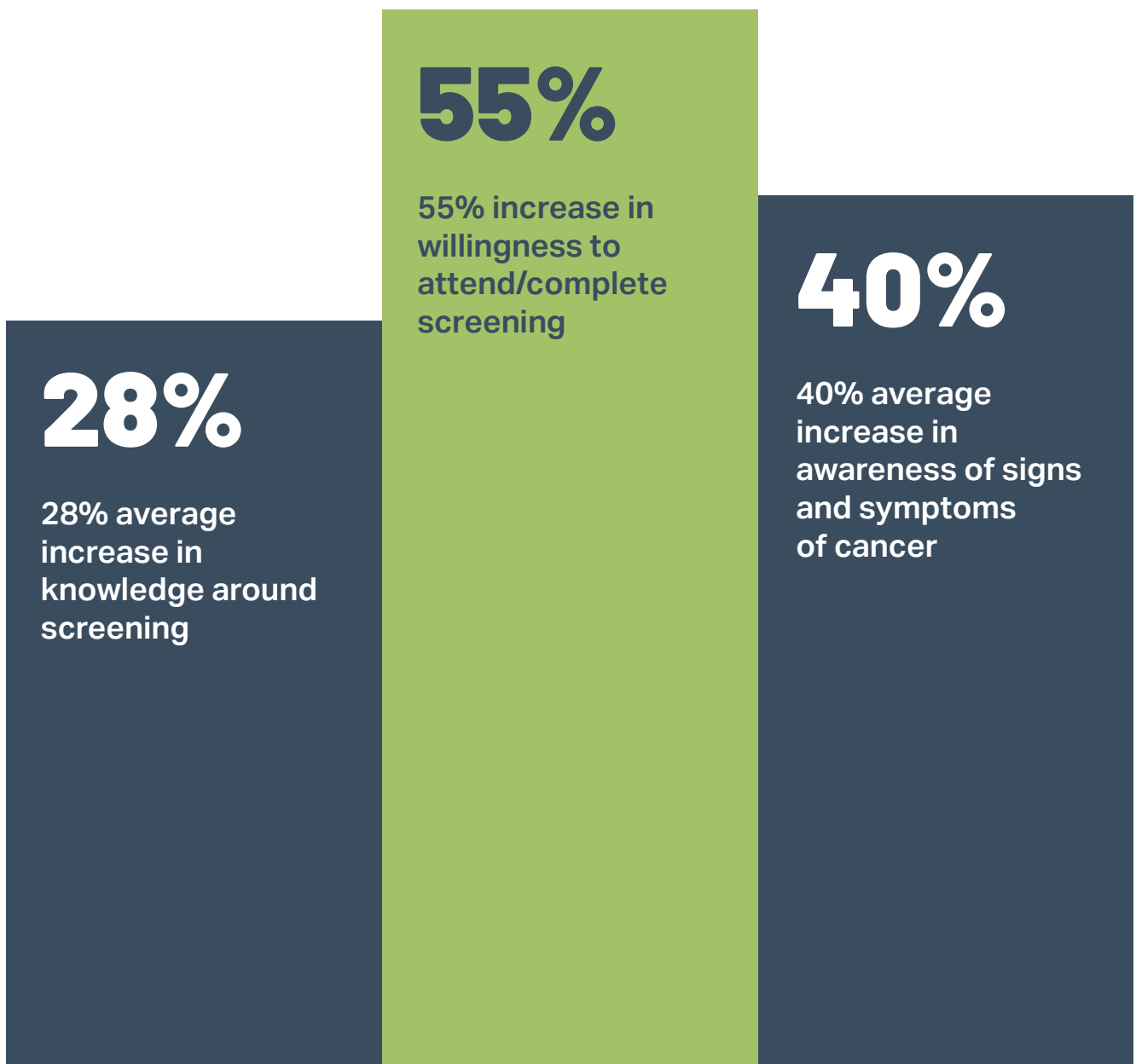
- **137 sessions have been delivered**
- **1,763 participants have taken part**
- **Face-to-face and online (remote) sessions have been delivered**
- **28% of attendees were from BAME backgrounds, 53% reported caring responsibilities, and 54% reported at least one form of disability**
- **Participants came from across Greater Manchester**

At the end of Year Three

- **51% of participants were from VCSE organisations and 56% came from priority localities**

Pre and post awareness tools are used at training sessions to evaluate changes in participant's knowledge and reported behaviours.

