



Early Presentation of Cancer Programme



Annual Report 2013-2014

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Introduction

The EPOC team are immensely proud of what they have achieved over the past year however cancer in Lincolnshire is still a major challenge and there is still so much more that we can achieve in our mission to improve cancer awareness and early presentation.

We are very fortunate to have such a dedicated, knowledgeable and hard-working team of staff and volunteers who work tirelessly to successfully get the cancer awareness messages out into the communities of Lincolnshire. They are continually devising ingenious and quirky campaigns such as Boobs and Balls and Pink Pants which catch the attention of the people they are aimed at.

Key areas of work this year has been the creation and development of the Pink Pants campaign to increase cervical screening uptake in the younger age group. This campaign was in response to a request by Lincolnshire East CCG to support them to improve the numbers of women attending regular screening. We have also focused on other cancers that are causing issues in Lincolnshire (i.e. lung and prostate cancer) by creating interventions and targeting them at risk groups such as smokers and older people.

We continue to target areas with high incidence of premature mortality and high deprivation scores however the success of EPOC has seen a rapid increase for requests to work in all areas of Lincolnshire and beyond. We have developed many touch points in communities such as libraries, hair salons, shops, gyms, cafes, chemists, community centres and GP practices.

With the profile of EPOC raised, we have become recognised partners to help achieve the outcomes in strategic health and cancer documents such as the Lincolnshire Cancer Strategy 2014-2018 (draft) and also the Lincolnshire Joint Strategic Needs Assessment (JSNA).

Public Health evaluation of EPOC supported pharmacy campaigns informs us that there was an increase in symptom reporting and GP referral rates. Pharmacists also reported that much more written information was disseminated to patients particularly because of the EPOC input. We believe that this type of partnership working has a very valuable role to play in the early detection of cancer. The development workers collect real-life case studies from cancer patients and their families and carers and were pleased to be asked by the Greater East Midlands Commissioning Unit if they could be used for GP Train the Trainer workshops.

Our partnership with Macmillan Cancer Support continues to grow and their faith in the work has been evidenced by a further 18 months funding. We continue to have requests for articles for the Macmillan magazine MacVoice. EPOC was included as an example of good practice in a tender document for a similar programme with Nottingham City CCG. developmentplus tendered for this work – watch this space.

EPOC was also nominated by Tony Hill as an example of good practice to the Department of Health Celebrating Public Health Awards.

The EPOC team presented their work to the East Midlands Saving Lives Group who requested permission to use some of our information for GP Train the Trainer sessions.

Aims, Objectives and Outcomes

The Early Presentation of Cancer (EPOC) is a programme built upon Community Development Principles to push forward cancer awareness and early presentation messages in ways that are appropriate to individual communities.

The programme began in 2008 funded by NHS Lincolnshire Public Health with 1.5 fte workers. We are now funded by Lincolnshire County Council Public Health (formally NHS Lincolnshire Public Health) and Macmillan Cancer Support until March 2015 and September 2015 respectively and have a team of 4 fte Development Workers.

The aim of the programme is to:

Challenge existing behaviour and beliefs associated with cancer, to raise awareness of signs and symptoms and encourage early presentation and early referral of patients with suspected cancer.

The objectives are to:

- Use community development approaches and training to ensure signs & symptoms and the early presentation messages get right to the heart of the community.
- Encourage volunteering to ensure the long term sustainability of the programme.
- Work with screening teams to improve access to screening and take up of screening appointments.
- Work with Clinical Commissioning Groups (CCGs) and General Practitioners (GPs) to identify hard to reach communities at higher risk of developing cancer and to promote the continued use of the NICE Rapid Referral Guidelines to support the early diagnosis of cancer.

With the outcome of:

- Reduced premature mortality from cancer across Lincolnshire.
- Improved overall 5 year cancer survival rates for Lincolnshire.
- Reduced health inequalities across Lincolnshire, particularly relating to cancer.

The programme has worked hard to set down solid roots within communities and over the year has strengthened its position by adding a strategic element to the work. Engaging with GPs and surgeries to target identified groups within communities to improve screening uptake and / or to address particular areas with a high prevalence of specific cancers. Partnership work with the screening teams has resulted in a more focussed approach to developing new, targeted campaigns. The EPOC team have a presence on the Lincolnshire Adult Screening Programme Health Promotion Board where our knowledge and experience of working directly within communities is proving vital when looking at ways of promoting screening in areas of low uptake. We have also been invited to sit on the Cervical Screening Board and have been asked to bring our grass roots perspective to the meeting, which feeds into the strategic decision making process.

Key Partners include:

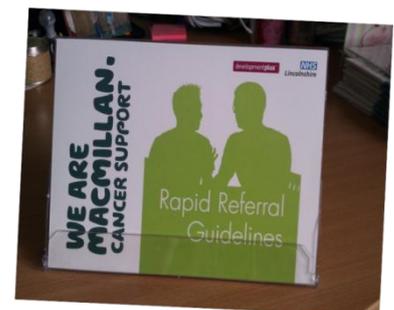
- Lincolnshire County Council (LCC) Public Health
- Macmillan Cancer Support
- Health Network Co-ordinators – Lincoln, East Lindsay, West Lindsey
- LCC Healthy Schools
- LCC Children's and Adults Services
- LCC Libraries
- Local authorities
- Local employers
- Voluntary and community sector groups and organisations
- Lincolnshire CCGs
- University of Lincoln
- Boston, Lincoln, Gainsborough, Grantham and Mablethorpe Colleges
- Healthwatch Lincolnshire
- Voluntary Centre Services
- Total Voice
- Carers Partnership
- Age UK
- Local NHS Cancer Screening Programmes

Who EPOC informs:

- Lincolnshire Strategic Cancer Board
- Health & Wellbeing Partnerships across the County
- Lincolnshire Cancer Patients, Carers and Professionals Forum
- EPOC Programme Board (Public Health)
- Healthwatch Lincolnshire
- Macmillan Cancer Support
- Cancer Screening Strategy Group
- Lincolnshire Adult Screening Programme Health Promotion Board
- Lincolnshire Cervical Screening Board
- CCGs and their Locality Groups

Clinical Commissioning Groups (CCGs) and General Practitioners (GPs)

In 2010, we piloted the Macmillan Rapid Referral Guidelines Toolkit. The toolkit summarises guidelines from the National Institute for Health and Clinical Excellence and sits on a GPs desk to act as an aide-mémoire and information resource for referrals.



Due to the success of the pilot, toolkits were delivered to all GPs within the four Lincolnshire CCG areas - by June 2013, we had distributed 485 toolkits.

We have worked with Macmillan to formally evaluate the usefulness of the toolkit. This has not been without its difficulties and although the number of returned responses was disappointing the feedback was positive. The team continue to receive emails from Practice Managers and GPs requesting more toolkits for the new doctors within the practices and we continue to look at the evaluation process.

Each year we talk to hundreds of people about reporting changes, concerns, signs and symptoms of cancer to their GP. Anxiety and difficulty in describing symptoms meant that people were avoiding the conversation and leaving appointments without discussing their concerns. The 'Check it Out' leaflet (GP



Checklist) was devised to act as an aide to conversation and to support the GP toolkit. The leaflet lists the signs and symptoms of the most common and prevalent cancers across the county- breast, bowel, cervical, prostate and lung.

They have been widely distributed across the county and have been placed in a number of different locations, from GP surgeries to tanning salons. Numbers delivered to date – over 10,000. The patient checklists have proved a really useful tool to help people communicate their worries to the nurse or GP.

“The patient checklist helps me when I am volunteering as I can use it as an aid to talk to people in the community, the people that I talk to think that it is a great leaflet.”
EPOC Volunteer

A college nurse states that they have proved “really effective in helping adults with learning difficulties communicate their worries and questions about their signs and symptoms”.

