



BCSP Health Promotion Team Report 2020 – 2023

LORRAINE MORRIS BCSP HEALTH PROMOTION TEAM LEAD

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Bowel Cancer Screening Programme – Health Promotion Team Report April 2020 - March 2023

Executive Summary

The Lancashire Bowel Cancer Screening Programme (BCSP) Health Promotion Team provides information and support that raises the awareness of the Bowel Cancer Screening Programme within local communities, frontline staff, and low uptake areas across Lancashire. The Community CVS is commissioned by NHSE North West and the BCSP to deliver the service across Lancashire, with some additional GP non responder clinics in South Cumbria.

The Health Promotion Team have delivered on several projects, some of the key ones include: -

Call For A Kit Clinics Project (CFAKCs)

The CFAKCs recommenced in May 2022 after the Covid Pandemic. The GP practices have welcomed the team back and were keen for their non responders to be re-engaged with. The team continue to work with the University of Central London. CFAKC data from the 1st May 2022 to 31st March 2023 has been submitted to UCL to be analysed.

Key outcomes May 2022 – March 2023: -

- 84 CFAKC's were held in GP practices across Lancashire and South Cumbria.
- 1031 non-responders either attend a CFAKC or had a telephone consultation.
- 581 non-responders attended a CFAKC at their GP surgery.
- 566 non-responders seen in the CFAKC asked for a screening kit to be ordered and sent them.
- 450 non-responders had a telephone consultation due to not being able to attend a CFAKC.
- 394 non-responders who had a telephone consultation asked for a screening kit to be ordered and sent to them.
- 71 non-responders declined a kit after being seen in a CFAKC or having a telephone consultation.

Outcomes from the kits ordered after a CFAKC.

- Completed 57.59%
- Further tests required 2.45%
- No further tests needed 97.55%

Inequalities Pilot Projects

These pilot projects targeted engagement with the Bengali Community in East Lancashire, Veterans in Chorley & South Ribble and the Black and Afro Caribbean Community in Greater Preston. The aim of the pilots was to scope out barriers in accessing bowel screening and work on finding solutions without impacting on the BCSP.

Learning Disability Flagging Pilot Project (LD)

A pilot was set up in Blackpool with individuals registered with their GP as having a learning disability. Working in partnership with the Blackpool Adult Integrated LD Team, the Midlands & North West BCSP HUB & Blackpool GP surgeries.

BCSP, SSP, Capacity & Consent Training & BCSP eLearning Training Package

To aid the LD Flagging pilot the team worked on the development of an Easy Read PowerPoint and video training package. Early on it was identified that not all support workers were able to attend the face-to-face training, to overcome this the project team developed an interactive learning tool that learners can complete at a time that suits them. Lancashire BCSP Call for a Kit Project - Overview | Rise 360 (articulate.com)

BCSP Community Grant Initiative

In 2022 funding was released to support local community groups to promote BCSP within their own communities.

University College Data Outcome/Research Partnership

The BCSP team have developed some very good relationships with the researchers from University College London (UCL) and University of Central Lancashire (UCLAN). The research team are very keen to work with the team and evaluate the interventions especially the CFAKC Initiative.

4th BCSP Health Promotion Conference

The Lancashire BCSP Health Promotion Team hosted the **“Reducing BCSP inequalities within communities - Hard to reach or easy to ignore...”** 4th Lancashire BCSP conference at DeVere’s Village Hotel Blackpool on the 4th October 2022. National, regional, and local speakers delivered various presentations addressing how inequalities impacted on the BCSP. Sharing good practice projects were presented by the BCSP and partners.

- Poo News 2 was completed and shown
<https://www.youtube.com/watch?v=Yfj8oesTwag>

Two new BCSP health promotion products were launched at the event:

- The new midi size inflatable bowel. This resource will help the team engage with local communities and interactively raise awareness of the BCSP.
- The BCSP E-Learning training package aimed at raising awareness of bowel cancer and the BCSP amongst front line staff in local organizations in Lancashire.

Great evaluations and feedback were received from the delegates with some key suggestions for next year’s event.

Conclusion

The BCSP Health Promotion Team are delighted to be back in the clinics and at community events. They are excited to continue working with UCL/UCLAN, building on the evidence base for the CFAKC. The team are utilising community engagement models to increasingly engage with the local communities especially in low uptake areas across Lancashire.

1. Introduction

The Lancashire Bowel Cancer Screening Programme (BCSP) Health Promotion Team provides information and support that raises the awareness of the Bowel Cancer Screening Programme within local communities, frontline staff and low uptake areas across Lancashire. The Community Voluntary Service (CVS) is commissioned by NHSE North West and the BCSP to deliver the service across Lancashire, with some additional GP non responder clinics in South Cumbria. The main areas of work for the team include, providing GP Call For A Kit Clinics (CFAKC) in Lancashire & South Cumbria, delivering BCSP training and attending/providing BCSP awareness raising events across Lancashire.

The Health Promotion team members who are employed by the CVS are: -

Lorraine Morris – BCSP HP Team Lead

Andrea Pugh BCSP Community & GP Engagement Officer

Gill Hughes BCSP Community & GP Engagement Officer

Shakil Salam BCSP Community & GP Engagement Officer

Shahida Hanif (RGN RMW RHV BA MA) - BCSP Health Promotion Specialist is employed by Blackpool NHS Trust and provides strategic and operational support to the CVS team.

The BCSP Health Engagement Team was advised by the Community CVS and the Lancashire BCSP to stop all health promotion activities on the 30th March 2020 due to the Covid Pandemic. The team adapted and started working from home with full remote access to Blackpool Hospital intranet and s: drive via VPN.

The team remained in good spirit; throughout lockdown they remained in contact on a weekly basis via Microsoft Teams. The weekly meetings supported staff moral and ensured open communication channels amongst the team with an opportunity for all to provide feedback on progress of the various work streams, along with wider aspects/updates from the Community CVS and the Lancashire BCSP.

Work Streams - April 2020 until May 2022

2. CFAKC Admin Duties

During the Covid break all team members caught up on the GP practices CFAKC admin duties which included, GP report writing, updating the CCG forms that are used to monitor the teams individual work and updating the s: drive with feedback from GP practices. All the GP practices have been sent individual CFAKC reports.

3. BCSP Health Engagement Team Review & Development

Just before the first lockdown the team had planned on having an away day to look at various team development items and review CFAKC current practices. The away day took place as a virtual on-line session; the day was planned and facilitated by Lorraine Morris and Shahida Hanif. The key areas covered on the away day included the following:

- Sharing of the Board agreed BCSP Health Promotion Action Plan – which included roles/responsibilities/work areas. (Full Health Promotion action available on request)
- Sharing and discussing the CVS Indicative plan – agreeing the targets and outcomes for the BCSP HP team
- Team mapping exercise which included identifying who the hardest to reach communities were in GP practices, why they were hard to reach and how we could engage with these communities. Each cluster team was tasked to identify some hard-to-reach groups and identify models of engagement, how to access the groups, deliver an intervention and monitor outcomes.
- Each team member used a workbook format to capture individual thoughts/ideas and feedback, once completed then Lorraine Morris developed this into a BCSP HP Team work plan.

