

Communities Against Cancer Evaluation: Interim Report Summary

Version 2.0
June 2022

Rebecca Foster, Jane Frankland, Lynn Calman

Claire Foster, David Wright

Centre for Psychosocial Research in Cancer

Health Sciences, University of Southampton, SO17 1BJ

Tel: +44 (0)23 8059 6885

Fax: +44 (0)23 8059 7967

Email: centric@soton.ac.uk

Funded by



Interim report summary

Evaluation evidence

- This interim report is informed by evidence from 26 qualitative interviews, observations of workshops and grant-making activity, and documentary analysis
- Given the staging of CAC-supported projects, the findings in this report focus more on the process evaluation with emerging outcome evidence identified

Process evaluation

- COVID-19 has had a significant impact on delivery of CAC and the projects supported by CAC. However, CAC and recipients of support have adapted well

What's working well

- CAC messages are being delivered in a clear manner: those supported by CAC have a clear and consistent understanding of the aims of the project
- The grant application and awards system is clear, swift and appreciated by applicants
- The virtual training sessions are easy to access, provide appropriate information and meet the needs and expectations of most attendees
- Additional support, particularly from the CAC Project Coordinator, was welcomed and valued by interviewees, e.g. in presenting to community groups

What could be improved

- A wide range of community groups have attended CAC sessions and heard about the project. Further promotion of CAC would enable project reach to be extended deeper into seldom heard communities
- Informal connections between grant recipients currently allow sharing of experiences and best practice in reaching communities, communicating messages, and fostering collaborations. Establishing a 'Community of Practice' for those supported by CAC would formalise this and allow more community groups to be included

Outcome evaluation

Emerging outcome evaluation evidence (particularly from the radio-stations case study) include:

- Enhanced community awareness and a willingness to talk (e.g. about understanding cancer, screening and genetic testing, signs and symptoms)
- Active sharing of information related to CAC themes within communities (including sharing of lived experiences)
- Communities delivering activities related to cancer prevention, early detection and healthy behaviours (thereby extending reach into seldom heard communities)
- Evidence of engagement and effective support of CAC advocates

Points for consideration

Action Hampshire and WCA may wish to consider how they can build on the current successes of the CAC initiative:

- Further promotion of CAC would enable project reach to be extended to more seldom heard communities
- Further support of CAC grant recipients, by creating a Community of Practice, would enable grant recipients to learn from each other, share experiences and best practices, including how to assess impact