Pink Pants Pilot

In response to information showing a downward trend in cervical screening uptake across the county one of our key targets during 2013/14 was to look at why women were not attending appointments and promote the benefits of cervical screening in areas of low uptake. Working in partnership with Public Health and the eight GP practices in and around Boston, we were asked to look at ways of improving cervical screening rates for the 25 to 49 years old by 3%, achieving an average CCG wide target of 75.7%. During 2012/13 we spoke directly to nearly 6,000 women about cervical screening. They told us of the barriers they face in relation to attending screening appointments. Issues such as fear and the timing of appointments were being mentioned again and again, especially from women who work.

We recognised that a variety of approaches were required to achieve the increase in uptake we desired. We needed to focus on the target population, as well as with the screening service provider, GPs and the CCGs. Working to increase uptake seemed a good opportunity for EPOC to demonstrate the effectiveness of community development in delivering health messages and meaningful campaigns where it needs to be heard – in the heart of communities.

Volunteers

There is no prescriptive way in which the volunteers are expected to work and each area has developed a volunteer base that fits best in that environment/community. In Lincoln there is a well-established volunteer base with a very experienced and committed lead volunteer who co-ordinates activities across the City. In other areas volunteers promote within their workplace or social circle, it is about responding to need and opportunity.

The overall aim is for all EPOC Volunteers to have a peer support network in place that links with supporting organisations and for all EPOC Volunteers to have the opportunity to receive support to develop their skills to deliver training sessions within their own communities. In order to ensure this we provide all volunteers with training and information that increases their confidence and ability to develop and deliver the EPOC message.

Training on offer includes:

- Confidence building
- Cancer signs and symptoms
- Presentational skills
- Listening skills
- Basic first aid



Along with the development workers four of the volunteers completed the Open College Network Level 2 accredited Breast Cancer Care Breast Awareness training; this enables them to deliver breast awareness workshops within their communities.

Over the year, we recruited 32 new volunteers across the four areas and ended 2013 with 59 registered volunteers. They have supported our work on 287 occasions this year averaging 1,722 hours of volunteering time between them. One of our longest serving volunteers was nominated for and won a Mayoral Medal for the amount of volunteering that she does for EPOC and other groups within her community.

Volunteer Highlights

North Sea Camp- DVD

With the help and support of a volunteer from Lincoln University the inmates at HMPS North Sea Camp filmed their cancer awareness DVD. It was a hands-on project as ambassadors decided on the content and message they felt it was important to deliver and also did all the filming and editing themselves. A well-attended launch event at the prison created a great deal of interest and praise for the end result and a commitment from the prison to take it forward. The DVD is now shown at induction to all new arrivals and the ambassadors give a presentation about the programme and the information and support service they now offer. Interest from other establishments will hopefully mean delivering cancer awareness messages in prisons will become an inmate-led initiative in the future.

Schools and Colleges

Boston College has always been a keen supporter of the EPOC Programme and it now has a very dedicated and active student volunteer. With the aim of going into healthcare and a passion for delivering cancer awareness messages to her peers and staff, she has taken every opportunity to promote EPOC. Our Boobs & Balls prosthetics are regularly used for presentations and the Pink Pants campaign is also part of a coursework session delivered within the classroom. Health awareness stands and walkabouts on campus are just some of the ways this wonderful volunteer spreads the word. She has gained a place at University and is hoping to introduce the awareness message to a new audience.

Mablethorpe Learning Centre students produced a DVD to promote HPV/cervical screening. They devised posters and promotional materials to support this piece of work. One of the students created a butterfly design which has been incorporated into the Pink Pants campaign logo and is used in all the promotional materials.

Sleaford Carres Grammar School under 14s football ambassadors are still playing games across the county and passing on 'How's your Tackle' information onto their opponents, men are always a hard to reach target group so to have a group of young volunteers carrying this information with them is a benefit to the programme as well as their own community.

Community

One EPOC volunteer has produced breast, testicular cancer and HPV awareness information on PowerPoint slides. These have been successfully used in a number of workshops to help prompt discussions about self-examination, signs and symptoms and the facts and myths surrounding HPV and the HPV vaccine.

In Lincoln the Market Stall has now been running for over 3 years and despite the imminent changes to the set up in the Market, EPOC will still be attending with their information. The public are often returning to speak with the volunteers and good relationships are being formed.

We are strongly supported by groups of volunteers in Gainsborough, Market Rasen, Sleaford and Grantham.

Promotion & Development

We continue to promote our work in local and national publications. Every quarter we have an article in Engage magazine, which is circulated to all over 50's in Lincolnshire by Age UK. We contribute regularly to MacVoice, the national magazine for Macmillan funded professionals. We have taken part in radio interviews with BBC Radio Lincolnshire and Siren FM who welcomed our open conversation about Boobs & Balls self-awareness message.

Over the last year we have actively looked for opportunities to deliver resources, training and awareness sessions to organisations and large community groups as a way of maximising our reach.

These include:

- Four information sessions at the Moy Park Anwick site during their annual staff health awareness fortnight. We were able to support nearly 400 people with information about cancer signs and symptoms, screening, self-checking and accessing health services. 90% of the workers that visited us were migrants from Lithuania, Russia, Portugal and Poland. We were able to give them information in their own language which is something they find difficult to find in paper format.
- In partnership with Lincolnshire Police- EPOC will be attending regular drop-in surgeries at factories in the Grantham area. This work has also prompted requests for us to attend pop-up consulates in 2014 where we can target BME communities.
- In North Kesteven the team are still delivering regular sessions on the community based Fit for Life courses organised by North Kesteven District Council Health Trainers.
- C Word training – sessions that aim to help increase confidence and encourage people to talk more openly about cancer have been delivered to a number of organisations across the county including:



- Co-op pharmacy staff
- County Council staff
- Boots staff
- Homestart staff

- Our Sun Safety and C word campaigns are being used by Public Health to deliver awareness messages across the county, in libraries, pharmacies and many other community buildings.

Schools and Colleges

- Sun awareness sessions
- EPOC sessions for Lincolnshire Learning Disabilities Partnership Healthy Lifestyles working group
- Boobs & Balls sessions at William Farr and Middlecott Schools
- Boobs & Balls and Pink Pants at Gainsborough, Lincoln Grantham, Mablethorpe and Boston Colleges and the University of Lincoln
- Ash Villa Hospital School – all cancers and school breast awareness campaign. Pupils at Ash Villa created the sun awareness posters that were used in the pharmacy sun awareness and summer health campaign. Pupils from the school also created cervical screening slogans to be used in future EPOC work.



Lincolnshire Show

The biggest promotional event of the year is of course The Lincolnshire Show, where the team shared space with the screening teams. This was very well attended and generated requests to work with a variety of organisation and groups including the Guides Association, schools and the Healthy Schools Co-ordinators.

Case Study - Mablethorpe College

We had three sessions before Christmas which we used to plan a couple of college campaigns. We decided on a Christmas themed 'How's your Baubles?' for which the boys had photos taken of them holding up different sized/shaped baubles to demonstrate what you need to look for – these could be used for next Christmas. We also used a 'photo booth' to take pictures of everyone dressing up in wigs with props to create a 'It doesn't matter who you are...' poster about general cancer awareness, and finally I worked with the girls on the HPV card and video. This took the most time but was successful in creating a short video about the myths the girls had heard about the HPV vaccination, and developing factual information for the purse card. The purse card is now ready for printing and introduction and circulation to schools.

