

Bowel Cancer Screening Programme Health Promotion Team Report

April 2023 – 2024

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Tribute to Sadiq Patel

We dedicate this report to the memory of Sadiq Patel, who sadly passed away in October 2024. Sadiq served as a Health Promotion Officer and later as Team Leader for the Lancashire Bowel Cancer Screening Programme (BCSP) for over 12 years. He was a passionate advocate for cancer prevention and early detection, and his dedication to improving public health was evident in all he did.

As the pioneer of the highly successful Call for a Kit (CFAKC) project, Sadiq played a vital role in increasing screening uptake across Lancashire. His work was recognised nationally and internationally, including his presentation of CFAKC at an International Cancer Conference in 2019. Today, the continued rollout of CFAKC in Liverpool and beyond stands as a testament to his vision, commitment, and impact—a legacy that continues to grow.

Sadiq was the soul of the team - warm, driven, and deeply respected. He is greatly missed by colleagues, partners, and the many communities he served. We honour his memory with immense gratitude. May he rest in peace INWR

**Lancashire Bowel Cancer Screening Programme
Health Promotion Team Report April 2023 - March 2024**

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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 Northwest and the Lancashire BCSP to deliver the service across Lancashire. During April 2023 – March 2024 the Health Promotion Team delivered on some key projects which included the following:

- UCLAN Internship CFAKC Patient/Service evaluation Project
- CFAKC Service improvements and access to Community EMIS
- Improving protected characteristics data for non-responders
- Bowel Cancer Awareness Month April 2023 - Inflatable Bowel Roadshows
- BCSP Community Inequalities Pilot Projects
- Development and implementation of the BCSP E-Learning
- Enhancing community engagement
- Promoting partnership working

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 Northwest 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 low uptake surgeries 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 Health Promotion Team Lead

Andrea Pugh BCSP Health Promotion Officer

Gill Hughes BCSP Health Promotion Officer

Saima Zeb BCSP Health Promotion Officer

Shakil Salam BCSP Health Promotion 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.

2. New recruitment within the Health Promotion Team.

Local qualitative evidence gathered over the years from the local communities and the Health Promotion team highlighted the need for an Urdu speaking female Health Promotion Officer to help improve engagement & increase uptake within local women/communities. The communication gap was filled in the interim by Shahida Hanif who delivered bilingual CFAKCs in GP practices alongside Shakil Salam. Both were able to deliver gender and language specific CFAKCs in Lancashire. Delivering gender and language specific CFAKCs was greatly appreciated by the communities and increased uptake of the BCSP. Positive Action was applied (with support from Blackpool NHS Trust Diversity and Equality lead) to a vacant post to recruit an Urdu Female Health Promotion Officer within the team. Saima Zeb very experienced in Community Engagement was appointed for 25 hours a week, she joined the HP team on Monday 18th March 2024.

3. Work Streams - April 2023 until March 2024

3.1 BCSP Workplan

Twice a year work plan discussions are held with the Lancashire Bowel Screening Programme, NHS England Northwest, and the Community CVS. These meetings help give clarity, direction and lay down the foundation for the following years key project priorities. Every year a localised BCSP HP Team workplan is developed and approved by the commissioners.

The following are the key areas that were agreed for April 2023 until March 2024.

3.2 Priorities:

- Delivering CFAKC's in surgeries where uptake is below 60% and surgeries where uptake is 60% to 66% who have lists of 150+ non-responder.
- Delivering a BCSP training package to Learning Disability Supported Living & Domiciliary staff in Lancashire, the training included topics around – What is a kit and how to complete it, what happens if you get a positive result and capacity & consent.
- Health Promotion events to reduce inequalities and targeting the younger age group population within Lancashire.

4. Call For a Kit (CFAK) Project Summary - See additional separate full report for the CFAKC project

- The first key priority for the HP team was to hold CFAKC's in the below 60% GP surgeries, if not able to access these surgeries, then they offered CFAKC's to surgeries who had uptake between 60% to 66% and held a list of 150+ non-responders. The HP team are allocated geographical areas across Lancashire and given a list of the low uptake surgeries within their area.
- The officers contact the practices, meet the Practice Manager, and deliver the clinics as capacity allows within the practice. This GP uptake data is very important to the CFAK team as it helps the team target their clinics in low uptake practices across Lancashire. Variations in uptake mirror the local and national indices of deprivation statistics. The lowest uptake of the BCSP is within the most deprived areas across the Lancashire.
- One of the key challenges this year was room availability to make phone calls to the non-responders, so Shakil Salam piloted the self-booking of CFAKCs. The GP practices sent out a link to the non-responders who then booked their own appointment slot to see the Health Promotion Officers. This new way of booking patients gave the team another method in which to increase uptake of the CFAKC with GP practices. This self-booking method was further developed with standardised text messages and rolled out to other GP practices and is now part of the routine processes within GP practices.

