

**ANSWER
CANCER**



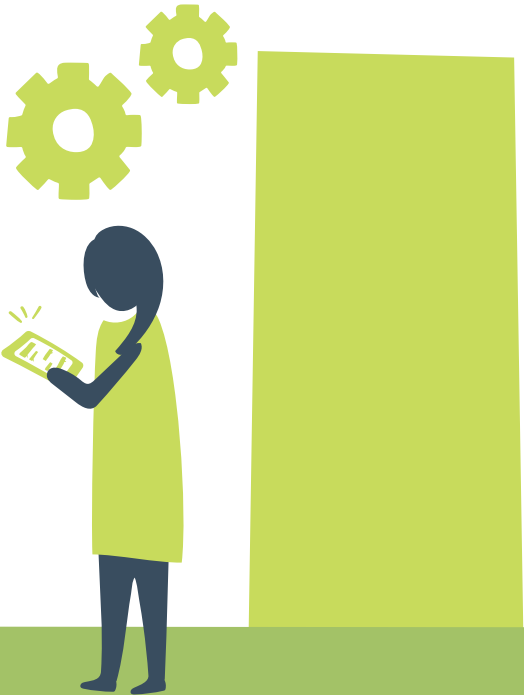
Year Four Impact Report

(April 2022 to March 2023)



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Executive Summary

Answer Cancer provides a coordinated cancer screening engagement programme across Greater Manchester. This is achieved 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 from April 2022 to March 2023 (this constitutes Answer Cancer Year Four).



Achievements

Increase in uptake of cervical screening from our work with Primary Care Networks/GPs.

Improved understanding and relationships between VCSE organisations and Primary Care Networks/GPs.

Increased awareness of the 3 screening programmes as a result of our awareness sessions and training offer.

Increased numbers of trainees producing action plans to share and spread their learning.

Employers offering paid time off to employees to attend screening appointments.

Improved connections between Cancer Screening Improvement Leads and community groups.

Greater involvement of Cancer champions in a range of activities including research such as the pilot of urine testing for cervical cancer.

Answer Cancer Champions

One of the primary ways in which Answer Cancer delivers its cancer screening engagement programme is by enlisting Answer Cancer 'Champions'. These are individuals who play a key role in raising awareness. In Year Four:

- 214 people signed up as Answer Cancer Champions.
- This took the overall number of Answer Cancer Champions to over 4,600 up to 31 March 2023. This figure includes additional champions recruited via organisational champions signed up to the programme.

4600

Answer Cancer Champions



Lead Answer Cancer Champions

Lead Answer Cancer Champions play an even 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. In Year Four:

- 103 individual lead champions recruited.
- This took the overall number of Lead Champions to 290 up to 31st March 2023.

290

Lead Answer Cancer Champions



Answer Cancer Grants

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

Year Four highlights:

- The completion of Round Three Grants projects.
- The launch of Round Four Grants projects.

35

- 35 unique VCSE organisations from across Greater Manchester have been awarded funding, over the two rounds of grants. This followed a competitive bidding process.

£66,850

- In Round Four alone, grants totalling £66,850 were awarded to community organisations across Greater Manchester in Year Four.



Engagement and Awareness

- 291 awareness, outreach and workplace sessions took place in Year Four.
- 7178 people engaged through taking part in activities.
- 31% of people who engaged were of Black, Asian or other Minority Ethnic (BAME) backgrounds.
- 61% of those who engaged reported at least one form of disability.

These included:

- Face-to-face cancer awareness sessions.
- Workplace engagement.
- Community radio sessions as well as hosting radio shows.
- Market stalls.
- One-to-one conversations during outreach activity.
- Coverage on Asian community TV station.
- Community festivals.



7178

**People
engaged
through
taking part
in activities**

Training

In Year Four a mixture of both in-person training sessions and remote/online training sessions was offered.

65

Training sessions were delivered.

268

Participants attended training sessions.

25%

Average increase in willingness to attend/complete screening, compared to Year Three.

26%

Of attendees were of BAME backgrounds.

14%

Of people identified as either Bisexual, Gay, Lesbian, Queer or Pansexual.

Bee Seen Get Screened Campaign and Organisational Answer Cancer Champions

Launched in September 2022, the Bee Seen Get Screened Campaign encourages workplaces to make the pledge to allow time off, or the flexible conditions for workers to attend screening appointments and to support Answer Cancer in raising awareness of the screening programmes available to their staff.

- To date, 37 organisations have taken the pledge and signed up to the campaign.
- Additionally, 239 total Organisational Answer Cancer Champions were recruited up to the end of Year Four.



Answer Cancer Digital Communication Channels

- There are 81 different YouTube videos, with a combined 6,798 views.
- Answer Cancer has a combined 3,390 followers and over 3,900 posts across Twitter, Facebook, Instagram, and LinkedIn.
- Answer Cancer has produced 148,000 impressions on Twitter.



3,390

Combined followers and over 3,900 posts across Twitter, Facebook, Instagram, and LinkedIn.



148,000

Impressions on Twitter.



6,798

81 different YouTube videos, with a combined 6,798 views.

For further information, please continue to read the wider report.

Chair's Foreword

I'm immensely proud to have chaired the Answer Cancer partnership since it began in 2019 – and to present to you this summary Impact Report on our work during the year April 2022 – March 2023.

Answer Cancer is a partnership between Salford CVS (on behalf of 10GM), BHA for Equality, Unique Improvements social enterprise, and Voluntary Sector North West, supported by dozens of smaller VCSE groups and organisations and lots of local businesses from across Greater Manchester.

The past 12 months has seen us finally start to emerge from the shadow of the Covid-19 pandemic. We know that for some people, they are still living with the impact of the pandemic – either because they have lost family and friends, or because they are now living with long-Covid. The pandemic did not affect all people and communities equally though – those from poorer households, those living with long-term health conditions, those from specific demographic communities, and older people - took the brunt in terms of physical ill health, or worse... However, we also know that the pandemic has affected people psychologically, in particularly younger people. So, it shouldn't surprise any of us that whilst the virus is still about, and the impact is so recent, that for some people and communities, things haven't returned to pre-pandemic life. In terms of the work of the Answer Cancer partnership, this has meant that whilst we have returned to deliver much of our provision face to face, we have still retained an online offer too in terms of our training and community engagement work.

During the year we continued to recruit, train and engage with individual **Answer Cancer Champions** – people who volunteer to help engage within their communities, promote cancer screening and help improve uptake of the three major screening programmes for breast, bowel and cervical cancer. We are especially pleased to see good take-up from within target communities of identity. More on that later in this report.

We also launched an exciting new development as part of our workplace-focused work. Alongside recruitment and training of **Organisational Answer Cancer Champions** we developed a new campaign, 'Bee Seen, Get Screened' – we asked organisations and businesses across Greater Manchester to sign up to our campaign, and pledge to allow their staff paid time off to attend cancer screening appointments in work time. This has already proved to be successful, with employers as diverse as Manchester City Council, Network Rail (shared Services Department), and Fujitsu all signing up.

We also further developed our **training programme**, delivering targeted training within particular communities and geographies, both in person and online, reaching into all of our target communities and overachieving on our targets.

Our **grants and investments** programme continued to hit the spot, reaching into all of our target localities and communities in Greater Manchester. Alongside the 35 groups and organisations who received a grant via our open grants rounds, we also spot purchased some specific provision in communities where we needed greater outreach – examples included working with The Federation of Jewish Services in Bury, Salford and Manchester; focusing on homeless people and cancer screening by working with Salford Primary Care Together and Loaves & Fishes; working with people seeking sanctuary via Manchester Refugee Support Network; targeting women who have experienced Female Genital Mutilation (FGM) via specialist organisation Nestac; working with Gaddum on reaching out to Carers. These specialist interventions have proved very effective in targeting specific cohorts of people in order to increase screening uptake. For example, the Voice of BME Trafford, who have proven on more than one occasion that their approach to working with specific BME communities – using volunteers with relevant experience and who speak specific community languages to contact women to persuade them to attend screening - does work, were commissioned to work with a South Manchester Primary Care Network to try and help improve cervical screening uptake. Results were astounding, with significant increase in uptake of cervical screening appointments.

It was great to see us do more in-person **community engagement sessions** during the year, from attending community centres across GM and delivering formal engagement sessions, to holding stalls at an array of festivals and events across the city-region.

Our key message to everyone we meet and work with is clear – **Bee Seen, Get Screened!** During the Covid-19 pandemic we know that many people didn't attend screening appointments and that the health system was focused on dealing with the pandemic and other competing demands - as a result many residents of Greater Manchester missed out on the opportunity to diagnose cancer earlier! That's why this cancer screening engagement programme is so very important. We're pleased to announce that we have been recommissioned for a further year, 2023-24, to help Answer Cancer...

I'd like to end by thanking all of our partnership staff, our volunteer 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

Chair, Answer Cancer Partnership
Chief Executive, Salford CVS



Introduction

Answer Cancer: The Aim

Answer Cancer aims to provide a coordinated cancer screening engagement programme across Greater Manchester, that raises awareness, and increases community knowledge and confidence around cancer screening.

Answer Cancer is the working name of the Greater Manchester Cancer Screening Engagement Programme. It is delivered by four Voluntary and Community Sector Organisations (VCSEs).

The delivery partners are:

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



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.

Target Populations

The programme works with all communities and individuals, as many are 'influencers' for people eligible for screening.