At the away day the team identified many areas of improvement and development that would enhance the service. This included: -

- Updating CFAKC documentations/developing resources/identifying key community players that would be needed to engage with local communities and GP practices.
- Continuing to research the hardest to reach communities in each area, which helped the team to work with community groups to raise awareness regarding the BCSP.
- Develop a Community Calendar of Events so that the team could participate in community arranged events to raise awareness of the BCSP.

After lockdown restrictions were lifted the team were still not able to return to delivering CFAKC's or provide/take part in BCSP health promotion activities due to the back log of patients within the Lancashire BCSP service. The team turned their focus and developed a "Harder Than Hard to Reach Community Inequalities Action Plan". Although there were numerous community groups identified the team were realistic in knowing what the team's capacity was to undertake this work as well as being mindful that the team could be asked to return to delivering CFAKC's at any time.

4. Inequalities Pilot Projects

These pilots allowed the team to work with the Bengali Community in East Lancashire, Veterans in West Lancs, Chorley & South Ribble and the Black and Afro Caribbean Community in Greater Preston. The aim of the pilots was to scope out barriers in accessing bowel screening and work on finding solutions without impacting on the BCSP. the reports content includes:

- Barriers these communities face in accessing bowel screening.
- How together we were able to overcome some barriers.
- Barriers we were unable to overcome and how we took this forward.
- Recommendations.

Full evaluation reports are available on request.

4.1 Learning Disability Flagging Pilot Project (LD) - A pilot was set up in Blackpool with individuals registered with their GP as having a learning disability. Working in partnership with the Blackpool Adult Integrated LD Team, the Midlands & North West BCSP HUB & Blackpool GP surgeries. The aim of the pilot was to

- Improve access to Bowel Cancer Screening and Diagnostic Testing for Individuals with Learning Disabilities (LDs)
- Promote the uptake of Bowel Cancer Screening and on successful completion to fully embed this as part of Community Learning Disability Pre- Annual Health Checks.

The project was divided into two workstreams - one element concentrated on identifying individuals with LDs within GP practices, flagging them on the national BCSP system and targeting them directly with BCSP information and the other element focused on providing training for front line staff/carers within LD service providers.

6 months after this pilot began it was agreed to run a second pilot in Blackpool with Blackpool Councils Sensory Needs Service, with the same aim with individuals who are deaf who use BSL as their first form of communication.

Outcomes of the LD Flagging Pilot

- 16 GP surgeries were contacted and invited to take part in the pilot, 13 surgeries agreed. Of the 3 that did not take part 1 practice disbanded, 2 practices had changeover of staff, the invite was not received by the appropriate people until mid-way though the pilot.
- 120 individuals were identified via the surgeries, these individuals were cross referenced with the DES register. Of the 120 individuals 39 individuals were not on the DES list so not known to the LD team. It was agreed that these individuals that were not known to the CLD Team would still be supported by the LD team.

- All individuals were notified of the pilot by their surgeries and offered the option to decline support from the LD nurse's team, 2 individuals opted out.

HUB Outcome Data: -

- Total invites: 40
- Kits returned: 22 Uptake: 55%
- Positivity: 4.54%

Recommendations

Short-Term

- The outcome from this project is phenomenal as over 50% of the participants completed a kit so the project should be continued and rolled out across Lancashire.
- Due to limited capacity of health professionals delivering the project it is recommended that only the non-responders LD individuals are targeted in future projects.
- Continued joint working between with the HUB and Community Learning Disability Team to agree a way of supporting uptake from non-responders.
- All carers and LD service providers are offered BCSP training to support them to help individuals make informed choices in participating in the BCSP.
- Results of this project to be shared with Local/Regional/National Office and policy makers to further improve and direct future projects.

Long Term

- Strategic planning to incorporate the LD project into the LD teams Health Inequalities agenda.
- Incorporate BCSP into the annual LD health checks carried out in GP practices.
- Sustained project data collection and outcome processes to be set up for each area within Lancashire to measure effectiveness of the targeted intervention.
- Due to the impact on the workload on the LD Nurse Team it is recommended to explore a more sustainable model of health promotion intervention.
- Strategic agreement/implementation of the pilot across Lancashire –Supported/ led by senior NHS/LA officers.

5. BCSP, SSP, Capacity & Consent Training & BCSP eLearning

To aid the LD Flagger pilot the team worked on the development of an Easy Read PowerPoint and video training package. This was developed to train organisations/services and family carers that provide support to people, who without their support may not be able to understand the aim or process of completing a bowel screening kit. The team worked with the BCSP Deputy Matron and Empowerment Blackpool Advocacy to develop training videos.

Training was offered to the organisations/family carers of individuals who had an invite to complete a test kit within the 12-month pilot.

- 5 supported living organisations requested the training.
- 1 organisation had to cancel training due to not being able to release staff to attend training, due to lack of staff coverage in supported living accommodation.
- 7x 1-hour sessions delivered to 104 members of staff; these sessions were delivered in the individual's accommodation at a time when the individuals were away from the premises.

Evaluation of the training showed very positive results of the training sessions.

Full LD project evaluation report available on request.

E- Learning Training Package - Early on it was identified that not all support workers were able to attend the face-to-face training, to overcome this the project team developed an interactive learning tool that learners can complete at a time that suits them. The e-learning module has been completed in partnership with the Digital Learning Design Department at Blackpool Victoria Hospital and the BCSP HP Team. This has now been fully signed off and can be accessed through the link below:

[Lancashire BCSP Call for a Kit Project - Overview | Rise 360 \(articulate.com\)](#)

6. BCSP Community Grant Initiative

In 2022 funding was released to support local community groups to promote BCSP within their own communities. Community groups with an annual income of less than £10,000 were invited to apply for the funding to develop and submit proposals to deliver BCSP community engagement initiatives. The following groups were successful:

BWA Burnley, Curry Club Blackburn, Pendle Radio, Sahara in Preston, Veterans & Bengali and Learning Disability Drama Groups. Some of the work is still ongoing and all the groups have agreed to provide an evaluation report once they have completed their projects.

7. Training and Development of BCSP Health Promotion Team

During COVID the team took on the opportunity to improve their skills by accessing various online training/conferences, these included:

- The NHS Explained - How the health system in England really works.
- COVID 19 -Psychological Impact- Mental Health and Wellbeing
- FIT Kits Bowel Cancer UK
- COVID 19- Psychological First Aid
- Supporting Minds - Stress Control
- IT Training
- IG Email Training
- CRUK - Conference 2021
- PHE - Inequalities Conference 2021
- Advocacy Focus - Independent Mental Capacity Act, Human Rights & Capacity Training
- BSL - Online course "Introducing British Sign Language" a self-study course.