The data highlights significant increase in knowledge around cancer screening, willingness to attend/complete screening and awareness of signs and symptoms of cancer.



569

569 training plans have been made.

90%

Of 35% who responded to our follow-up emails, 90% had completed or partially completed their plans.



Training Plans

At the end of every training session, attendees are asked to create a 'plan' to help turn their learning into action.

Some examples include:

'Building cancer awareness into our communications and engagement plan for staff at the Council.'

'Sharing information through posters and leaflets in the office. Carry out short workshops with staff and vulnerable adult clients.'

'Using Answer Cancer tools to hold awareness events with smaller community groups and at a local sporting event that will attract 15,000 people.'

'Increasing awareness of prostate cancer within the PCN in which I work. Sending out texts to patients in high-risk groups to look out for symptoms, linking up with prostate cancer support groups.'

The Virtual Filing Cabinet

Our 'virtual filing cabinet' holds a range of digital awareness raising toolkits that provide practical tips and creative approaches for public-facing activity and how to do evaluation. Resources include links to accessible information, videos and translated materials.

All toolkits come with a summary sheet containing key messages. Training sessions are delivered to help spread their use.

Feedback from new Answer Cancer Champions has shown how useful these have been.

"I have started using some of the ideas in the toolkits and they are brilliant!"

Answer Cancer Champion, 2022

In total, the resources have been accessed 548 times since launching.

**NHS
Cancer
Screening
Programmes**
**Accessibility
Support**



'For The Lads' – Phil Ormesher

Phil Ormesher is a Lead Answer Cancer Champion, with a specific interest in Prostate Cancer. Phil helped develop a training session 'For The Lads' about bowel and prostate cancer. It is one of the most popular sessions.

Phil works alongside our Engagement Team to deliver sessions in the community. These have included a whole-staff session for Transport for Greater Manchester.

As a result of the session, one of the people who committed to completing the bowel screening said...

"I never realised that I may be at increased risk of bowel cancer because of my age. I feel reassured now and I will ask my GP about the screening, and I will get it completed."

Anonymous, 2022



Chapter 5: Mobilising Communities

Our approach to co-production is
the heart and soul of our work.



The benefits of community mobilisation include the sharing of resources; greater use of local and personal networks; better problem-solving; better representation of community voices and strengthened efforts around increasing cancer screening.

We help facilitate this through:

- **Answer Cancer Champions recruitment drives**
- **Grants funding and spot-purchasing**
- **Stakeholder Collaboratives (get-togethers)**
- **Engagement sessions**
- **Answer Cancer communications channels**

Mobilised through comms

Our communication channels are central to the promotion of events and activities across stakeholders and Champions.

We manage Twitter, Instagram and Facebook profiles that have a combined 3,235 followers, 5,446 likes and 3,888 posts across them. These social media channels direct audiences to reliable health information, either on our own or via NHS channels and our trusted charity partner websites.

At the end of Year Three, content has been viewed over 97,500 times across all channels.

Our YouTube account holds 71 different campaign specific videos, with a combined 4,699 views. These include podcast episodes with topic experts, and recordings of training sessions and awareness sessions.

We have partnered with charity AskDoc to produce videos discussing Bowel Screening in 14 community languages commonly spoken across Greater Manchester. **These videos currently have 1,499 views.**

Due to the Covid-19 Pandemic, all face-to-face Answer Cancer activities ceased from April 2020. Our digital and remote offer became an important point of support, information, and networking for stakeholders.

This included:

- **Providing free training on the use of Zoom for community organisations**
- **Producing the Engage GM newsletter to keep in touch with stakeholders and promote the work of our champions**
- **Delivering our quarterly Stakeholder Collaborative sessions remotely**
- **Creating new online drop-in sessions and induction training for Champions to maintain engagement – feedback highlighted this was an important way of reducing isolation and loneliness**
- **Increasing use of other digital channels including YouTube, Podcasts, and Instagram**

Answer Cancer Stakeholder Collaborative (get-together)

Our Stakeholder Collaborative is held quarterly. It provides space to share good practice and learning, problem solve, network and to celebrate achievements.

