Network Delivery of the Local Awareness and Early Diagnosis Agenda 2010
SHA: NHS North West

Network Director: Kath Nuttall

Introduction

The National Awareness and Early Diagnosis Initiative (NAEDI), a key outcome from the Cancer Reform Strategy (2007) has been instrumental in developing this Network’s Local Awareness and Early Diagnosis Initiative (LAEDI). A coordinated programme of work which aims to support, facilitate and coordinate constituent organisations within this Cancer Network in undertaking interventions aimed at: raising public awareness of the early signs and symptoms of cancer, encouraging the public to seek medical attention as soon as these symptoms arise and supporting community and primary care, particularly those in general practice in making prompt referrals for the earlier diagnosis of cancer. The ultimate aim of this programme of work is to improve patient survival and outcomes once cancer is diagnosed.

Four projects were initiated as a result of NCAT funding that addressed the following gaps within the Network. The need to:

- Establish a cancer awareness workstream within the Network incorporating Public Health
- Pilot a community development approach to raise cancer awareness and also to increase screening uptake in Asian communities
- Raise cancer awareness in front line health and social care staff
- Raise awareness of lung cancer

This document will provide an overview of progress and outputs with each of the above projects, as well as an overview of Lancashire and South Cumbria Cancer Network’s delivery commitment to the cancer awareness and early diagnosis agenda.
Local Awareness and Early Diagnosis Projects
Project 1:

Establishment of a Cancer Awareness and Early Diagnosis Workstream within the Cumbria and Lancashire Public Health Network
(Programme Manager for Early Diagnosis and Cancer Awareness)

Cancer Network Director’s Overall Assessment Against Objectives: GREEN

Project PCTs: NHS Blackpool, NHS Blackburn with Darwen, NHS Central Lancashire, NHS Cumbria, NHS East Lancashire, NHS North Lancashire

Project Leads: Caroline Smith

Project Contact: Carol Grant-Pearce, Carol.Grant-Pearce@lsccn.nhs.uk

Project Status: Project completed (October 2010)

Project Summary:
Lancashire and South Cumbria Cancer Network’s mortality rates for cancer of the lung and oral cavity are among the highest in England, and some of its PCTs have amongst the highest rates of sunbed use in the under-18 age group in England.

A Programme Manager was appointed to establish a cancer awareness and early diagnosis workstream, in order to improve population outcomes from cancer locally and to make cancer more of a priority for those working in public health.

In the process of reviewing network data and mapping cancer awareness initiatives occurring within PCTs in the network, the Programme Manager identified:

- Late presentation for head and neck cancer
- An increase in skin cancer and sunbed use in under-18s
- A gap in campaigns focusing on the less common cancers, despite late presentation being an issue.

As a result, various initiatives were planned with a range of stakeholders including: a series of head and neck cancer awareness campaigns targeted at pharmacies in three PCTs; an oral cancer awareness raising initiative aimed at frontline staff in NHS Blackpool; and a skin cancer awareness intervention for secondary schools within South Ribble District Council. In addition, the Programme Manager assisted NHS Blackburn with Darwen in developing their early diagnosis and cancer awareness strategy and had input into the Network Inequality Strategy, which focused on the early diagnosis agenda.
**Project Purpose:**

The people of Cumbria and Lancashire suffer some of the highest death rates from cancer in the country. There are many reasons for this including the relatively high prevalence of smoking, poor diet, environmental or occupational impacts.

The Cumbria & Lancashire Public Health Network has a work programme focused approach to addressing and delivering on identified public health priorities. Currently there is no identified post/leadership within the Public Health network with the specific remit of identifying or coordinating activities or initiatives which will impact on cancer awareness, screening, detection and health inequalities. However there are posts addressing sexual health and smoking cessation which clearly cross over into aspects of the cancer agenda.

Leaders from the Public Health Network have historically had limited input into Network & Locality cancer groups. Capacity issues have been cited as the root cause of this lack of engagement.