8. University College Data Outcome/Research Partnership

The BCSP team have developed some very good relationships with the researchers from University College London (UCL) and University of Central Lancashire (UCLAN). The research team are very keen to work with the team and evaluate the interventions especially the CFAKC Initiative. In 2019 the ODR (PHE Office For Data Release – a national Information/Data governing office) approved and set up data sharing contracts between the PHE, UCL, North West HUB and Lancashire BCSP. The BCSP HP team have worked with the Hub data analyst and UCL Dr Christian Von Wagner Senior Lecturer in Behavioural Research in Early Diagnosis of Cancer and Dr Sandro Stoffel Research Associate providing them with the BCSP outcome data from Oct 2017 - Dec 2019 (ODR approval was extend for a further 18 months in March 2021).

8.1 CFAKC Outcome Data Reports & Data Analysis

In summary: Key outcomes from the BCSP HP Team and HUB data highlights the following:

- 10,231 non responders were engaged with from Oct 2017 - March 2020
- 7371 non responders were sent a BCSP kit.
- 3461 kits were completed.
- 84 individuals had abnormal results.
- 45 adenomas detected.
- <5 actual bowel cancers detected.

The UCL team analysed the CFAKC data, below are the headliners from the UCL evaluation. The key independent findings from the data collected by the BCSP HP team are:

- Face to face intervention has better outcomes in attendance and kits being ordered.
- Ethnic minorities prefer face to face rather than telephone calls especially Pakistani communities.
- Indices of multiple deprivation (IMD) and ethnicity does affect models of engagement.
- Positivity 3.1% (national 2%) so the CFAKCs are valuable.

- The P number is very low in some parts of the data which confirms that these findings are not by chance and that they are real differences in the findings.
- Males higher number attend face to face
- The older the communities the more they prefer face to face appointments.

Christian & Sandro were extremely excited about the data, they said that nowhere in the country have they been able to identify this amount of face to face and telephone consultation data, this is a first for them.

The University of Central London has now completed analysing the 2017 to 2020 CFAKC data and we are thrilled to announce that this work has been published in the Journal of Medical Screening. <https://bit.ly/3KAsRpP> We continue to work with the University to further define the research paper for publication in other health journals.

9. BCSP CFAK Digital Pathway Model/Support to National and Local BCSPs

The Lancashire BCSP health promotion service is often contacted by other national/local BCSP programmes to share the team's projects, resources and CFAKC pathways. Currently the team are working with Blackpool Trust Digital Learning Design Department to develop a digital service pathway model that captures all core CFAKC milestones and processes of the Health Promotion interventions.

The team have provided support/advice and shared resources with PH/BCSP professionals in Manchester, Liverpool, Derbyshire, North West HUB and national inequality project teams.

10. NHSE & BTH BCSP Operational Meeting.

At these meetings the BCSP HP Operational Lead (LM) and BCSP Health Promotion Specialist (SH) enquired and received updates on the possible recommencement of CFAKC's and BCSP health promotion. In April 2022 we received the long-awaited news that we had been hoping for. Permission was sought and given by NHS England (North West) *"We are happy for you to re-commence the CFAKCs as the backlog has now been cleared"*. The team met in April to discuss the recommencement of CFAKC's in Lancashire and South Cumbria and health promotion in Lancashire. The below was agreed:

- To deliver on the recovery plan that has been approved by the Community CVS, NHSE & BTH BCSP
- Work to be delivered 50% CFAKC's and 50% health promotion.

The above is different to the way we worked prior to COVID; the realistic side is there is no longer the amount of low uptakes GP surgery's that there was when we began in 2017. We have been welcomed back to all the surgeries we approached; however, room availability is not what it was, hence solo clinics. From May 2022 until March 2023 the team worked across the BCSP low uptake areas, holding 1 or more clinics per week. Some surgeries where the lists were small, and patients had been identified as working age were offered and took up late afternoon/early evening CFAKC from 3.30 to 6.15 pm.

The current July 2023 – March 2024 HP Action Plan has been fully agreed and approved by NHSE commissioners and the Lancashire BCSP management.

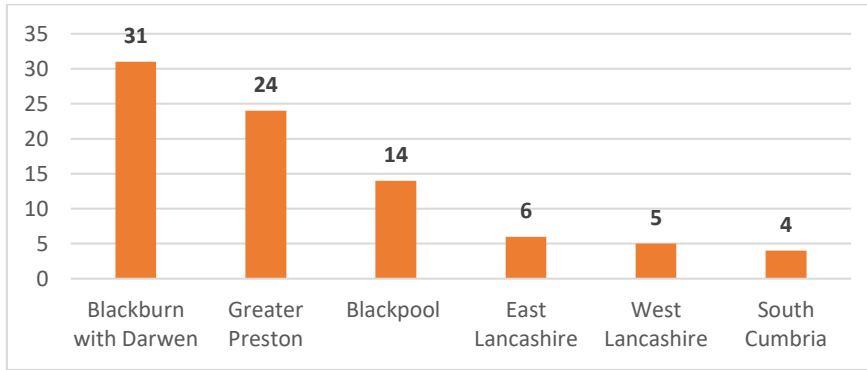
11. Call For A Kit Clinic Initiative & Data Analysis

The CFAKCs recommenced in May 2023 after the Covid Pandemic. The GP practices have welcomed the team back and were keen for their non responders to be re-engaged with.

The team continue to work with the University of Central London. CFAKC data from the 1st May 2022 to 31st March 2023 has been submitted to UCL to be analysed.

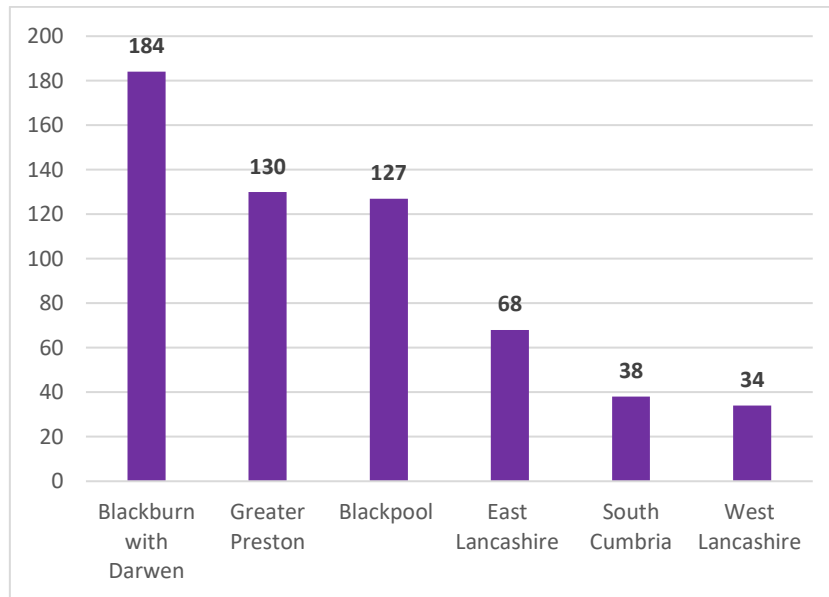
The following graphs show data of the 1031 non-responders that either attend a CFAKC or had a telephone consultation from May 2022 until March 2023.