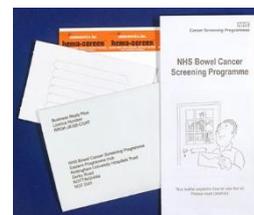
EPOC Cancer Awareness Course

This year we have developed a National Open College Network accredited course. The Cancer Awareness course includes all elements of the training we have delivered to date and condenses it into a 10 hour course which is awarded at Level 2. The course covers:

- Boobs and Balls
- C Word
- Sun awareness
- HPV
- Healthy lifestyle and much more

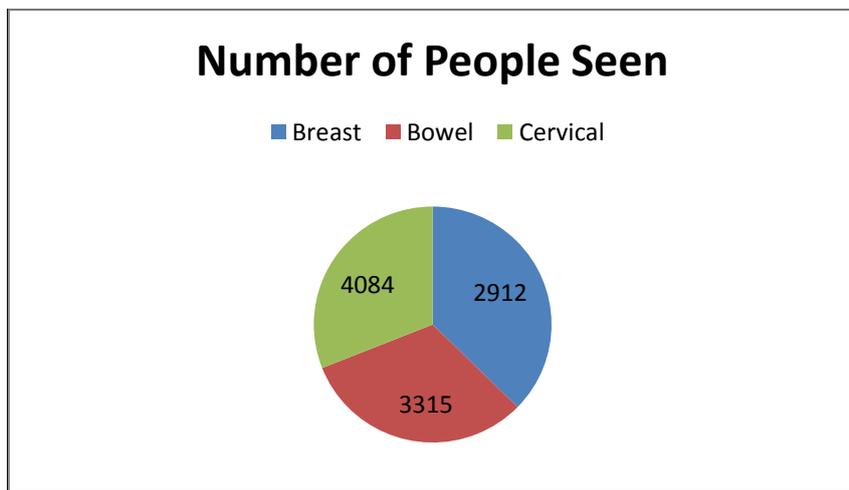
Screening

EPOC promotes all three national NHS Screening Programmes for breast, bowel and cervical cancer. Screening uptake across the County is patchy to say the least, with some areas within CCGs, showing some of the lowest attendance rates in England. One of our key targets is to improve uptake and reduce variation by promotion, myth busting and working closely with local people in the areas where it is low. Finding out 'why' people don't keep their appointments then feeding this back to surgeries and screening providers, so that access can be improved, has been key to the work. We are working with BME communities to increase screening awareness and uptake across all three of the NHS Screening programmes. However anecdotal evidence is that women go back to their country of birth for breast and cervical screening as it is carried out annually in Eastern Europe. These are a few of the projects we have delivered to promote the importance of screening:



- Informing relevant communities that the Bowel Screening Programme is being extended to people aged 74, those over 74 can self-refer if they wish. Our attendance at a series of Age UK roadshows enabled us to specifically target the age group where bowel cancer is most prevalent. We were able to promote the home screening kits to hundreds of people and also discuss ideas about using them effectively.
- The Pink Pants promoting cervical screening campaign has been designed to promote the important reasons why women should attend their screening appointments. Figures show that in many parts of the county uptake is low, in particular with women aged 25-49.

- Promoting the NHS Breast Screening Programme age extension to women aged 47 to 73. In February, the EPOC team and volunteers promoted the BCOC (Be Clear on Cancer) campaign ‘Breast Cancer in Women Aged 70 and Over’ which was used to encourage voluntary uptake of the breast screening programme in older women. The various events drew a lot of attention from the public with many women telling us that they were not aware that they are still entitled to breast screening after the age of 70.



The chart identifies the numbers of people spoken to specifically relating to breast, bowel and cervical screening across the County.

“If England achieves cancer survival rates at the European best, then 10,000 lives would be saved each year.” (How to improve cancer survival – explaining England’s relatively poor rates King’s Fund June 2011)

Campaigns

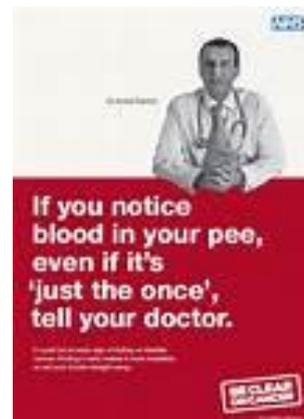


The national Be Clear on Cancer campaigns happen three times per year and ultimately are designed to prevent people from dying prematurely by encouraging them to recognise and report their symptoms earlier. The campaigns are largely aimed at the over 55s who may be in the lower socio-economic groups but where the most improvement in outcomes can also be made. To ensure

that we cover all ages and all social groups we actively support all other local and national cancer campaigns.

During the year we promote the Be Clear on Cancer campaigns along with numerous other national cancer and health awareness campaigns:

- April – Bowel Cancer Awareness Month
- May – Be Clear on Cancer Lung Campaign, Sun Awareness Week, Cancer Prevention Week
- June – Everyman Cancer Awareness Month, Cervical Screening Awareness Week
- July – Ethnic Minority Cancer Awareness Month, Lincolnshire Pharmacies Sun Awareness and Summer Health Campaign
- August – Be Clear on Cancer Bowel Campaign, World Breast Feeding Week, Learning Disabilities Week
- September – Lincolnshire Pharmacies Sexual Health Campaign, Blue September, Leukemia and Lymphoma Cancer Awareness Month
- October – STOPTober (smoking cessation), Breast Cancer Awareness Month, Be Clear on Cancer Blood in Pee Campaign
- November – Mens Health Awareness Month, Mouth Cancer Action Month, Lung Cancer Awareness Month, Pancreatic and Stomach Cancer Awareness Month,
- December – Childhood Cancer Awareness Month
- January – Love Your Liver Month, Cancer Talk week, Cervical Cancer Prevention Week
- February – Be Clear on Cancer Breast Cancer in Women Over 70 Campaign, Feel Good Friday, World Cancer Day, International Childhood Cancer Day
- March – Ovarian and Prostate Cancer Awareness Month, International Women’s Day, National No Smoking Day



Awareness campaigns of common signs and symptoms have been well received by the communities we work alongside. They are an invaluable way to raise the public’s understanding of signs and symptoms and the importance of early presentation in a fun and challenging way.

BOOBS



&



BALLS

get to know them

Boobs & Balls

This campaign was designed to target young people aged between 14 and 24 years. We wanted to get young people to self-examine on a regular basis, so it becomes the norm in adult life – like brushing your teeth. Young people really got on board with this campaign, they were involved in creating t-shirts, sports bags and wrist bands so they could get the message across to their friends and family. It has been a huge success in schools and colleges too and the team are well versed in talking to young people and not making cancer too much of a scary subject.

Use the C WORD – Talk about Cancer

This campaign was developed specifically to get people to talk more openly about cancer and signs and symptoms.

We have developed workshop and training resources that encourage people to think about cancer as ‘just another disease’, people don’t seem to have a



problem talking about heart problems or diabetes or stroke – but people do have an issue talking about cancer. We draw on the individuals own perceptions of what the word ‘cancer’ means to them and its usually pretty negative! We then give them the opportunity to think about what they would say to their friend or relative, if they told them they had cancer. This helps people to think about what they might say and it makes it easier and ‘normal’ to talk about it and changes a negative perception into a positive response. Our Patient Checklist is an important part of this campaign as it covers the 5 most common cancers; breast, bowel, cervical, prostate and lung and is colour coded to link with the GP Toolkits. It also has and a space where the patient can write down things they want to ask their GP but might forget because they are too anxious.

Pink Pants

EPOC aims to improve access to cervical cancer screening and empower young women aged 24-49 to make choices that will reduce their cervical cancer risk.

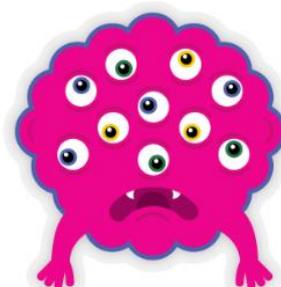


In order to achieve this we created a cervical screening campaign that specifically targets low uptake groups and promotes informed decision making within those groups. The message we want to get across to all women is simple - ***as screening rates decrease in younger women the incidents of cervical cancer rise!***

Through our on-going consultation with young women, we have identified the barriers that prevent women from hard to reach communities from accessing screening services such as practice location, timing of appointments, and lack of childcare, health literacy and social deprivation. Early indication figures show that there has been an increase in uptake in the GP practices that took part in the pilot but too early to make a difference across the County. All CCGs are now involved in the Pink Pants campaign.

