

Communities Against Cancer

Evaluation findings

Community Against Cancer Aims

The aims of Communities Against Cancer (CAC) are to:

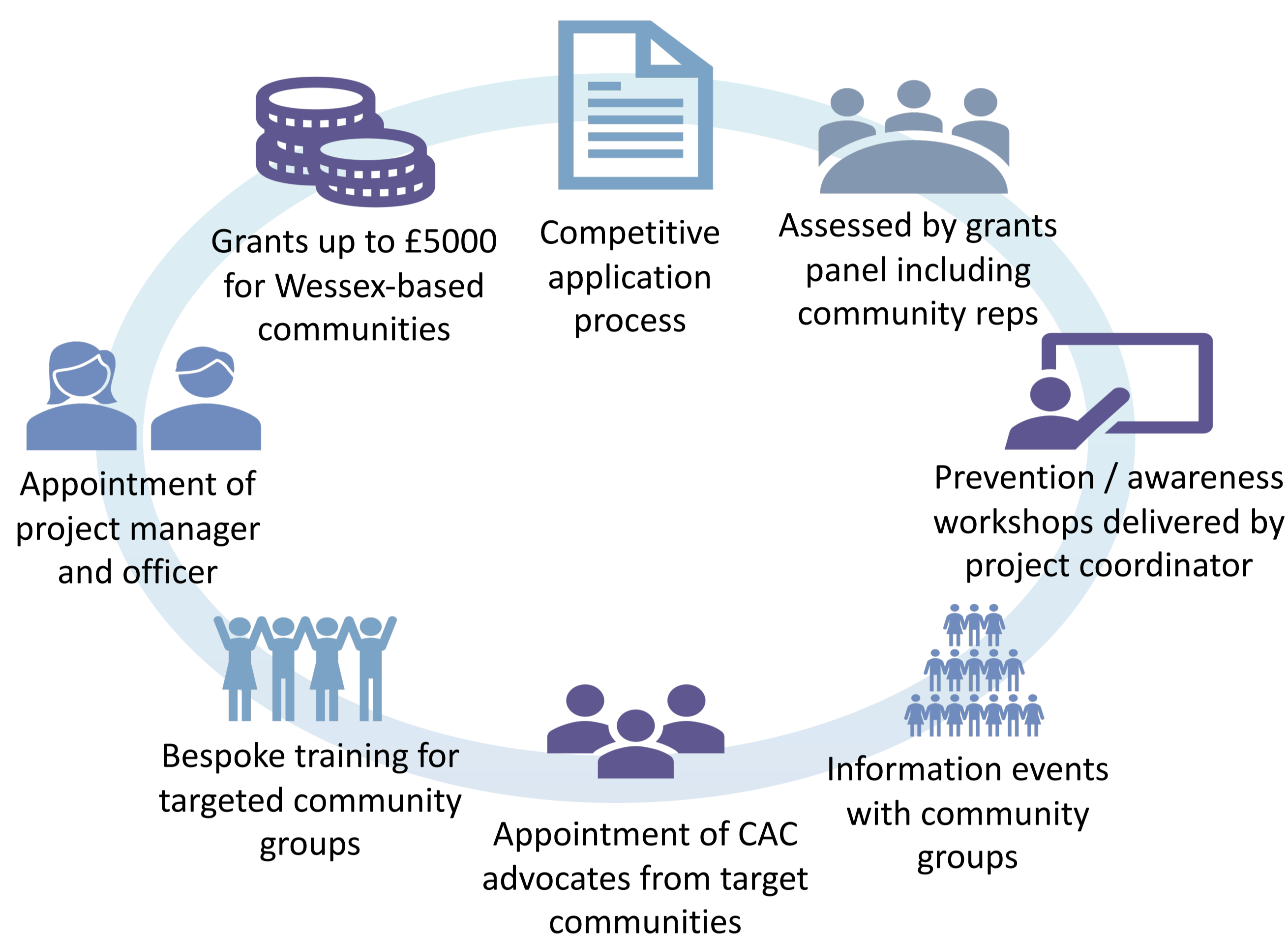
- promote healthy lifestyles and prevention in often marginalized communities, and
- raise awareness of signs and symptoms
- improve early detection
- encourage attendance at cancer screening and early presentation with signs and symptoms of cancer