In Year Four we have continued to target work in selected geographical areas and communities of identity where screening uptake is lowest. Our Engagement Team have prioritised activity in geographical areas which have seen the lowest proportional rates in Greater Manchester for uptake of breast, bowel, and cervical screening. **They were:**

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

Work such as our training offer, the grants dissemination and our campaign and communications activity have a particularly wide reach.

Additionally, resources and engagement have been predominantly targeted towards communities who experience the greatest barriers and inequalities to cancer screening. **They are:**

- Communities of Greater Manchester experiencing the greatest financial inequalities.
- Black, Asian, and Minority Ethnic (BAME) groups.
- Carers.
- Disabled people.
- People with mental health conditions.
- People with learning disabilities.
- Lesbian, Gay, Bisexual, Transgender, and Queer communities (LGBTQ+).

Our Approach

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 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.

This Report

This report highlights the impact of the Answer Cancer programme in Year Four. Key achievements are detailed and supported through the inclusion of case studies from beneficiaries and statistics.

Chapter 1: Increased Screening uptake

This section highlights the mobilisation of VCSE organisations and collaboration with Primary Care Networks (PCNs) and through 'spot purchasing'.

1.1: Spot Purchasing

'Spot purchasing' funding is a form of grant awarded to VCSE organisations who have skills and experience in targeting key communities or on specific health topics. 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 Answer Cancer's 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.

Year Four welcomed another round of spot purchased funding a total of £89,735 was distributed in spot purchased funding amongst 11 VCSE organisations. The funding aimed to address specific needs within communities, such as gaps in current engagement, thereby supporting the increase in screening uptake amongst target communities.

Examples include:

- Wai Yin Society.
- Manchester Refugee Support Network.
- Ethnic Health Forum.
- Greater Manchester South Asian Women (GMSAW).

Wai Yin Society

Organised 16 events and campaigns during their project, including a series of cancer screening awareness talks. They also created a working group which met fortnightly and discussed health-based topics including cancer screening. In total, 191 people were reportedly engaged and 180 people made commitments to attend screening. They also successfully engaged with Chinese people, disabled people, people who care for others, and people living with poor mental health.

Manchester Refugee Support Network

Raised awareness of cancer and shared positive cancer screening messages with communities of refugees living in Manchester. They held a total of 11 events and campaigns and engaged with more than 1,200 refugees on the topics of cancer and cancer screening. As a result, they engaged with refugees from different racial groups, people living with poor mental health and men's groups.

Ethnic Health Forum

Organised multiple cancer awareness events across Manchester, with locations including City View House, Burnage Mosque, Jobcentre Offices, Trinity Resource Centre, Longsight Library, and Didsbury Mosque. They also spoke about cancer screening at a Men's Health Day event at Khanqah Naqshbandi Mosque in Burnage. They engaged with 163 people on the topic of cancer screening. They engaged with BAME communities, individual men's and women's groups and carers.

Greater Manchester South Asian Women (GMSAW)

Engaged with members of the congregation from twelve mosques in Manchester and Oldham. Men were provided with information at the Friday prayers and people who requested more information were engaged in one-on-one conversations. Imams (Islamic Minister of Religions) assisted in disseminating information about cancer screening programmes through sermons. They engaged with 1,903 people about cancer screening, with 700 people making commitments to attend when invited and 53 having confirmed attendance at screenings following receiving information from GMSAW. Amongst others, they engaged people from communities associated with financial deprivation and ethnic diversity.

1.2: Increasing Cervical Screening with GPs/Primary Care Networks

Following on from the success of the pilot (Involving Robert Darbishire Medical Practice and the spot purchasing of Voice of BME Trafford) we increased our Primary Care Network (PCN) partnership work across five other PCNs and work started in the following areas:

- Bolton - Bolton GP Federation.
- Oldham – Oldham Central PCN.
- Manchester – Gorton & Levenshulme PCN.
- Salford – Lower Broughton PCN.

Activities are continuing in Manchester and Salford but outcomes in Bolton and Oldham are as follows:

Joint Project Development

A key focus for Year Four was to develop joint projects with Primary Care Networks (PCNs) and GP Practices to improve cervical screening uptake. **We did this by:**

VCSE Partnership Model

Answer Cancer funded three different VCSE organisations to partner with GP Practices and make phone calls to non-responders. Staff from the VCSE organisations received training to make the calls from the GP Practices, whereby they encouraged people to attend.

Bolton GP Federation

We partnered with the Federation and Healthwatch Bolton to deliver drop-in cervical screening clinics in community settings through the Smears Means Years Campaign. Using volunteers trained by Answer Cancer to make calls and invitations for clinic appointments, individuals, were encouraged to quickly visit to either have a chat about screening or have a smear test in outreach clinics that were held in a mosque, a homeless hostel, and primary schools. The project is continuing to hold outreach clinics throughout the borough and results for year four show the following:

- 75 smears were performed on women from marginalised and seldom heard groups.
- These were performed in 13 different community venues including the mosque, schools and other non-clinical premises across the borough.
- The partnership for the Smears Means Years service won a Highly Commended Impact Award in the Bolton Healthwatch Awards 2022.

Oldham Central PCN/Fatima Women's Association

Established in 1991, Fatima Women's Association (FWA) has been delivering services to women, young people, and children for 29 years. FWA was formed by local Pakistani women who recognised the lack of facilities available for women from minority backgrounds in Oldham.

Answer Cancer funded Fatima Women's Association (FWA) to partner with General Practices and make phone calls to non-responders to cervical screening. Staff from FWA received training from the Answer Cancer Engagement team to make the calls from the GP office and encouraged women to attend for screening whilst dealing with any questions or concerns they had about screening.

The work was undertaken in 4 Practices: Greenbank, Hopwood House, Alexandra Medical Practice and Sun Valley & Jarvis with the aim of the aim of contacting 1,500 patients with 500 conversations and booking 250 patients for cervical screening.

Achievements:

- All targets were exceeded and from 1080 conversations, 504 cervical screening appointments were booked.
- Following some initial scepticism on how this would work all the practices have seen their results improve of the back of this project.
- Whilst there have been a number of women who do not attend (DNA) recorded overall, they have seen an increase in the number of people attending for screening.
- Practices have adapted their approach to ensure they followed up women the same day if they DNA and have resorted to making more telephone calls for bookings instead of relying on text messages.
- Practices also saw the benefit of holding dedicated smear clinics.
- All practices would welcome back FWA to support with further work which is a great testimony to what they achieved.

PCN Feedback

“There has been a 50% increase in number of smears done in the past 9 months compared to 2019/20.”

“Follow up and second calls are essential to improving uptake and we have seen approximately 25% of second calls resulting in a booking.”

“The relationship that the PCN has started to build with BHA for Equality, Answer Cancer and FWA during this work, has paved the way for further opportunities to develop and understand the needs of the local community and work more effectively.”

Chapter 2: Answer Cancer Grants

Answer Cancer Grants Programme Round Three

Round Three of Answer Cancer's grants programme aimed to support Greater Manchester-based organisations to work with communities to increase cancer screening rates amongst under-represented groups. Round Three was launched in Year Three of the Programme, and projects were completed by Year Four.

For Round Three, the programme saw some changes compared to past editions of the grants programme. **They included:**

- An offer of grants worth up to £5,000.
- The expectation changing from recruiting Answer Cancer Champions to recruiting Lead Answer Cancer Champions.
- The requirement to attend specially designed training by Answer Cancer for grants recipients.
- A focus on awareness raising.
- Progress reporting throughout the duration of an organisation's project (once every three months).
- A named Answer Cancer worker for each grant organisation has been provided to offer support across the grant activity and to link funded organisations into other aspects of the wider programme.

Round Three of the redesigned grants programme was launched in quarter two (Year Three). The initial stage of the grants programme saw 48 expressions of interest from VCSE organisations from across Greater Manchester. 26 organisations were then shortlisted to complete full applications with support from members of the Answer Cancer team. Following a decision made in quarter three, 20 organisations were awarded grants.

The following organisations were successful in their grant applications

(Listed alphabetically)

- Back on Track Manchester Ltd.
- Bury Voluntary Community & Faith Alliance and Horizon PCN.
- Changing Life Directions.
- Deeplish Community Centre.
- Everything Human Rights Community Group.
- Jigsaw (Bury).
- Kaalmo Welfare Trust.
- Manchester Deaf Centre (Salford Deaf Advocacy Service).
- PossAbilities CIC.
- Rethink Rebuild Society.
- Rising Stars NW CIC.
- Rochdale Connections Trust.
- Salford Citizens Advice.
- Salford Red Devils Foundation.
- Sharks Community Trust.
- Syngesis CIC.
- Tameside Arts Ltd.
- The Federation of Jewish Services (The Fed).
- Wonderfully Made Woman.
- Yaran Northwest CIC.

End of Project Reporting

Upon completion of grant funded projects, organisations were required to submit an end of project report. To support the completion of this report, all organisations were invited to a tailored training session called 'Evaluation Top Tips'.

At the time of writing (21 March 2023), 19 of the 20 organisations had submitted their end of project reports. The reporting highlighted a broad range of activities that were delivered to raise awareness of cancer and the NHS cancer screening programmes.