HPV (Human Papilloma Virus)

Through the brilliant work of the students at Mablethorpe Learning Centre, we now have new campaign materials relating to the HPV vaccine. We have found there is a lot of misunderstanding about what HPV is and what the vaccine is for. For example some young women have said to us that the vaccination is a form of contraception; that it will protect them from **all** cervical cancers and that they don't need to attend cervical screening if they have had the vaccination – all of these are false beliefs.



The HPV vaccine is given to young women at school aged between 12 and 13 years and we want to ensure they all have the facts in as simple and easy to understand manner as possible. During 2014 we will be working with schools to disseminate the information in a ‘purse card’ format and will be creating a workshop to go along with this.

Our Vision for the Future 2014-2016

“The UK lags far behind its international and European neighbours in cancer survival. The APPGC believes that this must change. By 2020, almost half of people alive will receive a cancer diagnosis during their lifetime. While most will receive a good quality of care, this is not true for everyone. Cancer survival rates in the UK are among the worst in Europe – not least because thousands of people are diagnosed too late”.
All Party Parliamentary Group on Cancer (APPGC) report July 2014

The EPOC challenge is to create a Lincolnshire wide programme to help reduce cancer mortality rates by encouraging more people, especially those in disadvantaged areas, to visit their GP earlier.

We recognise and embrace the value of local people being the solutions and not the problems to increased cancer awareness. By becoming involved with the Programme they help us to spread the message but they in turn have increased ability, confidence and wellbeing.

EPOC is not a service delivery programme, it does not use a ‘one size fits all’ approach and it is not short term intervention. EPOC is developmental, responsive to local need, challenging and broad based programme that will link local issues to strategic decision making bodies. It will work with local people to identify the problems and the local solutions and ensure that these messages are heard at the appropriate level, whether that be at local GP practices, NHS Lincolnshire, County Council Public Health or Regional Strategic Boards.

EPOC will build on its existing work by:

- Becoming the recognised provider of meaningful campaigns across all areas to raise awareness of cancer signs and symptoms within the communities that are at most risk.
- Working in partnership with the screening teams and screening co-ordinators to promote the importance of screening as a tool for early presentation, prevention and improved outcomes. We aim to ensure that people are able to make informed choices about attending for screening and are aware of signs and symptoms between screenings to improve early presentation rates.
- Building upon the links made via the Pink Pants Campaign and increasing awareness of the EPOC Programme within the four Lincolnshire CCGs and their localities and be proactive to their identified areas of concern.
- Creating a strong base of trained volunteers so that the early presentation message continues to be delivered within communities and that the programme has a presence across all localities.
- Delivering of our Accredited Level 2 Cancer Awareness Course, developed alongside young people
- Developing Pink Pants and HPV sessions to increase awareness of the causes of cervical cancer, how to reduce risk and the importance of screening as a preventative and early presentation measure.
- Creating and delivering unique campaigns based on local need.
- Delivering more BME (Black & Minority Ethnic) work – plans for other factories, pop up consulates – targeted work to reach migrant groups, trying to find ways of overcoming language, cultural and religious barriers etc - our way of working can help with.
- Learning disabilities – adapting workshop materials, ways of delivering, creating easy read leaflets and posters to improve health literacy, supporting access to screening etc.

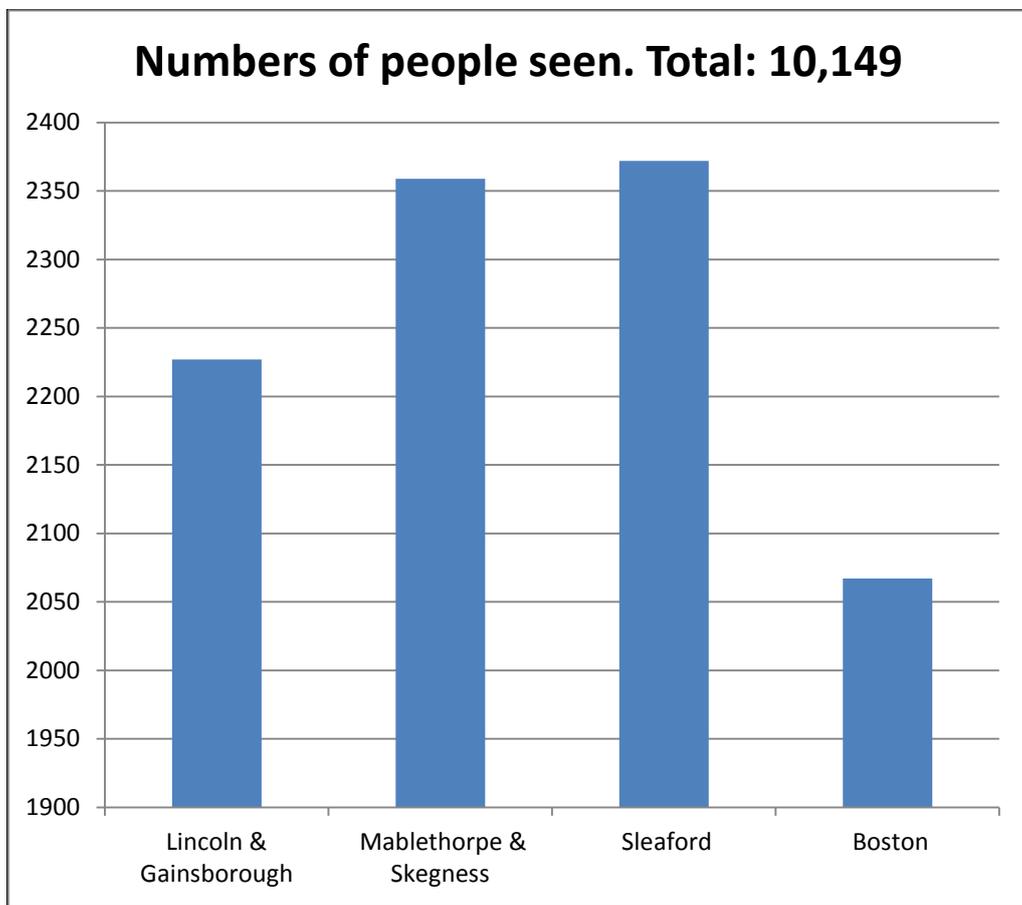
It’s important to understand more about how people make the decision to go their GP with possible cancer symptoms, and how they interact with their GP, to identify the best ways to reduce barriers to early presentation.
Professor Jane Wardle, UCL Epidemiology & Public Health

Data Collection

We have been collecting data since the commencement of the programme which links with the Key Performance Indicators (KPIs). At times this can be difficult as we have to rely upon Health Service colleagues and in some cases they don't have the information themselves. We are continually looking at data collection to ensure it is meaningful and robust. We are also working with the Head of Performance from the lead CCG, Lincolnshire West Clinical Commissioning Group.