5. Bowel Cancer Awareness Month

Bowel Cancer Awareness Month is in April; it is a month that is dedicated to raising awareness of Bowel Cancer across England. The CVS (Community Voluntary Services) Bowel Cancer Health Promotion Screening (BCSP) Team organises and deliver a Lancashire wide Bowel Screening awareness campaign. Every year different areas with low uptake communities are targeted to help increase the awareness of the BCSP. The team utilise the Inflatable Bowel to engage with the various communities. The team plan events with extra language support for communities who do not speak English.

In April/May 2024 the team were supported by the BCSP Lancashire Screening Specialist Practitioners and Administration Team from the Blackpool office to deliver 4 Inflatable Bowel Roadshow events within large employer organisations within Lancashire. The SSP and Admin Team were excellent, and they thoroughly enjoyed engaging with the individuals at the events. Together the team were able to reduce

barriers to uptake and answer lots of questions and queries which promoted awareness and increased participation in the BCSP.

This year the focus was on engaging and working with large organisations who employed huge numbers of 50 plus age groups. Lancashire BCSP is implementing the age extension and is currently inviting individuals aged 54 plus to the programme. National and local evidence highlights that uptake in the 50plus year groups is reduced so the Lancashire BCSP team embarked on reaching this age group through their employers.

Lorraine Morris BCSP Operational Team Lead coordinated and developed key connections with the large employers. Risk Assessments were carried out at all four premises and posters were produced to advertise the events within the organisations.

The 4 large employers that were selected were spread out across Lancashire these included:

- Spar - James Hall & Co Distribution Centre Preston - 9th April 2024
- Sweet Dreams - Sweet Dreams Primrose Mill, Burnley - 24th April 2024 DWP
- DWP Peel Park Brunel Way Blackpool FY4 5ES - 1st May 2024
- Samlesbury Aerodrome, Balderstone, Lancashire - 16th May 2024

One additional event was held at the Jamia Mosque in Accrington which attracted over 150 community members from across Lancashire

5.1. Partnerships:

The HP team are always keen to work with partner agencies, so several other stall holders were also invited to promote their services at the Bowel Screening events. All the participants completed risk assessments and provided public liability assurances. The partner agencies included the following:

- Triple A Service
- Macmillan Cancer Services/Health Checks
- N Compass and other voluntary groups
- Talking Therapies
- Walnut Group
- Breast Screening Services

5.2. Data

Over 250 individuals were engaged with over the 4 events in April/May 2024. The following data of 135 is a small sample of details of the attendees at 2 of the events. (The health promotion team currently are piloting a new event data collection system which digitally collects various data to help evaluate the events)

5.2.1.

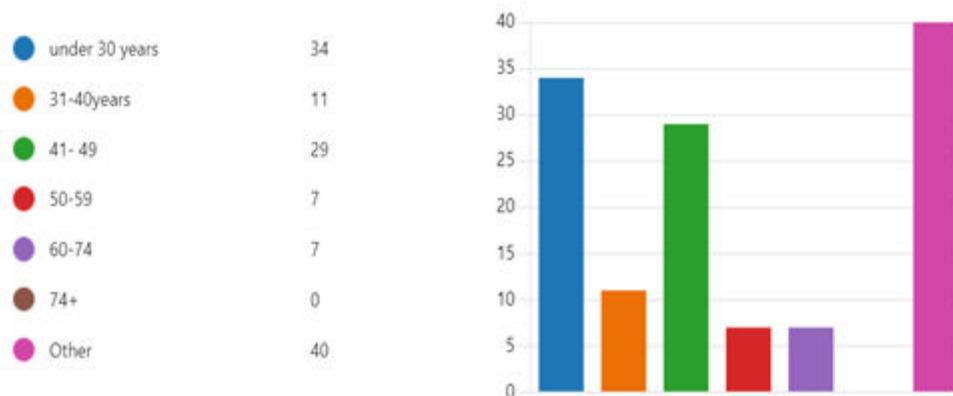
Gender of individuals who attended: 55% of men and 44% women engaged with at the events.