Examples of the activities and events that were undertaken over the duration of the projects included:

- Face-to-face and remote cancer and cancer screening awareness raising sessions.
- Awareness raising stalls at local markets, supermarkets and sporting events.
- Arts-based and creative awareness raising sessions.
- Sporting events awareness campaigns including pop-up awareness sessions, shirt sponsorships, cheerleaders waving flags, badges during television interviews.
- Workshops for organisational staff.
- Podcasts.
- Videos and animations.
- Breakfast clubs, coffee mornings and lunch clubs.
- Social media campaigns.
- Poster making sessions.
- Newsletters.
- Quiz nights.
- Telephone engagement.
- Veterans' walking rugby sessions.
- Physical activity-based awareness raising sessions.
- Leaflet distribution.
- Community centre open days.
- Social activities including house parties.
- Networking events.
- Engagement at places of worship.
- Engagement with high school students focusing on prevention.
- Healthy eating and cooking classes.
- Walking clubs.

Summary of Activities and Events

Some details about the distinct activities and events organised by some of the groups are provided below. Due to the breadth of activities and events, it is not possible to report all activities and events in this summary report.

Everything Human Rights Community Group

Collaborated with ethnically diverse-led organisations and organised a Valentine's Dinner event for couples. The event highlighted how couples can support each other in identifying the signs and symptoms of cancer.

Jigsaw (Bury)

Produced an animated video and hosted interactive awareness sessions using props for individuals with learning disabilities.

PossAbilities CIC

Ran interactive workshops for people with learning disabilities and their support staff. They also produced an animated video and easy read guide relevant to their audience, to raise awareness of the signs and symptoms of cancer and the cancer screening programme and procedures.

Tameside Arts Ltd (Create and Connect)

Delivered cancer awareness and information sessions through their drumming and drama workshops.

Changing Life Directions

Organised creative art-based sessions, where attendees created mandalas and paper flowers. They also ran healthy eating classes.

Rethink Rebuild Society

Produced an animated video about breast, cervical and bowel cancer and screening in Arabic. They also organised physical activity-based events including a Zumba event for ladies. Social gatherings with Syrian communities, and engagement at the local mosque led to engagement with 500 people.

Yaran Northwest

Organised Art and Sculpture groups where women embraced their bodies. This got women thinking about their bodies and how to look after them. Artwork was displayed around the venue during a lunch club and encouraged women to discuss this work and how to look after their bodies. Overall, it helped share positive screening messages.

Back on Track

Developed a training course called 'Spread the word' in which learners took part in awareness raising sessions before working together to create a special edition of a newsletter focussing on cancer awareness. They also attended ESOL classes providing 2 x 30- minute presentations with Q&As, with translation.

Deeplish Community Centre

Held weekly cancer awareness sessions at Deeplish Community Centre. They also organised coffee mornings and lunch clubs, faith circles and health open days.

Manchester Deaf Centre

Delivered cancer awareness sessions to service users in their first language: this was either British Sign Language or Sign Supported English. Additionally, one-to-one advocacy and wellbeing appointments with service users provided cancer awareness information.

Rochdale Connections Trust

Held multiple coffee mornings across Rochdale. They also held one-to-one and groups sessions highlighting and encouraging the uptake of cancer screening. The coffee mornings were highly interactive and made use of resources including a breast stimulator.

Wonderfully Made Women

Organised 'weekly breakfast and cancer awareness' sessions. They also held a weekly Facebook talk show and ZOOM hangout where issues relating to cancer and specific to diverse communities /African women were discussed.

Salford Red Devils

Raised awareness through shirt sponsorship, video testimonies by players and cheerleaders waving Answer Cancer flags. They also held pop-up awareness sessions during match days.

Achievements

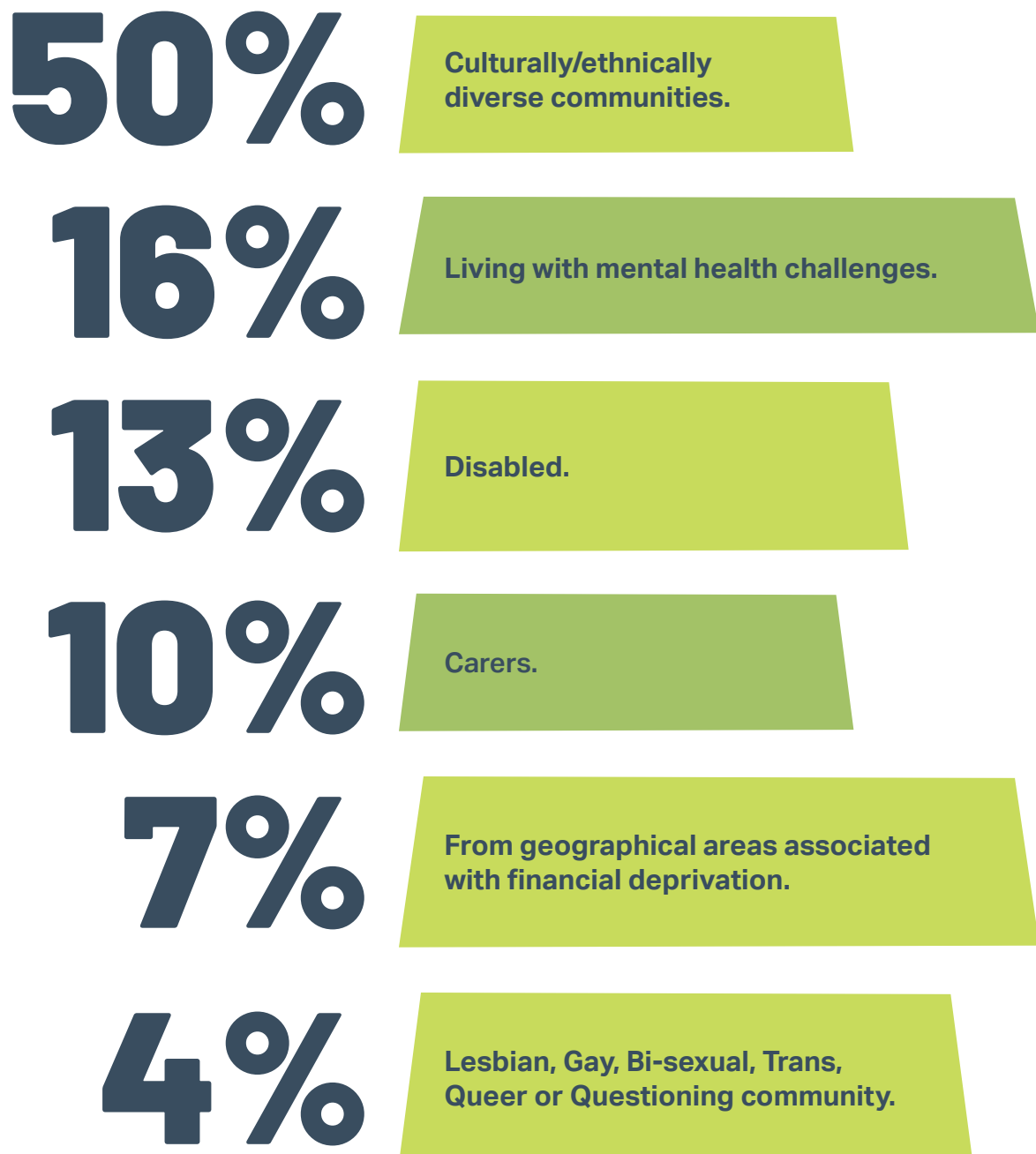
- 9006 people were engaged on the topic of cancer screening.
- An estimated 1096 people committed to going to screening when invited, as a result of engagement by the VCSE groups.
- 86 people reportedly became Lead Answer Cancer Champions resulting from the activities by the grantees.
- Many projects recruited volunteers who have gained skills which appeal to prospective employers.
- The sessions have led to tackling isolation and loneliness in communities.
- All Answer Cancer target groups were engaged through these projects.
- Evaluation activities by groups revealed that people became more knowledgeable about cancer signs and symptoms.
- Networks have been made and many groups collaborated with other VCSE organisations to deliver their project.
- Sessions are effectively being continually adapted to meet community needs, e.g., being delivered in different languages.
- Individuals have been encouraged to contact health care professionals regarding concerns and possible symptoms. In one instance, this led to an early diagnosis of cancer for one community member.
- Community members have completed the bowel screening kit following attendance at an awareness raising session.
- Production of cancer and cancer screening awareness raising resources, e.g., leaflets and videos, have been influenced by resources/toolkits provided by Answer Cancer.
- Community members have described how attending awareness raising sessions have led to them to feel empowered and confident to make informed decisions about their health and wellbeing.
- Personal stories from cancer survivors have been obtained by groups and shared in supportive group environments.
- Staff from organisations have been heavily involved in the delivery of the projects and have been key to spreading the message of the projects.

- Community members have shown interest in learning more about cancer and cancer screening.
- The launch of one project was attended by former Health Secretary, Sajid Javid MP.
- Following an awareness raising session, five young women who had previously put off their cervical screening decided to book an appointment for this.
- Delivery of awareness raising sessions has led to increased confidence and mental wellbeing.
- Staff from the funded organisations feel confident about delivering awareness raising sessions after attending Answer Cancer training sessions, and through engagement with their assigned workers from Answer Cancer.

Target Audience Reach

Grant recipients had a good reach across all target audiences. This graphic 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 diverse audiences.



Detailed Case Study: Sale Sharks Foundation

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.