Following discussions within the Primary Care & Prevention Network group and with the full support of the Network’s Directors of Public Health (DsPH), the Cancer Network has also commissioned a Professor of Epidemiology from the University of Central Lancashire to lead the LSCCN Local Awareness & Early Diagnosis Initiative. This post links in closely with the Primary Care & Prevention Network Group Lead (GP) and is forging strong links with the DsPH. The postholder was a consultant in public health medicine.

The programme manager for early detection and awareness was tasked to work with the Cumbria and Lancashire Cancer Commissioning Leads and Public Health Cancer Leads, on behalf of their PCTs and other partners to:

- Provide leadership, networking support and project management for the Early Diagnosis and Awareness Agenda across Cumbria and Lancashire
- In consultation with partners, develop a strategy which reflects local priorities and which will contribute to achieving an improvement in awareness raising of cancer symptoms
- Identify and share the scope of current PCT level work on awareness and early diagnosis; identifying gaps, opportunities for joint working and developing clear shared priorities at Network level.
- Consolidate and develop the system for shared learning from practice and contribute to the development of an evidence base for early diagnosis and awareness interventions

Importantly the post provided an opportunity to forge closer links between the Cancer and Public Health Networks and facilitated a more coordinated approach to awareness and social marketing activities across Cumbria & Lancashire and sharing of intelligence and information.

It is strongly suggested that evaluation of the contribution of this post to addressing cancer health inequalities and a more cohesive and coordinated approach to the cancer early diagnosis and awareness activities across Cumbria & Lancashire could potentially result in the post being made substantive at the end of the secondment period.

**Project Objectives:**

The funding of this post underpins and supports the rest of LSCCN projects aimed at early detection and cancer awareness and aims:
- To ensure a public health perspective informs strategic and operational planning for cancer across Cumbria and Lancashire;
- To understand the complex network of joint working across Cumbria and Lancashire’s partners and to identify where best to influence and challenge in order to promote work to address early detection and awareness;
- To be a leading influence and a key source of advice,
- To co-ordinate policy development, formulation and service specification across Cumbria and Lancashire, in consultation with all partners including PCTs, voluntary and community organisations, patient groups and Local Authorities;
- To provide leadership across Cumbria and Lancashire for the strategic development and implementation of the Cumbria and Lancashire Early Detection and Awareness Strategy;
- To contribute to the development of sub-regional infrastructures both within the NHS and in relevant multi-agency settings;
- To source, interpret and implement an up to date evidence base of diverse public health interventions, in the context of conflicting views between professionals and agencies;
- To inform partners, colleagues and the public about their work through conferences, briefings and presentations;
- To prepare regular progress and statistical reports for relevant committees, and to meet governance requirements;
- To work across the region with the other Cancer Networks/Public Health Networks on specific projects and take responsibility for delivering core outcomes agreed with the regional group;
- To contribute to (design and deliver) the sub-regional Professional Development Programmes for the Cumbria and Lancashire Public Health Network in relation to this agenda;
- To benefit the needs of end users who experience inequalities in cancer outcomes not currently accessing screening, prevention or early diagnosis initiatives.

**Project Category:**
Clinical Leadership  
Information / Needs Assessment – Baseline Assessment  
Links to Commissioning / Commissioners  
Public Awareness Raising  
Strategy Governance / Targets

**Cancer Tumour Groups:**
All

**Lessons Learnt:**
Having a full time programme manager enabled the network to engage PCTs and public health in order to establish and build a cancer awareness and early diagnosis programme of work. The engagement of public health was also strengthened through joint work with the tri network public health meetings covering other Cancer/Public Health Networks in the North West and appointment of a public health academic. A challenge was how cancer awareness and early diagnosis could be prioritised alongside competing public health priorities. Work was undertaken to investigate the impact of awareness and early diagnosis on N1 120 All Age All Cause Mortality.

