

Communities Against Cancer Evaluation: Interim Report Executive Summary

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Interim report summary

CAC delivery 1st January 2021 – 31st October 2022

- 24 Cancer Prevention and Awareness workshops held (cf. 18 in 2019-2020)
- 177 individuals attended (cf. 118 in 2019-2020)
- 5 learning events attended by 20 individuals
- 41 / 46 applications funded (cf. 44 funded in 2019-2020): success rate 89.1%
- Total funded: £164,717, range of grants £760 – £5,400, mean value awarded £4,017
- A wide range of communities were supported, with the largest groups of beneficiaries (excluding mixed / general groups) being applications for Black and Minority ethnic groups, people with learning difficulties and older people.

Evaluation update

- The evaluation has met its recruitment target with 47 qualitative interviews completed to date (including orientation interviews)
- Interviews include representations from 15 different grant recipient organisations
- This interim report is informed by evidence from these interviews, observations of training workshops and documentary analysis (including monitoring reports).

Process evaluation

- COVID-19 has inevitably impacted on CAC delivery. However, Action Hampshire and CAC grant recipients have adapted well, e.g. moving to online sources of support. The number of grants awarded is similar to that given in 2019-2020.
- The fall in disposable incomes since mid 2021 may have implications for some community groups as they are now supporting members through the crisis rather than focusing on cancer.
- The grant application process is received well by applicants and the Grant Panel was commended by applicants, in particular in supporting new / less experienced applicants. Several expressed concerns that the Grant Panel did not represent the breadth of communities supported by CAC. The Panel have begun to address this, e.g. appointing an Isle of Wight representative.

Outcome evaluation

Delivery of grant related activity and reach

- There was high fidelity between planned and actual delivery of planned activity by grant recipients.
- Projects funded through CAC demonstrated extensive reach to the communities, including:
 - Black History Month South and Mission Remission being picked up by television (BBC and Meridian)
 - Awaaz FM broadcasting their 15 cancer-related radio programmes to 15-20k listeners
 - Age UK distributing information to 5,000 people
- Grant recipients were self-reflective. Many undertook their own evaluations and were keen to repeat their engagement activities, learning from their experience.

Establishing and sustaining links

- It takes time to build trust and the Project Coordinator and Project Officer were commended in connecting successfully with local community groups, local networks, service providers, NHS organisations and other projects.

- Several grant recipients had become advocates, fostering further reach into the communities involved. They would be instrumental in securing further impact should funding of CAC continue beyond 2022.

Delivery against core aims of CAC: Community awareness and willingness to talk

- Qualitative and documentary evidence reveals that CAC has delivered against its core aims:
 - Knowledge and understanding of cancer – Afrodisiac radio station listeners described how they became more aware of the higher rates of prostate cancer in black men
 - Signs and symptoms – the cancer-themed radio programmes on Awaaz FM were their most downloaded programmes. There was significant interest with callers following the prostate cancer programme, although all callers were female, concerned about early signs and symptoms of their husbands / family member
 - Screening – a cervical cancer and HPV vaccine session, run by the CAC Project Coordinator, was well received by a group of BME women and information was shared by them through WhatsApp and leaflets with family and friends
 - Help-seeking behaviour (confidence to access service) - a group of people with Learning Disabilities have spoken with their local GP in an Afternoon Tea informal setting about annual health checks. They now better understand what is involved and some have booked in for an annual health check
 - Healthy behaviours (adopting lifestyle change and prevention) – the healthy eating sessions with Munch / GoLD introduced people with learning difficulties to healthy eating. People said they learned about healthy eating, enjoyed cooking on the hob and, for the first time, learned to cook with healthy ingredients.

Communities sharing information about CAC themes

- The core themes and aims of CAC were being shared widely by many grant recipients. For example, one grant recipient created a video encouraging men (especially from an Afro-Caribbean demographic) to get a PSA test, which was played to over 5,000 people.

CAC Advocates are informed and engaged

- CAC advocates are engaged and play an important role in realising the ambitions of the initiative by drawing on trust they have already established with the communities and extending the reach of CAC. It was notable that several grant recipients had become advocates of CAC.

Recommendations

As a result of the process and emerging outcome evaluation, Action Hampshire and WCA may wish to consider the following recommendations for future delivery of CAC:

- Funding CAC3 (2023-24) is warranted. Compared to the CAC1 (2019-20), CAC2 has extended further into a wide range of communities. It takes time to establish trust and it was evident this is now being achieved. There is every possibility that CAC3 could yield the greatest impact yet by building on these established networks.
- If CAC is funded for an additional period, the following recommendations should be considered:
 - The creation of more community liaison roles to extend geographical reach across Wessex
 - Securing greater diversity on the awards panel to ensure a range of communities are adequately supported
 - Further development and support of advocates to enhance the reach and impact of CAC activities

- Further efforts to establish a Community of Practice, ensuring learning and experiences are shared across CAC grant recipients
- Retaining the current funding structure of CAC grants: grant recipients reported the funding they received was sufficient to realise the ambitions of their applications.
- The learning from the experiences of targeting cancer-related messaging to seldom heard groups should extend beyond CAC. They are relevant to the activities of the WCA more broadly (e.g. the importance of reaching families to ensure help-seeking behaviours are encouraged).