11.1 84 CFAKC's were held in GP practices across Lancashire and South Cumbria

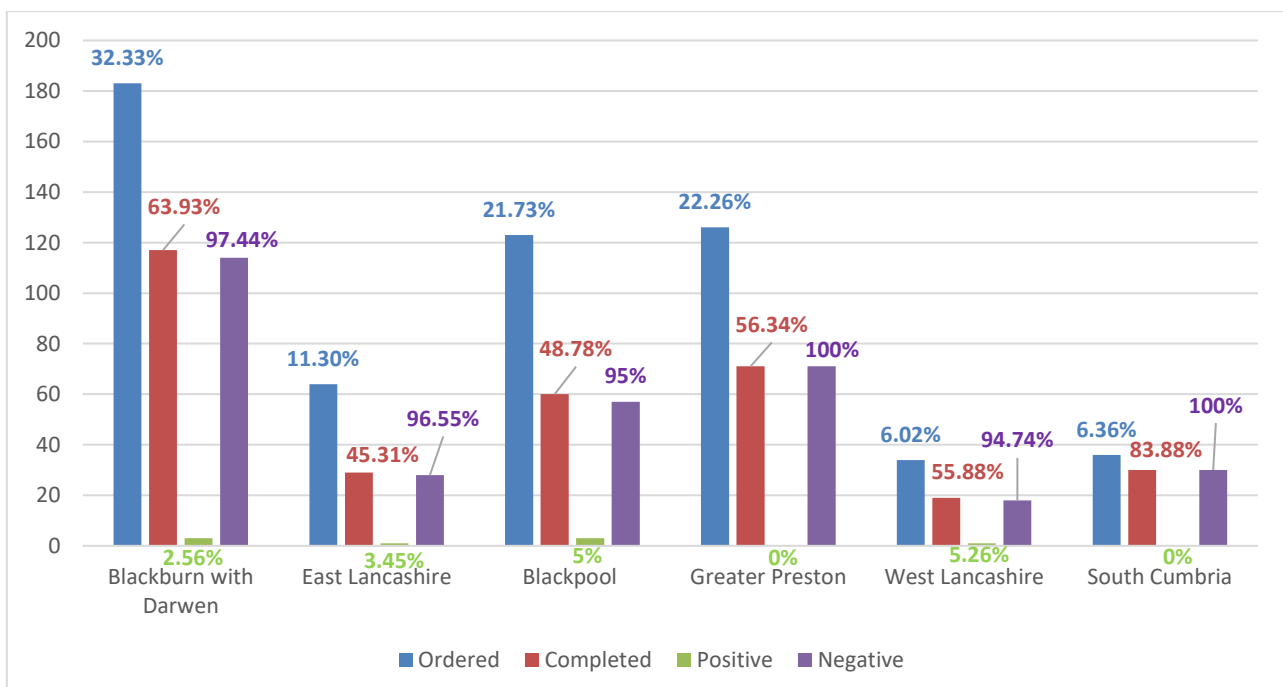


- The highest number of clinics were held in Blackburn with Darwen

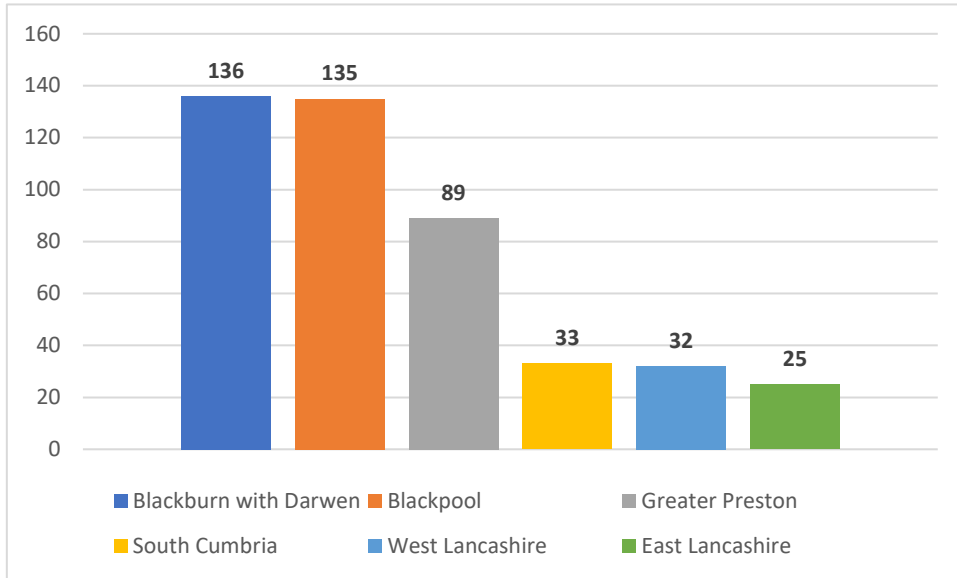
11.2 581 non-responders attended a CFAKC at their GP surgery.