The project aimed to raise awareness about cancer, the NHS cancer screening programmes and awareness around preventative behaviours to local groups and communities. The Trust used the platform of Sale Sharks Rugby Club to do this nationally through the club's social media platforms.

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 in Manchester. This has been completed by explaining to each class why it is important to recognise earlier signs of cancer, but also to raise awareness of the benefits associated with physical exercise, and how important it is to lead a fit and healthy lifestyle.
- Engaged with women aged 18-65 years and people who identify as LGBTQ+. Sale Sharks Women, participate in the highest national competition in rugby union and use their profile and platform across Greater Manchester to great effect. The team, which includes players who identify as LGBTQ+ have really engaged in this campaign. The players have helped to share this across their own personal channels and supporting the foundation reach a wider target audience.
- Partnered with a housing association to deliver cancer awareness sessions.
- 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.
- Matchday pop-up awareness campaigns took place targeting supporters of the Sales Sharks men's and women's teams.
- Delivered walking rugby sessions to a small group of women aged between 26-45 at Woodhouse Park Lifestyle Centre in Wythenshawe. These sessions included one hour of walking rugby, followed by a coffee morning.

Semi Structured one-to-one interviews with an individual who benefited from the project revealed:

- The individual was an athlete, living a busy life which includes training, playing and coaching Rugby. Her lifestyle sometimes meant health-based appointments can be forgotten about.

"I think sometimes that to be honest, that does fall sometimes to the bottom of the list when I'm really busy."

- She developed knowledge of the screening programmes available and of the signs and symptoms of cancer through the project.

"It's not something that was spoken to me about. So, I didn't know a lot or anything in detail until I had a personal experience, and after the project."

- Her screening identified some abnormal results and now she has to attend screening once every year.

"it's a good job I went anyway because I've got slight abnormal cells, but nothing cancerous. But it means that I have to have screening once a year now. So, I've obviously gone again at 26 and I will have to keep going."

- The individual helped deliver the project, including the engagement with the Women's Rugby Team, which led to three other individuals making appointments to attend screening.

"I'm involved with the Sharks women's team, so I was involved with all of that kind of engagement with them, which to me was probably the most important: to be able to have those open and honest conversations and be able to engage with all those women, which was about 40 at a time in a room. That's a massive audience when it comes to females and talking about screening."

- She developed communication skills.

"There's always that thing of kind of the challenge of the stigma that comes with this, where we've had to be careful about not pushing the boundaries too far, but still getting that positive effect. It's about speaking out about important subjects that you can't just talk around, and they are really important. I guess maybe for me, it's also learning how to speak about those subjects that are a little bit more sensitive, that are really important."

The project demonstrated the following outcomes:

- Evidence of challenging the barriers faced by people who live busy lives due to work.
- Evidence of increased understanding of cancer screening and increased awareness of cancer.
- Engagement led to attendance of cervical screening.
- Delivery of the project also led to developing transferable skills, including communication skills.

Answer Cancer Grants Programme Round Four

Round Four of Answer Cancer's grants programme continued to support Greater Manchester-based organisations to work with communities to increase cancer screening rates amongst under-represented groups. Round Four was launched in April 2022, with the average project duration being six months.

In total, 15 different VCSE organisations received funding up to £5,000 to complete their projects. The following organisations were successful Round Four grants' applicants (listed alphabetically).

- Angels of Hope for Women.
- Blackrod Sports and Community Centre.
- Breakdown Bolton.
- Broughton Boxing Academy.
- Cancer Care Diaspora.
- Dipak Dristi.
- Edo Diaspora UK.
- Family Unit Trust.
- The Flowhesion Foundation.
- Foundation 92.
- Gaydio.
- Recovery Republic Heywood.
- Spotland Community Association.
- Support and Action for Women's Network (SAWN).
- Wonderfully Made Woman.

At the time of writing (21 March 2023), all 15 organisations have submitted their end of project reports which have demonstrated a broad range of activities across Greater Manchester.

Examples of the activities undertaken include:

- Face-to-face and online cancer awareness sessions for individual organisation target audiences.
- Targeted educational programmes and workshops.
- Pop up cancer awareness stalls at sporting events, festivals and carnivals.
- Engagement through places of worship and market stalls.
- Speakers at conferences.
- Social media campaigns.
- Engagement through sporting and exercise activities.
- Coffee mornings.
- Peer to peer and one-to-one support.
- Healthy cultural foods cooking classes.
- Champions recruitment.
- Engagement with health professionals, e.g., Q&A Sessions.
- Arts and crafts-based events.
- LGBTQ+ mentoring.
- Development of resources for people to raise awareness of cancer.
- Organisational staff awareness raising sessions.
- Religious events parties including Diwali.
- Radio adverts.
- Flyer distribution.

Case Study One

Flowhession Foundation engaged with 142 people from Indian, Pakistani, Bangladeshi, Arab and Somali backgrounds through the 'Let's get screening' programme. The sessions were focused on the importance of screening, signs and symptoms, screening processes, which was followed by a Q&A session. The key messages were delivered through quizzes, arts/crafts, video and coffee mornings by bilingual staff who attended Answer Cancer's training sessions.

Additionally, Flowhession Foundation offered free transport for service users to attend cervical, breast, and bowel cancer screening appointments. As a result of this initiative, and the campaign, 52 women attended screening appointment at their surgeries.

"Financially people were facing barriers, and this was our way of removing at least one barrier".

Julie, Flowhession Foundation

The above case study successfully engaged with women of BAME backgrounds. Additionally, they tackled possible financial barriers people faced to accessing screening. As a result, 52 people attended screening appointments.

Case Study Two

Foundation 92's Inclusion Team currently deliver a range of LGBTQ+ mentoring provision. Working in and alongside both family and youth group provision, Foundation 92's Health Team have been able to develop a monthly, drop-in education session. This drop-in education session focuses on highlighting the importance of early detection and diagnosis, alongside how to look for the different signs of Cancer. Feedback from the groups informed Foundation 92 that there was a perceived fear of screening, in particular Cervical Screening, given the intrusive nature of the screening process. Specific educational messaging has taken place to remove this perceived fear, in order to make females who are members of the LGBTQ+ Community feel more comfortable, willing and able to access this lifesaving screening service.

Additionally, ten Salford City FC matches were nominated as Foundation 92's 'Answer Cancer' awareness matches. During these fixtures, Foundation 92's Health Team spread key messages about the importance of early detection. They hosted a pop-up stall promoting key educational messaging and they advertised the project in the Salford City FC Programme.

As a result of their activities, the project reached a wide and diverse audience including LGBTQ+ communities. In total, they were able to engage with a minimum of 189 people on the topic of cancer screening and cancer awareness. Of them, 52 confirmed their willingness to attend screening when invited.

Case Study Three

Dipak Dristi attended a religious festival with 34 members from their organisation, mainly of South Asian backgrounds. During the festival, an external event was organised for a Bowel screening talk at the Oldham temple.

The talk was attended by three people under the age of 60, 8 over 75 and 33 between 60 to 74 years of age (five males, 39 females). Four of the attendees had not previously completed their screening test. Following the talk, they were followed up, which revealed that three of them completed their kit as a result of the talk.

Case Study Four

Gaydio recruited five Answer Cancer Champions from their volunteer network to help promote the project and encourage listeners and users to commit to attending an early cancer screening. They did this by creating an online Answer Cancer resources section on their Academy website. This enabled users to express their interest in the project by signing up with their details.

To raise awareness and promote the project further, Gaydio scripted, recorded, edited and scheduled a radio advert promoting the benefits of early cancer screening, with a call to action to visit their website page. The radio advert helped engage a broad range of people at different times of the day. In total, they reached 35,000 listeners each week with the advert over the full length of the project.

When someone visited the Academy website page as a result and expressed interest, they received an email notification with more details, and one of the Answer Cancer Champions contacted them to advise them further about the benefits of early cancer screening. a total of 84 people committed to attend cancer screening when next invited.

Case Study Five

Blackrod Sports and Community Centre organised a broad range of events and activities to help support the increase of screening within Blackrod, Bolton. Activities included:

- Over 50s football club.
- Dementia carers and support group.
- Art and craft sessions.
- Karate.
- Men's mental health football.
- ICT sessions for over 50s.
- Health and wellbeing one-to-one and group activity sessions.
- Social media bowel and general cancer awareness engagement campaign.
- Social media breast cancer engagement campaign.

Cancer awareness and screening messages were implemented into these activities, most of which were taking place prior to the project. They were implemented in conversational manner, usually before or after the activities.

One of the project's aims was to engage with people, specifically men, living with poor mental health. They did this via the formation of a football club, which initially began with eight men a week and then grew to 80 men a week. The focus of this group was not solely encouraging screening uptake and sharing positive cancer screening messages, but rather supporting a vulnerable group of people.

The organiser of the groups explained:

"In Blackrod as a small town/large village, it seems to have a higher percentage of male suicide... it affects the community a lot more in many of the circumstances. The men or children have actually found their loved ones that have committed suicide as well. So, you've not just got the impact of the initial suicide: you've got the fact that these people are finding dead bodies. So, it was a lot more than just cancer screening, it was general positive health."

"But from the start, the group was set up to have a game of football. Then everyone would come and have either, you know, a cup of tea or coffee afterwards or go to the pub. So, they would actually stay after the group for an hour and talk about things. So, we just incorporated talking about cancer as well as mental health."