Up to September 2022:

- **11 sessions held**
- **Four in-person events**
- **Seven sessions online**

Answer Cancer Champions

Champions and Lead Champions are a growing movement of people from across Greater Manchester. They are united by their shared commitment to reducing deaths and the impact of cancer. They work together to raise awareness of cancer screening and the importance of early detection of cancer. They use their interests, expertise, and enthusiasm in diverse areas such as campaigning, policy, equalities, service provision, and engaging with particular communities of identity or geography.

There are 8,661 individual Answer Cancer Champions and 181 Lead Answer Cancer Champions.

Champions have been recruited from target communities:

- **35% of Answer Cancer Champions were from BAME backgrounds**
- **56% of Lead Answer Cancer Champions were from BAME backgrounds**
- **The age of the Champions ranged from 18 to 75 years old**
- **45% of the Champions were also carers**
- **12% identified themselves as LGBTQ+**
- **24% reported at least one form of disability**

An Answer Cancer Champions Impact Survey was distributed to all champions. From a sample of 42 champions, the results revealed:

- **On average, each champion engaged with 63 people on the topic of cancer screening and cancer awareness**
- **Approximately 430 people are estimated to have taken part in cancer screening resulting from these conversations**

Champion Testimonial

Ibukun

Ibukun became an Answer Cancer Champion following her mum's breast cancer diagnosis in 2019. She was motivated by the opportunity to raise awareness of cancer and the importance of cancer screening. Sadly, her mum passed away in February 2021.

Ibukun remained determined to raise awareness about cancer, to talk and encourage conversations about the signs and symptoms of cancer and the importance of screening. She has engaged with young black-African women and has participated in events with Answer Cancer such as distributing flowers in Levenshulme (Manchester) and speaking on All FM radio to celebrate Black History Month and Breast Cancer Awareness month.

"Being a Cancer Champion is a unique opportunity to tell the community how important it is to go for screening on time. Tomorrow might be too late!"

Ibukun, 2020

Champion Testimonial

David

In 2019, David noticed that he had an inverted nipple for some time but did not believe that it was anything serious. Four years earlier he was told he had a condition called Gynaecomastia; therefore, David did not think it was a major concern. He eventually decided to speak to his GP about it, and following some tests, David was informed that he had breast cancer.

"I had a full mastectomy then lymph gland surgery. I have since had Chemotherapy and Radiotherapy and I'm now on Hormone medication for up to Ten Years."

Following successful treatment, David signed up to be an Answer Cancer Champion to raise awareness about male breast cancer and talk about the reluctance of some men to discuss health issues. He hopes that by encouraging men to talk about their health, many lives can be saved, not just from cancer but other illnesses as well.

"Every day this disease brings with it new challenges, both physical and mental. It's how we approach and deal with those challenges that makes the difference. Take each day as it comes and be kind to yourself. Cancer is a rollercoaster of a journey [and] you just have to buckle up and learn to understand the ride."

David, 2021



The South Asian Cancer Champions Group – Madhu Thaker

Madhu Thaker is a retired NHS radiographer and Lead Answer Cancer Champion. With support from our team, she set up a successful network of Answer Cancer Champions from the South Asian community.

This group of 14 people, made use of their own skills and networks to raise awareness of cancer and cancer screening amongst people of BAME backgrounds across Greater Manchester.

- **They organised a community event which was attended by over 85 community members from the Indian community**
- **They held an online Breast Cancer Awareness event attended by over 65 people**
- **Champions have also spoken at media events planned by Answer Cancer and other women's groups as part of International Women's Day**



Pink Picnic

The Pink Picnic is an annual LGBTQ+ Pride celebration held at Peel Park in Salford. It attracts thousands of attendees from across Greater Manchester. Answer Cancer took part in 2022 when the event was attended by over 7,000 people.

Alongside Answer Cancer Champions, we had around 200 brief advice conversations with attendees.

"It was a fantastic day and event with a lot of conversations with LGBTQI+ people. Trans people were provided with information about eligibility for cancer screening, how to book and overcome barriers."

Anonymous, 2022



Chapter 6: Work with 'Seldom Heard' Communities

Our activities take place across Greater Manchester, with additional resources and engagement prioritised towards 'seldom heard' communities who experience the greatest barriers and inequalities.