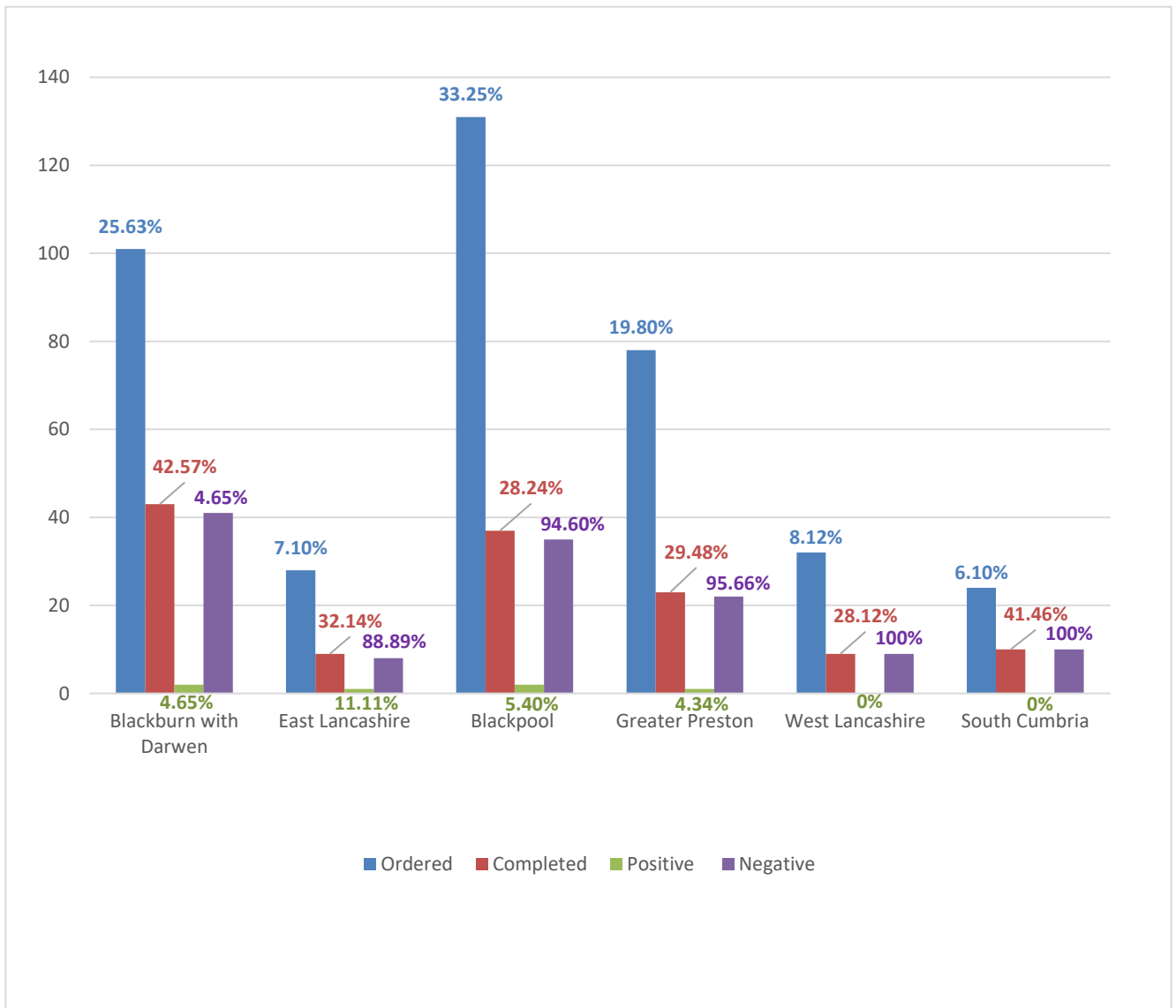
11.3 566 non-responders seen in the CFAKC asked for a kit to be ordered & sent to them.



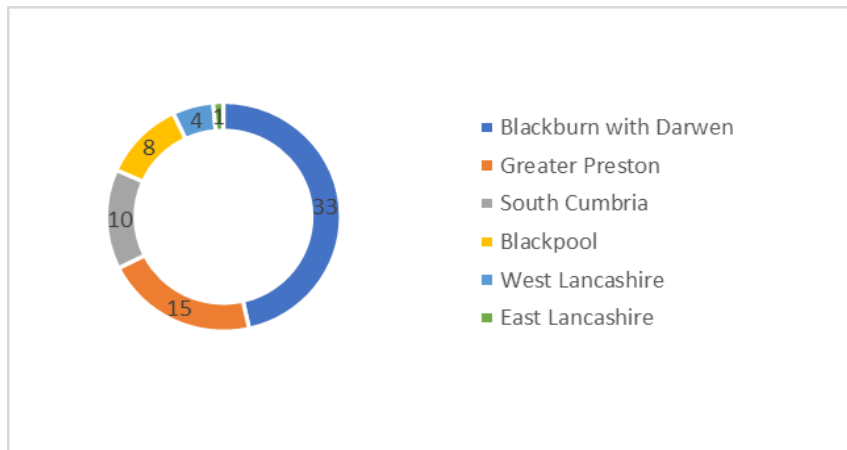
11.4 450 non-responders had a telephone consultation due to not being able to attend a CFAKC.



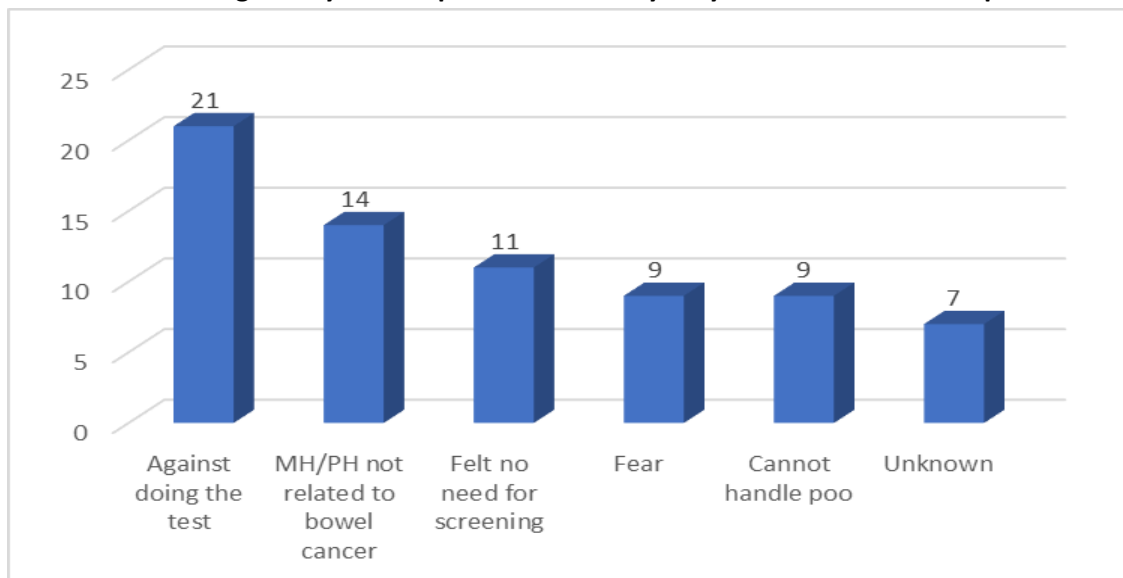
11.5 394 non-responders who had a telephone consultation asked for a screening kit to be ordered and sent to them.



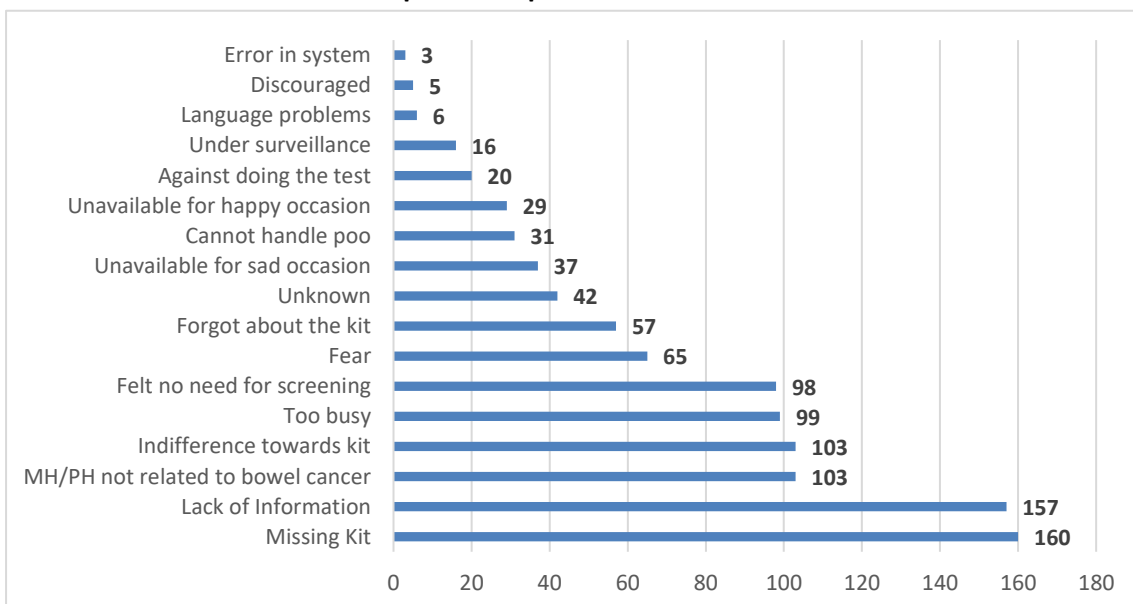
11.6 71 non-responders declined a kit after being seen in a CFAKC or having a telephone consultation.