● Man	72
● Women	58
● Non - Binary	0
● Don't know	1



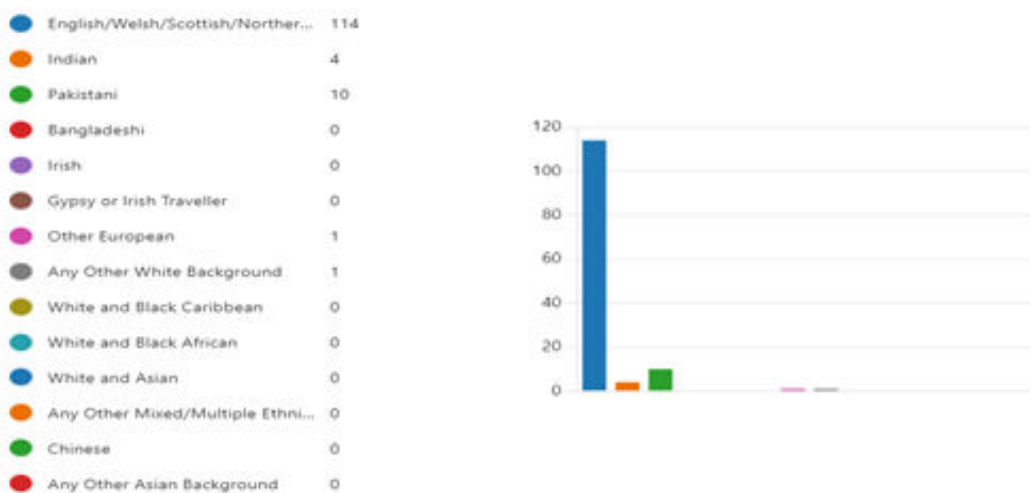
5.2.2.

Age of individuals: The main age groups who attended the events were under 30s and the 41 - 49-year-olds.



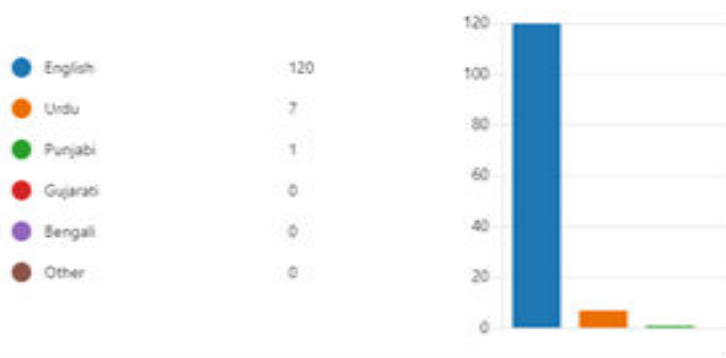
5.2.3.

Ethnicity of individuals engaged with were predominantly White with a small number of Pakistani communities.



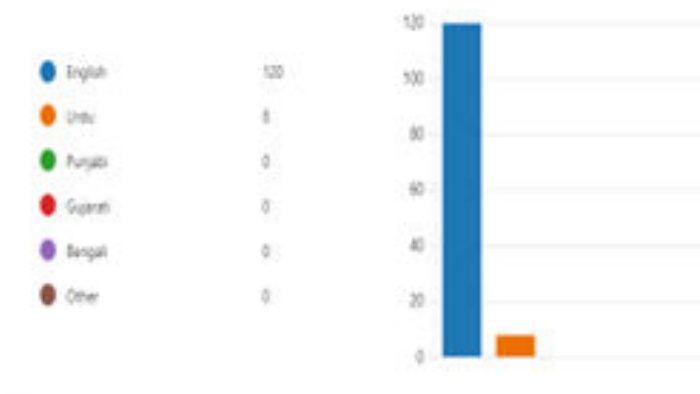
5.2.4.

Language spoken by individuals:



5.2.5.

