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

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- 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

- City and Hackney
- Newham
- Tower Hamlets
- National target
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

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  - Data managers
  - Lead cancer clinicians/nurses
  - Lung and breast clinicians
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- Lead cancer commissioner
- Barts and the London communications team
- GP practice cancer and screening leads
Questions?