11.7 Reason given by non-responders as to why they did not want to take part in the BCSP.



11.8 Reasons for non-completion of previous test kits.



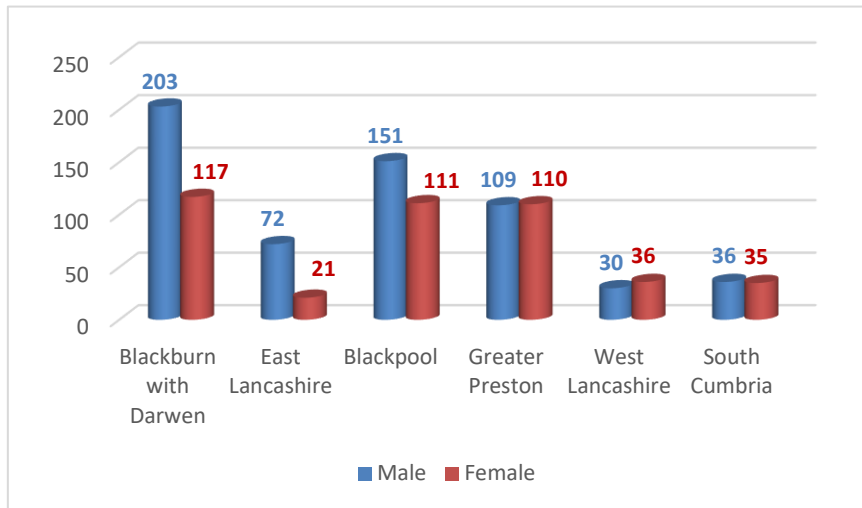
Key points:

The main reasons given for non-completion of test kits were:

- Missing kit
- Lack of information
- Mental or physical health not related to bowel cancer.
- Felt no need for screening/too busy.

Details of non-responders who attended a CFAKC or had a telephone consultation.

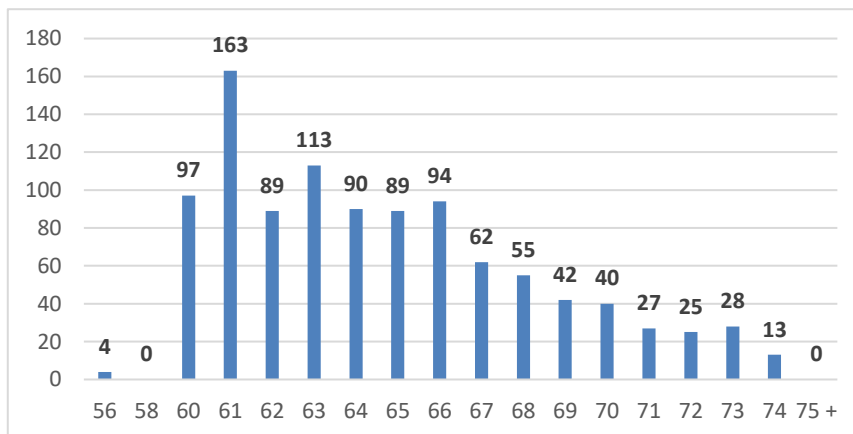
11.9 Gender



Key points:

- Total men = 601
- Total women = 430
- More men than women participated in the CFAKCs and the telephone consultations.

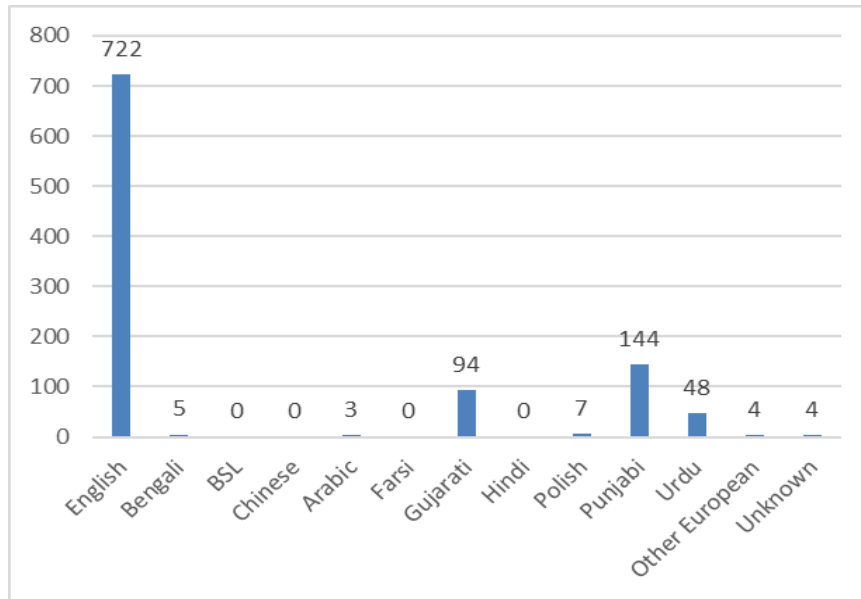
11.10 Age



Key points:

- The highest age group to attend was the 61-year-olds – which is positive as they were engaged with early in the screening programme so hopefully, they will continue completing the kits in future.
- Numbers dropped off the older the individuals were. The team do notice it is harder to engage with older communities in the BCSP.

