



A Cancer Primary Care Strategy for Wessex



As a primary care system in Wessex, our focus will be on:



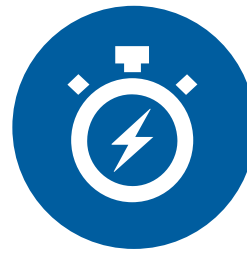
Prevention

- Offering Very Brief Interventions and signposting to relevant services and information
- Using different and innovative techniques to target individuals
- Working across the whole of primary care to raise the profile of key topics



Earlier Detection

- Increasing the screening rates in Wessex and in particular target communities where these are lowest
- Promoting the education available on early detection and introduce new material
- Adopting new innovation which can be used in Wessex



Faster Diagnosis

- Ensuring that primary care's views are represented at key cancer pathway meetings
- Making sure that new developments take account of the patient and the whole cancer pathway



Personalised Care

- Focusing on the needs of the patients
- Trialling innovative approaches to personalised care
- Working across traditional boundaries to provide better patient care

Cross cutting enablers – Patient Engagement, Systems, Education and Workforce

Introduction

In September 2020 it is estimated that there were 588,904 appointments with GPs and 611,464 appointments with other practice staff in Wessex. This does not cover the whole remit of Primary Care (which also includes community, pharmacy, dental and optometry services) but indicates the vast number of patients seen and opportunities presented for conveying key messages with these contacts.

“Our Cancer Plan for Wessex 2019-2024” sets out how Wessex will deliver the aspirations relating to cancer as laid out in the NHS Long Term Plan. The purpose of this strategy is to set out the priority areas for cancer in Primary Care and describe how these will be achieved, across Wessex.



Our priorities

We will focus on the areas where primary care can have the greatest impact:

Prevention

Focusing on the fact that four out of ten cancers are preventable, we will use our interactions with patients to reinforce key messages about lifestyle and signpost patients to relevant services.

Early detection

Primary care plays a pivotal role in the early detection of cancer. The vast majority of patients with cancer will develop symptoms prior to diagnosis, and most present to GP practices on one or more occasions before the cancer is identified. Getting a diagnosis at an early stage will help to ensure each person gets the best possible treatment. Our aim is to spread key messages about early detection to a wider audience than just GP practices but to the whole primary care workforce. The whole primary care workforce can aid efforts to diagnose cancer earlier in asymptomatic patients for example through encouraging and facilitating participation in cancer screening programmes.

Faster Diagnosis

Primary care has a key role to play in terms of ensuring that the patient's pathway is as fast and efficient as possible and help can implement key initiatives.

Personalised Care

It is estimated that the average practice has approximately 367 patients living with and beyond cancer – this is set to double by 2040. We want to continue working with our partners to ensure patients have choice and control over the way their care is planned and delivered, this is particularly important for cancer patients who maybe experiencing their care from a variety of healthcare professionals over a significant length of time as cancer becomes more of a long term condition.

We will aim to achieve these priorities through trialling new innovations, championing the views of primary care in the whole cancer pathway and working collaboratively with key partners.

Our enablers

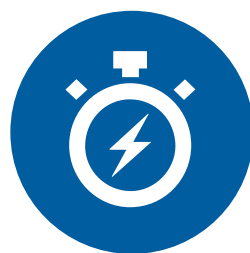
Our key enablers which work across all our priority areas are patient engagement, systems, education and workforce:



Prevention



Earlier Detection



Faster Diagnosis



Personalised Care

Patient Engagement

- Disseminate key messages to patients

Systems

- Using innovative ways to target key groups

Education

- Upskilling primary care on prevention, signposting and signs

Workforce

- Workforce equipped with the right skills to convey key messages to patients

Patient Engagement

- Engage with patients to understand reasons for not taking part in screening

Systems

- Better use of systems for education and for communicating with potential screening participants

Education

- Utilising webinars, training opportunities and Gateway C

Workforce

- Workforce that understands key signs of cancer and how to respond effectively

Patient Engagement

- Understand patient's perspective

Systems

- Ability to communicate quickly between different providers

Education

- Providing more information on cancer pathways

Workforce

- Succession planning for critical posts

Patient Engagement

- Build key services around patient feedback

Systems

- Improving Cancer Care Review systems

Education

- Providing more education on cancer nursing across boundaries

Workforce

- Peer support and networking

How will we deliver these priorities?