Language read by individuals:



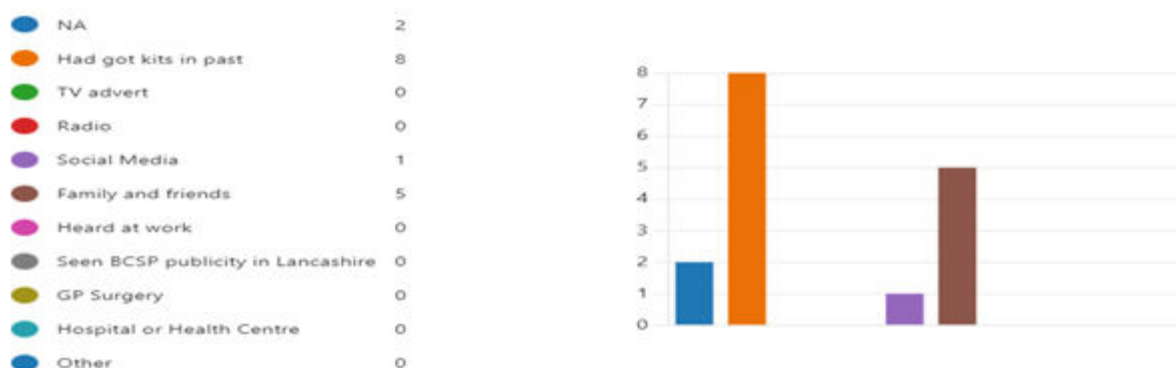
5.2.6.

Had the individual heard about the Bowel Screening Programme? 71% of attendees had heard about the BCSP with 29% who had not.



5.2.7.

How do people hear about the BCSP? - Receiving a kit and hearing about it from family and friends were the 2 main sources of information.



5.2.8.

BCSP kit ever received? - 26% of the attendees had received a kit

Yes	26
No	97
NA	7
Preferred not to say	0



5.2.9.

Have they completed the kit? - 71% who received a kit stated that they had completed it

Yes	20
No	7
Preferred not to say	1



5.2.10.

Was a new kit ordered today?

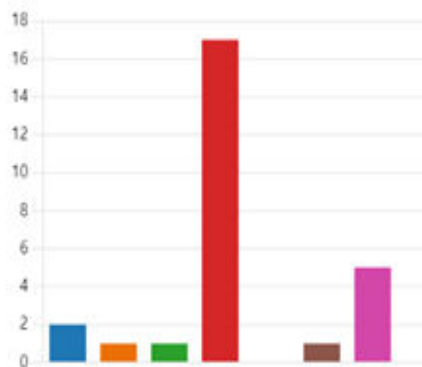
Yes	5
No	111
NA	4
Other	41



5.2.11.

If no kit ordered why?

Declined new kit	2
Leaflet given for individual to or...	1
Will wait for kit to come next ti...	1
Too young	17
Too old	0
Back to GP/Under symptomatic ...	1
Already completed kit within las...	5
Other	0

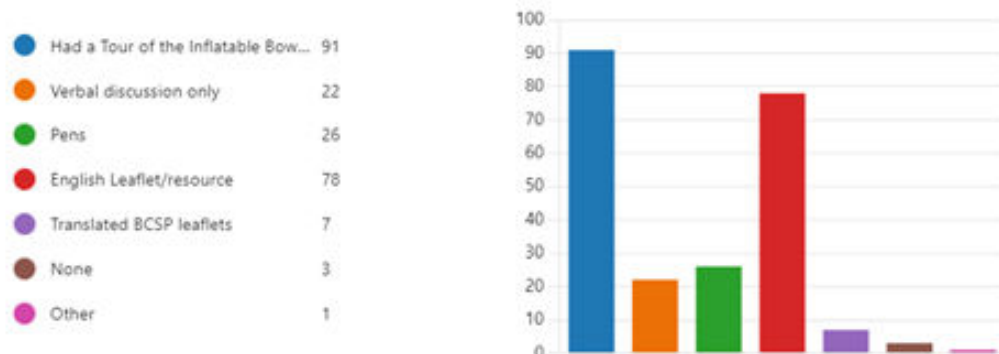


5.2.12.

New kits ordered - in total 38 kits were ordered from all 4 events - 50% of these kits were completed (data source Rugby HUB: BCSS)

5.2.13.

What Health Promotion resources were given out to individuals?



The Inflatable bowel tours and leaflets were the 2 most popular items at the events.

6. Health Promotion UCLAN Research Project

The Health Promotion Specialist employed by Blackpool NHS Trust has undertaken a NIHR ARC NWC Research Internship which contributes to a larger project funded by NWCR, Dr Yasemin Hirst (Principal Investigator, IMPACT team at UCLan) to evaluate Health Promotion behaviours to tackle inequalities in screening participation. As a part of this project over 100 surveys were given out to attendees at all 4 events, the attendees were asked to complete the survey and post it back to the lead researcher. This project is still on-going, the results will be published in 2025.