Evaluation Approach

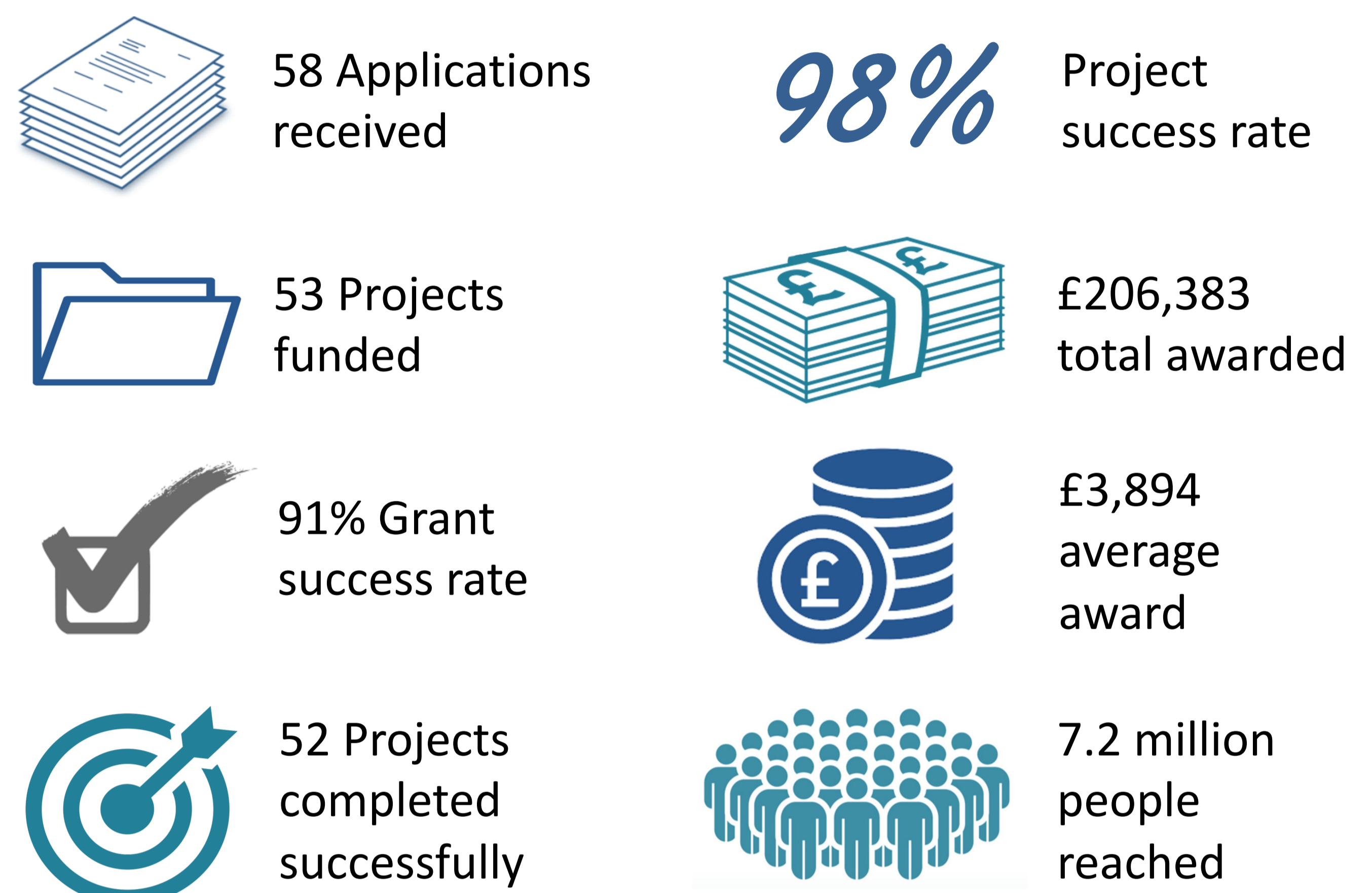
A process and outcome evaluation was undertaken on the second iteration of Communities Against Cancer (2020 – 2022), involving:

- Documentary review of all CAC material (e.g. interim / final reports)
- Quantitative analysis of all grant activity
- 58 two time-point interviews with 37 people (including advocates + grant-holders)
- Participant observation of training workshops, grant panel and grant-holder events.