PCTs had different starting points and chose to focus on different initial projects and cancer types. Bringing together a coherent strategy which could demonstrate an impact on mortality and survival was a challenge. Through networking and events, a community of clinical, programme and project leads used the baseline assessments and PCT mapping to build the network/ PCT strategy.
Individual PCT projects highlighted other learning, for example the challenges of involving frontline staff in new initiatives; the importance of stakeholder engagement; and the overlap with work on prevention and inequalities. Experience was gained in working with a broad range of frontline staff (e.g. PCT public health teams, health trainers, pharmacists, volunteers, commissioners, secondary schools, environmental health teams, district and county councils.)

Reports:
Final Report - LSCCN Programme manager

Outcomes:
The postholder has:
- Provided leadership, networking support and project management for the Early Diagnosis and Awareness Agenda across Cumbria and Lancashire,
- Consolidated and developed the system for sharing learning from practice and contributed to developing an evidence base for early detection and awareness interventions;
- Identified and shared the scope of current PCT level work on awareness and early diagnosis; identifying gaps, opportunities for joint working and developed clear shared priorities at Network level.

Overall the public health engagement and leadership for cancer awareness and early diagnosis was strengthened as a result of this project.

Products:
- Information/ needs assessment - baseline mapping of PCT initiatives.
- Other deliverables, for example: press releases to raise cancer awareness; Sunbed awareness draft teaching plan for PHSE lessons in secondary schools - ready for testing; and a first version of a DVD on oral cancer.

Sustainability:
The programme manager role is continuing into 2010/11 to finish the work scoped as part of the original project plan. Presentations, to Locality Groups and the PCT Directors of Public Health Forum, will be made in order to discuss and agree how the programme can be sustained.

Project 2:

Addressing Cancer Awareness Using a Community Development Approach
(1- Blackburn with Darwen Cancer Awareness/2- Woman to Woman Projects)

Cancer Network Director’s Overall Assessment Against Objectives: 1- GREEN / 2-AMBER

Project PCTs: NHS Blackburn with Darwen (BwD), NHS East Lancashire

Project Leads: 1 - Nasima Ali, Mohammed Khan/ 2 - Dilwara Ali,

Project Contacts:
Cancer Awareness Project; Nasima Zaman, Nasima.zaman@bwdhealthyliving.co.uk; Mohammed.khan@bwdhealthyliving.co.uk
Woman to woman project: Carol Grant-Pearce, Carol.Grant-Pearce@lsccn.nhs.uk

Project Status: Project ongoing and to be completed by 1 - October 2010/2 - February 2011

Project Summary:
1- Cancer Awareness Project
A community development project is raising awareness of cancer amongst South Asians in two wards in Blackburn with Darwen. A survey of baseline levels of cancer awareness, using the Cancer Research UK cancer awareness measure (CAM), confirmed that cancer awareness was lower than in the general population. Project managers, Healthy Living then recruited and trained community volunteers to plan and implement the project and, by doing so, increase their own confidence and skills.

Of the original 24 volunteer cancer awareness trainers, 19 remain active. They have developed leaflets and a DVD about breast, bowel and cervical cancer screening targeted at the South Asian population and awareness raising events are planned. A second CAM survey was undertaken to measure the impact of their work. This showed that cancer awareness initiatives needed to be ongoing to be effective. The volunteers hope to find funding to continue the work after the project ends.

Project Purpose:
Use a community development approach to administer the cancer awareness measure to:
- Determine the baseline cancer awareness of hard to reach BME (black and minority ethnic) communities within specific wards within Blackburn with Darwen.
- Inform the development and delivery of cancer awareness initiatives appropriate to the needs of the target community.
- Develop members of local community to become volunteer health trainers so that the learning and knowledge acquired through the project will be embedded in hard to reach communities whilst developing social capital within the volunteer group. Link the work in Blackburn with Darwen with the existing Healthy Communities Collaborative workstream in neighbouring PCT (East Lancs).

