Cancer Research UK Primary Care Engagement

With 90% of patient contact in the NHS being through primary care, Cancer Research UK (CRUK) recognises the importance of primary care professionals in both diagnosing and managing cancer. Our Primary Care Engagement Team works with GPs and primary care teams across the whole of the UK to improve cancer outcomes and ultimately save more lives.

### Primary Care Engagement Programme

Cancer Research UK is partnering with the NHS to help improve early diagnosis and cancer outcomes in primary care by providing intensive support to a selected number of Clinical Commissioning Groups (CCGs).

Key objectives for the programme are:

- Raise awareness in GPs and Primary Care staff of the importance of their role in the early diagnosis of cancer
- Support practices to learn from previous cancer cases and make sustainable improvements
- Reduce the time from first presentation of symptoms to diagnosis
- Increase use of GP direct access to relevant diagnostic tests
- Improve communication between primary and secondary care clinicians
- Improve urgent referrals for cancer concentrating on conversion and detection rates
- Increase the proportion of cancers diagnosed at stages 1 and 2

Our team of experienced Facilitators work alongside local GP Cancer Leads and CCGs to:

- Provide GP practices with up-to-date local cancer statistics including practice profiles
- Share practice initiatives and tips
- Provide tailored practical support and discuss Risk Assessment Tools
- Develop and deliver training

To maximise the impact of our work, the team are also involved with local projects including prevention and screening initiatives, awareness campaigns, as well as working closely with CCGs to develop cancer strategies and implement cancer plans.

The programme is currently operating in London (Enfield, Islington and Waltham Forest CCGs) and whole of Merseyside and Cheshire, covering 12 CCGs and around 500 Practices (circa 2,200 GPs).

The programme will be evaluated after 31 March 2014.

### Support and Training for Practice Staff

Various resources, training and kits are available for practices, including:

- A kit to help practices raise cancer awareness with patients
- Talk Cancer workshops for reception staff, Health Care Assistants and primary care professionals
- Resources for Practice Nurses to help spot the early signs of cancer
- Best practice to increase screening uptake
**RCGP partnership**

In March 2012, Cancer Research UK and the Royal College of General Practitioners launched a 5 year collaborative programme to inform, improve and innovate cancer in general practice.

Focusing on improving early diagnosis in primary care, the partnership includes:

- **Joint Clinical Lead for Cancer** - The position is held by Professor Greg Rubin, who provides national clinical leadership to GPs.
- **e-learning modules** - The first module ‘Early Diagnosis of Cancer’ is available via the RCGP Website. Three further modules are planned for 2013/14.
- **‘Cascade Programme’ Educational sessions** - A series of workshops held across the country, equipping Cancer Leads with the practical skills and knowledge needed to be effective in their local areas.

**Contact**

To find more about our programme or how we can support you in your area, email primarycare@cancer.org.uk or phone 020 3469 5325.