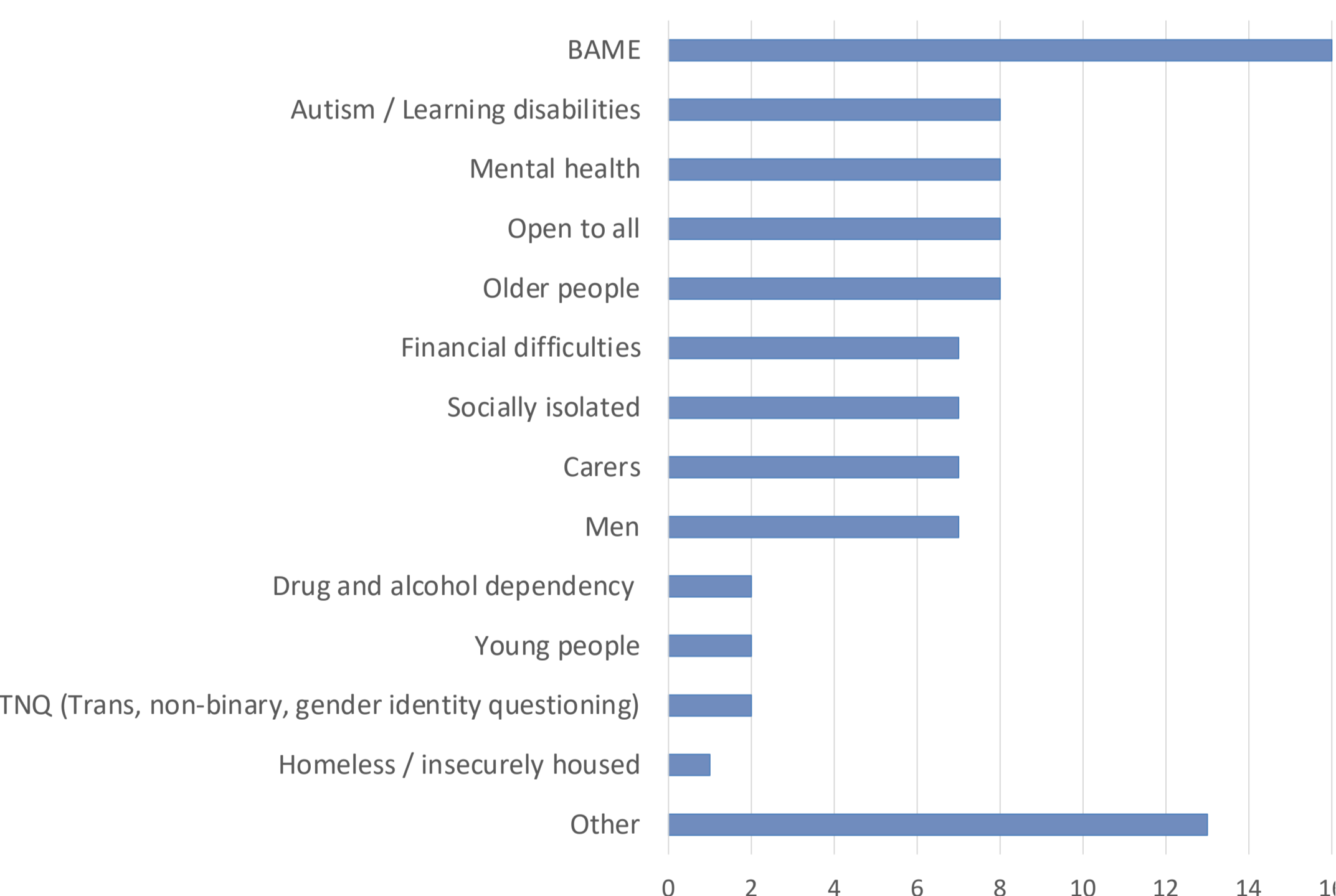
Intervention Description



