CANCER PROJECTS AND INNOVATION

Neil Smith
Cancer Cascade October 2107
SHOW & TELL

https://www.youtube.com/watch?v=xso1bR66LvU
CANCER CASCADE

• An established forum for influencing uptake / implementation of prevention and early diagnosis agendas within primary care by supporting networking and sharing among cancer ‘champions’
The only way to beat cancer is to accept the reality, embrace the pain and find the courage to move forward, one day at a time...
On your own

• Consider of a successful cancer project that you have been involved in

• Think of three things that helped get the project going or completed (consider the enablers, your actions, solutions to problems)

• Write each on a separate sticky pad
Find a friend

• Describe your project to your friend
• Share what helped to make your project a success
• What are the top tips you can share with a friend
Now join up with another pair

- Quickly list all the factors that help the success of your project
- Are there any common themes
- Please could you decide which you feel was the most important
- What is your groups top tip
All together

• Please could each group of 4 share one factor that aided the success of your projects with the rest of the audience.
• What is your top tip?

• https://www.youtube.com/watch?v=NXwrdTzrsHA
10 TOP TIPS FOR CANCER PROJECTS

Neil Smith

1. ESTABLISH A TEAM
2. CREATE & COMMUNICATE A VISION
3. CONSTRUCT A NETWORK
4. BE OUTCOME FOCUSED
5. STICK TO YOUR PRINCIPLES
6. IF YOU DON’T ASK YOU WON’T GET
7. SUSTAINABLE TRANSFORMATION PLAN
8. EASY WINS
9. BE RESILIENT
10. SENSE OF DIRECTION
1. ESTABLISH A TEAM
SHARE THE WORK AND THE SUCCESSES
OUTCOMES: Reduce Health Inequalities - Reduce Premature Mortality - Improve Patient Experience
COMMUNICATE THAT VISION

• Lets talk!
• Meet the people who can make the changes
• Set up forums & Broker deals
• Use E mail sparingly
3. CONSTRUCT A NETWORK

“Think...... Cancer”
WORK COLABORATIVELY/ SUPPORTIVELY

• Partnership set up
• Shared ambition “Enhance engagement in cancer screening programme for patients with learning disabilities”
• Data of LD register checked
• Review uptake compared to general population
• Explored reasons, challenges & solutions
• Evaluation and publication
4. BE OUTCOME BASED

BLOOM’S TAXONOMY
SIGNIFICANT EVENT ANALYSIS

• Captured all emergency presentation in 1 year
• Sent details to practice
• SEA performed in house and discussed
• Peer review meeting to consider theme
• Recommended actions
• Independent academic review - must do’s
  ➢ G.P.s vigilant documentation and follow up
  ➢ CCG commission urgent USS
  ➢ Hospitals communicate better with patients, relatives and G.P.
5. STICK TO YOUR PRINCIPLES

Macmillan’s Nine Outcomes

<table>
<thead>
<tr>
<th>I was diagnosed early</th>
<th>I understand, so I make good decisions</th>
<th>I get the treatment and care which are best for my cancer, and my life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those around me are well supported</td>
<td>I am treated with dignity and respect</td>
<td>I know what I can do to help myself and who else can help me</td>
</tr>
<tr>
<td>I can enjoy life</td>
<td>I feel part of a community and I’m inspired to give something back</td>
<td>I want to die well</td>
</tr>
</tbody>
</table>
Don’t go to the dark side
MIND CONTROL
Stockholm Syndrome:
A psychological phenomenon in which hostages express empathy and have positive feelings towards their captors, sometimes to the point of defending them.
BE PATIENT CENTRED

Commissioned new acute oncology service
• 7 day working
• 100% door to needle within an hour

Streamlined test to referrals
• Gynaecology patient seen within 14 days but already have had USS
6. IF YOU DON'T ASK YOU WILL NOT GET

PLEASE SIR

I WANT SOME MORE
BID!