Examples of seldom heard communities include:

- **BAME groups**
- **Carers**
- **Disabled people**
- **People who experience mental health problems**
- **People with a learning disability or learning disabilities**
- **LGBTQ+ communities**



NESTAC

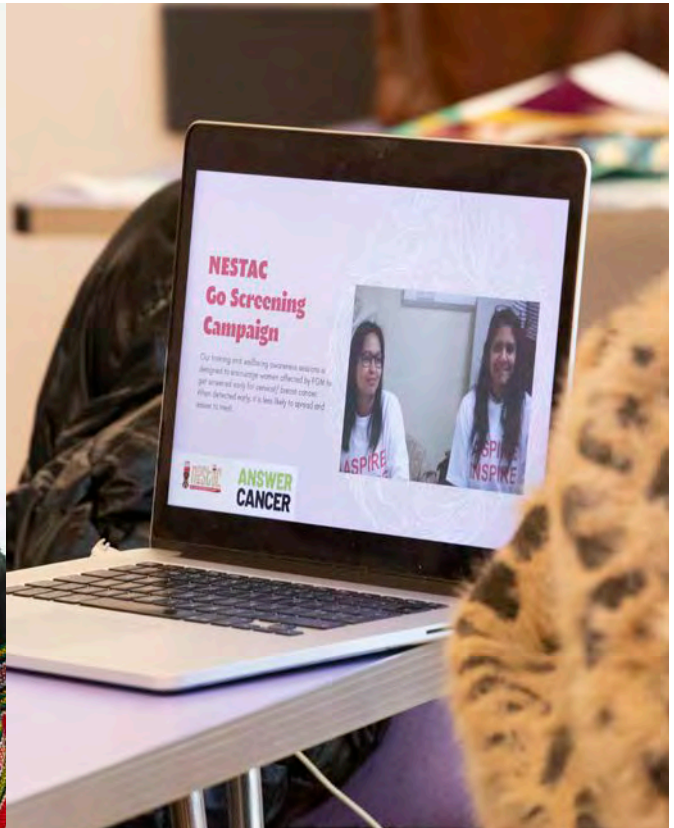
NESTAC are a registered charity who work with BAME communities across Greater Manchester to promote equality and diversity. They were awarded spot purchased funding to raise awareness of cervical cancer and encourage the uptake of cervical screening amongst women and families who are affected by female genital mutilation (FGM).

NESTAC developed the 'Go Screening Campaign'. 12 peer mentors were trained by Answer Cancer to deliver awareness raising sessions. NESTAC provided training in basic counselling skills. Peer mentors then delivered awareness sessions through tea and coffee mornings in Rochdale.

The project engaged 240 women who were reluctant to attend screening due to fear and embarrassment. Evaluation activities revealed that there was greater awareness of cervical screening and willingness to attend an appointment following attendance of one of NESTAC's sessions.

"Women talking to each other about this topic, with the backdrop of all the taboos and cultural sensitivities, is a massive achievement."

NESTAC Staff Member, 2022



Wai Yin Men's Group

The Wai Yin Society are a Greater Manchester-based organisation working with and supporting Chinese people. They received spot purchased funding to raise awareness of cancer screening and health information within Chinese communities in Greater Manchester.

"Language barrier is an obstacle for the Chinese... men are not willing to show their weakness or health problems. Therefore, the Chinese group is hard to reach."

The Wai Yin Society Staff Member, 2022

- Wai Yin staff attended Answer Cancer's training sessions before facilitating their own sessions in Cantonese
- Six health talks were organised, with a combined attendance of 507 people from Chinese communities
- Evaluation demonstrated that attendees were aware of the signs and symptoms of cancer and the importance of screening
- One session targeted Chinese men. 70 men attended this session, that led to the formation of a Men's group, facilitated by a Chinese male cancer survivor
- The group continue to meet on a fortnightly basis, discussing health related topics in a supportive environment
- Cancer awareness raising activities have continued after project end, including producing a leaflet in Cantonese and distributing it to over 200 people

Making Every Contact Count for Mental Health (Cancer Pathway)

Our training team were part of the Greater Manchester pilot of 'Making Every Contact Count for Mental Health (Cancer Pathway)'. Sessions were designed by the Royal Society for Public Health in collaboration with Health Education England and Greater Manchester Cancer Alliance.

Answer Cancer staff trained as facilitators and delivered sessions to 15 Answer Cancer Champions.

The national evaluation of the programme found statistically significant increases in participants' capability and motivation to have conversations with people about their mental health.