Across all of their activities, Blackrod Sports and Community Centre engaged with a minimum of 3210 people on the topic of cancer and cancer screening. As a result, 27 people confirmed that they would be willing to attend screening when invited. This included men's groups and populations living with poor mental health.

Overall Round Four Achievements

- 543 unique activities have been reported.
- 10,223 (not including Gaydio's estimated listenership of 350,000) people have been engaged on the topic of cancer screening.
- 2061 people reportedly committed to attend screening, although the numbers attending is expected to be higher.
- A total of 126 people became either an Answer Cancer Champion or Lead Answer Cancer Champion as direct result of the funded projects.
- All Answer Cancer target populations were engaged with via the projects.
- All 10 Great Manchester localities were engaged with via the project.

Chapter 3: Working with seldom heard communities.

3.1: Salford Primary Care Together work with homeless people

Year Four welcomed another round of spot purchased funding a total of £89,735 was distributed in spot purchased funding amongst 11 VCSE organisations. The funding aimed to address specific needs within communities, such as gaps in current engagement, thereby supporting the increase in screening uptake amongst target communities.

Salford Primary Care Together (SPCT) Inclusion Service are a GP service which supports people experiencing homelessness. The project took place between July 2022 to December 2022, and involved:

- Identifying female patients who are registered with the Inclusion service with outstanding health needs.
- All patients offered a new patient health check and booking of smear test touched on as part of The Queen's Nursing Institute homeless template.
- A welcoming space created to put patients at ease, telephone call with clinician to introduce themselves before appointment.
- Pre-engagement telephone calls to discuss procedure, provide education and allow patients to ask questions before booking appointments.
- As above, with translators for patients whose home language is not English.
- Extra Cervical Smear test clinics at the weekend to allow for a quieter surgery and longer appointments.
- Face to face discussion and engagement opportunities with women visiting Loaves and Fishes drop-in centre. Hot drink / biscuits provided at engagement sessions.
- Taxi transport provided for patients who struggle to access surgery sites.

Statistical Achievements

- 20 additional cervical screening clinics. 12 of these sessions required interpretation services. Languages spoken included Tigrinya, Arabic, Amharic and Hungarian.
- 12 engagement activities at Loaves and Fishes.
- 50 pre-engagement telephone calls, 23 of which required interpretation services.
- 110 women were engaged via the project, including 93 women registered with the services. 17 women were unregistered with the services and engaged via Loaves and Fishes.
- 66% of women completed their cervical screening with SPCT.
- Amongst the unregistered women, 8% confirmed that they would contact their own GP about cervical screening.
- 100% of the women engaged confirmed that they were now more knowledgeable about cancer screening following the engagement activities.
- 100% of the women demonstrated increased awareness of signs and symptoms of cancer following the engagement activities.

The outcomes from the project demonstrated considerable impact amongst the target group and beyond, including BAME communities, people living with poor mental health and women. The pre-engagement time with the practice Nurse and patients allowed for an open dialogue and helped begin to break the taboo of the investigation as well as building confidence in discussing other health concerns. The women were given the opportunity to talk openly about getting a smear test, and a lot of the anxiety and fear of the unknown was removed.

The opportunity to meet their practice Nurse Lauren before the appointment, in Loaves and Fishes, a setting where they feel comfortable, broke down barriers for patients who had previous bad experiences of health care settings or felt unheard.

Opening the project up to female patients of BAME ethnicities, and also providing opportunities to engage with and promote the importance of the test, was invaluable. The impacts were an increased number of women in both cohorts attending smear test appointments who had declined in the past or were overdue for screening.

Detailed Case Study: Project Beneficiary (As provided by SPCT / Limited edits)

(Patient's name has been changed for case study)

Katie is a 45-year-old patient, with complex requirements due to a number of physical and mental health issues, including a history of:

- Opioid dependence.
- Depressed mood.
- Mental and behavioural disorder due to use of opioids: dependence syndrome.
- Chronic obstructive lung disease.
- Deep vein thrombosis.
- Emphysema.
- Syphilis titre.
- Intentional drug overdose.
- Cocaine type drug dependence.
- Suicide or self-inflicted injury by cutting.
- History of domestic violence.
- Miscarriage.
- Benzodiazepine dependence.
- Long history of sofa surfing and rough sleeping.

Katie registered with the service in June 2021. She appeared agitated and nervous; when asked if there was anything that could be done to support her, she replied despondently, ***"No, that's how I am all the time"***. Her main concern was registering and making sure her weekly prescription was set up. Katie was new to the area, as she had been housed in temporary accommodation after many years of sofa surfing and rough sleeping. A full health screen was carried out, and when the question, ***"When was your last smear test?"*** was asked, she became a little hostile, wanting to finish the consultation, saying ***"It's been about 10 years since I had one, I don't need one today!"***.

Over the next 12 months, Katie maintained her prescription. However, we found it hard to engage with her: multiple appointments were made, but she did not attend any at the surgery and would only occasionally answer the phone. On the rare occasions that a member of the team would catch Katie on the phone, it would be to deal with a crisis and the smear test was never top priority for her.

By April 2022, Katie's physical health was deteriorating she had been in hospital multiple times due to abscesses and DVTs owing to injecting drug use and had failed to attend clinics or be at her property when the District Nurses visited for wound care. The Inclusion Service Practice Nurse booked her into clinics to address reengagement with District Nurses and slowly began to build a relationship and rapport with Katie over the phone.

Once the Answer Cancer project began, Katie was contacted a few times during the dedicated engagement clinics, first for welfare checks and to discuss what outstanding health needs Katie had. These calls took place on a Saturday, without the time constraints of an ordinary clinic. Katie spoke about what was most important to her and slowly began to open up. Once the rapport was built, the practice nurse was able to broach the subject of the smear test. She could see from Katie's notes that in January 2005, Dyskaryosis (abnormal changes to the cells of the cervix) was identified on the cervical smear. This was one of the big reasons Katie did not want another test, *"I'd rather not know,"* she muttered, and explained that this previous result, teamed with years of abuse from a previous partner had made her, *"stop talking about down there"*.

The service nurse took the time to explain why the test was important, what changes can mean and exactly what would happen on the day. She encouraged her not to be embarrassed and described the procedure as quick and relatively pain free. Katie agreed that she would think about it. a phone call was arranged a week later, and Katie said she would come into the clinic. Recognising the potential small window of opportunity, Katie was booked in for an appointment that afternoon in the extra clinic. Katie arrived and met the service nurse for the first-time face to face following multiple phone calls.

"You sounded so lovely on the phone, I just wanted to meet you, I know I can trust you," smiled Katie.

Katie consented to the test being carried out and disclosed that she was concerned about lumps in vaginal area. She agreed to another clinician taking a look who advised her nothing appeared concerning.

"I don't know why I was so scared; you have very gentle hands and made the whole thing a lot less stressful – thank you [service nurse]," remarked Katie once it was all done.

The main aim of the project was to encourage women like Katie to agree to having the smear test. Also, this has had a positive impact on her health in many other ways as Katie now trusts the Inclusion Service: thus, her additional needs can now be addressed.

Katie appears more confident when having a conversation with members of the team and has shared information about other professionals who she is working with and consented to the team contacting. This new partnership working has really promoted a wraparound service for Katie and allowed the team to network with professionals that they may not have met.

Additional outcomes were achieved including:

- Continued professional or personal developmental skills, Trauma Informed practice training was recapped by the team at the start of the project. This highlighted the desire and need for further training, which in turn was booked for the whole team.
- Staff members gained transferable skills as they were given the opportunity to spend more time engaging with and unpicking barriers that prevent people experiencing homelessness access health care, which in turn allowed them to gain valuable experience in supporting individuals in similar situations in other areas of need.
- It allowed trust and partnerships with service users of Loaves and Fishes to be built this is invaluable to developing the service by listening to the voices of people with lived experience.

SPCT's project had a significant impact, particularly amongst groups affected by homelessness, rough sleeping and sofa surfing. Additionally, they engaged with groups of people affected by mental health issues, substance abuse issues, confidence issues, and groups of women. There is clear evidence that demonstrates uptake of screening amongst the aforementioned populations. Furthermore, the case study highlights the importance of resilience and patience by project leads, in order to break down barriers. The project was a massive success and should act as an example of good practice and the work should be built on going forward.

3.2: Carers Campaign

Gaddum are an organisation that offers a range of across Greater Manchester, specifically specialising in advocacy, carers and therapy services. In year four, Gaddum submitted a successful application for spot purchased funding to run the 'Carers Manchester / Answer Cancer' communications campaign.

The campaign has sought to ensure carer friendly information has been present at all of Gaddum's carer-facing activities and events. These events have taken place across Manchester, ranging from dedicated information workshops (CMN Learning and Development Programme), respite events (Carers Concerts at the Hallé Orchestra) and national celebration days (Carers Rights Day). For these events, cancer screening specific information has been distributed in both physical and digital form including flyers, banners and posters. Also, articles on the cancer screening programmes have been including in digital and physical newsletters, as well as social media.

The project also held a dedicated, two-hour cancer screening awareness session with professionals across the Carers Manchester Network.

In total, 25 activities and events took place, which involved providing information to carers across Greater Manchester about cancer screening. Seven newsletters were produced, targeted towards carers, and which included details of the NHS Cancer Screening Programmes. a further 14 posts about cancer screening were made on social media.

These were:

- Six dedicated Answer Cancer posts on 'Carers Manchester' Facebook page.
- Eight posts on twitter relating to Cancer screening.

