

**ANSWER
CANCER**



Year Four Impact Report

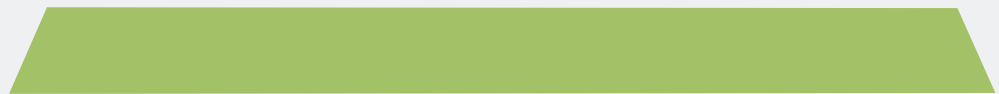
Executive Summary



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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 three 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
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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.



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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.

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

Tel: 0161 276 9300

Email: info@answercancergm.org.uk

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www.answercancergm.org.uk