"This course really opened my eyes about ways we can build-in mental health conversations with Cancer Champions and members of the public"

Answer Cancer Champion, 2022



Gaydio

Gaydio is a community radio station run by and for LGBTQ+ communities and is the world's biggest LGBTQ+ radio station with 500,000 weekly listeners. They signed up as an Organisational Answer Cancer Champion to promote cancer awareness and NHS screening to their listeners, supporters and volunteers.

Gaydio produced a radio advert that was aired throughout Bowel Cancer Awareness Month. This played at regular slots across the entire month to reach as many people as possible who listen at different times.



PossAbilities

PossAbilities are a social enterprise who support people with learning disabilities. The organisation was a successful Round Three grant recipient in November 2021. They received £5,000.

The organisation wrote and illustrated an Easy Read Guide for people with learning disabilities about 'What is Cancer?' This was then produced into an animated video which up to September 2022 has 88 views on YouTube.

PossAbilities also organised a series of workshops for people with learning disabilities, making use of visual props to help raise awareness of signs and symptoms. They also organised for their beneficiaries to attend a clinic to see the equipment used for breast screening.



Special Olympics Bury & Jigsaw (Bury)

Special Olympics Bury works in partnership with Jigsaw (Bury) to provide sports and social activities for disabled people and support their members to maintain a healthy lifestyle. They were supported by Round One and Round Three of the Answer Cancer grants programme to deliver interactive information sessions, to run a social media campaign and to create newsletters.

Their interactive information session provided time within sessions for people to ask questions and to hand out information resources for people to take home. A total of 56 people attended the sessions that were organised.

- Ran six events
- Engaged 51 individuals
- Recruited 25 Answer Cancer Champions
- Reached 226 people each month via their newsletter
- Engaged 1,387 people using social media

"I learnt the age brackets of when to go for screenings and what the screenings look for"

"I feel reassured and safe with some understanding"

Information Session Participant, 2020

Manchester Deaf Centre

There is evidence demonstrating that the Deaf Community face barriers in accessing health services, including cancer care services such as cancer screening. Therefore, Answer Cancer awarded Manchester Deaf Centre (MDC) grants to help deliver tailored cancer awareness and cancer screening information sessions.

MDC is a hub for inclusion, advocacy, accessibility, support, training and information. In 2021, MDC delivered cancer screening information sessions to their beneficiaries.

The Centre received Round Three grant funding from Answer Cancer. Using the funding, they held 26 events around cancer screening and cancer awareness, including workshops and one-to-one activities.

To meet user needs, all information was delivered in the beneficiaries' first language, which was either British Sign Language or Sign Supported English.

Through these events and activities, they engaged a total of 40 people, including members of the Deaf Community and carers. Of those they engaged, 14 people made commitments to attend screening when invited.

"I was very worried because as a hard of hearing person, I knew I would struggle but, thank you to [name] at MDC who supported me all the way ... I now feel confident and will see my doctor to have a health check"

Anonymous, 2022

Chapter 7: Workplace Engagement

73%

73% of sign-up organisations are from our priority localities.



We use a place-based approach to improve awareness of cancer and cancer screening in workplaces.

Our Engagement Team meet with workplace leads and facilitate awareness sessions for staff. They promote access to our training offer which includes, 'workplace wellbeing' and they introduce them to local Answer Cancer Champions.

In addition, we have recently launched '**Bee Seen, Get Screened**' workplace-focused scheme to encourage local organisations to pledge to make it easier for their staff to attend screening appointments.



Workplace Action Plans

After training and workplace awareness sessions, staff are asked to make plans. These are followed up at one and two-month intervals. The following are examples of successful plans.

"Share details of training with the Public Health Response Team who will be engaging with the community"

"Share information about Answer Cancer with my integrated team and my GP lead"

"Embed awareness session in to our action plan for neighbourhood meeting and put on team agenda for health & social care"

"Add this into our team meeting and discuss how to arrange some events around the awareness months"

"I plan to regroup with the rest of the team to agree our actions and priorities from today. We've networked with lots of people whose connections are really important to us"

Staff Training Participants, 2022

Bee Seen, Get Screened

Evidence suggests that a significant barrier to attending screening appointments is being able to take time off work.

As a response, we have developed the 'Bee Seen, Get Screened' scheme to support employers to make a pledge to allow staff to take paid leave to attend screening appointments.