6.1. Evaluation

The 4 events were a huge success with lots of individuals gaining information about bowel cancer and the BCSP. The Inflatable Bowel tours were very popular with everyone. The team received some great feedback in the research questionnaires.

Targeting large employers was a success as it enabled younger age groups to be given information about the BCSP which hopefully will reduce barriers and encourage participation. The BCSP team received many queries and questions about the BCSP, symptoms, bowel related issues and various other health and wellbeing issues. The events engaged with people that may not access GP practices or speak to health professionals. It enabled the teams to engage with people in their workplaces thus reducing the need to engage with them at GP practices. The team hope to continue targeting the workplaces and have had requests from 3 of the organisations for more BCSP awareness days and Inflatable Bowel Events.

Partners organisations were all sent a post evaluation form to complete. The feedback was they thoroughly enjoyed the day and found it very beneficial promoting their services in partnership with the BCSP Team.

One of the main outcomes from the events was that the team managed to talk to 38 individuals who had not completed/or received the kit and influence them to consent to another kit being ordered for them from the Rugby HUB. This outcome enhances the importance of having events within community settings and engaging with individuals who may not attend GP services or other clinics. The informal setting and engagement enable the BCSP team to discuss the programme, answer any questions and reduce barriers to participation.

One of the events was held in an organisation who had a high number of Pakistani employees. Over 40 individuals with most of them not being able to communicate in English, engaged with the

multi-lingual BCSP team and gave consent for kits to ordered for them. The key barriers highlighted: that they had not received the kits, did not understand how to complete the kit and did not know how to order a new kit. The BCSP team were able to effectively answer all the queries and order the kits.

7. Digital BCSP Health Promotion Data Collection Form

Piloting the new digital health promotion data collection system the team will in future have a more robust evidence base of the health promotion events.



<https://forms.office.com/Pages/ResponsePage.aspx?id=sITDN7CF9Ueylge0jXdO445W4lYwamhEkGWHq6raHzpUMzZCUUkwM0ixRjZSV09TNEJNVTKQk9EQS4u>

8. Key Learning from the events

Overall, the BCSP awareness campaign was considered as a huge success with many benefits in relation to increased engagement with younger age groups in large organisations and reducing barriers to promote increased awareness and participation in the BCSP for local communities

Recommendations for future:

- To organise more Bowel Cancer awareness health promotion events within these and other large employers in Lancashire, to help engage with the 50-60-year-old individuals. This will help increase awareness of bowel cancer and hopefully increase participation in the BCSP. Thus, detecting cancer at an early stage and saving lives.
- Increased engagement with younger age groups to increase their knowledge which will help them encourage family members/friends to participate in the BCSP. This will also promote the early detection messages for young people.
- To recruit community volunteers to help engage with local communities and support the BCSP Health Promotion team to increase awareness and uptake of the BCSP.

9. Inequalities Pilot Projects

The Learning Disability Flagging - Blackpool, Bengali Communities - East Lancs, African/Caribbean Communities – Preston and Veterans - Chorley & South Ribble pilot projects have come to an end. These projects have been an excellent example of some real engagement with some vulnerable communities in Lancashire during and after Covid restrictions.

Please see reports below:



Lancashire BCSP
Blackpool LD Flagging



We are here too -
Bangladeshi Commun



Black and Afro
Caribbean Communit



BCSP Veterans
Inequalities Project Fu

10. University College London (UCL) and University of Central Lancashire

UCL have analysed the CFAKC data for 1st May 2022 to 31st March 2023. A request for the extension of our data sharing agreements with UCL and the Northwest HUB has been made to RIDAC Screening Research Office NHS England.

The BCSP HP team have been working with Ms Heidi Yeung, an MSc Health Psychology student at University College London, in conducting a research study to evaluate the process of the "CFAK Clinic" of the Bowel Cancer Screening Programme (BCSP). Practices were approached to participate in interviews with the researcher. Those GP practices that responded were then interviewed and the team all had 1-1 interviews to provide feedback on the CFAKC's.

The UCL researchers have also evaluated the CFAKC data, See separate CFAKC project report for the published paper.

