

# Early Detection of Cancer in a Deprived, Inner-City area: through Partnerships and Collaboration

Anna Garner  
Public Health Directorate  
City & Hackney

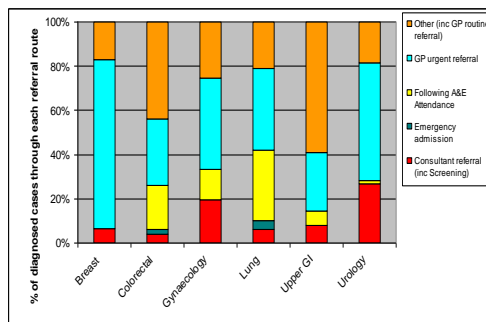
## North East London

- Deprivation
- Ethnic diversity
- Population mobility
- High mortality from cancer
- Low survival
- Low awareness



## Needs assessment

- **Cancer Awareness Measure**
- **GP referrals**
- **Routes of diagnosis**
- **Stage at diagnosis**
- **Survival from individual cancers**
- **Trends in survival and mortality**



## Collaboration – commissioning

- **Lead commissioner**
- **Strong links to associate commissioners from PCTs**
- **Improved commissioning**
  - **Screening programmes**
  - **Diagnosis and treatment pathways**
  - **Data collection and submission**



## **Collaboration – forums and governance**

- **Establish appropriate planning and monitoring meetings**
  - **Screening Associate Commissioners' Group**
  - **Cancer Network Public Health Action Board**
  - **PCT Cancer Boards**
  - **Acute Trust Strategy Days**
- **Governance and accountability structures established**



## **Collaboration – action learning and sharing information**

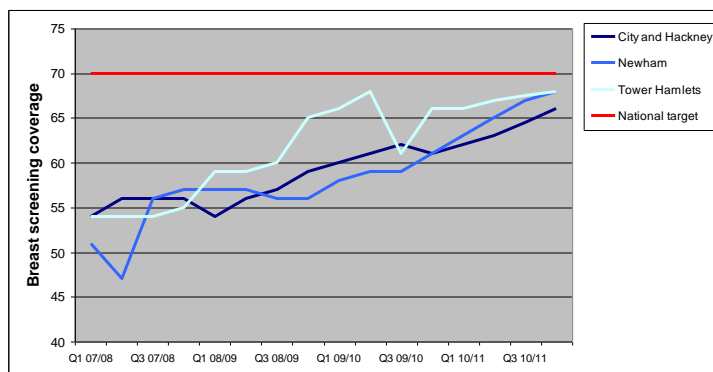
- **Focus on evaluation of initiatives**
- **Piloting of different projects in different PCTs**
  - **Differential investment by PCTs**
  - **Assessment of success**
  - **Successful project rolled out across area**
  - **Reduce duplication**

## Screening: approach

- Low uptake
- Equity audit – identify areas where uptake particularly low
- Engage GPs
  - Incentives/enhanced services
  - Practice visits/training
  - Feedback on performance
- Different invite methods: localised leaflets, DVD, phone invites
- Follow up of DNAs

## Screening: outcomes

### Breast screening coverage

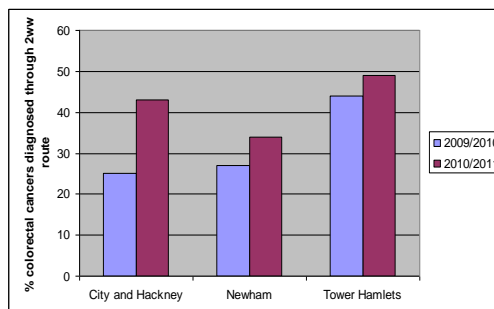


## Work with Primary Care: approach

- Cancer Audits and Significant Event Analyses
- Training
- Practice visits

## Work with Primary Care: outcomes

- Cancer Audits and Significant Event Analyses
- Training
- Practice visits





## Work with populations



- **NAEDI bid**
- **Focus on breast and lung cancer**
- **Work with GPs, pharmacies, community groups, workplaces, commercial partners**
- **Full evaluation – links with acute trusts**



## The Future ...

- **Challenges in screening**
  - **Age extension**
  - **Uptake of bowel and cervical screening**
- **Expanding the work on public awareness**
- **Expand links between primary and secondary care**
  - **increased training opportunities**
- **Challenges of healthcare reform**
- **Deprivation**



## Key messages

- **Data**
  - Ask for it!
  - Support strategy and planning
  - Engage stakeholders
  - Evaluation of interventions
- **Collaboration**
  - Sharing expertise
  - Sharing successful interventions
- **Pilot interventions tailored**
  - One size doesn't fit all
  - Tailored interventions
  - Evaluate effectiveness



## Acknowledgments

- **North East London Cancer Network**
- **Barts and the London, Homerton, Newham University Hospital**
  - Cancer service managers
  - Data managers
  - Lead cancer clinicians/nurses
  - Lung and breast clinicians
- **Public Health colleagues – past and present**
- **Lead cancer commissioner**
- **Barts and the London communications team**
- **GP practice cancer and screening leads**



**Questions?**