It was launched in September 2022.



Faith Network for Manchester

Faith Network for Manchester (FN4M) aimed to raise awareness of screening amongst faith leaders from across Greater Manchester who could then cascade this information to the communities that they work with.

Following the completion of the project, they discussed their plans as an organisation and how they can continue work to promote uptake of cancer screening as an organisation. Their plans include implementing organisational policies that will allow staff to attend cancer screening appointments during work hours.

"We haven't gotten as far as creating an official policy... I think that will be the next step, for us to create this [policy] and put it into practice, so they [staff] can go during working hours."

Staff Member, 2022



Chapter 8: Partnership Working and Influence



Answer Cancer has a unique position between the VCSE sector, local services, policy makers and commissioners.

We provide input into a range of Greater Manchester and locality partnerships and governance arrangements. Our insight and experience of community mobilisation means we bring expert insight into spaces.

We share our work and learning at stakeholder events. We were part of a Greater Manchester Cancer delegation who met with national NHS Cancer Programme representatives to showcase our work.

Answer Cancer has representation on:

- **Greater Manchester Cancer Board**
- **Greater Manchester Cancer Early Diagnosis Steering Group**
- **Greater Manchester Cancer Inequalities Steering Group**
- **Bolton Locality Cancer Group**
- **Heywood, Middleton and Rochdale Locality Cancer Screening Group**
- **Manchester Cancer Screening Improvement Group**
- **Oldham Locality Cancer Group**
- **Salford Locality Cancer Group**

Working with Cancer Service Improvement Leads

The Cancer Service Improvement Leads (CSILs) are employed across Greater Manchester to increase uptake of bowel and breast screening by engaging and supporting General Practice and Primary Care Networks.

We have regular joint meetings with CSILs to align work. They share updates at our Stakeholder Collaborative and are important contributors to our Engagement Team activity.



Working with Pharmacy Teams

We supported Greater Manchester pharmacy teams to deliver their cancer screening campaigns which were part of the mandatory campaigns they were required to deliver. We designed social marketing materials for bowel screening and delivered training around breast, bowel, and cervical screening awareness.

Evaluation of the campaign highlighted that of the people who previously advised they had not attended screening

- 60% of people would attend their cervical screening
- 60% of people would complete their bowel screening test
- 50% would attend their breast screening



Chapter 9: Added Social Value

Across our work we see evidence of impact and improvement across skills, knowledge and wider health and wellbeing behaviours.

Feedback from our Champions highlighted a range of outcomes as a result of their involvement with the programme.



Reduced Isolation:

"Without any of the awareness raising stuff I think people would have been lonely."

Answer Cancer Champion, 2020

Transferable skills:

"Used the same approach and skills we picked up through raising awareness of cervical cancer, to raise awareness of climate change."

Training Participant, 2020

"Our volunteers have gained valuable experience in supporting individuals who have lived experience of cancer and those who are suffering from grief."

Grant Recipient, 2022

Increased digital skills:

"It [training] supported us to create an online presence with Instagram and Facebook."

Answer Cancer Champion, 2020



Knowledge of local services:

"We created a cancer map... it was a just a map of where you can get support from when you've been diagnosed with cancer or you know someone who has been... physical, mental, and even financial support."

Grant Recipient, 2022

Better health and wellbeing:

"I had a book come out, which was on healthy eating, but I dedicated a chapter to cancer awareness."

Answer Cancer Champion, 2020

"We ran six weekly healthy eating classes."

Grant Recipient, 2022



Improving Fitness

Multiple groups and individuals throughout the Answer Cancer programme report how they are engaging community members to improve their fitness.

For example, Changing Lives Direction delivered the 'fit4life' project. This aimed to improve the lives of women and their families through the provision of gym exercise sessions, building women's knowledge of health and well-being, and to raise awareness of the prevention of serious diseases including cancer.

They successfully engaged BAME women, who regularly attended the fitness related activities.

In total, 63 women regularly attended the gym-based sessions.

Garage Mechanics and Their Diets

A mechanic from a garage in Manchester signed up as an Answer Cancer Champion after his wife attended an Answer Cancer training session. After sign-up, he attended training sessions himself and learnt more about cancer awareness and screening.