11. BCSP Training

An important part of the HP work is to ensure that they provide training to both educate (upskill/reskill) and ensure sustainability. BCSP briefings, presentation and training packages have been developed in response to requests from local community members, groups and by professionals working in community and public services in Lancashire and beyond. In 2023 various multi-lingual training has been delivered to mixed, male only/female only groups in the following settings:

- Boohoo Warehouse Burnley, 95 of their staff received the Bronze 15/30-minute session that contained basic information about the BCSP with the opportunity for questions and answers.
- Dr Wilson and Partners PETS session in Preston, 16 members of staff including administration staff, nurses, and doctors received the Silver 30/60-minute session that contained the basic information along with NHS England Northwest/ICB localised data and an overview of the key issues/barriers to uptake. The training is aimed at community members/services who want to develop the BCSP within their work/communities.
- The BCSP Health Promotion team have also developed a 60/120-minute Gold training session that contains basic information about the BCSP and several interactive resources such as bowel bingo, where is your bowel jigsaws, body maps etc. The training is offered to community members and local communities wanting to learn more about the BCSP.
- Veterans In Communities (VIC) is predominantly 'staffed' by volunteers, the majority of whom have served in the armed forces or emergency services. One of their roles is to support their members with information and put on activities in their communities. 6 of their volunteer members received the BCSP Champions Training, this training provides the basic bronze information as well supporting the volunteers on how to promote the BCSP to others
- A briefing was delivered to the Lancashire Learning Disability Preferred Provider Forum asking if our team could provide BCSP, Specialist Screening Practitioners & Capacity & Consent training to their employees who supported individuals with learning disabilities in supported living accommodation. 167 employees from across One Fylde - Fylde & Wyre, Creative Support - Blackburn with Darwen, Linkability Chorley & South Ribble, Highfield Scheme - Great Harwood, Holywell Care – Preston, Integrate – Preston, Lifeways - Preston, Linkability – Preston, Purple Patch LD Group have received the 60 minute training package that includes a verbal presentation on why bowel cancer awareness is important, causes of bowel cancer, signs and symptoms, what the NHS Bowel Cancer Screening Programme is and how to complete a Fit test, results after the test kit has been completed. A video recorded by the Lead Specialist Screening Practitioner - Lancashire BCSP, explaining what happens at a Screening Specialist Practitioners appointment and colonoscopy. A video recorded by Empowerment (Advocacy) explaining the rights of individuals with a learning disability on being able to either complete or decline a testing kit and who to speak to if the individual lacks capacity around the BCSP.

- BCSP E-Learning - The package is aimed at front line staff in statutory and voluntary organisations that are unable to attend face to face training. - [BCSP E-Learning - Lancashire Bowel Screening Health Promotion | Rise 360](#)

12. Wider BCSP Health Promotion Community Engagement

The Health Promotion Team throughout this period raised the profile of the BCSP through community engagement supporting where requested the planning/delivery and/or attendance at local events such as the Preston Community Hub Winter Warmth and Community Information Day. Windrush National Day Festival in Avenham Park Preston, where we engaged with over 100 people from different communities including the Black and Afro Caribbean Community. Information events for Ribble Valley Borough Council staff, these took place in their Town Hall, Council Dept. and Swimming Pool in Clitheroe after a request came from the Senior Council Officer. Carers Link Lancashire Health promotion event, staff and volunteers from the surrounding Café and Charity shop also visited the event. The Burnley Health & Wellbeing Mela with 25 other health and community services. The Women's Health Event at Blackburn Leisure Centre was a huge success, many women from the area attended. Additional to the BCSP Health Promotion Team, when capacity allows the BCSP Specialist Screening Nurses also support at these community events, bringing with them their knowledge and experience's which is beneficial to the communities that we work with.

12.1 Partnership Working /Networking/ Promotion

Working together with other services includes work with:

- Sarah Taylor, Macmillan Partnership Manager from Northwest
- Bangladesh Welfare Association, HP Officers Shakil Salam and Shahida Hanif worked very closely with local communities to develop bi-lingual BCSP Promotional materials. Shakil & Shahida worked closely with the Bangladesh Welfare Association to produce a video "How to do the test kit" in Bangla. The BWA Drama Group acted out receiving a test kit through the post, completing the kit and posting the kit back. Discussions throughout the production included the barriers of why the kit may not be completed, the lack of understanding what the kit was for to the importance of completing a kit. The production was filmed and showed at the BCSP Conference in October 2023.
- Medina Mosque - Shakil was approached by Madina Masjid Blackburn, together they planned and delivered a "Community Wellness Day" on 17th September 2023. The aim of the event was to raise awareness of different cancers and health conditions, to encourage people to look after themselves and get checked out. All stall holders were asked for at least one member of their team to attend who was bi-lingual and all staff to understand cultural differences/concerns. The event was very successful; work has begun to organise a similar event to promote Bowel Cancer Screening in Bowel Cancer Awareness Month 2024
- Curry Club Blackburn – partnership working to plan a for an BCSP awareness event and training for volunteers and service users.
- Attendance at various Health Melas and festivals across Lancashire with various community and LA partners

