LET’S TALK CANCER

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OCTOBER 2019
CANCER CAMPAIGNS

Our strategy is to beat cancer sooner

How?
£2000 to spend on a cancer campaign

• Chose one aspect of cancer (e.g. prevention, screening, early diagnosis)
• Focus on one aspect (e.g. obesity, breast screening, bowel cancer)
• Decide how you are going to communicate your campaign (e.g. posters, social media)
• Share you ideas with a friend
Let's Talk Cancer

1 in 2 of us will get cancer.

Early detection is the best defence against cancer, it's time to start talking about it. Think. Talk. Act.
PLEASE DON’T BLAME THE PATIENTS

**EL - Two Week Referrals 2017/18 & 2018/19**

**EL CCG - 62 Day Standard Referrals - 2017/18 & 2018/19**

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What words do you associate with cancer before talking?
LANGUAGE OF CANCER

“Battle”
“Invade”
“Devastating blow”
“Fight- win or lose”
“Brave...Heroic”
“Beaten...Fail”
What words do you associate with cancer after talking?
The facts

1 in 2 of us will get cancer
It effects everyone
Early detection is the best chance of survival

BUT WE DON’T TALK ABOUT IT.
The Let’s Talk Cancer campaign was launched to encourage people to make cancer part of their everyday conversations and to dispel the fears surrounding the word ‘cancer’.
Aims-

- Support people to talk about their thoughts, feelings and experiences of cancer.
- Encourage professionals to communicate clearly with patients about cancer.
- Improve prevention, screening, care and outcomes of cancer.
Our aim
To make cancer part of everyday conversation

Think. Talk. Act
- The ripple effect
Bored of talking about the weather?

We all know someone who’s been affected by cancer, it’s time to start talking about it.

Put the kettle on

We all fear cancer, it’s time to start talking about it.

Working in partnership with:
NHS East Lancashire Clinical Commissioning Group
NHS Blackburn with Darwen Clinical Commissioning Group
East Lancashire Hospitals NHS Trust

Don’t know what to talk about?

We all know someone who’s been affected by cancer, it’s time to start talking about it.

Get it off your chest!

We all fear cancer, it’s time to start talking about it.

Why don’t YOU start the cancer conversation today.
The earlier cancer is detected the better the chance of beating it.

If your GP has recommended an urgent suspected cancer hospital appointment it is vital that you attend.

Most people will not have cancer but it is important we act quickly as early diagnosis and treatment improves outcomes.

Let's Talk Cancer

SUPPORTING PATIENT ENGAGEMENT

Your urgent 2 week appointment

There is a possibility that you may have cancer.

Your GP has referred you to the hospital for an urgent appointment. This may be to see a hospital doctor (specialist) or to have a test.

Most people will not have cancer, but it is important we act quickly as early diagnosis and treatment improve outcomes.

Tell a friend or family member who can support you to attend the appointment and through the process.

Show this card to your employer if you are concerned you won’t be able to have time off for your appointment.

Working in partnership:
NHS East Lancashire CCG, NHS Blackburn with Darwen CCG, East Lancashire NHS Trust

Let’s Talk Cancer

We all think about cancer, it’s time to start talking about it.


#LetsTalkCancer
Let's Talk Cancer

1 in 2 of us will get cancer.

Early detection is the best defence against cancer. It's time to start talking about it.


We all think about cancer. It's time to start talking about it.


#LetTalkCancer

LET'S TALK CANCER

1 in 2 of us will get cancer.

Early detection is the best defence against cancer. It's time to start talking about it.


NO ONE SHOULD FIGHT CANCER ALONE

1 in 2 of us will get cancer.

Early detection is the best defence against cancer. It's time to start talking about it.

The Let’s Talk Cancer campaign aims to encourage people to make cancer part of their everyday conversations and to dispel the fears surrounding the word cancer.

Let’s Talk Cancer aims to:
- Improve prevention, screening, care and outcomes of cancer
- Support people to talk about their thoughts, feelings and experiences of cancer
- Encourage professionals to communicate clearly with patients about cancer

The word ‘cancer’ causes a range of negative emotions and fear in people. It can be an uncomfortable subject and one many people avoid talking about. We talk about the weather, where we are going on holiday, or what we had for tea but we don’t talk about cancer. Instead of talking small talk why don’t you get the conversation about cancer started?
Obesity now causes more cases of four common cancers in the UK than smoking, according to a charity.

Cancer Research UK says bowel, kidney, ovarian and liver cancers are more likely to have been caused by being overweight than by smoking tobacco.

It says millions are at risk of cancer because of their weight and that obese people outnumber smokers two to one.

But its new billboard campaign highlighting the obesity-cancer risk has been criticised for fat-shaming.
Create a Cervical Screening Campaign

Overall aim is to get women to talk to each about their cervical screenings.

There are 2 parts to this campaign:

1. When someone has been for a screening we want them to share it

2. Encouraging women turning 25 to go for their screening
Dear Practice Nurse

We need your help! Attendance to cervical screenings in the UK has reached a 21-year low.

The aim of the Let’s Talk Cancer campaign is to make cancer a part of everyday conversation. A key part of this campaign is to get more women to talk more about their cervical screenings. Talking creates action.