He applied his knowledge at his workplace, having conversations with his colleagues about cancer awareness, the signs and symptoms, and risk factors. As a result, the other mechanics became more conscious of their diets and what they ate during their lunch breaks. He stated:

“Slowly we all changed our diets and the lunches we were going for. Before it was fry ups or something quick from [local bakery], but now we all have a much better diet.”

Answer Cancer Champion, 2020

The Answer Cancer Interns

Four young people were recruited from Manchester Metropolitan University (MMU) as Answer Cancer interns. They supported and developed a project to engage their student peers on cervical screening and LGBTQ+ communities. In addition to the outcomes described below, the interns described improvements in their skills and work preparedness.

- An essay was co-produced with Answer Cancer Champion and Transgender ambassador Eva Echo into the barriers of cancer screening for trans and non-binary people
- The interns took over the MMU Student Union Instagram page and used the platform to raise awareness of the cancer screening programmes and encouraged people to sign up as Answer Cancer Champions
- Hosted an online session about the impacts on LGBTQ+ communities, featuring an MMU academic as an expert speaker

One of the interns Rosa advised how the experience has helped her gain experiences and skills that appeal to employers.

"From my internship at Answer Cancer, I gained a range of experiences which has greatly helped me move forward in relation to my career and personal growth. I have found that employers have been impressed by the skills I gained during my internship and that has given me a lot more confidence in applying for jobs."

Rosa, Answer Cancer Intern, 2021

Chapter 10: Future Plans

During Year Four, Answer Cancer has committed to working with seven PCNs to pilot different approaches to increase cervical screening rates.

We will co-design interventions with PCNs and their associated GP Practices.



A key focus for Year Four is developing joint projects with Primary Care Networks (PCNs) and GP Practices to improve cervical screening uptake. We will work with GP Practices in areas of deprivation where cervical screening rates are particularly low.

There are currently three different models that we are developing with these PCNs to achieve higher cervical screening rates.

1.**1. VCSE Partnership model**

In this model, Answer Cancer funds a VCSE organisation to partner with GP Practices and make phone calls to non-responders. Staff from the VCSE organisations are trained to make the calls from the GP Practices, whereby they will encourage people to attend.

2.**2. GP Screening Information Clinic model**

This involves Answer Cancer managing and delivering one-to-one information clinics for people who have not responded to their cervical screening invitation. Clinics will be held face-to-face at the GP practice or at an alternate community location. They may also be delivered online or over the phone. We are looking to deliver this approach with two PCNs in 2022/23.

3.**3. Drop-in cervical screening clinics in community locations**

For some people, booking a set time for their cervical screening is a barrier to participation, as well as being expected to attend a GP Practice to do so. Bolton GP Federation, with involvement from Answer Cancer, are leading on a project in Rumworth that offers drop-in cervical screening at community locations where some patients feel more comfortable.

Conclusion

This report has highlighted the significant impact of the Answer Cancer programme. There is evidence of increases in awareness, knowledge, and confidence around cancer screening in communities and organisations. The results of the pilot between VCSE organisations and General Practice demonstrate significant and sustainable increases in cervical screening uptake.

Looking forward, Answer Cancer will continue to work across Greater Manchester and prioritise efforts and resources in those geographical areas and those communities where screening uptake is lowest. Our approach will continue to draw from best practice and innovation.

A key focus for Year Four is to develop more joint projects with Primary Care Networks (PCNs) and VCSE organisations to improve cervical screening uptake. We will work in areas of deprivation where cervical screening rates are particularly low.

We will continue to expand our training offer to include both face-to-face sessions for community groups and organisations, and online sessions. Plans developed by attendees after training have demonstrated a range of follow-on activities designed to increase screening uptake. We will deep-dive into training plans to highlight the outcomes instigated through our training activity.

Towards the end of Year Three we provided resource and support for grant recipients to develop bespoke approaches to follow-up programme beneficiaries. We will report on this data and expect it to demonstrate further evidence of impact. Our programme evaluation will continue to investigate the impact of Answer Cancer across Greater Manchester. The timescales will allow us to explore correlations with cancer screening uptake and coverage data, as well as the additional social values that the programme creates.

Acknowledgements

Answer Cancer would like to thank everyone who has been involved with Answer Cancer.

To everyone who has been involved in the programme since the beginning, to everyone who became involved as the programme progressed, your engagement and activities have positively impacted the lives of people living in Greater Manchester.

This report has demonstrated some of that impact that you have contributed to and the impact of the programme.

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