Project Objectives:
To:
- Encourage inter-organisational working, with the East Lancs Healthy Communities Collaborative, the Local Authority etc;
- Achieve PCT aims of: ensuring the local population has improved lifestyles, wellbeing, live longer; experience reduced health gaps; experience safe and integrated services; have access to the latest and most effective prevention; and receive personalised and caring services.
- Reduce costs associated with late presentation and increase likelihood of survival. The public will have an increased knowledge of the early signs and symptoms of specific cancers and therefore be more likely to present earlier to primary care for diagnosis and treatment.
- Increase community social capital by supporting local volunteers to develop community consultation, engagement and presentation skills, thus assisting them in delivering cancer awareness campaigns to a wider audience on a long term basis.
• Widen potential service ‘users’ knowledge on the signs and symptoms of cancers, with a view to changing personal behaviour towards healthier lifestyles.

Other forms of user involvement will include:
• Work with existing and/or new community groups to ascertain effectiveness of existing cancer awareness raising resources.
• Cancer awareness events held within local communities to develop new resources.

2- Woman to Woman Project
A separate pilot, the Woman to Woman (W2W) project, also run by Healthy Living, aims to increase rates of breast and cervical screening in three GP practices with a significant population of South Asian women. Baseline information from the GPs has been collected and links made with local organisations to support this agenda. Focus groups, practice staff workshops and community outreach work are to be undertaken in autumn 2010 to the spring of 2011.

Project Purpose
Is to increase the uptake and raise awareness of the cervical and breast screening programme amongst the women in the Northern Neighborhood of Blackburn with Darwen using a two-pronged approach. The first targeted at women who are screening non attenders or lapsed attenders within Practice populations, the second looking at sustainable ways of supporting practices operationally to improve services for women eligible for screening.

Project Objectives
To increase the breast and cervical screening uptake within target practice populations, the project objectives are to facilitate:
• GP engagement around the screening agenda, identifying issues and support needed by Practices
• Community engagement around the screening agenda, focusing on identifying and removing barriers to accessing screening services.
• Local multidisciplinary team support.

Both projects fulfill key objectives within the Blackburn with Darwen Health Inequalities Commissioning Plan (HICP), where several key programmes are being combined under one initiative, the ‘Equitable Primary Integrated Care’ (EPIC), to target deprived communities. The focus here is to augment change in the target group’s behavior towards early presentation to primary care services and increase uptake within local bowel, breast and cervical screening programmes.

Project Category: Change in Primary Care
Public Cancer Awareness Raising

Cancer Tumour Groups: All/ breast and cervical cancer screening

Lessons Learnt:
The Network built on existing work with established community development initiatives. Learning included working with the South Asian community and general practice in two wards; recruiting and training community volunteers; use of CAM for pre and post measurements. The interim report details setbacks and challenges.
The engagement of GPs provided learning on data collection; training; primary care cancer pathway development; and alignment of primary care with local community initiatives and groups. This is described in both the baseline assessment (mapping) and the project reports.

Reports:
Cancer Awareness Project Final Reports – Cancer Awareness Measure report; Project report, project, 1st draft, evaluation report due May 2011.
Woman to Woman Project Interim Report

Outcomes:
Cancer Awareness Project:
- There was good engagement and retention of volunteers (Cancer Awareness Trainers) - 19 of 24 volunteers were active at end of project.
- Resources were produced to use with the local South Asian community.
- Ways of working to link community initiatives and general practice were tested.
- Existing links with academics were built to evaluate current and future initiatives.
- There was sharing learning and potential joint work between existing community outreach initiatives.

Woman to Woman Project
- Partnership work with the Cervical and Breast Screening Quality Assurance Lead, and LaSCA Lead to clarify the cervical and breast screening pathway and points for project intervention.
- Networking with local organisations and with the local community to avoid duplication of work and to gain support in addressing this agenda. Including joint working with:
  - Age Concern, attended one event and booked on further three events.
  - Neighbourhood and Learning Service - organising a women only event in May.
  - Pioneer Solutions, designed and produced sidewinder with W2W project for promotion work and events
  - Established baseline data for the 3 target Practices, against which the impact of the project initiatives can be measured.
  - Engagement with GP practice staff with commitment to support sustainable improvement to practice data, administration and operational processes.