EPOC Monitoring	Rational	Total 2013/14
Events attended	Across all areas	326
People seen	Anyone who has been spoken to directly either in a one to one or group setting, at an information event or at a presentation	10,149
Pledges	Working in schools and colleges young people were asked to make a 'pledge' and change 1 thing to reduce their risk of cancer	372 pledges
Other – REACH	The potential number of contacts e.g. circulation of newsletters, football supporters, newspaper readers etc. This does not include radio interviews or Facebook and Twitter hits	65,000 via Target, Standard and Engage Magazine.
Workshops delivered	Linking with the campaigns, workshops have been created that have been delivered to community groups and professionals across Lincolnshire	61
Tools introduced	Number of toolkits distributed in 2013 /14	225
Checklists	Number of new practices checklists introduced to	48
GP toolkit evaluation	Number of GPs taking part in evaluation of toolkits	Very low numbers returned, this is being followed up
Volunteers recruited	Actual number of new volunteers 2013/14	32
Volunteers attending events	Number of times volunteers have supported the EPOC team to delivered events	287
Volunteer Lead identified	Only to be recorded once	1
Boobs and Balls	Number of times Boobs and Balls was promoted	3742

Breast Screening	Numbers of people specifically referred or given information	2912
Bowel Screening	Numbers of people specifically referred or given information	3315
Cervical Screening	Numbers of people specifically referred or given information	4084
Pink Pants	Promotion of the importance of cervical screening in the 25-49 age group	2764



This chart identifies the number of people directly spoken to and given information regarding cancer awareness and reducing risk.

Key Performance Indicators – achievements during the year

Indicator	Measure	Who	Output	Work plan	Achievement 2013/2014
20 new volunteers recruited each year in each area	Registration with the programme	Development Workers	Number of new volunteers in each CCG area.	2	32 new volunteers recruited across all areas
40 events attended in each CCG	Records of events	Volunteers and Development Workers	The number of people that information is given enables a decision to be made	3	326 events attended across all CCG areas: <ul style="list-style-type: none"> • South and South West - 89 • West - 86 • East - 151
Courses- Behaviour change intention pledges signed on the course, reviewed at six months	Questionnaires and signed pledges	Development Workers	Increase knowledge and sustained behaviour change for six months.	5 Cross cutting	372 pledges made
Promote EPOC through social media	Number of hits on the website, face book and twitter	Development Plus	Raising awareness and profile of programme	2 + 4	Dec to Jan 14 (data not collected prior to Dec13): <ul style="list-style-type: none"> • EPOC website - 2123 new hits. • EPOC Facebook page - 5 new likers • EPOC Staff Facebook page - 1 new friend • Twitter page - 35 new followers.
Numbers of people presenting to GPs with EPOC leaflet	Leaflets returned by practice	Volunteers, Development Workers and GPs	Number of leaflets returned by practice	1	Unable to gather this data. However, 10,000 leaflets distributed to surgeries, community venues and given to individuals
Devise and promote awareness campaigns	Initiated campaigns	Volunteers and Development Workers.	Number of campaigns	5	<ul style="list-style-type: none"> • Pink Pants and HPV campaigns devised • 3 BCOC campaigns promoted • All national cancer awareness campaigns promoted
Increase in people attending for cancer screening	Campaigns based on cancer screening. Matrix. Aim for positive change from 'red' to 'amber' or 'green'	Volunteers and Development Workers and Public Health	Increase in people attending screening programmes by GP practice	4	LCC (Public Health) have informed us that early work on gathering data for the cervical screening work (Pink Pants) shows an increase in uptake in the pilot areas.
Ongoing audit activity to identify barriers	Information collated and passed to	Development Workers, Volunteers	Increase in people attending screening programmes by GP	1 + 4	Barriers to screening were discussed with 291 people

Indicator	Measure	Who	Output	Work plan	Achievement 2013/2014
to screening	practices to action	and Public Health	practice		
All GPs in each CCG using rapid referral guidance tool kit.	Based on the evaluation of tool kit (carried out by Macmillan) we will evidence use across all CCG's	Macmillan	All GPs using tool kit	1	485 toolkits distributed by end of May 2013
Continue to develop positive relationships with a diverse range of communities and agencies	Number of new contacts made with organisations and within the community	Development Workers and Volunteers	Increased number of partnerships working effectively	Cross cutting all themes	EPOC is starting to develop stronger links with GPs, pharmacies and schools in the Lincolnshire South CCG area in response to the CCG requesting support from EPOC.

Key to work plan themes:

1. GPs and CCGs

Rapid Referral Guidelines, GP Checklist, other work as requested by CCGs

2. Volunteering

Development of volunteering opportunities to ensure long-term sustainability

3. Promotional and development work

Local work and events – pharmacy campaigns, library drop-ins, work with schools and colleges

4. Screening

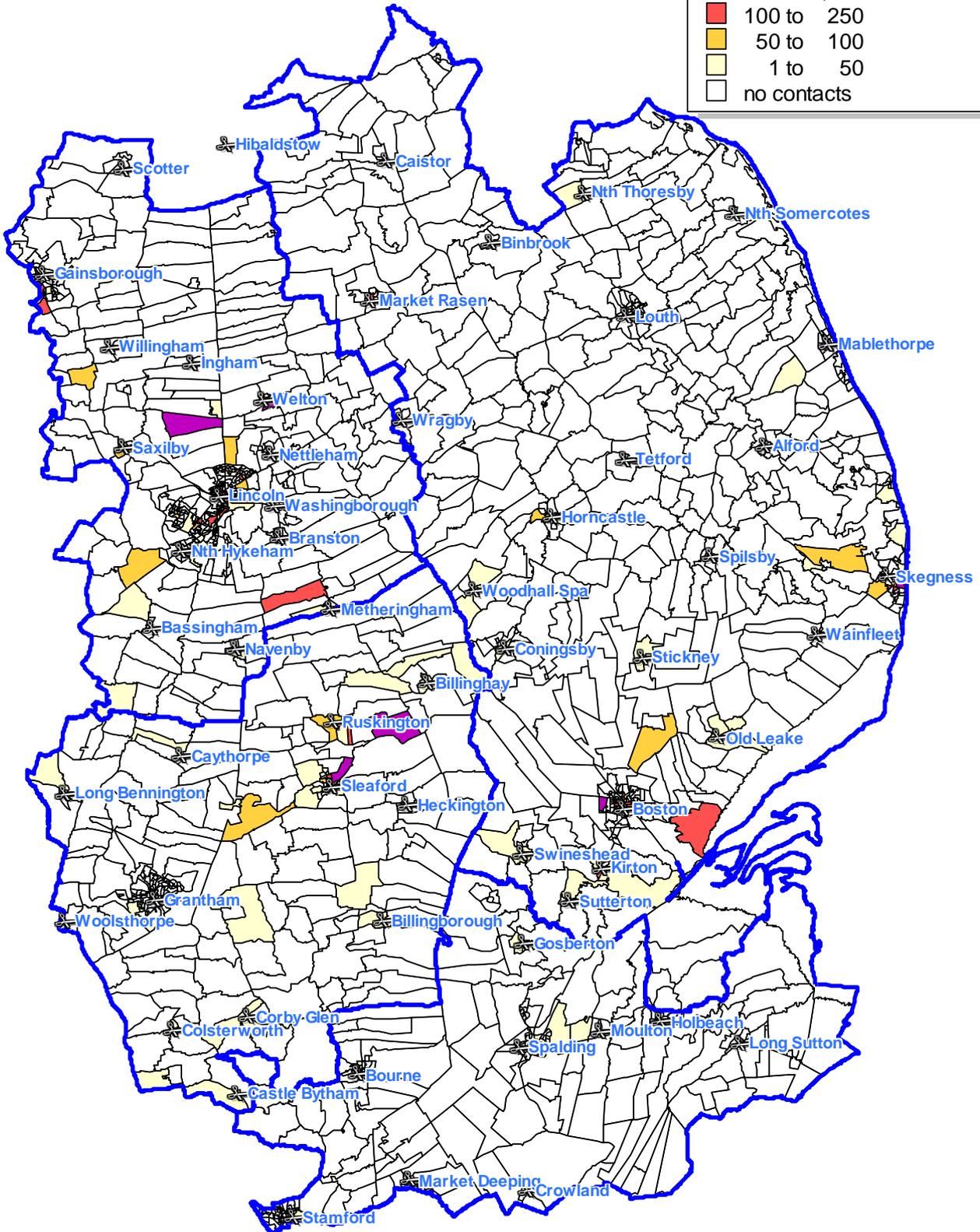
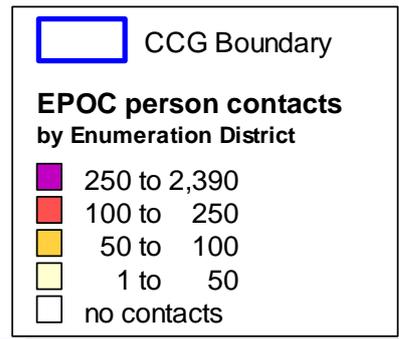
Promotion of screening services an improved uptake of services

