CANCER PREVENTION IN HARDER TO REACH GROUPS

FUNDLED PROJECTS FROM THE INNOVATION WORKSHOP
29-31 JULY 2014

CANCER RESEARCH UK/BUPA FOUNDATION FUND
CANCER PREVENTION INITIATIVE
AIMS

Harder to reach groups encompasses the broad spectrum of different groups and communities across the UK who are not benefiting as much as the general population in terms of improved cancer outcomes.

This workshop brought together a diverse range of expertise to facilitate fresh new thinking to recognise, identify and engage harder to reach groups and to generate innovative, radical ideas for how to reduce inequalities in cancer prevention.

The Director acts as the leader of the event and guides the process from a scientific content perspective. The Director will work closely with the Subject Guides, guiding them as they interact with the participants and plays a key role in the funding decisions.

The Subject Guides act as real-time ‘peer reviewers’ but with a much more creative role. At the start of the event, their job is to encourage new ideas by asking questions, highlighting ideas that seem exciting, and making connections - between participants and to the wider body of knowledge. The Subject Guide’s role changes towards the end of the event, when they have to adopt a more critical perspective and assist with the funding decisions.
THE SANDPIT PROCESS CAN BE BROKEN DOWN INTO SEVERAL STAGES:

- Defining the scope of the challenge
- Sharing understandings of the challenge and expertise brought to the sandpit by participants
- Evolving common languages and terminologies amongst people from a diverse range of backgrounds and disciplines.
- Breaking down preconceptions of researchers and stakeholders.
- Taking part in break-out sessions focused on challenges, using creative thinking techniques.
- Capturing outputs in the form of highly innovative feasibility study proposals.
- A funding decision on those proposals at the sandpit, using “real time” peer-review.
WORKSHOP DIRECTOR 2014

PROFESSOR NICK WAREHAM
Director of the UKCRC Centre for Diet and Activity Research (CEDAR) AND Director of the MRC Epidemiology Unit in the University of Cambridge.

WORKSHOP SUBJECT GUIDES 2014

DR JO WALLER
CRUK Career Development Fellow at the UCL Centre for Behaviour.

DR TERESA REDANIEL
CRUK Population Research Postdoctoral Fellow at Bristol University School of Social and Community Medicine.

DR HELEN COLEMAN
CRUK Population Research Postdoctoral Fellow at Queen's University Belfast Centre for Public Health.

WORKSHOP SPEAKERS 2014

PROFESSOR FRANK KEE
Director UKCRC Centre of Excellence for Public Health Research (NI) and Deputy Director for the Centre for Public Health in Queens University.
Frank gave a presentation about ‘Scientific Creativity’ that showed how innovation can be found in all areas of scientific discovery and research.

PROFESSOR LINDA BAULD
Director of the Institute for Social Marketing at the University of Stirling, and also Deputy Director of the UKCRC Centre for Tobacco and Alcohol Studies (UKCTAS).
Linda is the Cancer Prevention Champion for the Cancer Prevention Initiative, and was a member of the workshop Funding Panel.

TORI FLOWERS
Creative Director at Shift
Tori presented a Shift project about healthy fast food for young people that demonstrated how positive behaviour change can be achieved through working collaboratively to create innovative products and services that meet the target audience’s needs.
ON THE FINAL DAY OF THE WORKSHOP, EACH GROUP PRESENTED THEIR RESEARCH IDEA.

THE FUNDING PANEL, COMPRISING NICK, LINDA AND THE MENTORS, AWARDED THE BEST PROPOSALS UP TO £20,000 EACH, TO SUPPORT THE SUBSEQUENT PILOT AND FEASIBILITY STUDIES.

8 PROJECTS WERE FUNDED COMMENCING OCTOBER 2015 FOR 12 MONTHS
Teenage mothers are at higher risk of engaging in cancer-causing behaviours such as smoking, poor diet and lack of physical activity. To develop interventions aimed at changing teenage mothers’ health behaviours, researchers need to understand the everyday experiences of this harder to reach group.

The aim of this research is to understand the everyday lives of teenage mothers from their own perspective in order to identify the barriers, and facilitators, of good health behaviours.

To do this, we will use photo elicitation, where we give the teenage mothers disposable cameras to take photographs documenting a typical week in their life. We will discuss the meanings of these photographs in focus groups with the teenage mothers, to identify the key features their everyday lives focusing on their health choices/behaviours.

We will work collaboratively with the teenage mothers to develop an intervention to address these risky health behaviours. Feasibility funding to test this intervention will form the basis of a future funding application.