Products:
Cancer Awareness Project:
- Cancer Awareness DVD in English aimed at South Asian populations
- Matrix to assess appropriateness of public health cancer information aimed at South Asian communities
- Range of outreach awareness raising events in a range of local organisations
- Breast bowel cervical screening leaflet ready to be translated into Urdu (available in draft)
- Developing GP checklist in English and Urdu to support patients when visiting their GP (available in draft)

Woman to Woman:
- GP screening action plans are expected to be completed by the end of the project in April 2011
- Slides on patient experience and perspective of the cervical screening programme
Breast and cervical screening leaflets/posters containing teachings and quotes from the Muslim’s Hadiths (words from the Prophet Mohammed pbuh), to try to promote screening from an Islamic perspective. Islam places great emphasis on looking after one’s body and health. The leaflet information was authenticated by a local Imam from the Lancashire Council of Mosques.

Sustainability:
Cancer Awareness Project
- Links sought with major local cancer charities to support the role of the Cancer Action Trainers
Woman to Woman Project
- Action plans developed with target practices in conjunction with governance, clinical, service improvement and quality assurance leads to support a sustained improvement in services.

Project 3:

Raising Cancer Awareness in Front Line Health and Social Care Staff

Cancer Network Director’s Overall Assessment Against Objectives: GREEN

Project PCTs: NHS North and Central Lancashire
Other key organizations: Lancashire County Council
Project Leads: Kate Simpson
Project Contact: Kate Simpson, Kate.simpson@lsccn.nhs.uk

Project Status: Project to be completed by December 2010 with launch event of cancer awareness resource February 2011

Project Summary:
Various studies and anecdotal evidence have found that members of the public may seek advice about potential cancer symptoms from front line health and social care staff before they make an appointment with their GP.

Lancashire and South Cumbria Cancer Network therefore designed a project to equip front line staff to play a bigger role in raising public awareness of cancer screening and the importance of early presentation to primary care.

The first step was to determine the existing level of cancer awareness. A market research company carried out 671 completed telephone interviews with Primary Care Trust and county council staff and staff based in independent organisations, using the Cancer Research UK’s cancer awareness measure (CAM). The staff surveyed included dentists, community pharmacists, opticians, nurses and allied health professionals, social workers, social care and clerical staff.
The results will be used to inform the development of a cancer awareness training resource that can be piloted with a range of staff groups. The intention is for each participating organisation to incorporate this cancer awareness training resource in its learning and development strategy.

The project has reinforced the collaborative relationship between Lancashire County Council, the Lancashire and South Cumbria Cancer Network and the Lancashire Public Health network in addressing a common agenda.

**Project Purpose:**

- Recent analysis of 1 year survival rates by the North West Cancer Information Service has shown that Lancashire and South Cumbria Cancer Network has the lowest survival of any network for lung, oral and pharyngeal cancer. The network also has, a worse survival rate than the England average for many other cancers, including those of the oesophagus, cervix, uterus, breast, bladder and testes.

- It is acknowledged there is an identified need to promote awareness about cancer and the importance of early detection among the public in order to reduce delay in presentation to primary care. Members of the public may seek advice about potential cancer symptoms from front line health and social care staff, before they seek an appointment with their general practitioner. Local evidence on the role of brief opportunistic interventions has also shown how increasing knowledge of staff has a direct impact on their own behaviour and that of their family and friends.

- Lancashire County Council employs 45,000 people, 90% of whom live within the Lancashire sub region. The County Council delivers services to a population of 1.1 million many of whom will be at increased risk of some cancers. The Primary Care Trusts within Lancashire and South Cumbria also employ a significant workforce including community nurses and also support staff based within general practice and pharmacies. Identifying levels of cancer awareness within front line staff working within the NHS and local government will enable us to establish opportunities to build capacity to promote cancer awareness.

