



EARLY DETECTION & DIAGNOSIS FUNDING CALL

APPLICANT GUIDANCE



MOONDANCE
CANCER INITIATIVE

Aims of this funding call

In this funding call, Moondance Cancer Initiative aims to pump-prime the implementation of changes that will increase the proportion of cancers diagnosed at an earlier stage in Wales.

We welcome applications for 'changes' in the broadest possible sense – whether they are workforce innovations, new technologies or software, or new/improved models of care, or similar. The proposed change may be entirely new, or inspired/transferred from elsewhere.

We are particularly interested in applications that will help reduce inequalities in cancer outcomes.

Crucially, applications should plan to implement the change(s) in 2023, and should plan to measurably improve early diagnosis in the local patient population.

Funding available

A total of £1 million is available through this funding call. In order to support implementation of new approaches of varying scales, applications are welcome in two categories:

- A. Up to £25,000
- B. Up to £200,000

Generally, where a larger amount of funding is requested, we will expect to see a larger potential improvement to cancer diagnosis.

Example improvements

The funding call is open to all types of changes that can clearly contribute to more cancers being diagnosed earlier in Wales, where they are new to your area and sustainable post 2023.

Improvements might include (but are not limited to) one or a combination of the following:

- Improving GP diagnosis and referrals (e.g., case-finding, addressing variation in referral practices; 'safety netting')
- Trialling new / integrated / accelerated diagnosis pathways
- Introduction of better risk assessment and stratification of early symptomatic patients
- Adoption of a proven novel diagnostic technology, with associated training
- Changes to the diagnostics workforce, such as creation of new roles or team compositions that enable staff to improve service quality or efficiency

Applicants are strongly encouraged to look at '[Towards a Roadmap for Early Detection and Diagnosis](#)' published by Moondance Cancer Initiative in November 2021 for examples of the types of improvements we welcome.

For further background, our [funded projects to date](#) can be found on our website as can our recently-published [Expert Snapshot of Digital and AI Technologies for Cancer Care](#). *(Please note the specific products mentioned in this paper are examples only.)*

If you would like to adopt a diagnostic technology that Moondance Cancer Initiative is already funding in Wales (e.g., transnasal endoscopy, Cytosponge), we would expect you to apply for up to £25,000 funding. Additional support may also be available for these applications, drawing upon the work already done (e.g., example operational protocols, evaluation data, business case outlines and/or advice and training)

How we will assess applications

Applications will be assessed across three dimensions: the team, the proposal, and organisational support.

The team

This call is open to clinical and non-clinical staff across NHS Wales organisations. External partners interested in applying should partner with relevant NHS Wales colleague(s). Applicants should:

- Have a clear interest in applying their skills to introducing high-quality, sustainable improvements to cancer early detection or diagnosis
- Be NHS Wales staff or staff contracted to the NHS (doctors, nurses, allied health professionals, clinical scientists, service managers and others), in either primary care, secondary care, community care or public health
- Involve primary care wherever affected, if working themselves in secondary care
- Include outside bodies with relevant expertise or kit, where useful to achieve the aims of the application. (Such bodies or additional team members may be located anywhere globally.)

The proposal

- Must aim to implement changes that will increase the proportion of cancers diagnosed at an earlier stage locally or regionally in Wales
 - Proposals which aim to reduce inequalities in diagnosis are especially encouraged
 - Applications for regional solutions, as well as local, are encouraged. Similarly, applications for multi-cancer approaches are welcomed
- Must articulate and where possible quantify target benefits – for the local patient population and for the health system. This should include a quantified estimate of earlier diagnosis, e.g, reduced emergency presentations, reduced time from suspicion to treatment, stage shift at diagnosis, etc
- Must include proportionate evaluation, ideally aligned to value-based healthcare principles
- Should plan to commence activities within a maximum of two to three months of the funding award (Dec 2022), and be deliverable within 2023
- If you are proposing to implement a new technology or digital solution, the proposed solution should have proven efficacy and clinical effectiveness – e.g., a CE mark or equivalent regulatory approval (if required for that technology), and/or in use in at least one healthcare organisation in the UK in standard routine care (non-research.)