“We will work collaboratively with the teenage mothers to develop an intervention to address these risky health behaviours.”

Dr Kimberly Jamie
University of Durham

Dr Lucy Hackshaw
-McGeagh
University of Bristol

Dr Roisin O’Neill
Queen’s University Belfast
Young men are identified as a hard to reach group for their high-risk sexual behaviour and the rise in human papillomavirus (HPV)-related cancers. High-risk sexual behaviour increases the transmission of this common, sexually transmitted infection with the highest incidence in young people in the UK.

The aim of this project is to investigate the challenges and feasibility of developing a set of sexual health eLearning resources concerning lifestyle and behaviour to prevent cancer for Further Education (FE) professionals to use with young men.

We will also examine the perspectives of FE Professionals and Health Education Groups on the scope for eLearning resources to help engage young men on these issues.

The findings will be used to inform a full research proposal to develop a set of eLearning resources for use by FE Lecturers to inform boys of the cancer risks incurred by high-risk sexual behaviour, with the aim of facilitating attitude and behaviour change (including practising safer oral sex and increased condom use).

WE WILL ASSESS THE AWARENESS, KNOWLEDGE, ATTITUDES AND BELIEFS OF YOUNG MALES AROUND HPV AND THE LINKS WITH CANCER.
GROWING GRANDCHILDREN

Seven million grandparents look after their grandchildren every week, with around 44% of children regularly looked after by grandparents. Grandparents are often positioned as poor role models, due to undesirable child-rearing practices relating to poor diet and second-hand smoke (SHS).

This study aims to examine the impact of grandparents’ child-rearing practices on their grandchildren’s health and to facilitate a dialogue between parents and grandparents.

We will achieve this through three key phases:

1. Undertaking a review of the current literature
2. Interviewing parents and grandparents living in areas of high deprivation about the challenges of child-rearing practices. We will also interview key stakeholders to discuss their experiences of working with families on SHS and diet issues.
3. The findings from the literature review and interviews will be used to identify potential strategies to engage parents and grandparents in a dialogue around SHS and diet.

We will continue to work with families and stakeholders on these strategies, that will help us to develop an intervention to work with parents and grandparents to improve their grandchildren’s health. The pilot intervention will be the basis of a future funding application.
KNOW YOUR NUMBERS (KYN): ADDING PRIMARY PREVENTION TO THE NHS BREAST SCREENING PROGRAMME

Alcohol increases the risk of breast cancer and causes approximately 5000 cases of breast cancer per year in the UK. This project aims to educate women about alcohol intake and breast cancer risk, and to empower women to modify their risk by monitoring their alcohol intake.

Two million women attend NHS Breast Screening mammograms each year. This represents a potential “teachable moment” for women to receive breast cancer prevention advice.

For women attending breast screening appointments and symptomatic breast clinics, we will use questionnaires to explore their knowledge and attitudes about breast cancer risk factors, alcohol consumption, and acceptability of receiving cancer prevention education at appointments.

We will hold focus groups to further explore these issues and interview breast clinic staff to explore the potential challenges of offering cancer prevention education.

Based on the findings, we will develop and evaluate the feasibility of a "Know Your Numbers (KYN)" intervention. This will include a 1-to-1 session with a specialist nurse to assess women’s perceptions about their cancer risk and measure their current alcohol consumption. The women will be able to take away a KYN package with personalised information and support.

The study will inform future studies for alcohol interventions and breast cancer prevention.

Dr Julia Sinclair
University of Southampton

Dr Ellen Copson
University of Southampton

Dr Lyn Brierley-Jones
University of Sunderland

Dr Mark McCann
University of Glasgow

WE WILL HOLD FOCUS GROUPS TO FURTHER EXPLORE THESE ISSUES AND INTERVIEW BREAST CLINIC STAFF TO EXPLORE THE POTENTIAL CHALLENGES OF OFFERING CANCER PREVENTION EDUCATION.
NEETs
IN NEED

Young adults not in education, employment or training (NEET) may be more likely to engage in unhealthy behaviours (e.g., smoking, drinking and poor diet) due to economic disadvantage and poorer mental health shown to be associated with being NEET. These behaviours put this group at an increased risk of cancer.

This project investigates NEETs health behaviours in order to develop a tool to encourage health behaviour change to reduce their cancer risk.

We aim to:

Use Big Data from UK health and lifestyle surveys to explore whether NEETs are more likely to participate in unhealthy behaviours associated with cancer than non-NEETs.