Prevention:

- Offering Very Brief Interventions and signposting on smoking cessation, lifestyle and weight management
- Using different and innovative techniques to target individuals e.g. text messaging and through media campaigns specific to Wessex's needs
- Promoting HPV vaccination
- Raising the profile of the link of both obesity and alcohol with cancer – working with social prescribers and wellbeing services, co-ordinating campaigns – waiting rooms, social media, TV and radio
- Promoting and supporting healthy lifestyle choices for staff working within the NHS

Early Detection:

- Work across the wider primary care community to ensure that early detection messages are conveyed more widely – to GPs, Nurses Practitioners, Practice Nurses, wider primary care team, GP trainees, medical and nursing students
- Work more closely with the wider primary care team in Wessex to ensure that efforts are joined up and cohesive
- Linking in with PCN Clinical Directors and promoting Cancer Champions within PCNs
- Ensuring that referral guidelines are understood and adhered to so that patients are referred on the correct pathway at the right time
- Promote the use of software and artificial intelligences, for example Q cancer
- Maximise learning in GP practices through undertaking Significant Event Analysis and quality improvement activities and sharing this learning with others
- Increase cancer screening rates in Wessex - There is good evidence to show that patients are more likely to attend cancer screening if GPs actively promote and encourage it. There is a huge opportunity to use the contact with patients to discuss the benefits and risk of screening to enable informed choice
- Work with Patient Participation Groups and Wessex Voices to identify and overcome the barriers to cancer screening
- Work with specific communities where screening rates are low to understand the specific challenges and tailor interventions
- Maximise the impact from the investment in early detection from the QOF and PCN service specification which focuses on the above actions. The investment will be best utilised if ideas and best practice can be shared between primary care



- Making the best use of diagnostics in primary care, for example Faecal Immunochemical Test (FIT). This has the potential to detect colorectal cancer early as well as speeding up the diagnostic pathway for patients
- Promoting Be Clear on Cancer campaigns - Be Clear on Cancer campaigns aim to improve early diagnosis of cancer by raising public awareness of signs and/or symptoms of cancer, and to encourage people to see their GP without delay. Primary care in its broadest sense, can have a key role in spreading this message – for example pharmacies
- Education – Promoting education available -Gateway C is a free online cancer education platform developed for primary care professionals across England, aiming to improve cancer outcomes by facilitating earlier diagnosis and improving patient experience. It assists users to confidently identify, refer and support patients with symptoms on a suspected cancer pathway
- Education – Widen the coverage of the LMC webinars on the early detection of cancer and explore other opportunities for webinar or education sessions
- Work closely with the GP training workforce to heighten awareness on topical issues relating to early diagnosis of cancer and cancer prevention early in the careers of future GPs
- Work closely with the team at the Wessex AHSN in order to support the adaption and adoption of innovations. This will be critical to ensuring that primary care is at the forefront of the early detection of cancer.

Faster Diagnosis:

- Ensuring that primary care's views are represented at Site Specific Group meetings
- Representing the views of of primary care in the development of the Rapid Diagnostic Service.



Personalised Care:

- Sharing best practice in respect of Primary Care Cancer Care Review. The Cancer Care Review (CCR) is carried out by GP practices within six months of a diagnosis of cancer. Continued annually, it helps the person affected by cancer to understand what information and support is available to them, and enables supported self-management
- Trialling innovative approaches to personalised care - Right by You – This programme is to develop and test an integrated approach to supporting patients across primary, community and acute care from the point they are diagnosed, through their cancer journey
- Work with Patient Participation Groups and Wessex Voices to gain a greater understanding of what needs to be improved from a patient's perspective; this could include, understanding cancer pathways and the referral process, accessible information, experience of cancer care and follow-up, education and awareness raising
- Work with health psychologists, health coaches, AHPs and social prescribers to provide further support for cancer patients
- Promote peer support groups for those patients going through and after cancer treatment
- Promote the Cancer Nursing Across Boundaries work and webinars
- Work with colleagues on improving the end of life pathway.



Our ways of working

We will:

- Utilise the clinical knowledge and resources within Wessex Cancer Alliance to work closely with the whole primary care community on the above actions
- Work collaboratively with partners to champion the view of primary care in pathways and new developments
- Trial, assess the impact and spread new innovations and best practice across Wessex
- Promote research in primary care concerning the different aspects of cancer
- The expectation is that the priorities set out above will be championed across the whole of primary care and will be clinically led by the Wessex Cancer Alliance team (including all associated clinicians).



How will we measure our success?

We will know that we are making a difference through:

- Over the longer-term, early detection rates will increase. This will contribute to achieving the national ambition of 75% of cancers being detected at stages 1 and 2 (Wessex's 2019 early detection rate is currently 56%)
- Improvements in feedback from National Cancer Patient Experience Survey – people will be more positive about their cancer experience
- Improvements in early detection rates in the National Cancer Diagnosis Audit
- Increase use of FIT testing in primary care
- Reduction in cancer conversion rates for fast track referrals
- Reductions in emergency presentations and admissions of cancer.



Timelines and next steps

Immediate actions

(Commencing now and the end of March 2021):

- Promoting the signposting of prevention messages services
- Work to promote the use of FIT in primary care
- Work with primary care to promote the DES and QOF
- Promoting the Be Clear on Cancer campaigns

Medium/long-term actions

(April 2021 – 2024):

- Work to convey wider cancer messages in primary care
- Promote referral guidelines, Significant Event Analysis and decision support software
- Concerted effort to increase screening uptake
- Share best practice in terms of Cancer Care Reviews
- Working with local communities on key cancer messages
- Work to provide further support to cancer patients for example peer support
- Implement early detection innovations



For a translation of this document or to request information in an accessible format, please email: england.wessexcanceralliance@nhs.net