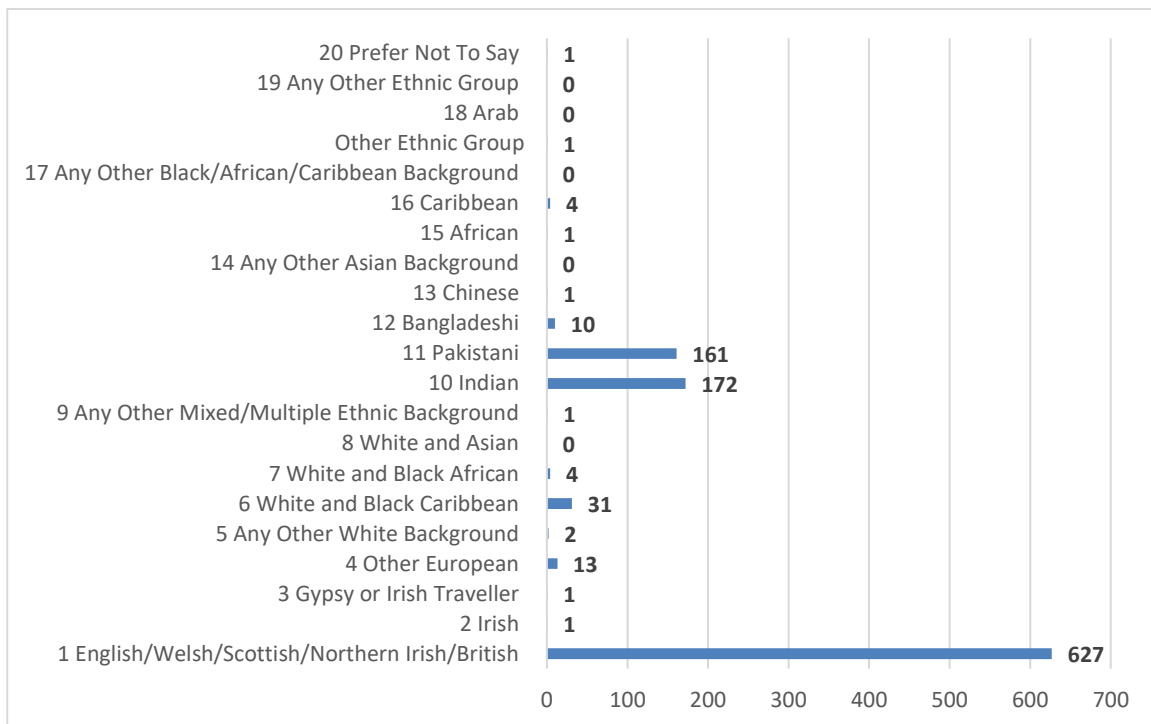
11.11 Language



Key points:

- The most common language was English with Urdu and Gujarati next. These are the 3 majority communities in Lancashire.

11.12 Ethnicity



Key Points:

- White British was the main group to be engaged with. Pakistani and Indian communities were also significant numbers to participate in the project.

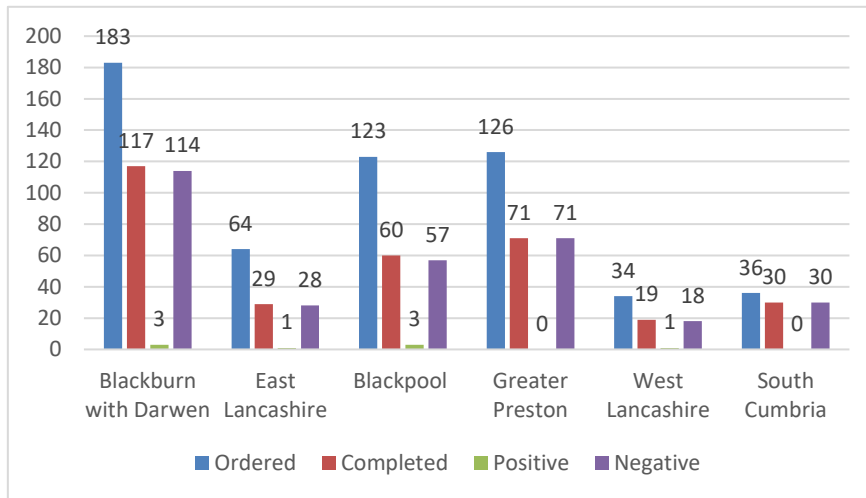
13 weeks after kits have been ordered the GP Surgery shares the number of non-responders who have received the kit, returned it to the Midland & North West HUB and the results of the test.

11.13 Outcomes from the kits ordered after a CFAKC.

Completed 57.59%

Further tests required 2.45%

No further tests needed 97.55%

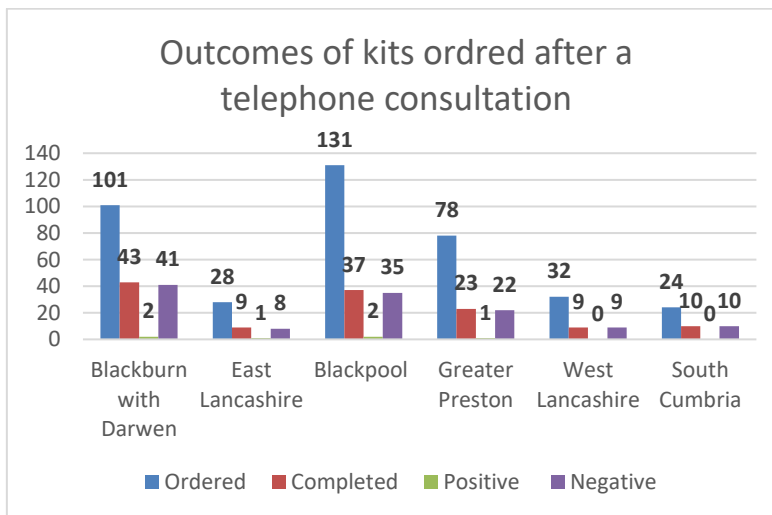


11.14 Outcomes from the kits ordered after a telephone consultation.

Completed 33.24%

Further tests required 4.5%

No further tests needed 95.5%



The team are waiting for the North West HUB to provide clinic outcome data from the kits that have been ordered and completed. This data will help finalise the end report. UCL wish to continue to collect/analyse data from future CFAKC’s. A new CFAKC Patient Log sheet has been developed to capture future data. PHE have been approached and a new ODR submission has been submitted to extend the data sharing agreements between UCL, BCSP and the HUB.

12. BCSP Health Promotion Community Activities - Data Analysis & Graphs

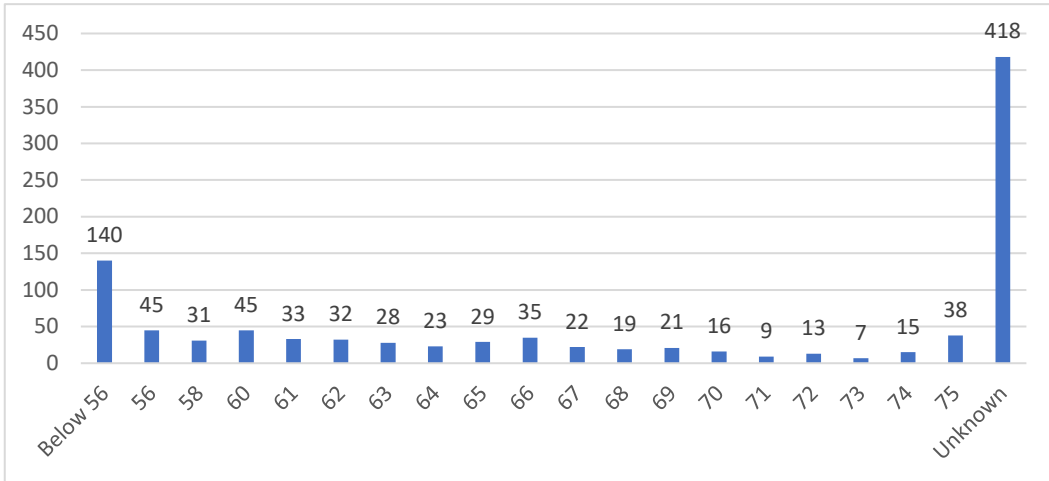
The Health Engagement Team throughout this period raised the profile of the BCSP through community engagement attending local events, delivering training to individuals at community groups and staff training sessions. The following shows data of the 1115 individuals that we engaged with across Blackburn with Darwen, East Lancashire, Blackpool, Greater Preston and Chorley & South Ribble: -

We attended 34 events, delivered 20 BCSP presentations/briefings to community members and learning disability staff members. 2 community groups received the BCSP Community Champion training, and 9 learning disability organisations received the LD BCSP, SSP & Capacity & Consent training package.