Project Outcomes

- In total, 176 people were engaged on the topic of cancer screening via face-to-face engagement, e.g., the workshop, carers rights day events and concerts.
- 1749 people received the newsletters with details of cancer screening.
- Evaluation activities (post-session evaluation form) revealed that four carers had taken up screening following attendance to Gaddum organised events and linked their decision to the promotional material about cancer screening at those events.
- 54% of people advised that they were more willing to attend cancer screening due to promotional campaign.

"I have had experience with the Answer Cancer campaign and would like to feedback how improved my knowledge is of cancer screening. The campaign has reassured me that there is nothing to worry about and I am willing to attend all cancer screenings offered, as I understand how important it is."

Gaddum Project Beneficiary, December 2022

Screening uptake, compared to the general population, is known to be low amongst carer groups (Johnson et al., 2017). Gaddum have made efforts to tackle this and increase awareness amongst carers of the importance of screening. Their campaign has reached nearly 2,000 carers in Greater Manchester and has directly led to the uptake of screening amongst some people too.

3.3: Work with ethnically diverse communities

Answer Cancer's activities take place across Greater Manchester, with additional resources and engagement prioritised towards 'seldom heard' communities who experience the greatest barriers and inequalities in accessing cancer screening, including BAME communities.

Case Study One: 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 have been affected by female genital mutilation (FGM).

In Year Three, NESTAC developed the 'Go Screening' Campaign. In Year Four, NESTAC built on their previous work and carried out a series of activities in Greater Manchester. **Activities included:**

- Peer Mentoring Training which targeted community members and helped them build necessary skills, including basic leadership, communication, and problem-solving skills. Also, this helped develop confidence before they started raising awareness on cervical cancer screening within FGM communities via coffee mornings and during Group Therapies.
- 'Go Screening' Campaign training sessions delivered to women: peer mentors from FGM practicing communities living across Greater Manchester (GM), so that they develop further awareness around FGM and cervical cancer.
- Cervical screening awareness introduced to members of FGM-affected communities during monthly coffee mornings within practicing communities across Greater Manchester.
- Awareness on cervical cancer screening was included in NESTAC fortnightly Wellbeing Group sessions led by mental health staff and wellbeing peer mentor volunteers previously trained through the 'Go Screening' Campaign.

- Individual and Group Psychoeducation/Trauma Therapy was offered to support women who became interested in undertaking the cervical screening procedure following awareness raising sessions during coffee mornings and Group sessions.
- Information stalls were held at NESTAC Rochdale based community venue and in NESTAC's Salford venue to reach out and engage with women who were attending unrelated services/matters. Health Advocates engaged with clients who were waiting to be seen, talking to them and distributing leaflets that promoted the 'Go Screening Campaign'.
- Black History Month and Answer Cancer Event in Salford and Pendleton, involving two Senior Peer Mentors discussing the impact of cervical cancer and led to the delivery of a workshop that focused on FGM, sexual trauma and cervical cancer.

In total, NESTAC organised 80 unique activities or events. Through these activities they engaged 323 unique individuals, including women from BAME backgrounds.

191 women out of 253 (71.5%) from the coffee morning made commitments to respond to their next screening invitation.

NESTAC helped support the women through 1:1/Group Psychoeducation Therapy. This space acted as an intermediary preparation through therapy for women who have experienced trauma. The aim was to prepare women for their screening appointments: to avoid re-traumatisation and help ease their anxiety before their screening appointment. As a result, 26 women committed to attend a screening appointment.

Three women received letters to attend screening during the project. They received 1-1 therapeutic support to help guide them through the process of attending their appointment. The three women were empowered and successfully attended because of the support provided.

Beneficiary case study:

- A 24-year-old Sudanese woman who attended coffee mornings disclosed she was a victim of FGM, which affected her physical and emotional health. Her physical symptoms were associated with period pain, and pain during intercourse, making it impossible to have complete sexual intercourse.
- She was invited for cervical screening two years ago and never attended, not understanding what it was and the explanation she received from a friend scared her.
- She had consulted a gynaecologist as soon as she left her parental home five years ago, but no treatment had been proposed. She added that she had felt uncomfortable because the Doctor did not seem familiar with FGM. After that experience, she was not interested to hear about cervical screening.
- She was invited by a friend to a Coffee Morning session and asked for individual support. As a result, she was referred to the FGM Clinic at St Marys Hospital for her physical health problems related to FGM.
- After having been examined, she wanted her infibulation to be surgically opened to make her urination and menstruation easy to flow and being able to have normal sexual intercourse.
- She was followed by the FGM Mental health specialist at NESTAC, and received pre- and post- surgical emotional support, with a total of nine sessions (four pre- and five post operation).
- The client contacted her GP surgery two months ago to ask for a cervical screening following emotional support received at NESTAC. She attended the appointment with one of the Peer Mentors to support her during the process.

NESTAC directly engaged with BAME women across Greater Manchester via the extension of the GO Screening Campaign. They supported vulnerable people to accessing lifesaving services via a holistic approach of awareness raising and support prior to, during and after screenings. As a result, their work has directly supported the uptake of cervical screening amongst BAME women, who traditionally are less likely to attend cervical screening compared to the general population.

Chapter 4: Increasing Awareness

Our Engagement Team takes a community development approach to working with communities where screening uptake is low thereby addressing the imbalance. This is done through an agreed model in each locality which focuses on relationship building with local organisations through:

- Connecting with the local Council for Voluntary Services or equivalent body) to identify local community groups we can engage with.
- Link into local networks/health and wellbeing forums to meet local community organisations/individuals.
- Identifying additional assets - community radio/other media and community activists to support activities.
- Reaching out to local people through libraries, shopping centres, markets and businesses.
- Offering cancer awareness sessions to community groups, local businesses and places of worship.
- Collaborating with NHS Cancer Screening Improvement Leads.
- Getting involved in the local Cancer Screening Steering Group.
- Leading campaigns during annual events such as bowel cancer awareness month, cervical screening awareness week and breast cancer awareness month.

The Engagement Team also referred individuals to other relevant agencies if support needs were identified during one-to-one conversations.

Over the last 3 years we have been extremely successful in engaging with Black, Asian and other minority groups with just over 60% of cancer awareness sessions being attended to that group. Equally our work has targeted the wards within localities of Greater Manchester which are viewed to be the most deprived. Our challenge in Year 4 was to increase our activity with some of our other target groups:

- Men.
- Disabled people.
- People who recognise as being lesbian, gay, bi-sexual or transgender.
- Carers.

Our awareness sessions and outreach activities are customised to the audiences we engage with through a diverse and experienced staff team who are familiar with the areas that we work in, have lived experience of the communities we work with and are able to adapt our sessions to offer them in a range of languages and reflect different cultures across Greater Manchester. Some of our awareness sessions are supported by our Answer Cancer Champions who also live in the same localities which brings in added lived experience. The team respond to requests from local community organisations, and proactively engage community groups and workplaces.

Activities include:

- Face-to-face cancer awareness sessions.
- Community radio interviews/discussions as well as staff/champions hosting radio shows.
- One-to-one conversations during outreach activity at leisure centres, markets, libraries and larger community festivals such as Manchester Community carnival, Asian Mela and local Pride events.
- Coverage on Asian community TV station.
- Collaborative activities with NHS Cancer Screening Improvement Leads and other national cancer charities.
- Workplace engagement awareness sessions to increase people's knowledge and influence behaviour change.

Over year four we delivered the following:

- 291 awareness, outreach, and workplace sessions
- 7178 people engaged through taking part in activities.

Our awareness sessions increase people's knowledge and influence behaviour change. Of those engaged with:

- 49% of people were Black, Asian or another minority ethnic background.
- 47% reported at least one form of disability.
- 33% had caring responsibilities.
- 24% were male.
- 2% reported their gender was not the same as at birth.
- 43% were over 55 years of age.
- 5% reported as being LGBTQIA+

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.

These included:

- 45% increase in knowledge around screening
- 26% average increase in willingness to attend/complete screening.
- 35% average increase in awareness of signs and symptoms of cancer.

Successes

- 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 annual events such as Pride, Asian Mela and Manchester's Caribbean carnival.
- Engaging community radio stations has offered the opportunity to engage with a large number of listeners through interviews on Salford City Community Radio, Radio Alty and M29 Radio. Additionally, the engagement team hosted a show on Ramadan Radio.
- During April, bowel screening awareness month, we undertook our 3rd annual Ramadan campaign and targeted men in 11 mosques across Greater Manchester through the distribution of 950 information packs to the congregation following evening prayers. The distribution of information packs to the mosques was supported by a radio show on Radio Ramadhan. Additionally, Imams were asked to deliver a brief session outlining the importance of bowel cancer screening. Feedback has been positive with requests for delivery of sessions to some of the women's groups that meet at the mosques.
- Local events were organised during cervical screening awareness week, carers, week and men's health awareness week.
- We continue to collaborate with the NHS Cancer Screening Improvement Leads across Greater Manchester and organised outreach activities in partnership with Macmillan, Healthwatch in Bolton, the CRUK roadshow in Rochdale and Salford's Health Improvement Team.

Boobee bus Tour – Breast Cancer Screening Awareness Month (November)

This was the 3rd year of our successful collaboration with Prevent Breast Cancer Charity to engage with women living in deprived areas to encourage them to go for breast screening.