5. Campaigns

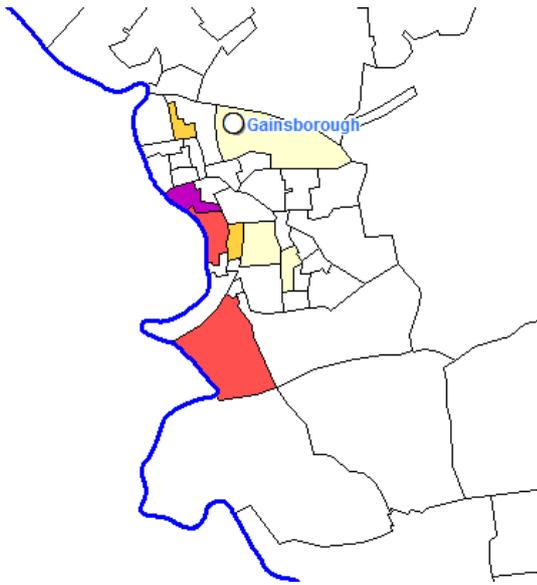
Developing local campaigns according to need and promotion of national campaigns

EPOC contacts within Lincolnshire

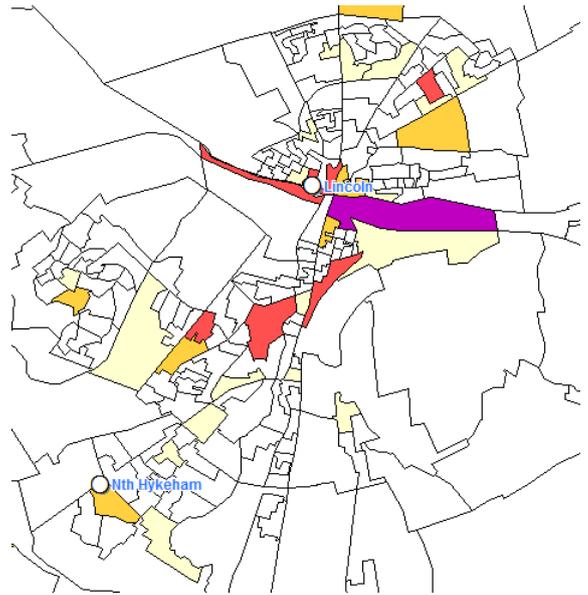
April 2013 to June 2014



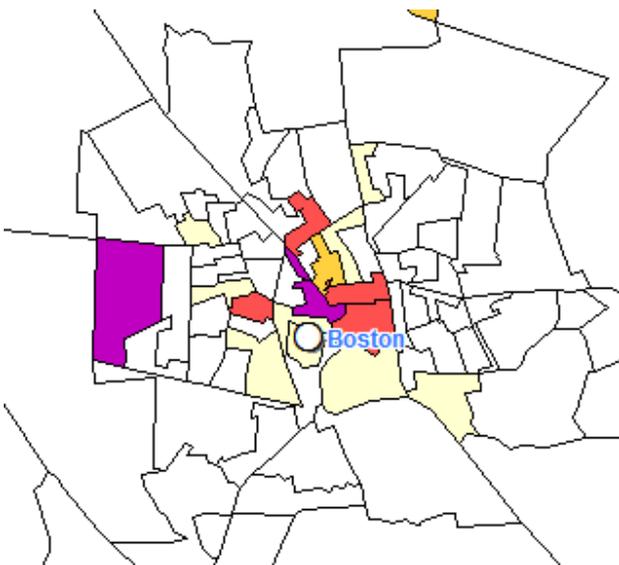
Gainsborough



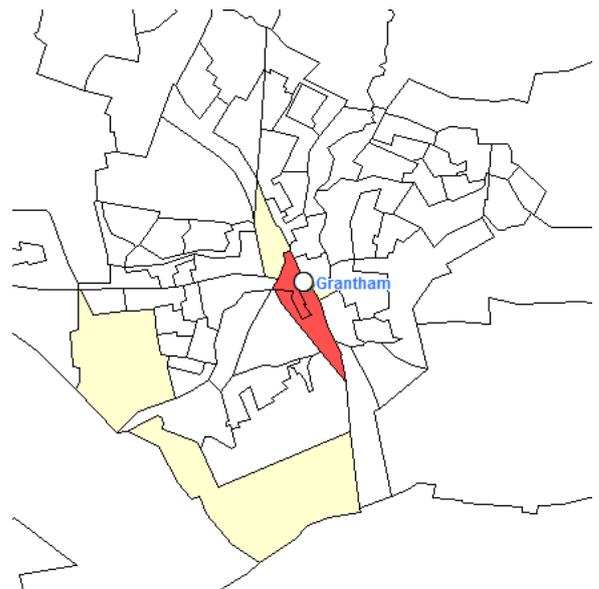
Lincoln



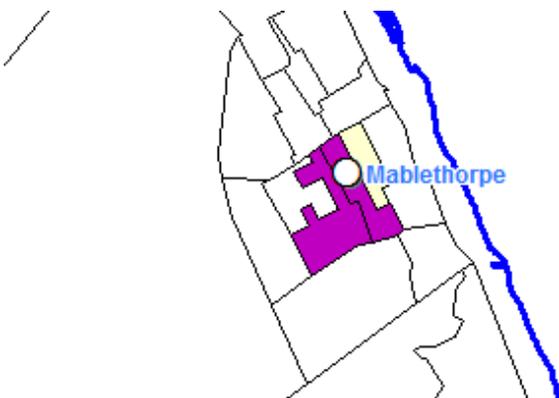
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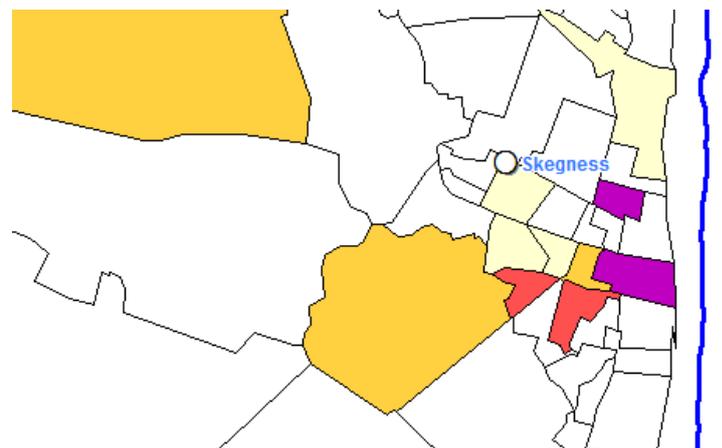
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Mablethorpe