- Using the validated Cancer Awareness Measure (CAM), we propose a survey of cancer awareness in frontline health and local authority staff working in community settings. This work will be undertaken in conjunction with local qualitative research which aims to tease out what front line staff feel is their responsibility in health promotion and signposting. Working from the onset with operational and training leads, it is expected this will encourage greater ownership of this agenda and will allow them to formulate and reshape their own practice.

**Project Objectives:**

NHS and social care frontline staff have many opportunities to include health messages in conversations. It is expected that the results of this project will inform an innovative approach to the development of a targeted and integrated programme of education, focused on raising cancer awareness in front line staff across health, local government and voluntary organisations, within Lancashire and South Cumbria. It will also be used as vehicle to:

- Support primary care and community teams in achieving Cancer Reform Strategy objectives by:
  - Raising their index of cancer awareness
  - Increasing their health promotion capacity within this agenda, thereby, systematically influencing public uptake of screening programmes
  - Promoting earlier presentation to primary care by those people with signs and symptoms suggestive of cancer, thus, increasing one-year cancer survival rates and reducing requirement for complex surgery, radiotherapy and chemotherapy.

- Explicitly engage public health with the objectives of the Cancer Network to reduce cancer inequalities. The Lancashire Joint Health Unit, based within Lancashire County Council aims
to maximise the County Council's contribution to reducing health inequalities through the Local Area Agreement. This Agreement has cancer as one of four priority areas for collaborative action in addressing the indicator NI 120 All Age All Cause Mortality.

- Expand the public health workforce. The Joint Health Unit and Lancashire Public Health Network are now led by a Consultant in Public Health, with a view to integrating public health support across the sub region.
- Fulfil aspects of the local Public Health Workforce Plan in terms of expanding the public health workforce to include local government and also in identifying targeted training.

This project has been devised with input from patient representatives and encourages collaborative working, within PCTs, between PCTs and other organisations, and also between cancer patients and carers working in partnership with health and social care agencies. The project focuses not solely on clinical staff and those based in primary care but also on frontline staff such as care assistants, health trainers, community development workers, assistant social workers, advice workers, etc. The logic behind this is that such staff may be in greater contact with those living in deprived areas, black and minority ethnic groups and vulnerable groups. Evidence shows that these groups face particular barriers to accessing primary health care.

**Project Category:**
- Change in Primary Care
- Information / Needs Assessment – CAM
- Links to Commissioners / Commissioning
- Public Awareness Raising
- Strategy / Governance / Targets

**Cancer Tumour Groups:**
- All

**Lessons Learnt:**
This project brings important learning to better understand current staff knowledge levels about cancer awareness and early diagnosis (partly based on the results of the Cancer Awareness Measure (CAM); development of training resources; and embedding in ongoing continuing professional development. Relating to the baseline survey of cancer awareness via a company, Public Knowledge, commissioned to undertake the work, the following was lessons were learnt:

**CAM telephone interviews - Preparation phase**

Need to ensure:
- The Project Board has representation that will facilitate and support the CAM being undertaken (e.g. learning and development, communication, public health, commissioning and operational leads).
- Publicity about the survey commences several months in advance of the telephone survey. The communication lead in each organisation has a significant role here in identifying appropriate mechanisms.
- Multiple publicity approaches are utilised from electronic mail outs, information on organisational websites, and attendance at team meetings in various sites, slots on organisational, disciplinary or departmental communications.
- Time is allowed to compile contact lists of front line staff which contain telephone numbers. To this end attention needs to be paid to the data protection issues; and ensure human resource departments who are involved in providing these lists are given clear guidance on the format these should take.
Mapping is undertaken to identify the work patterns of staff groups and their access to telephones during the working day – or night as not all front line staff have easy access to telephones. Utilise opt-in mechanism in place for staff working off-site, that is, provide forms which allow those interested in taking part in the survey to indicate this is the case and suggest appropriate times or places to be interviewed by telephone or in person.

