‘Cancer does not discriminate’

A targeted intervention to raise awareness of cancer amongst BME communities in England

Paula Lloyd knight
Why develop a targeted approach?

The National Cancer Action Team (NCAT) is a national NHS team which is part of the National Cancer Programme in England and responsible for supporting improvements in cancer services.

BACKGROUND

- In England at least 10,000 of the 250,000 new cancer cases a year are from people of BME origin (this figure is believed to be higher but 23% of ethnic coding data is incomplete)

- In 2009 NCIN report identified variation in incidence levels of: prostate, stomach, cervical, liver, mouth and myeloma for people of BME origin

- Surveys / research shows awareness levels among people of BME origin are generally lower than their white English counterparts (for breast and cervical cancers).

- Across England people of BME origin are less likely to take up cancer screening invitations

- Differences in breast survival rates

www.BMEcancervoice.co.uk
What was its objective?

A pilot campaign was developed which aimed to test different methods to:

• Increase awareness of early signs and symptoms of cancer amongst BME communities

• Challenge myths and misconceptions held by some BME communities about cancer

• Look at increasing the levels of cancer awareness and improving take up of cancer screening programmes within the pilot areas.

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Methodology & Pilot areas

Pilot areas

Over all 17.21 %* England population not white British

• Tower Hamlets in London (52.34%*)
• Nottingham City (25.17 %*)
• Leeds (17.42 %*)
• Birmingham (36.74%*)
• Leicester City (39.94%*)

Areas were chosen for their large BME populations and active community organisations working on health issues

* (ONS estimates them by combining data from the 2001 census the Labour Force Survey and the Annual Population Survey)

Methods used

• Media
• Community engagement
• Cultural, religious and sporting events
• Face to face meetings
• Community interventions
• Arts
• Targeted GP intervention

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Information & Media

Targeted newspapers

- Raising awareness of signs and symptoms
- Patient stories
- Myths and realities of cancer
- Cancer Screening Programmes
- Support

Media

A Ethnic commercial Radio network spectrum worked with us to pilot community ambassadors (Bengali and Ghanaian communities).

Using:

- Structured broadcasts
- Interactive phone ins
- Health care interviews

www.BMEcancervoice.co.uk
Cancer & Faith Programme

Partnership With Faith Organisation

The programme includes:

– Awareness workshops (focusing on various cancers and screening)

– Drop-in sessions (which can be requested by churches and faith groups)

– Local patient champions (anyone who is a member of a church/faith group, can become a local champion, after a short training course)

Cancer Patient Champions

– local people trained to deliver awareness workshops
– Targeting faith communities
– Collecting patient experience
– Challenging myths and misconceptions

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Regional Focus & GP Interventions

City/Regional Focus

- Small grants
- GPs
- Libraries
- Ethnic food shops
- Pre and post surveys
- Radio
- Charity partner
- Local NHS partner

GP Intervention

Working in partnership with Jo’s trust and 30 GP’s across 3 geographical areas to increase the uptake of cervical screening amongst people of BME women (6 month)

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Measures of Success

• Amount of information given out
• Increases in charity helpline calls
• Increases in screening uptake in target areas
• Increase in cervical screening uptake during the GP intervention pilot
• The amount of people attending workshops/drop ins
• Number of local champions trained
• Changes in awareness levels
Summary

- Targeted geographical and population approach
- Mixed methodology
- Builds on existing good practice
- Establishes partnerships with BME led organisations
- Creates legacy through cascade models
- Provides a kick start to local area activity and engagement
- Supports local people delivering for local people
- Report expected by March 2013