To engage with NEETs using focus groups to understand their perceived barriers to healthy lifestyles, and to generate and explore ideas for achieving successful health behaviour change.

From the findings, we will have an insight into the key unhealthy behaviours that should be targeted for reducing cancer risk in NEETs and will develop a health behaviour change tool for the NEET population.

This project will also highlight how Big Data can be used for further research into NEETs cancer risk factors.

WE WILL HAVE AN INSIGHT INTO THE KEY UNHEALTHY BEHAVIOURS THAT SHOULD BE TARGETED FOR REDUCING CANCER RISK IN NEETs
The Deaf Community can be considered a hard to reach group in terms of cancer prevention messages. Virtually all communication strategies for health promotion and cancer prevention are designed for the hearing community and may not be suitable for the Deaf (BSL) Community.

This project will collect preliminary information in order to design a study that can provide more insight into how Deaf (BSL) users may best receive cancer prevention messages. We also aim to investigate whether Deaf BSL users identify more strongly as being Deaf as a result of belonging to this community and how this may relate to reduced cancer risks.

We will scope the evidence available on Deaf BSL users’ health and cancer risks and compare the findings to those of mainstream society members.

We will also engage with collaborators who have professional links to the Deaf Community and media companies that specialise in translating English to a BSL video formats to evaluate and develop current research methods.

**DIRECT2DEAF: CANCER PREVENTION IN BRITISH SIGN LANGUAGE (BSL)**

**Ms Sarah Cullen**  
Argonaut Community Enterprises

**Dr Lyn Brierley-Jones**  
University of Sunderland

**Dr Mark McCann**  
University of Glasgow

"THIS PROJECT WILL COLLECT PRELIMINARY INFORMATION IN ORDER TO DESIGN A STUDY THAT CAN PROVIDE MORE INSIGHT INTO HOW DEAF (BSL) USERS MAY BEST RECEIVE CANCER PREVENTION MESSAGES."
TO DESIGN AN INTERVENTION TO SUPPORT PREGNANT WOMEN TO STOP SMOKING USING SOCIAL NETWORKS ANALYSIS (SNA): A DEVELOPMENT STUDY

Smoking rates in pregnancy in the UK remain high and continue to be an important public health issue. The aim of this development study is to design an intervention to help pregnant women stop smoking using support from their social network.

To do this we will:

• Undertake a literature review and interview key stakeholders.
• Work with pregnant women and their social networks to co-design the intervention.
• Hold a stakeholder workshop to share the learning and work with key stakeholders to design a model for an intervention that aims to improve the quit attempts of pregnant women and maintain abstinence post-partum.

Testing and evaluating the intervention will be the basis of a future funding application.

From the findings, we will also assess whether social networks can facilitate behaviour change for other risk facts associated with cancer (e.g., diet, exercise, alcohol).

THE AIM OF THIS DEVELOPMENT STUDY IS TO DESIGN AN INTERVENTION TO HELP PREGNANT WOMEN STOP SMOKING USING SUPPORT FROM THEIR SOCIAL NETWORK.
WHAT WORKS IN PARKRUN?
EXPANDING A CITIZEN-LED PHYSICAL ACTIVITY APPROACH

This project will explore parkrun’s unique citizen-led approach to engaging local communities in physical activity (running). In an era when sedentary lifestyles have become a social norm, our research asks what contributes to the success of parkrun UK?

We also want to know whether non-traditional participants from diverse social backgrounds are engaged.

We will use surveys and in-depth interviews with parkrunners and organisers to identify who participates (and who does not), the benefits of participation, organisational culture, event format, inclusive philosophy, and the innovative use of digital media.

We will explore what could be further enhanced to reach more citizens from non-traditional running backgrounds (e.g., low income, culturally diverse, older adults, people with disabilities etc).

The lessons learned from this citizen-led movement will provide insights into inclusive strategies and joined up approaches to physical activity and preventative health that can better connect local sport, health promotion, community organisations and government sectors.

WE WILL EXPLORE WHAT COULD BE FURTHER ENHANCED TO REACH MORE CITIZENS FROM NON-TRADITIONAL RUNNING BACKGROUNDS
For more information about the Bupa Foundation Fund and Cancer Prevention Initiative, contact Dr Lucy Davies or visit the Cancer Prevention Initiative webpage.

To find out about our next Innovation Workshop, ‘Risk Perception and Cancer Prevention’ visit the Cancer Prevention Initiative webpage.

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