Ensure that, if the organisation commissioned to undertake the telephone survey uses an electronic system to manage the calls, it is flexible enough to include opt-ins and interviews at unscheduled times.

During the interviews
- Ensure there is a contact number for front line staff to call if they wish to have further information about the:
  - Project
  - Cancer awareness agenda
- Maintain weekly contact with the survey team to address issues as they arise
- Utilise Project Board membership in addressing risks and issues as they arise

Post Interviews
Ensure the target staff population:
- Have at least a summary of the results of the survey in electronic form or through presentations
- Are kept informed of the forthcoming training resources being developed in the light of the survey

Reports:
Interim Report - LSCCN Front Line staff CAM (final report available April 2011)
CAM report

Outcomes:
The network seeks to:
- Better understand better the level of cancer awareness among front line staff working in Central and North Lancashire Primary Care Trusts and Lancashire County Council.
- Develop a cancer awareness learning resource to be delivered to frontline staff to increase lung and bowel cancer awareness (in the first instance) and to evaluate the resources.
- Reinforce and strengthen the relationship between the County Council and public health. It also aims to establish a new relationship with PCT learning and development departments in relation to inclusion of cancer awareness and early diagnosis in continuing professional education.

Products:
Cancer Awareness Measure (CAM)
- The final report will summarise the cancer awareness of the 671 respondents who took part in the telephone survey using the CAM tool in the beginning of May 2010.
- The Network will upload the survey data to the national database for CAM results.
- Analysis and reporting of CAM data by the University of Central Lancashire (pending)
- There are plans to produce a toolkit on how to undertake a successful CAM survey with Frontline staff.
Training Resource
- Training package for NHS and social care frontline staff, with evaluation (by spring 2011)
- Plans to link use of cancer awareness resource with the team providing communication training, to skill and raise confidence in staff to take this agenda forward within their workplace.

Sustainability:
It is intended that, once the training has been piloted and evaluated, it will be incorporated into each organisation’s learning and development strategy. Work to determine where and how this may be achieved is being carried out in partnership with Learning and Development leads from participating organisations. Interest in the resource has been shown by third sector organisations, community pharmacies, GP consortia and PCTs outside Network Boundaries.

Project 4:

Lung Cancer Awareness Campaign

Cancer Network Director’s Overall Assessment Against Objectives: GREEN

Project PCTs: NHS North, East and Central Lancashire, Blackpool, Blackburn with Dawen and South Cumbria

Project Leads: Kerry Crooks
Project Contact: Kerry Crooks, kerry.crooks@centrallancashire.nhs.uk

Project Status: Project to be completed by Autumn 2011

Project Summary:
The aim of this campaign is to improve and reduce inequalities in local survival from lung cancer because:

- Survival rates of lung cancer across the local cancer network are one of the worst in England
- Lung cancer resection rates across the local cancer network are among the lowest in England
- People living in deprived areas are almost three times more likely to die from lung cancer than people living in the least deprived areas
- Early diagnosis and treatment improves survival

The campaign will involve a “PUSH”- A targeted social marketing campaign to improve recognition of warning symptoms and signs and accelerate help seeking behaviour and a “PULL”- A focused education and awareness in primary care to encourage appropriate use of chest X-ray investigation and early referral of suspected cases.