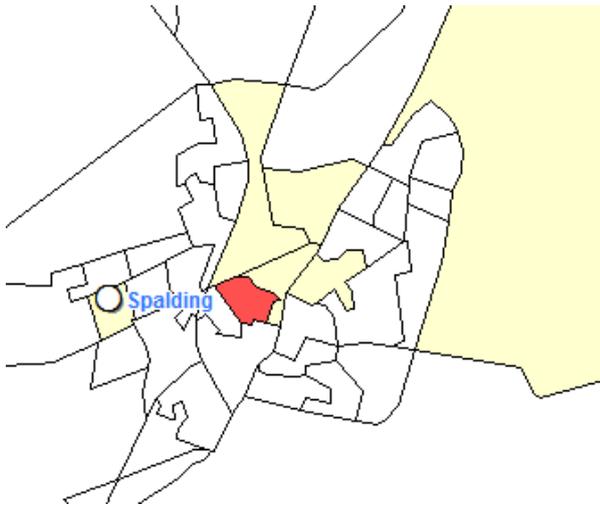


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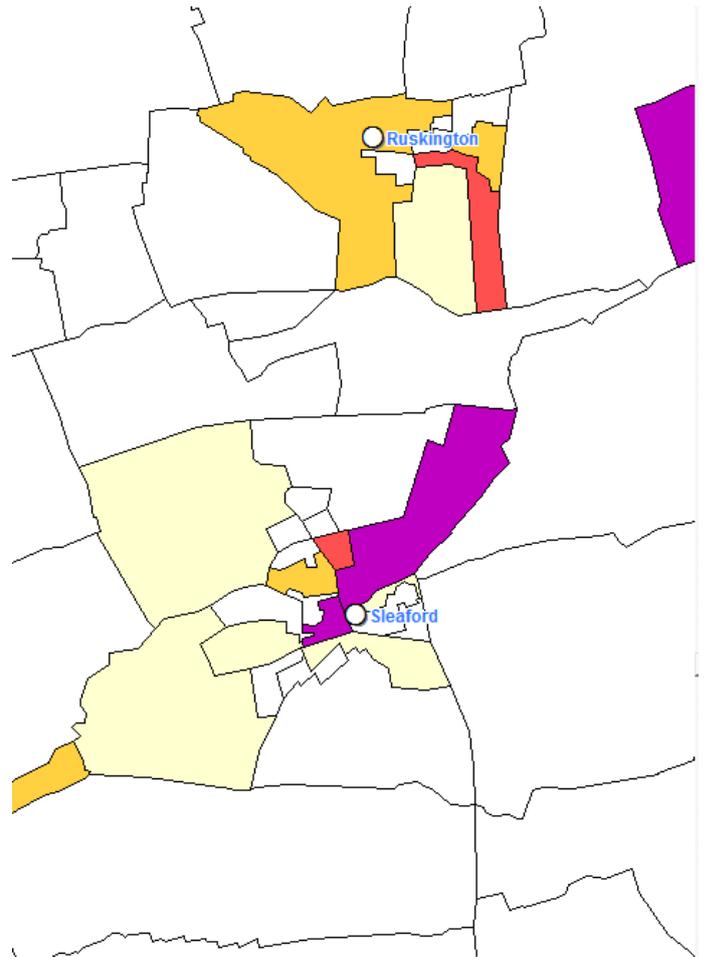


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Spalding



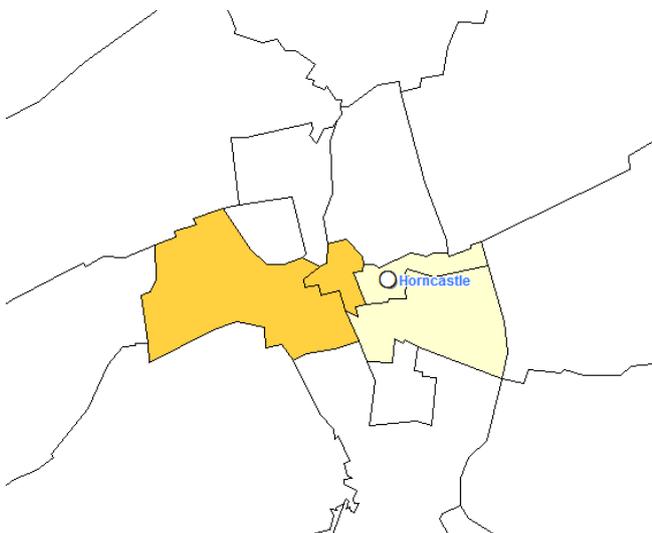
Sleaford



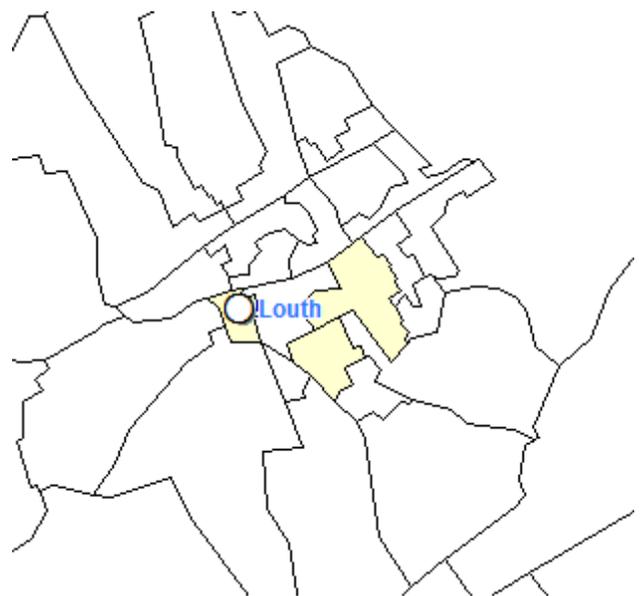
Stamford



Horncastle



Louth



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Importance of Cancer Survival Rates for Early Diagnosis (1 year net)

Background: The UK lags far behind its international and European neighbours in cancer survival. By 2020, almost half of people alive will receive a cancer diagnosis during their lifetime. While most will receive a good quality of care, this is not true for everyone. Cancer survival rates in the UK are among the worst in Europe – not least because thousands of people are diagnosed too late.

An indicator on one-year survival rates for all cancer types was included in the CCG Outcomes Indicator Set (CCG OIS) from 2013/14; the CCG OIS is a key local component of the NHS architecture. By regular publication of one-year cancer survival rates, moving forward CCGs will be able to identify where progress is required and be able to make strides towards improving survival.

Description: One-year survival is a measure of the number of patients diagnosed with cancer in a year who are still alive one year after diagnosis.

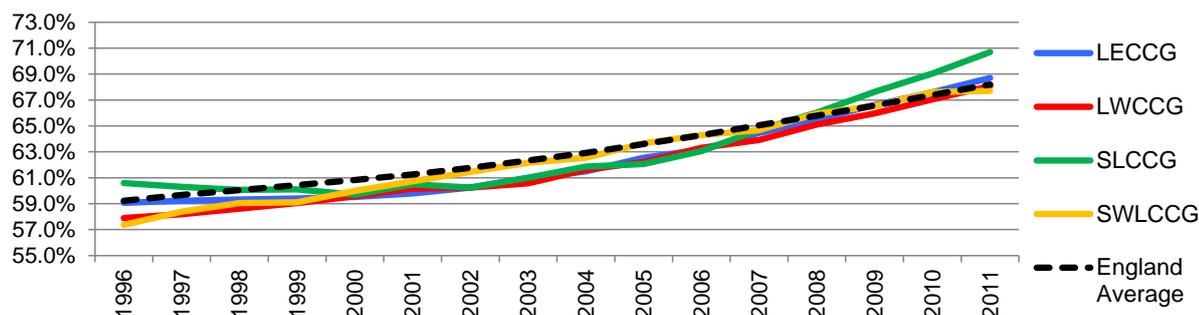
Net survival is an estimate of the probability of survival from the cancer alone. It is defined as the ratio of the observed survival and the survival that would have been expected if the cancer patients had experienced the same background mortality by age and sex and the general population.

It can be interpreted as the survival of cancer patients after taking into account the background mortality that the patients would have experienced if they had not had cancer. Net survival varies with age, sex and type of cancer and all of these factors can vary with time and between geographical areas, so the estimates are age, sex and cancer standardised to facilitate comparison and broad age groups (55-64, 75-99, 15-99).