Case study: People with a Learning Disability in the Winchester area

How two community groups worked together to promote healthy lifestyles, and raise awareness of cancer and cancer screening in the local LD community



About Winchester Go LD

Winchester Go LD enables adults with learning disabilities to live life to the full with the choices and independence that they want. We promote self development, friendship, self confidence, creativity and learning. We also like to have fun!

We have a range of weekly and monthly activities and we provide advocacy, information, safeguarding and skills workshops.

About Munch CIC

We run sessions both online and in person, with the aim to take the fear out of cooking and help people to develop the skills and confidence they need to cook from scratch, build a healthy relationship with food, strengthen financial resilience and waste less.

Members of Winchester Go LD took part in:

- Zoom discussion groups (10-15 participants) - six weeks of cancer focussed sessions including presentations, quizzes, a guest speaker (local GP), and a Q&A session
- Face to face groups (20-25 participants) focussed on two main workshops - healthy eating and 'head to toe' health
- Walk and Talks - one to one informal discussions and conversations with members. 72 walks took place with 30 participants
- A parents' evening (with 13 sets of parents and carers). Claire Vincent (CAC Project Co-ordinator) was a guest speaker. Resource pack produced and sent to all parents
- A Facebook Broadcast: Winchester Go LD members interviewed Claire Vincent

Winchester Go LD staff and volunteers....

- Added an Annual Health Check tick box to member profiles on their database
- Extended their resources about cancer, healthy lifestyles and cancer screening
- Collaborated with other groups including Choices, Munch, NHS LD Health Team, Hampshire LD Partnership

The collaboration with Munch CIC led to two cookery courses for adults with a learning disability.

Course details.....

- 15 participants (adults with learning disabilities)
- Two cookery courses each lasting three weeks
- Led by Mary (Munch) and supported by Betty (Winchester Go LD)
- Three recipes for healthy eating
- Vegetarian cooking
- High fibre, no processed food
- Fresh ingredients
- Weekly cookery groups on Zoom
- Visiting participants as they cooked in their home
- Learning new skills in a social environment



Chickpea and
red pepper
curry

Minestrone
soup

Frittata

The participants said.....

*I thought about
healthy eating
(J)*

*This is the first
time I've
cooked with
chickpeas (L)*

*I find hobs
easier to use
than the oven
(B, R and K)*

*I like the
Easy Read
recipes (L)*

*most of them said they thought it was delicious,
..... I think the foods that were the most popular
were the curry and the minestrone soup we
made a frittata.....that came with some
interesting challenges because it required
people to use their oven [CAC15]*

Insight from our qualitative Interviews

The cooking that we're doing with Go LD is designed to complement their element of what they're doing with their funding, highlighting of checking and screening..... So it kind of works together. [CAC14]

On Friday, we have a group called Funky Lunch which is an in-person group and we did a couple of sessions there - we did a food tasting session with Munch, ... where...we cooked up healthy alternatives to common things that our members would eat,..... just trying to introduce our members to [new foods].....Lots of our members attended that, it was a really good session. [CAC25]

We did two sessions where we looked at poo and wee..... So, we looked at the Bristol Stool Chart for the poo session and we used a couple of different resources for the wee one. We talked about what the consistency or colour of our poo and wee can tell us about our health and when we might need to go and see a doctor. And a little bit about what those things might mean. What they could be a sign of, like blood in the poo...blood in your wee, those sorts of things. [CAC25]

Dr. N who is one of our local GPs..... he came and joined our Monday afternoon tea Zoom group and talked to them particularly about the importance of the annual health check which is something that we'd tagged as an important part of cancer prevention or early cancer detection. [CAC15]

Outcomes

One of the targets, things that we wanted to do that we have achieved is to include an 'annual health' tick box onto our database. So that is now included, and all new members are asked when their last annual health check was. We find that really useful because if they don't know it makes them think that they ought to know CAC15

Through the work we've managed to achieve this year, we've really started the conversation with them, we're building the foundations and actually there's so much more we can do and we can deliver it in so many different ways. [CAC25]

An observation about challenges for people with Learning Disabilities

One of the things that we come across as a hurdle for those members that have paid/commissioned support, is that commissioned support.... are advised that they can't instruct, they can only guide unfortunately there will be some of our members whose decision making around food will be almost exclusively jacket potato and fish fingers or sausage and chips because that's what they know they like. The paid support won't quite have the resources or the time or the investment to say 'OK why don't you have bangers and mash tonight but on Friday night why don't we do chick pea curry because we've got this lovely recipe?'. That linking up is still not quite there, and I think that's the next step, I think it's not so much training the individuals as training the people who support them to really kind of reinforce this message [CAC15]