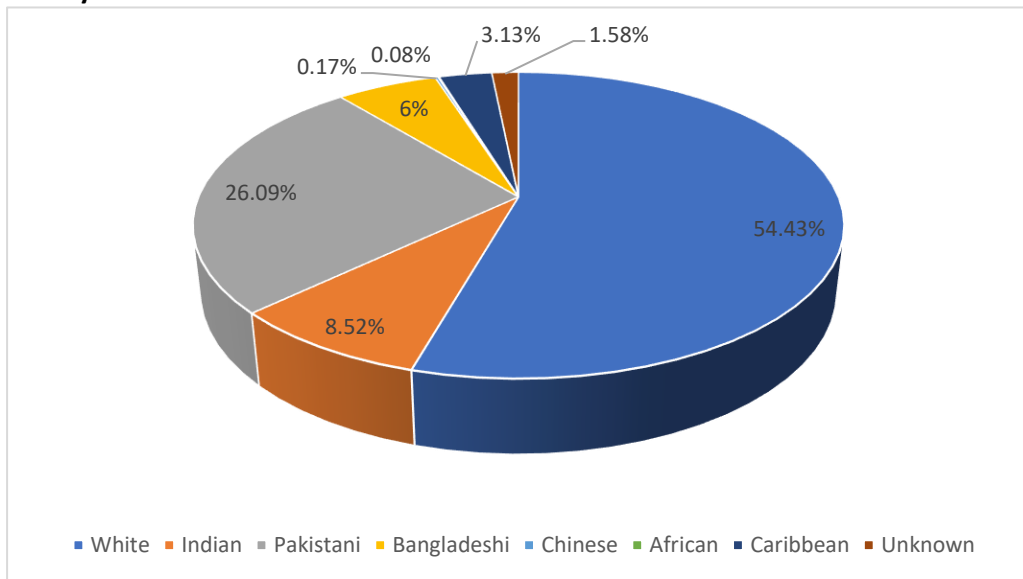
Of the 1115 individual we engaged with: -

- 450 were males and 665 were females.
- 697 had heard of the BCSP.
- 476 had received a kit of which 339 had not completed the kits, the main 3 reasons being, 1st language problems, 2nd too busy, 3rd not enough information.

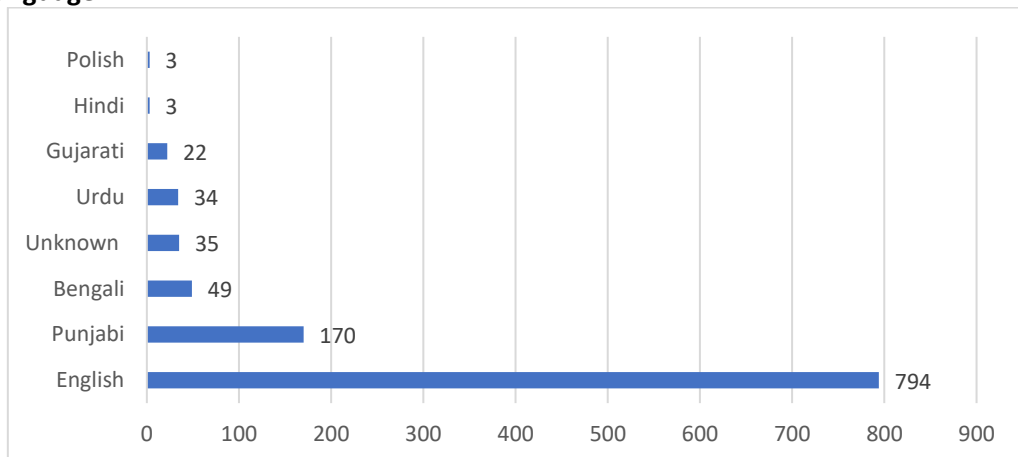
12.1 Age



12.2 Ethnicity



12.3 Language



13. 4th BCSP Health Promotion Conference

“Reducing BCSP inequalities within communities - Hard to reach or easy to ignore...”

The Lancashire BCSP Health Promotion Team hosted the 4th Lancashire BCSP conference at DeVere’s Village Hotel Blackpool on the 4th October 2022. National, regional, and local speakers delivered various presentations addressing how inequalities impacted on the BCSP. Sharing good practice projects were presented by the BCSP and partners.

Poo News 2 was completed and shown <https://www.youtube.com/watch?v=Yfj8oesTwag>

Two new BCSP health promotion products were launched at the event:

- The new midi size inflatable bowel. This resource will help the team engage with local communities and interactively raise awareness of the BCSP.
- The BCSP E-Learning training package aimed at raising awareness of bowel cancer and the BCSP amongst front line staff in local organizations in Lancashire.

Great evaluations and feedback were received from the delegates with some key suggestions for next year’s event.

Feedback – *“We were very impressed by the amazing work done by the Lancashire BCSP Team and their passion and commitment in tackling this urgent topic. The work demonstrated throughout the conference showed how they moved their programme from strategy to reality and the success they have achieved. Well done!”*

14. Conclusion

The BCSP Health Promotion Team have been very active throughout the COVID Pandemic. The team undertook training to keep their knowledge up to date and build further skills, prepared for the future community engagement activities and CFAKC’s, completed other pieces of work such as patient experience questionnaires, taking part and sharing our good practice in national inequality meetings and with external organisations that wanted to mirror the CFAKC model in their area of work.

When restrictions were lifted it did not take the team long to get back into the stride of providing CFAKC’s as well as managing the Inequality Pilots. It was amazing to be able to plan the 2022 BCSP Conference around the Inequalities work that had been delivered since 2021. Being able to provide small pots of funding to Inequality groups to promote the BCSP has also been successful especially seeing individuals within these communities become BCSP champions. All in all, a turbulent but rewarding 3 years, the team look forward continuing to be trailblazers in helping reduce inequalities and delivering projects with sound evaluation processes in place with UCL and UCLAN.

15. The BCSP HP Team would like to acknowledge & thank the following people, we could not do what we do without you:



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