

Shortlist: Public Awareness & Engagement Award

Engaging people in their own healthcare is a critical aspect of cancer care... This recognises effective awareness or engagement work that's helped improve patient experience and/or outcomes.

1. Cancer awareness campaign group – Cancer Research Wales, Wales Cancer Network & Cancer Research UK	
Who	Summary of nomination
<p>Nominees: Greg Pycroft – Policy & Public Affairs manager – Cancer Research Wales Katie Till – Public Affairs manager (Wales) – Cancer research UK Bethan Hawkes – Lead Cancer nurse – Wales cancer network Hannah Edwards-Jones – Senior Project manager – Wales cancer network Abigail Hayward – Senior project manager – Wales cancer network Anna Hughes – Programme support officer, communications – Wales Cancer Network Ceri Dunstan – Communications & Engagement Officer – NHS Wales health collaborative</p> <p>Nominated by: Greg Pycroft (self-nomination)</p> <p>Organisation: Cancer Research Wales/UK/Wales Cancer Network</p>	<p>During autumn 2020 collaborative plans for public awareness campaigns were drawn up across the 3rd sector, NHS, Welsh Government and pharmaceutical industry, and funding was secured. The Cancer Awareness Campaign Group met on a regular basis to share intelligence and insight, campaign plans, messaging and schedules, during the campaign development process. Three distinctive but complementary cancer awareness campaigns were then run during 2021:</p> <ol style="list-style-type: none"> 1. The Wales Cancer Network (February 2021) – a bilingual social media video which included Jonathan Davies OBE and Sam Warburton OBE, which had over 82,000 impressions on Twitter. 2. Cancer Research Wales' "Get Checked" campaign targeted at the 50+ population across Wales (late-March to mid-May 2021) – 18.2 million tv, radio and online impressions and 43,831 people were moved to visit the campaign microsite 3. Cancer Research UK's 'Don't Ignore It' campaigns (two six-week bursts, June – July, and August – September. The objective was to reduce barriers to help-seeking and encourage timely presentation amongst people at a higher risk of cancer; aged 50+ from lower socio-economic backgrounds. <p>Rates of patient presentation in Wales at the start of 2021 remained comparatively low. However, the numbers of people presenting to their GPs (and entering the single cancer pathway) increased from May onwards, recovering and at times outpacing previous years. Responses from clinicians puts at least some of the increase to the campaigns people experienced, and the information they received over a prolonged period of time, testament to the collaborative approach undertaken.</p>

2. Cancer Attitudes and Beliefs Study – Cardiff University & Cancer Research UK

Who	Summary of nomination
<p>Nominees: Prof Kate Brain – Prof Health psychology Dr Rebecca Cannings-John – Principal research fellow Dr Ardiana Gjini – Consultant cancer screening lead Mr Mark Goddard – Data manager Dr Detelina Grozeva – Research assistant Ms Julie Hepburn – Patient and Public involvement member Dr Jacqueline Hughes – Research associate Qualitative researcher Dr Graham Moore – reader in social sciences and health Ms Yvonne Moriarty – research fellow – senior trial manager Ms Kirstie Osborne – Senior health evaluation and research manager Dr Harriet Quinn-Scoggins – Research associate Prof Michael Robling – Director of population health trials Dr Julia Townson – Senior research fellow Dr Jo Waller – reader in behavioural science Dr Katrina Whitaker – reader in cancer care Dr Victoria Whitelock – behavioural science research manager</p> <p>Nominated by: Prof Awen Gallimore, Co-Director of the Systems Immunity Research Institute</p> <p>Organisation: Cardiff University & Cancer Research UK</p>	<p>Prof Brain recognised very early on in the pandemic the likely impact on public awareness and engagement with cancer services. She rapidly mobilised her networks and led a paper published in Lancet Oncology during April 2020, effectively sounding the alarm to the cancer early diagnosis community (Jones et al., 2020; Appendix 1). Prof Brain and team then secured £689,000 over 18-months to conduct research into the impact of COVID-19 on public awareness and help-seeking for cancer.</p> <p>The team in partnership with Cancer Research UK established the study in a phenomenally short space of time. The first wave of population data was collected within six weeks of study commencement, and over 7500 adults were recruited from across the UK.</p> <p>CABS results were released in phases and rapidly disseminated to the government, third sector and the public, generating extensive media coverage, rapid implementation of two national cancer awareness campaigns and garnering attention in the Senedd. Prof Brain also provided evidence and recommendations to the Wales National Screening Committee, and she and colleagues have presented the study at around 30 high-profile meetings.</p> <p>This unique work has enabled dissemination of knowledge and understanding of the impact of COVID-19 on cancer awareness and help-seeking in the UK population.</p>