Accelerate, Coordinate, Evaluate (ACE) Programme
7. SUSTAINABLE TRANSFORMATION PLAN
Pennine Lancashire Cancer Local Improvement Scheme

1. Establish Practice Cancer Team
2. Practice Nurse Training (early detection, cancer information and care reviews)
3. Quality Cancer Care Reviews (Practice Nurses using the Macmillan EMIS template)
4. Cancer Prevention & Awareness (Be Clear on Cancer Campaign)
5. Improved Bowel Screening Uptake (uniform coding and encouraging none participants)
6. Significant Event Analysis of Cancer cases diagnosed in an emergency setting
7. Standardised, quality 2 week referral system

8. Develop the Cancer Champions Team (include Practice Managers)
10. Breast Cancer Survivorship (invite, review and signposting)
11. End of Life Care Plans
12. Cancer screening for patients with Learning Difficulties
13. Safe effective and efficient use of the 2ww referral system for suspected cancer

14. Best Practice Advice for investigation and referral for suspected cancer
15. Enhanced Patient Engagement
16. Practice Nurse Training Cancer Prevention
17. Significant Event Analysis for cancer diagnoses with non-specific symptoms
18. Enhanced Patient Centred Cancer Care Reviews
19. Bowel Screening
8. EASY WINS

"Pick battles big enough to matter, small enough to win."
- Jonathan Kozol

![Ant carrying a leaf](image-url)
UPSKILL PRACTICE NURSES

- Keen and able
- 5 training session
- Now doing all cancer care reviews
- Breast survivorship
- Produced their own template
- Lifestyle (smoking cessation)
- Signposting Information and exercise programme
9. BE RESILIENT

Sometimes by losing a battle you find a new way to win the war.

Donald Trump

"The greatest glory in living lies not in never falling, but in rising every time we fall."

~ Nelson Rolihlahla Mandela
MAKING NICE WORK

IMPLEMENTATION OF NICE GUIDELINES (NG12) FOR SUSPECTED CANCER: RECOGNITION AND REFERRAL

- Capacity increase
- Demand modelling
- Pathway redesign
- Creating referral forms
- Access to urgent investigations
- Patient engagement
- GP education
- Financial and workforce planning
10. SENSE OF DIRECTION
The road to better cancer care
96 RECOMMENDATIONS- be SMART

Achieving World-Class Cancer Outcomes: Taking the strategy forward

Five Year Forward View

#futureNHS
Prevention

- Tobacco free UK by 2035
- Decline in no of adults who are overweight and obese
- Reduce alcohol consumption
- Reduce incidence of melanoma

Early Diagnosis

- Optimise screening programmes
- Continue awareness of signs and symptoms
- Increase diagnostic capacity: workforce, kit and kit
- NHS innovation of services

Treatments

- Improved access to radiotherapy: workforce, kit and patient awareness
- Improved access to drugs and molecular diagnostics
- NHS innovation of treatments and service delivery of treatments

Services

- Ambitious national cancer plans + funding + leadership
- UK world class in data collection, sharing, analysis and provision to patients
- Optimise cancer services through Alliance, MDTs, quality assessment
- Supportive environment for innovation and improved services for older people

Research and Charity

- Govt funding supports thriving research env
- Reg and gov framework + culture in NHS supports thriving research env
- Govt promotes a charitable culture in the UK
Our strategy defines what we do. Our beliefs guide the way we do things. We believe that to beat cancer sooner, you need to...

**BE BRAVE**
- Challenge yourself and others
- Try new ideas
- Think big

**BE SHARP**
- Focus on what matters
- Always look to learn
- Provide solutions

**BE UNITED**
- Involve the right people
- Trust others to do their job
- Do what’s best to beat cancer
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On your own

- Please write down 3 things you are going to do as a result of this session. What top tips are you going to take away with you?

1. 
2. 
3. 

How can we share out projects better with one another?
Thank you