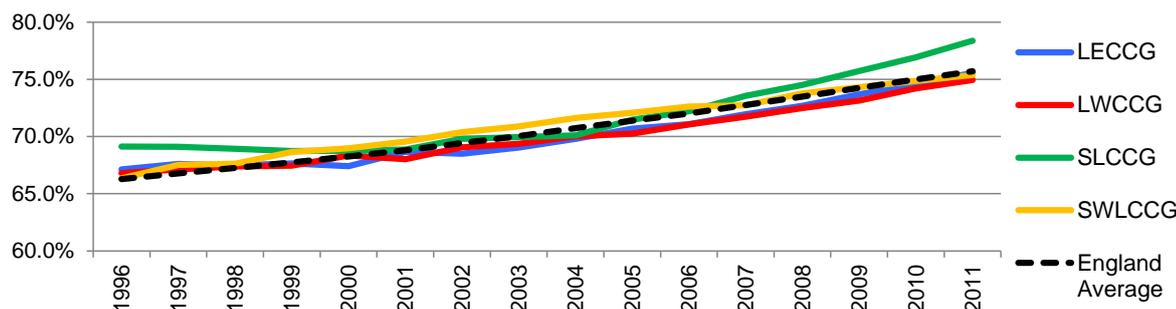
Data source: Cancer Commissioning Toolkit

1 Year survival - ALL cancers

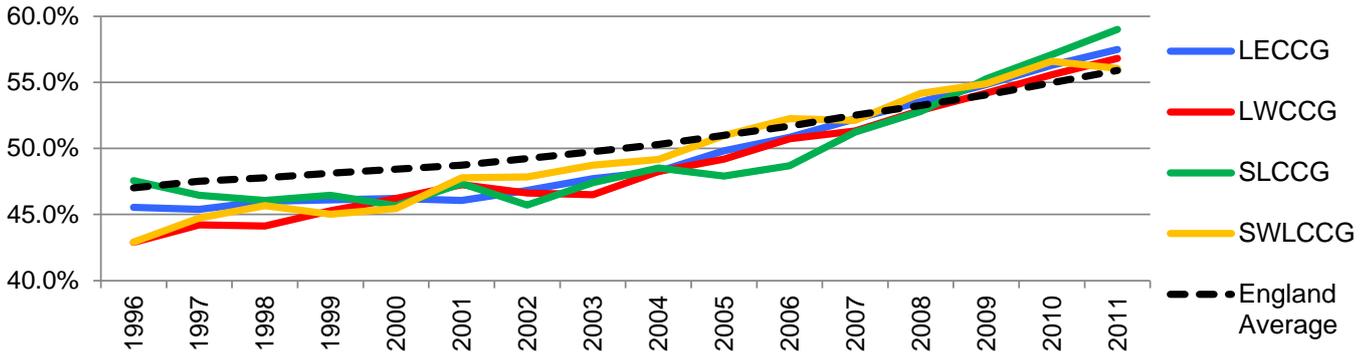
1 year survival index – patients aged 15-99 – ALL cancers



1 year survival index – patients aged 55-64 – ALL cancers

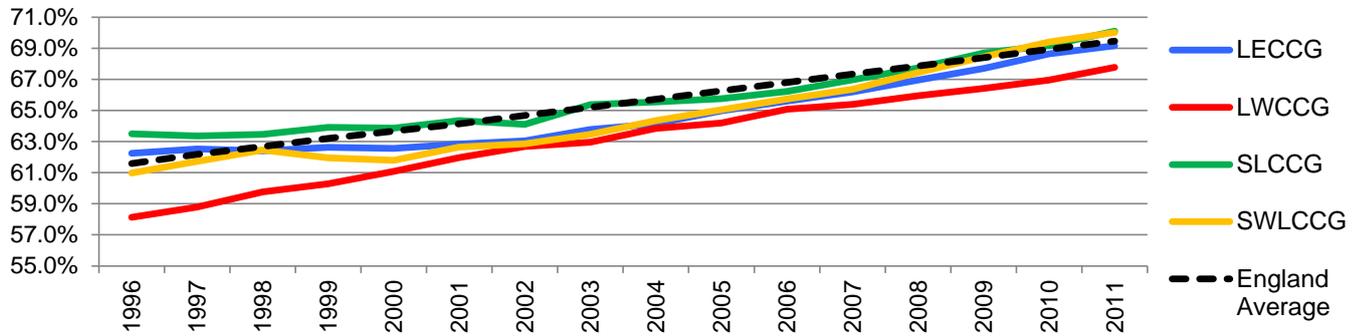


1 year survival index – patients aged 75-99 – ALL cancers

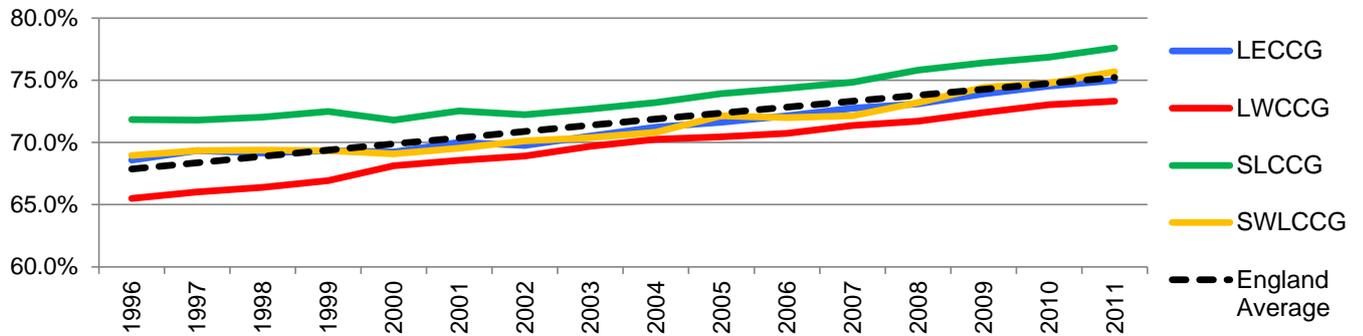


1 Year survival – Breast, Colorectal & Lung

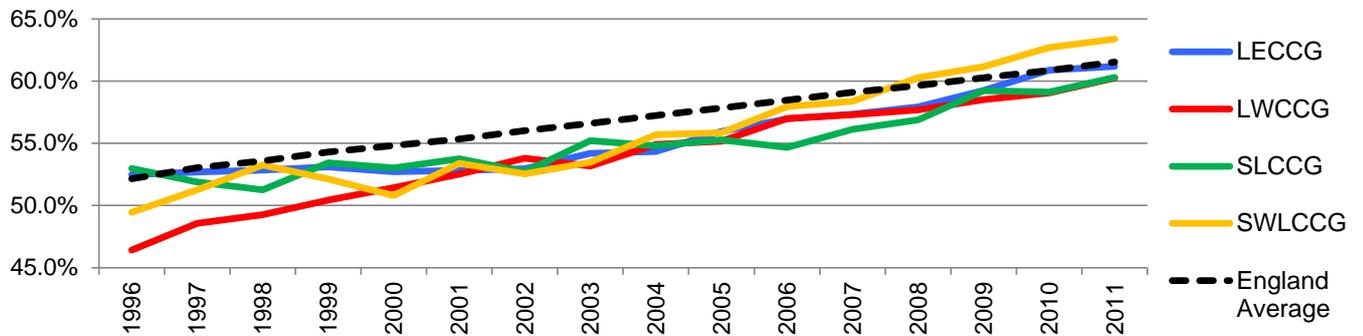
1 year survival index – patients aged 15-99 – Breast, Colorectal & Lung



1 year survival index – patients aged 55-64 – Breast, Colorectal & Lung



1 year survival index – patients aged 75-99 – Breast, Colorectal & Lung



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