3. Prostate Cymru

Who	Summary of nomination
<p>Nominees: Chris Leyshon – Fundraising & Events manager Owen Pugsley – Corporate Events & Marketing Manager Rebecca Havard – Finance & Admin Lydia Caunce – Communications Executive Tina Tew – CEO Gaynor Newton – Specialist Nurse Annabelle Mason – Marketing & Events</p> <p>Nominated by: Chris Leyshon (self-nomination)</p> <p>Organisation: Prostate Cymru</p>	<p>The Prostate Cymru team worked extremely hard throughout the pandemic to raise awareness, support health boards/GPs and continue to provide support services to men in Wales with prostate disease and prostate cancer.</p> <p>This included:</p> <ul style="list-style-type: none"> • Completion and distribution of a new awareness toolkit • Introduction of virtual webinars to replace the traditional workplace visits, including a video that was viewed over 20,000 times in the first few weeks of launch and continues to be a powerful communication tool • Shifting our resources to an online awareness raising and moving our prostate health assessment tool online which acts as a pre consultation and indicates prostate issues. This in conjunction with our specialist nurse's hotline could be used as a pre consultation or a reassurance tool for men throughout Wales • Granting of £8,000 to assist with the introduction of the perineal biopsy in Princess of Wales Hospital – enabling swift introduction of this technique which can be performed under local anaesthetic, therefore also releasing valuable theatre time. This was the first hospital in Wales to offer this procedure • Granting of £30,000 to Aneurin Bevan Health Board enabling approval of Rezum, a water vapour therapy for benign prostate disease is a low risk, cost effective treatment which reduces waiting lists as 8 procedures can be carried out in one day in outpatients as opposed to 3 in traditional theatre conditions.

4. Cancer Patient Experience Survey – Wales Cancer Network

Who	Summary of nomination
<p>Nominees: Hannah Edwards Jones – senior project manager Eleri Girt – Patient experience and engagement lead</p> <p>Nominated by: Bethan Hawkes, Macmillan Lead Nurse, Wales Cancer Network</p> <p>Organisation: Wales Cancer Network</p>	<p>Every 3 years the Cancer Network, on behalf of Welsh Government and in collaboration with Macmillan, commission the Cancer Patient Experience Survey (CPES). This provides a snapshot of patient feedback over an allocated time-period. Owing to the COVID-19 pandemic it has been 5 years since the last CPES.</p> <p>Hannah and Eleri have worked tirelessly and collaboratively to ensure that this pivotal survey was delivered on time and was underpinned by robust governance. Around 11,000 people who were treated for cancer in Wales in 2020 were asked about each aspect of their cancer care. The information collated will help to build an on-going, national picture of peoples' experiences of using cancer services across Wales, particularly looking at their experience through the Covid-19 pandemic.</p> <p>The results of this iteration of the CPES will provide a better understanding of whether people's needs are being met, where experience varies and whether certain cancer types, ethnicity, communities, age groups or genders experience poorer care and will facilitate this to be addressed.</p> <p>Hannah and Eleri worked over and above to build a collaborative approach and their highly effective 'can do, will do' positive team approach has been valued by their peers along with their dedication and enthusiasm. Their drive to improve patient centered care is empowering and will deliver lasting and sustainable results.</p>

5. Bowel Cancer UK

Who	Summary of nomination
<p>Nominees: Sian Salkeld – Programme lead Wales Lisa Rees – Programmes Officer Wales Wynne, Phillip, Ross, Chris, Julie, and Kevin (volunteers)</p> <p>Nominated by: Sarah Weston, Head of Services and support, Bowel Cancer UK</p> <p>Organisation: Bowel Cancer UK</p>	<p>In a short space of time a newly formed Bowel Cancer UK in Wales team has started delivering a number of streams public awareness and engagement work, including:</p> <ul style="list-style-type: none"> • Free online bowel cancer awareness talks to workplaces and community groups (shifting from in-person pre-pandemic). 10 in 2021 and 12 talks already delivered this year (as of April 2022). Also delivered to groups with learning disabilities, with plans to expand to wider communities. Over 98% of people say talks are 'Very good' or 'Excellent' • Pharmacy Education and Engagement: an e-learning module of around 60 minutes was created and launched in 2021 for pharmacists in Wales, accessible to all pharmacy staff. In early 2022, the team successfully launched a community pharmacy toolkit in addition, which is completely bilingual. A pilot to promote and encourage use of the toolkit with support from Swansea Bay University Health Board. 61 toolkits have already been ordered in the first 3 weeks. • Welsh Language Policy. In early 2022, Bowel Cancer UK launched its first Welsh Language Policy in order to provide the highest level of service to everyone who speaks and reads Welsh, and we continue to develop further services and resources in the Welsh language. • Voices Cymru – Community Engagement Panel. Launched in late 2021 with 38 members (as of April 2022). They meet monthly (as requested by the group) and have actively engaged in a wide range of projects and discussions providing patient insight to inform BCUK and others' activities. <p>As evidenced by this range of projects, the Bowel Cancer UK Wales Programme Team have had an outstanding first year.</p>

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