This year the Boobee bus was back on the road and over 8 days in November the tour visited different part of Manchester: Eastlands (Clayton), Harpurhey, Wythenshawe, Cheetham Hill as well as undertaking engagement with staff and passengers at Manchester Airport. The tour also included visits to Oldham and Salford.

The tour was supported by Answer Cancer champions, Prevent Breast cancer volunteers as well as NHS Breast Cancer Screening Improvement Leads.

During the campaign we

- Engaged with 1200 people of which 95% were women and over 50% were Black, Asian or from another minority group.
- Distributed 3,500 leaflets highlighting the signs and symptoms of breast cancer, how to check breasts and information on other screening programmes.
- Supported Prevent Breast Cancer Charity to increase their reach to African, Caribbean and South Asian women.

The Boobee bus tour is a good example of collaborative work undertaken by Answer Cancer's Engagement team.





Chapter 5: Training into Action

Training sessions provide participants with key messages to share with others, and space to discuss 'what works to help raise awareness of cancer and cancer screening. In Year Four sessions were delivered via a hybrid approach of in-person sessions and online sessions.

There were:

- There were 268 training participants in Year Four.
- There were 65 training sessions delivered in Year Four.

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.

In Year Four:

- Training participants came from across Greater Manchester, including 15% from Manchester and 33% from Oldham, some of our key areas. This included 65% from statutory organisations and 35% from Voluntary organisations.
- 27% of attendees were from BAME backgrounds.
- 27% of attendees reported caring responsibilities.
- A combined total of 14% of people identified as either Bisexual, Gay, Lesbian, Queer or Pansexual.
- 20% of attendees reported at least one form of disability: most commonly mental health issues.

Pre and post awareness tools are used at training sessions to evaluate changes in participants' 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.

In Year Four there has been:

- 24% average increase in knowledge around screening.
- 25% average increase in willingness to attend/complete screening.
- 24% average increase in awareness of signs and symptoms of cancer.

Training Plans

At the end of every training session, attendees are asked to create a 'plan' to help turn their learning into action. In Year Four, a total 209 plans were made.

Examples of plans included:

"Speak with family and friends about the cancer screening presentations and related information."

Training Participant, 29 June 2022

"Approach my local community leaders to get involved in cancer awareness and to work with our PCN towards this."

Training Participant, 29 June 2022

"Sessions to raise awareness of different cancers, screening particularly breast, bowel, cervical. Have conversations about cancer to remove stigma and shame. Encourage women to check themselves. Link with outside agencies who can provide support."

Training Participant, 8 August 2022

"To boost screening uptake in the Whitefield PCN, making sure everyone's awareness around the screening is available, and re-contact patients who do not attend appointments."

Training Participant, 5 September 2022

"To investigate cancer awareness days for 2023 and to incorporate these events into our 'wellbeing wall' in the office; the aim is to increase awareness for colleagues and for them to be able to speak about these events and awareness sessions to others (Patients/family/friends/colleagues)."

Training Participant, 5 October 2022

"Advise recruiters of the Answer Cancer training session that I have been on when I have a job interview at an LGBTQ+ charity."

Training Participant, 18 February 2023

All training participants who completed their plans in Year Four were contacted after a period of three months to complete a follow-up plan. The purpose of the follow up plan was to explore the progress individuals made with their initial plans.

Of those who were contacted, 21% completed the follow up plans. Responses demonstrated that:

- 57% of respondents had either completed or exceeded their initial plan.
- 32% advised that they had partially completed their original plan.
- 11% advised that they were unable to complete their plans.

Additional evaluation resources were applied to explore the follow up plans further via anonymous telephone interviews. The analyses of the interviews demonstrated multiple examples of applying the knowledge and skills gained from training into various areas of interest.

Case Study One

'N', female, late 20s, from Greater Manchester was an attendee at multiple Answer Cancer Training sessions from Year Three onwards.

N described that her partner had a difficult labour/delivery of their daughter, which put her partner off attending her cervical screening when invited months later.

N's partner described being *"embarrassed"* and not feeling *"confident enough"* to go. As such N chose not to attend either.

A few months later, N was not feeling very well and had to seek medical help. After tests, it was revealed she had cervical cancer.

N described, *"we just thought, what were the chances, you know."*

N saw an Answer Cancer advert on Facebook and attended a series of training sessions including cervical screening awareness and facts and myths. Her initial plan then was to become an Answer Cancer Champion and to encourage her partner as well. Following this they wanted to raise awareness of cervical screening amongst women who experience difficult pregnancies and births.

"After we both became champions, we wanted to do something that focused on what happened to us."

They then produced a short film discussing their experiences, regrets and the importance of cervical screening. They also discussed why there was never anything to be embarrassed about as well. The film was shared across social media and went 'viral.' N advised that information from training was shared on the video too.

"The video went viral. I've got a good following on socials because of my work with lesbian mothers and generally with LGB groups."

The video was 'featured' on TikTok and four short clips from the film were posted on Instagram, which have had over 12,000 views.

Training provided a reliable source of information which was shared in N's short film. N also described how the information gained from training increased her confidence in terms how to live a healthy life and how to support her partner.

"I think the training gave me the confidence to do this work, but also the confidence to have a healthy and supporting relationship."

Case Study Two

'P', female, mid 20s, from Greater Manchester, attended training and made the plan to:

"Deliver training sessions to service users around breast cancer and cervical cancer"

Telephone interviews revealed that P supports individuals with neurodivergent syndromes in her work and attended training to gain knowledge about screening programmes to pass on to service users.

P organised three cancer awareness sessions, which were attended by more than ten people. P advised that online training resources, i.e. the virtual filling cabinet, were used.

"The session was tailored to meet the needs of the users. The focus was to keep it enjoyable using gadgets, quizzes, buzzers... These were important as they kept user attention."

Outcomes were measured and resulted in increase in understanding of cancer signs and symptoms, willingness to attend screening, willingness to advise carers.

The session challenged barriers and made people feel less anxious about visiting GPs.

"Three individuals attended for their mammograms."

Case Study Three

'B', in her 50s, health advocate, focuses on topics ranging from menopause to mental health.

She attended Answer Cancer Training as it was promoted by her workplace.

B shared a series of posts across Facebook about screening. She also shared with work colleagues in an informal/social context which was positively welcomed.

"What I took and tried to apply was having these discussions with empathy: Whether its cancer screening, menopause or mental health."

Case Study Four

'M', Muslim woman, South Asian background, mid 20s.

M explained that her mum asked her not to attend cervical screening when she was invited in 2022. Her mum believed that it would affect her ability to get married, and people would perceive that she had lost her *"virginity."*

M's research led her to Answer Cancer training, where she learnt about cervical screening. She used that knowledge and additional resources to explain screening to her parent.

"I was thinking about the girls that are being invited and not attending for the reasons I didn't go... the first step was to explain to my mum what it is, what's involved, and most importantly that it won't take my virginity... I came across an AskDoc vid in my Mum's first language and shared that with her."

M explained that she was able to convince her mum to allow her to attend.

M later organised an awareness session in Manchester, with the support of both her friend who is a junior doctor, and her Islamic education teacher.

"We created a poster, shared it through our socials, the mosque shared on their Facebook and WhatsApp and 19 women came on the day."

As a group they spoke about what screening was and what barriers each of them may face. The awareness raising activities resulted in positive feedback with 'women saying they would attend.'

'Break Bad Barriers' is the name they have given to their group. Although this is not currently an official organisation, they are hoping to turn it into an official organisation/registered charity with the aim of breaking down barriers faced by Muslim women to accessing healthcare.



Case Study Five

'H' works with disabled people and is a health connector.

She connects users/clients with health professionals, e.g. dentists, counselling, etc., and with events and activities.

She works with people with various physical and mental disabilities.

She attended training because usually health needs are neglected by the service users as *"everyday challenges are prioritised."*

Some who have been for screening previously also choose not to attend again due to negative experiences.

"One of our users got very emotional and explained that his last experience was traumatising and that there was no sympathy regarding his disabilities."

Other users lack understanding regarding cancer and believe that attending screening appointments will guarantee bad news.

Therefore, H attended training, including how to run workshops. She tailored the knowledge gained to meet the needs of the services users. This included inserting information sharing into activities including a walking group. During the walk she went around to each user and spoke about screening and cancer. This caused less anxiety than a presentation may have done, and the personal touch from a trusting individual made everyone feel comfortable.

In total discussions took place with about 10 people and resulted in some making a commitment to attend. Other commitments made included the service users advising their carers/parents about screening, so that they would be reminded to go as well.

Overall, there was an increase in understanding and knowledge around screening. There was an acceptance that it is OK to talk about the topic.

Personally, H has advised her parents about screening which led to her father completing the FIT kit.

The above case studies highlight some of the examples of 'training into action,' whereby individuals have attended training and then applied the knowledge and skills they have gained in various aspects of their lives, which they are passionate about. Additionally, the populations that they have engaged with were some of Answer Cancer's target populations too. Overall, training has mobilised individuals.

Chapter 6: Mobilising Communities

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.
- Strengthened efforts around increasing cancer screening.

Answer Cancer helps 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 Communications

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

We manage Twitter, Instagram, Facebook LinkedIn profiles that have a combined 3,390 followers and an estimated (based on year three's figures) over 3,900 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.

Our YouTube account holds 81 different campaign specific videos, with a combined 6,798 views. These include podcast episodes with topic experts, and recordings of training sessions and awareness sessions.