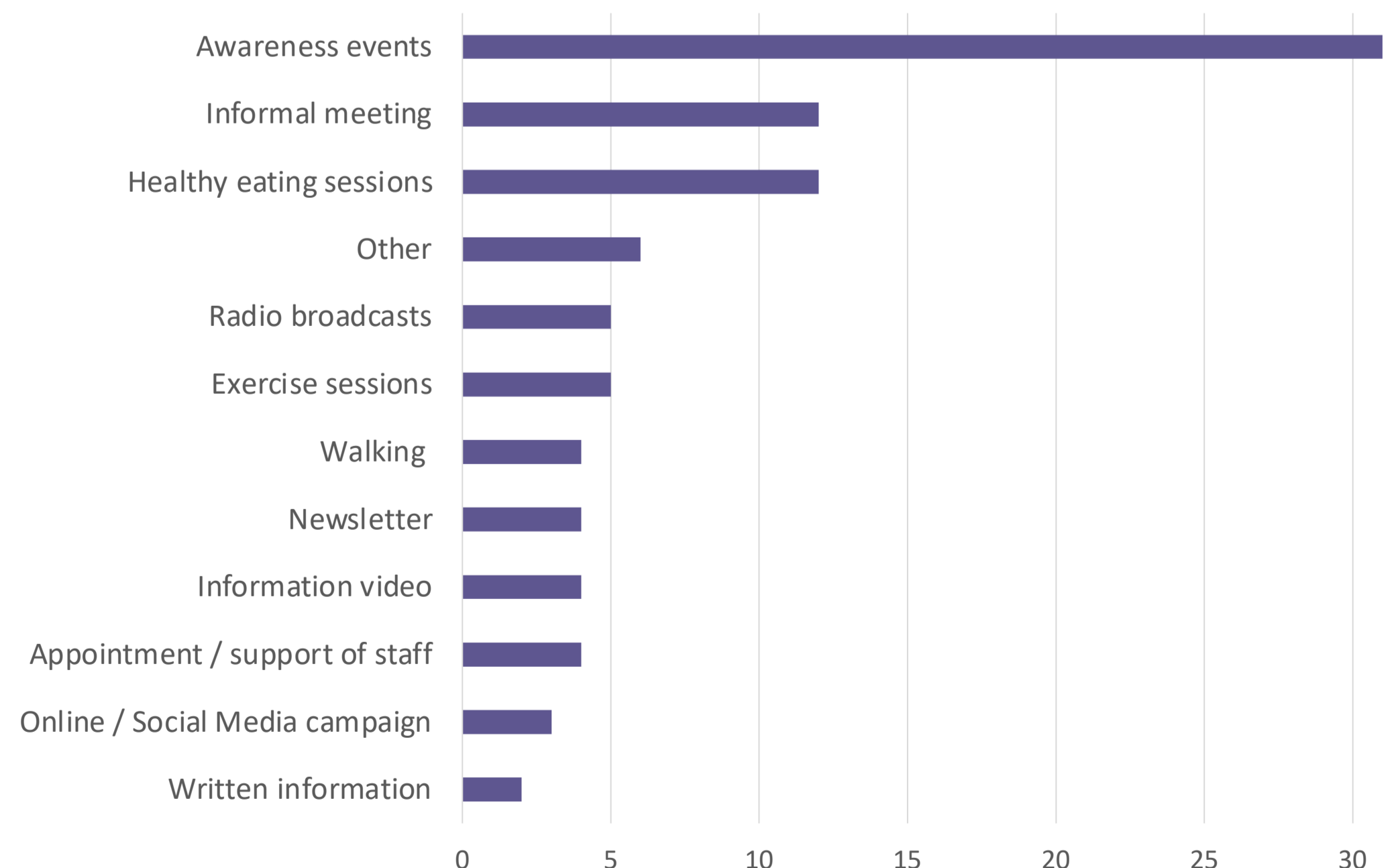
CAC in numbers...