13. BCSP Community Event/Conference

The Lancashire BCSP Health Promotion Team held a large community event in Burnley at the Chai Centre on the 3rd of October 2023 in place of the BCSP Annual Conference. The aim of this conference was to raise awareness of the BCSP and Bowel Cancer within low uptake communities. The conference was opened by The Mayor of Burnley, followed by presentations on the support and developments taking place in Burnley by the CEO of Burnley Council and a Council Leader for the area. All these speakers had received information on the BCSP and included the importance of bowel screening in their presentations. Included in the day were drama's delivered by Meladrama - Learning Disability Drama Group, BWA - Drama Group and presentations by Veterans in the Community and The Black Afro Caribbean Community,

all these focused on the outcomes of the BCSP Inequality Community Engagement projects that the team had worked on from the previous 12 months.

100+ people attended, of whom the main proportion were men from the Bengali and Pakistani community. All attendees were encouraged to take a tour of the Inflatable Bowel, access health checks and take part in sewing, henna painting and art and craft sessions. Dr Naheed from Thursby Surgery, one of the practices where the team hold CFAKC's closed the event.

14. Conclusion

The BCSP/CVS Health Promotion Team have returned to their groundbreaking work in clinics and within the communities. The GP practices were very pleased to have the team back in their surgeries delivering CFAKCs. Community engagement activities slowly developed after COVID years, the local communities needed to be re-engaged with to help them access services and improve the uptake of the BCSP in Lancashire.

Further developing the CFAKCs and working with UCL and UCLAN to imbed evaluation is the key to the success of the CFAKC project. New ways of working in the CFAKCs after analysis of the data is so valuable to the team it has helped improve services for our local communities. CVS and the BCSP team will work together to further develop all the health promotion projects. 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.

2024-2025 will be the year that sees the CFAK project gain more strengthen and become bigger and better across the Northwest.

The BCSP HP Team would like to acknowledge & thank the following people who have immensely supported the Lancashire BCSP Health Promotion Team throughout the whole year:

- Lancashire BCSP management team especially Judith Statham Lancashire Bowel Cancer Screening Programme Manager, Lucy Stanley Deputy Programme Manager, Hannah Brown Acting Deputy Programme Manager, Cathy Corcoran Lead Specialist Screening Practitioner, Natalie Beddows Deputy Lead Specialist Screening Practitioner, Paula Lloyd Administrative Co-ordinator, the CVS/BCSP Health Promotion Team, the BCSP SSP, s and Administration Teams
- Community CVS management team especially Garth Hodgkinson CEO and Clair Bloomfield Governance & Compliance Manager/Office Manager
- Kathryn Jones Screening and Immunisation Manager, Carol Ann McElhone Senior Manager NHS England and NHS Improvement (NorthWest), Claire Kelly Screening and Immunisation Coordinator.
- Midlands and NorthWest Hub especially Sarah Orcherton Interim Hub Manager, Rathbone David (RKB) Data Analyst and Linda Callaghan Senior Screening Administrator
- Julie Moorcroft Data Quality Specialist MLCSU
- All the GP practices within Lancashire and South Cumbria who have participated in the CFAKC's, awareness raising and Inequality pilots.
- University College London especially Dr Christian von Wagner, GMBPsS, AFBPsS Programme Lead MSc Health Psychology, Sandro Stoffel, Dr Rebecca Jefferson Implementation and Capacity Building Team, and Yasmin Hirst Senior Research Fellows UCLAN
- All our Strategic/Cancer Screening Programme/Voluntary partners and local communities in Lancashire.
- Spar - James Hall & Co Distribution Centre Preston
- Sweet Dreams - Sweet Dreams Primrose Mill, Burnley
- DWP Peel Park Brunel Way Blackpool FY4 5ES
- Samlesbury Aerodrome, Balderstone, Lancashire

Bowel Screening Health Promotion Events across Lancashire 2023 – 2024

