PROJECT IMPACT EVALUATION
BEHAVIOUR CHANGE AND CANCER PREVENTION

In Oct 2017- Feb 2018 CRUK commissioned an external evaluation report by Narrative Health. The Project Impact Report identified key findings noted below:

1. Healthcare professionals are open to receiving messages about behaviour change.

2. More work to be done to educate GPs around cancer risks & promote discussion of risk with patients.

3. The module is effective in increasing confidence to deliver behaviour change advice.

4. Consistently lower comfort level around alcohol and obesity when compared with smoking.

5. Evidence is needed for the effectiveness of delivering VBA in alcohol and obesity to increase comfort level.

6. Providing language to use is well liked and could be built on.

Discussion: The importance of healthcare professionals to initiate a conversation on cancer prevention and behaviour change is an important part of any consultation.

The focus on preventative health is pivotal to reduce the incidence of cancer and increase awareness of cancer within the healthy population.

This approach to behaviour change is not designed to be a complete solution but rather one way of raising the idea of change through conversations between health professionals and patients which may trigger an agreed next step that may reduce individual cancer risk.

Launched in April 2017 Cancer Research UK and the Royal College of General Practitioners Cancer developed a free to access e-learning module, which has been accessed by 757 learners (September 2018 data from RCGP) http://elearning.rcgp.org.uk/course/info.php?id=211

Pre-course assessment average score was 74.4%, post course assessment average score was 93.6% with an average increase in knowledge gained of 19.2%.

The aims of the module are to understand:

• that almost 4 in 10 cancers are preventable and which cancers can be prevented by changes in behaviour;
• The 3 As model of very brief advice;
• The different details of the VBA for smoking, obesity, and alcohol and why it is different for each behaviour;
• How to use very brief advice in practice, within the time constraints of a GP appointment.

Open to all health professionals, the module has been designed specifically for health professionals wishing to support behaviour change with their patients and reduce cancer risk.

BACKGROUND:

Almost 4 in 10 cancers are preventable and often related to patients’ behaviour. General Practitioners have an important role to promote behaviour change and reduce the cancer risk of their patients in all appropriate GP consultations – Making every contact count.

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