The facts:
- 1 in 4 women don’t attend their cervical smear test
- 2 in 3 25 years old don’t attend their first screening
- It can affect all women – even if they are not sexually active
- Women screened between the ages of 35 to 64 are thought to have a 60 to 80% lower risk
- Research shows that cervical screening prevents at least 2,000 cervical cancer deaths
- Early detection is the best chance of survival
- WE DON’T TALK ENOUGH ABOUT IT.

As a CCG our goal is to:
- Increase the numbers of people who attend screening
- Enhance patient engagement in suspected cancer pathways

How you can help:
48% of women don’t openly discuss cervical screenings. We need to change this. We know that talking creates action and our aim is to get more women to talk about cervical screenings. Once your patient has had their cervical screening we would like you to talk them through the leaflet provided. We need you to explain the importance of them talking about their screening and how this could save lives. Share the fact that many women fear that it is a painful or embarrassing procedure and not worth having done. Your patient will probably be only too keen to share her experience with her female loved ones if she understands that we have a barrier to getting women screened within our CCG.

Congratulations on attending your screening

The majority of women who have a cervical screening will not have cancer. Yet the facts remain that screening gives the best chance of early detection of cancer and pre cancer cells.

The earlier cancer is diagnosed the greater the chances of survival.

WE need your help!

1 in 4 ladies over 25 don’t attend their screening. This is for a whole host of reasons from they are too busy, they are afraid or they just don’t know they need to get screened.

Research shows that cervical screening prevents at least 2,000 cervical cancer deaths each year in the UK. But attendance to cervical screening in the UK has reached a 21-year low.

Talk to your female family members and friends today and share your experiences. Don’t let it be someone you know who doesn’t get screened. Talking saves lives.

For ideas on how to get the conversation started visit letstalkcancer.uk
Calling all mums, nans, aunts, sisters and friends!

ONLY 1 out of 3 women go for their first screening at the age of 25. Yet cervical cancer is the most common cancer in women under the age of 35.

Do you know someone that is turning 25?

We need your help to talk about your screenings, the more we talk the greater the chance that others will attend their screenings. Early detection saves lives.

For ideas on how to get the conversation started visit letstalkcancer.uk

Only 1 out of 3 women go for their first screening at the age of 25.

Some say it's because they think it is painful.

Help us and talk to your friends and relatives about your cervical screenings. The more we talk the greater the chance that others will attend their screenings.

For ideas on how to get the conversation started visit letstalkcancer.uk
Share your stories today.

Help us and talk to your friends and relatives about your cervical screenings. The more we talk the greater the chance that others will attend their screenings.

For ideas on how to get the conversation started visit letstalkcancer.uk

“”

I was really scared that the cervical screening would be painful, but it wasn’t as bad as I thought. I was in and out within 5 minutes and the nurse was lovely, she didn’t make me feel embarrassed at all.


“”

I go for my cervical screening everyday I get an invite as I know if the abnormal cells are detected early it is easily treatable. I wouldn’t want to risk not knowing and then risk having to be treated for cancer.


“”

Yeah I admit going for my cervical screening isn’t on my list of favourite things to do... but if I didn’t go, would I be constantly wondering what if? It’s only 5 minutes and it’s not as bad as you first think.


“”

I thought because I had the HPV vaccine that I didn’t need to go for a cervical screening. Luckily I did as I had some abnormal cells that have now been treated. It’s scary to think I might not have gone and they could have turned into cancer.

HELP LOW SES* SMOKERS TO QUIT

INVEST
Find a sustainable, long-term solution for funding Stop Smoking Services.

TARGET
Adopt a targeted approach to reach low SES smokers in the local area.

TAILOR
Tailor Stop Smoking Services to meet the needs of low SES smokers to improve their chances of quitting successfully.

*SES – Socioeconomic status


TOGETHER WE WILL BEAT CANCER
cnuk.org/tobacco-free
Develop the Brand

Let's Talk Cancer

BBC RADIO LANCASHIRE
95.5FM | 103.9FM | DAB
Be part of it.

Let's Talk Cancer

Let's Talk Cancer

Let's Talk Cancer

Let's Talk Cancer
• Campaign from human perspective
• Simple overarching message
➢ Initial aim support patient engagement
➢ Create cancer screening campaign
➢ Grow and share the brand
How to demonstrate impact?

Process v Outcome

SO WHAT?
How to link with CRUK “Talk Cancer”? 

Talk Cancer is a Cancer Research UK training programme created by nurses to help you feel confident talking to people about ways to reduce the risk of cancer, spotting cancer early and screening. Taking part in Talk Cancer will help you:

• understand the key messages around cancer awareness
• improve your confidence and ‘know how’ to make the most of your conversations about cancer and health
• encourage people to make healthy lifestyle changes, use local services and see their doctor with any concerns

We offer two types of training:

• **Face-to-face workshops**: for health and social care professionals and volunteers, led by our expert trainers at any UK location. We have a number of funded workshops available for eligible groups. You can check your groups’ eligibility [here](#).

• **Online course**: a self-directed course with a more general introduction to cancer awareness suitable for anyone, whether your interest is personal or professional.
How to engage with CRUK facilitators?

CRUK Facilitators work directly with the health system to support improvement in cancer prevention and diagnosis.

- Race to face engagement with primary care teams
- Work with CCGs to influence local plans, provide group training and drive projects
- Influence regional priorities through strategic relationships
- Independent critical friends
- Sustained relationships
- Local focus, national connectivity
- Linking evidence and practical learning
We all think about cancer, it's time to start talking about it.