Organisational support

Through this funding, Moondance Cancer Initiative aims to accelerate sustainable improvements in early cancer diagnosis across Wales. We're keen to see that changes we fund are then maintained. We therefore request that:

- Each application is supported by the host health board(s), indicating they will sustain the improvement from 2024 onwards if the evaluation shows it to be clinically effective, acceptable to patients, and near cost neutral.
- A named senior director is included in each application who will (i) help remove barriers to delivery should any arise during 2023 and (ii) help ensure the improvement is adopted as mainstream practice from 2024, if evaluated positively.
- Named finance and managerial/administrative leads are also listed, who are able to help the project mobilise quickly and to ensure evaluation evidence is collected and analysed

Eligible costs

Eligible costs include:

- Clinical and administrative staff time to implement the new approach
- Independent partner time to support implementation (where clearly justified – e.g., specific skills/knowledge required)
- Training and other implementation costs
- Independent evaluation costs (though in-house evaluation, especially data collection, is usually sufficient)
- Cost to supply a new technology or digital solution for the period of the application
- Minor technology development work (e.g., minor adaptations for user acceptability, system integration, etc.

What's excluded

In this funding call, we will not consider applications that:

- are for the introduction of (new) drugs
- are research or product development
- are not focused on early detection or diagnosis of cancer
- are solely awareness raising
- aim to achieve their aim only by increasing local workforce numbers
- represent continuation funding for an existing service/intervention

What we expect you to have achieved by the end of 2023

By the end of 2023, we expect all teams behind successful applications to have:

1. Implemented the approach set out
2. Evaluated the implementation, or have an initial evaluation available (e.g., if data collection needs to extend into 2024)

As above, we also request that the host organisation (e.g., the Health Board) commits to sustaining the new approach from 2024 onwards if the evaluation shows it to be clinically effective, acceptable to patients, and near cost neutral.

What happens if your application is successful?

Successful applicants will be notified as soon as possible in December 2022.

There will be a short mobilisation period, during which any further clarifications will be dealt with, and we will agree a simple 'partnership agreement' with you to underpin the grant award.

Over the 6–12 months each project runs, we'll have occasional check-in meetings, help resolve problems if they arise, and pool thinking on cost-effective evaluation. Enough mutual support to tackle any issues, but not get in the way.

Application process and key dates

We strongly encourage anyone interested to arrange an informal conversation with the Moondance team *before* submitting an application. An optional briefing webinar will also be held on Thursday 6 October.

All relevant guidance, including how to arrange a one-to-one conversation or register for the briefing webinar, will be accessible on the Moondance Cancer Initiative website from 26 July.

All applicants will need to submit via an online application form between 5 September and 28 October, via the Moondance Cancer Initiative website.

Applicants for up to £25,000 in funding will need to complete a shorter form; applicants for funding between £25,000 and £200,000 will need to complete a slightly longer form. Applicants requesting over £25,000 may also be asked for interview.

Key dates

Information available online	Tuesday 26 July 2022
Applications open	Tuesday 6 September
Briefing webinar	Early October
Applications close	Friday 28 October
Assessment	31 October – 25 November
Interviews (applications £25,000–200,000 only)	7 – 25 November
Announcement of funding awards	Early December 2022

Contact details

You can get in touch with us any time via info@moondance-cancer.wales.

All relevant guidance, and the online application platform, will be accessible via the Moondance Cancer Initiative website, during the periods shown above.

If you have a larger scale idea or proposal to improve early detection and diagnosis of cancer in Wales, Moondance Cancer Initiative is open to conversations outside this funding call; please get in touch any time.

Annex: About Moondance Cancer Initiative

At [Moondance Cancer Initiative](#), we find, fund and fuel brilliant people and brave ideas to make Wales a world leader in cancer survival.

- **Find:** our research and insights work scans for global solutions to make Wales a world-leader in cancer survival
- **Fund:** our investments deliver projects that help create a Wales where more people survive cancer
- **Fuel:** more than money, we give bold thinkers support to make ideas happen.

We are open to funding proposals throughout the year from people with ideas and opportunity to improve cancer survival in Wales, in particular GI cancers and early detection and diagnosis.

We have also begun to hold dedicated funding rounds each year to drive a particular priority. In 2021, our first year of doing so, we ran 'innovation time awards' in partnership with Hywel Dda University Health Board and Betsi Cadwaladr University Health Board; that resulted in over £400,000 of funding to support cancer service innovations in 2022. In 2022, we have extended the funding round to all of Wales, and refined our focus to early detection and diagnosis.