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.

In Year Four, all of the stakeholder collaboratives were in-person events. They included presentations by key speakers about cancer awareness and cancer screening related topics relevant to our target populations.

For example, Dr Jen Davies-Oliveira was invited as a key speaker to present alternative methods for cervical screening and present the findings from the ACES LGBTQIA+ study, which aimed to find out the opinions of the LGBTQIA+ community about alternative cervical screening methods.

Additionally, the events provided opportunities for individuals, champions, and representatives from organisations to interact and network. Also, the popular World café event allowed for best practice examples to be shared in an informal environment. In total, more than 20 organisations, mainly Answer Cancer Grants recipients, have taken up the offer to host a table at the World café and share details of their work, achievements and learning.

In Year Four:

- Three sessions were held.
- Sessions have been held in Salford and Manchester.
- There were a combined 150 attendees to these sessions.

Chapter 7:

Workplace Engagement

In Year Four, we launched the 'Bee Seen Get Screened' Workplace Pledge. By signing up, organisations are committing to give employees the time off, or the flexible conditions, to attend their cancer screening appointments if they are unable to attend outside of working hours. Organisations will also take part in awareness raising activities such as sharing information and key messages with staff and hosting engagement sessions.

37 organisations have signed up so far including Network Rail (shared Services), Emmaus Salford, MACC, Manchester City Council, Bury Council, Bolton Council, SCC Group, Greater Manchester Cancer Alliance, Citizen's Advice Salford, Action Together, Fujitsu, Morgan Sindall, and Media Works, amongst others.

Additionally, the Organisational Answer Cancer Champions workstream continued in Year Four. In total, there are now 239 organisations that are signed up as champions. Organisations are representative of all Greater Manchester localities.

In a bid to find out more about what Impact the Organisational Answer Cancer Champions have had on cancer screening rates, an Impact Survey was sent to all Champions in Quarter Three. Seven responses were received, and they revealed:

A total of 241 people were spoken to by these seven organisations about cancer: an average of 34 each.

- Approximately 46 people are estimated to have taken part in cancer screening as a result of these conversations: an average of just over 6.5 per Organisation.
- Three organisations had hosted a workplace training session for staff on screening and early signs and symptoms.
- Three organisations emailed staff simple messages.
- Four promoted an Awareness Day.
- Two attended an Answer Cancer event (online or in person).
- Four promoted screening messages to volunteers and/or users.
- One shared information locally to residents about Answer Cancer.

Chapter 8: Champions

There are 4,621 Champions. 1,507 Individual champions and an additional 3,114 via Organisational Champions signed up to the program. In terms of individual champions, we have a total of 1,507 individual champions signed up to the program of which 290 are Lead Champions.

A champion's Impact Survey revealed that:

- 7,011 people in total have been spoken to by champions in Year Four, i.e., those who completed the survey.
- Per responses from the survey, an estimated 580 people have taken part in cancer screening as a result of these conversations.
- Conversations have been with family members, friends, and work colleagues.

Qualitative insight has revealed that Champions have been involved in various activities including:

- Encouraged employers to sign up to the 'Bee Seen Get Screened' Campaign.
- Designed a quiz for work colleagues to help raise awareness of cancer during Breast Cancer Awareness Month.
- Distributed posters to barbers in Manchester with positive bowel cancer screening messages on them. This included at one barbers where the poster was placed on the mirror so that customers can see it whilst they are getting haircuts.
- Hosted a radio show and promoted positive screening messages.
- Produced a film encouraging women who have had difficult pregnancies and difficult labours to attend cervical screening.
- Supported disabled people with attending screening by connecting them with health professionals.

Answer Cancer Champion Appreciation Event

An Answer Cancer Champions Appreciation event was organised in November 2022, with over 40 people attending. Individual and Organisational Champions shared inspirational stories around commitment as champions to raise awareness around cancer screening. The event programme included a very informative quiz, answering questions about cancer, including screening and being a cancer champion, and an award presentation with personalised certificates to recognise the amazing efforts of Champions. This was a very enjoyable event which allowed Champions to network and socialise but also with a serious message behind it. Everyone left feeling energised and inspired to do all they can to raise awareness about cancer and the importance of screening.

Chapter 9: Social Value

Social Value is the description used for the 'additionality' which is delivered as part of a contract. It is in addition to the measured Key Performance Indicators (KPIs) and describes the less tangible impacts of investing in a community project. Since the Social Value Act of 2012, Local Authorities have been required to report on contract additionality in the form of Social Value and they do this by comparing delivery to their own local priorities which can differ authority to authority. Nationally, Social Value is measured using Themes, Outcomes and Measures (TOMS). Before 2012 some authorities may have used the Bristol Accord measures which also advises on community benefit indicators, which can be used to demonstrate impact across a project in the absence of any firm objectives.

The partners within the Answer Cancer partnership all abide by the values of the Greater Manchester Social Value Network. Our activities are planned, wherever possible to be greener, fairer and promote prosperity. We are local and ensure that our offer is accessible to all regardless of circumstances but with specific emphasis on reducing inequality and inequity. Our activities maximise the opportunities to increase local knowledge and skills as well as removing any barriers to accessing care that we come across.

We are not required to measure social value in our contract but as a trial we surveyed Cancer Champions and asked them some social value indicator questions. 48 Cancer Champions completed the survey. 14.6% of respondents reported that they have a disability.

As Answer Cancer covers a wide footprint we have focused on a small number of the TOMS and Bristol Accord indicators and mapped these to the GM Social Value indicators and used these as a way of tracking social value. A financial benefit can be derived from indicators such as these which demonstrates the benefit of investing in a community.

Where we can we use the local supply chain to ensure that funding remains within Greater Manchester.

We used the following as indicators:

- Developing new skills / increasing confidence.
- Increased Employability / volunteering opportunities.
- Taking on new healthy behaviours as a result of participating as a Cancer Champion.
- Forming new networks and connections as a result of their work.

Results

79.2% reported learning new skills, with communication, confidence and knowledge being the most popular.



23.4% reported that they have either gone on to employment or increased their volunteering hours as a result of their work. The majority have gone on to provide prostate cancer support, which isn't an NHS screening programme, but which is very important as one in four black men over 40 will go on to have prostate cancer in their lifetime compared to one in eight of the white population.

MS Trust
 Cancer Panels
 WIG
 University Community
Prostate Cancer Support
 SRLC SAWN
 TOG Mind
 Cancer Care Diaspora
 Chabad

60.4% of respondents have reported taking on healthier behaviours as a result of participation in the Answer Cancer programme. The tags below indicate by size which are the most frequent healthy behaviours adopted.



37.5% reported that they have formed new relationships with others in the community to come together and provide awareness sessions. These are people and organisations they wouldn't normally work with, forming new networks and connections for the future.

This included:

- Manchester University foundation Trust.
- Faith networks to provide cancer materials and approaches in culturally sensitive ways.
- Learning disabilities groups.
- Charities.
- Large retailers such as ASDA.

Additionally, funded groups were advised how to collect details of added social outcomes as a result of their project.

A summary of the reported outcomes is provided below:

- Increased employability skills.
- Tackled loneliness and isolation.
- Improved confidence.
- Many projects recruited volunteers who have gained skills which appeal to prospective employers.
- Improved healthy behaviours including doing more exercise, reduced salt diets.
- Improved communication and presentation skills.
- Continued professional or personal developmental skills.
- Underwent trauma informed practice training.
- Volunteering opportunities offered by grants funded organisations during their projects.
- Improved relationships with romantic partners.
- Transferable skills applied to other areas of interest including menopause and mental health awareness.

Chapter 10: Future Plans

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.

We will continue to expand our training offer to include both face-to-face (bespoke) 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.

We will offer two new courses in year 5:

- A Train the Trainer programme which will equip trainees to be able to perform the Answer Cancer Training themselves.
- A planning and measuring impact course so that trainees can further develop their plans and prove they are making a difference.

Towards the end of Year Three we provided resources and support for grant recipients to develop bespoke approaches to follow-up programme beneficiaries. We will continue to report on this data and expect it to demonstrate further evidence of impact.

We will continue to develop our online toolkit and 'virtual' filing cabinet of resources.

Working with the external evaluator, 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.

Our joint working with Primary care has shown success in increasing the uptake of cervical by women of different ages, racial groups and socio-economic status. We therefore intend to develop on this success and identify other opportunities for working with GPs/Primary care networks and test this model with certain groups e.g., women with a learning disability.

Our community engagement activities will continue through delivery of awareness sessions and wider public engagement with increased focus on LGBTQ+, people with poor mental health, disabled people and carers. We will continue to collaborate with NHS Cancer Screening Improvement Leads across GM localities as well as our work with national/regional cancer charities.

Conclusion

This report has highlighted the significant impact of the Answer Cancer programme in year four and the positive impact of working with and engaging with VCSE organisations in localities across Greater Manchester.

There is evidence of measurable increases in awareness, knowledge, and confidence around cancer screening in communities and organisations and improved acceptance and motivation to attend screening.

The results of the pilot between VCSE organisations and General Practices demonstrate significant and sustainable increases in screening uptake when all parties work together.

We will continue to deliver our VCSE-led cancer screening engagement programme in 2023/24, and hopefully beyond, and remain committed to ensure that Greater Manchester's VCSE groups and organisations play a key role in ensuring better outcomes for ALL of Greater Manchester citizens.

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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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