CAC project characteristics

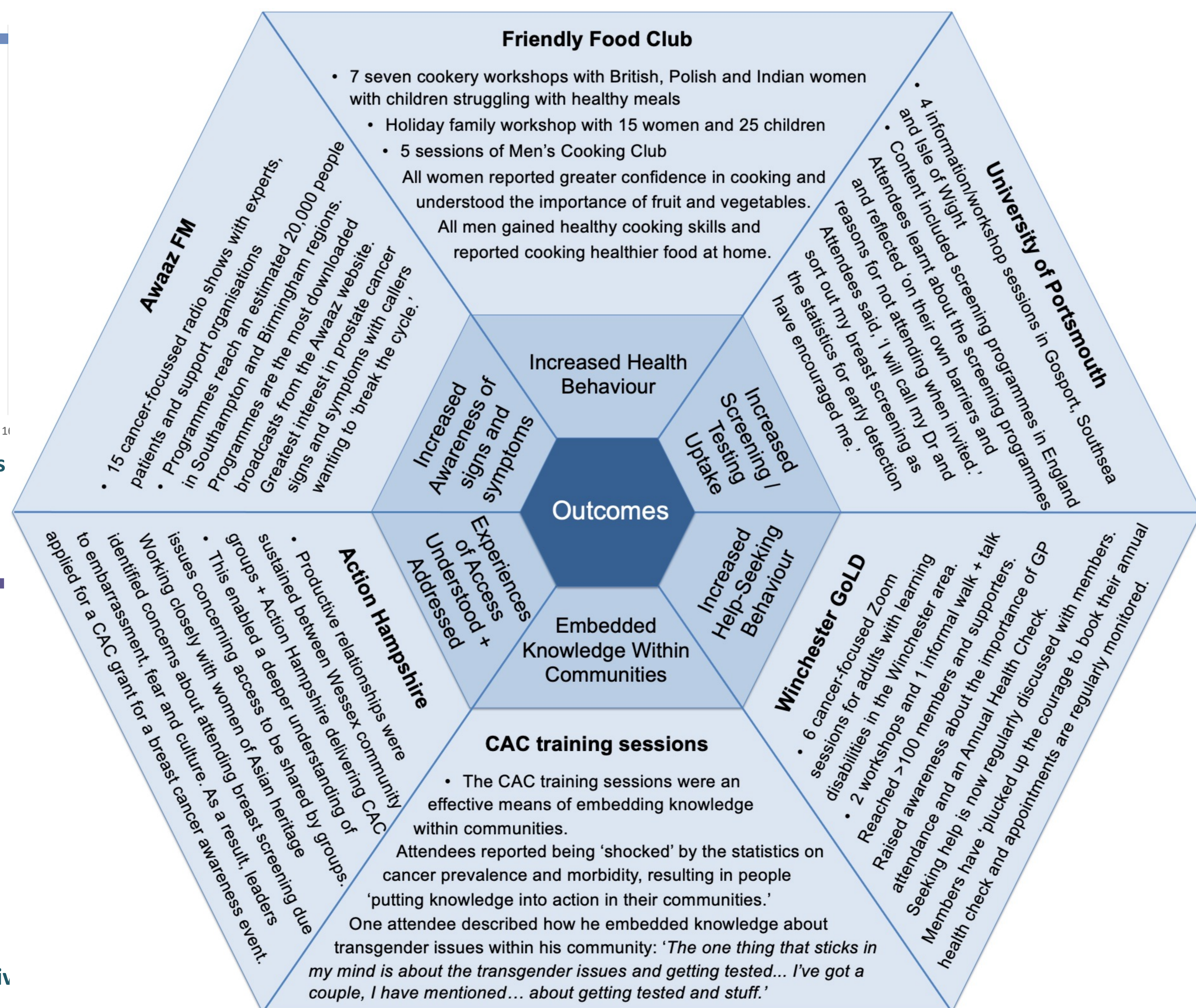


Number of funded projects by specific community types



Number of projects by different types of engagement activities

Impact: Exemplars of delivery against CAC themes



Conclusion

CAC is successful in delivering a tailored, adaptive approach, supporting seldom-heard communities to raise awareness about cancer, early signs and prevention. Many funded projects have built confidence to seek medical help for concerns and, for certain projects, has resulted in changed practice and behaviour. CAC has established trust and strong connections with Wessex-based communities and community advocates are an important resource in reaching diverse communities. At a time where there is no clear framework for reaching seldom-heard communities for cancer awareness and prevention, CAC makes a valuable contribution to the knowledge base.