3 wards have been selected in each of the 5 PCTs on the basis of lung cancer mortality, chronic obstructive pulmonary disease incidence and smoking prevalence.
**Expected outcomes** To improve and reduce inequalities in local survival from lung cancer because

- Survival rates of lung cancer across the local cancer network are one of the worst in England
- People living in deprived areas are almost three times more likely to die from lung cancer than people living in the least deprived areas
- Early diagnosis and treatment improves survival
NETWORK DELIVERY OF CRS COMMITMENT ON CANCER AWARENESS AND EARLY DIAGNOSIS

Additional Work streams
*Improving data and information flows to inform the LAEDI agenda.*

- Network wide LAEDI baseline - Now available
- Locality baseline reports to support LEADI agenda – Now Available
- Promoting uptake and use of Cancer Practice Profiles by GP Practices across the Network
- Working collaboratively with 2 other cancer Networks to improve staging data quality
- Initiating a Network-wide audit of the early detection of lung cancer
- Promoting use and uptake of Practice Profiles across the Network and initiating use of cancer audit across all PCTs in Network

*Cancer Awareness baseline measured in specific populations:*
- South Asian Heritage in target locality (LAEDI funding) - completed
- Frontline health and local authority staff within 2 PCTs and County Council (LAEDI funding) - completed
- General population within 1 PCT - completed

*Governance*
- Network Primary Care and Public Health Group changed terms of reference to reinforce NAEDI agenda
- Initiation and Development of the Cancer Inequalities Group, containing PCT Public Health leads, a subgroup of the Primary Care and Public Health NSSG
- Stakeholder consultation events in (Jan 2010) to shape the development of cancer health inequality priorities to be addressed within Network and (March 2010) to shape implementation of a programme of work to address inequalities – including clinicians (primary and secondary care), users/patients and partners.

*Exemplar*
- Part of a newly established North West Tri Network Public Health Group working on areas of common interest and benefit re NAEDI agenda
- Inequalities strategy under development, to be developed and completed and signed of by Network Board by summer 2011
• Working collaboratively with Lancashire County Council NI 120 indicator cancer work stream

• Workforce Development Strategy includes focus on skilling the primary and community care workforce to raise index of awareness of cancer to improve earlier diagnosis of cancer and recommends this should be a mandatory part of induction training for all health and social care staff initiated - Report Available Contact Kate Simpson for further information kate.simpson@lsccn.nhs.uk

• Cancer Partnership Group undertaken work to raise awareness and engage with the Lesbian, Gay, Bisexual Community. Identified unmet needs regarding cancer information Contact Jessica Jacobs for further information jessica.jacob@lsccn.nhs.uk

Services - Earlier Presentation and Primary Care Pathway
• Undertaken a baseline mapping exercise of initiatives undertaken in PCTs, voluntary organisations, Local Authority etc. analysed, reported and fed into stakeholder meetings

• Community development approach (NAEDI funding) – recruitment, training and induction of volunteers (24). Evaluation team recruited. Developing strategic and provider relationships, e.g. Healthy Communities Collaborative; LSP; Alive and Kicking Project Blackburn Rovers.

Key Network contacts:
• Network Director: Kath Nuttall

• Network Service Improvement Facilitator: Carol Grant-Pearce

• Network Information Manager: Neil Swindlehurst

• Public health leadership: Paola Dey reports to Directors of Public Health

• Dental Public Health leads: Mel Catleugh/ Eric Rooney

• Network General Practice leads:
  o Russell Thorpe chair of the Primary Care and Public Health NSSG
  o East Lancashire: Chris Ainsworth
  o North Lancashire: David Elliot and Russell Thorpe
  o Blackburn with Darwen: Malcolm Ridgeway
  o Central Lancashire : Stephen Ward
  o Blackpool: Amanda Doyle
  o South Cumbria: Chrissie Hun and Arun Thimmiah

• Programme manager for cancer awareness: Caroline Smith, integrating public health and cancer network agendas, 1 year (LEADI funding)

• Workforce training and development SIF for cancer awareness and early diagnosis agenda 1 year: Kate Simpson (LEADI funding)

• Secondment from Public Health for the Lung Cancer Awareness Campaign Project: Kerry Crooks
Lancashire and South Cumbria Cancer Network

Room 140, 1st Floor
Preston Business Centre
Watling Street Road
Preston
PR2 8DY
01772 647043
www.cancerlancashire.org.uk
www.cancercumbria.org.uk