

National Cancer Programme:

Communications and Engagement

Tuesday 23 January



Three key objectives

- Demonstrate that the NHS Cancer Strategy is achievable and on track to deliver
- Ensure internal and external stakeholders receive regular and consistent messages through tailored communications approaches and channels
- Support workstreams to engage and communicate with Cancer Alliances



What does this mean for you?

Overall

- Clear consistent messages from the programme
- Greater transparency about the strategy delivery
- A communications team point of contact for programme activity
- An opportunity to get your messages across to us as well as vice versa



What does this mean for you?

Have you signed up for the Cancer Programme bulletin?

- <https://www.england.nhs.uk/email-bulletins/national-cancer-programme-bulletin/>
- Google “NHS England bulletins” and click on the link to sign up
- Do you have anything for us to go in the bulletin?



What does this mean for you

Share information on our web portal

- Direct access to Cancer Alliances
- We want generic and specific information from you
- Generic contacts and work along with specific work linked to delivery of cancer strategy



What does this mean for you?

Opportunities to engage with Cancer Alliances face to face

- March 2018 – Living with and beyond cancer
- May 2018 – Senior-level Alliance event
- June 2018 – Data, analytics and evidence with NCRAS
<https://conference.ncri.org.uk/exhibitor/national-cancer-registration-and-analysis-service-ncras/>
- September 2018 – Early diagnosis
- November 2018 – Senior-level Alliance event
- January 2019 – Patient experience and equalities



How to contact me

- Niall.smith1@nhs.net
- T: 0113 825 0250
- M: 07730380298



National Cancer Programme:

Living With and Beyond Cancer

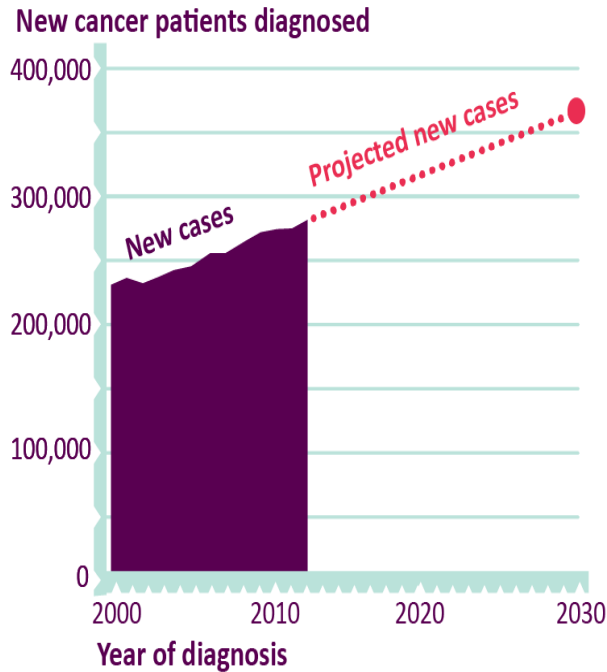
Becky Clack
Programme Manager, NHS
England

January 2018

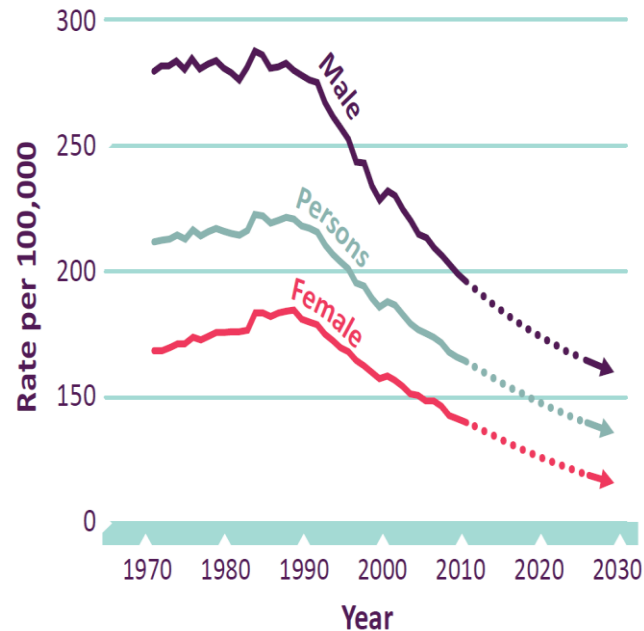


Context:

More people are surviving cancer – this is a success story!



Actual and Projected Number of Deaths, UK



- In the early 1970s, the average survival time after diagnosis was just one year.
- Average survival is now 10 years or more.

But there is more to life than survival...

People require holistic support from diagnosis onwards, encompassing their physical, financial, psychosocial, and information and support needs, throughout their entire cancer journey.

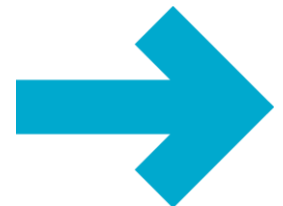
Care should be built around what matters to the person, and individuals should feel prepared for the life consequences of their cancer and its treatment, equipped to manage their care and with control over their life as a whole.

*Achieving World Class Cancer Outcomes: A Strategy for England
2015 - 2020*

'I'm thankful the surgery allowed me to live. I try to remember that when debilitating pain makes me want to die.'

Male, prostate cancer, 5 years after diagnosis

Macmillan Cancer Support, 2013, *Throwing Light on the Consequences of Cancer and its Treatment*



Delivery: LWBC 2017/18 priorities



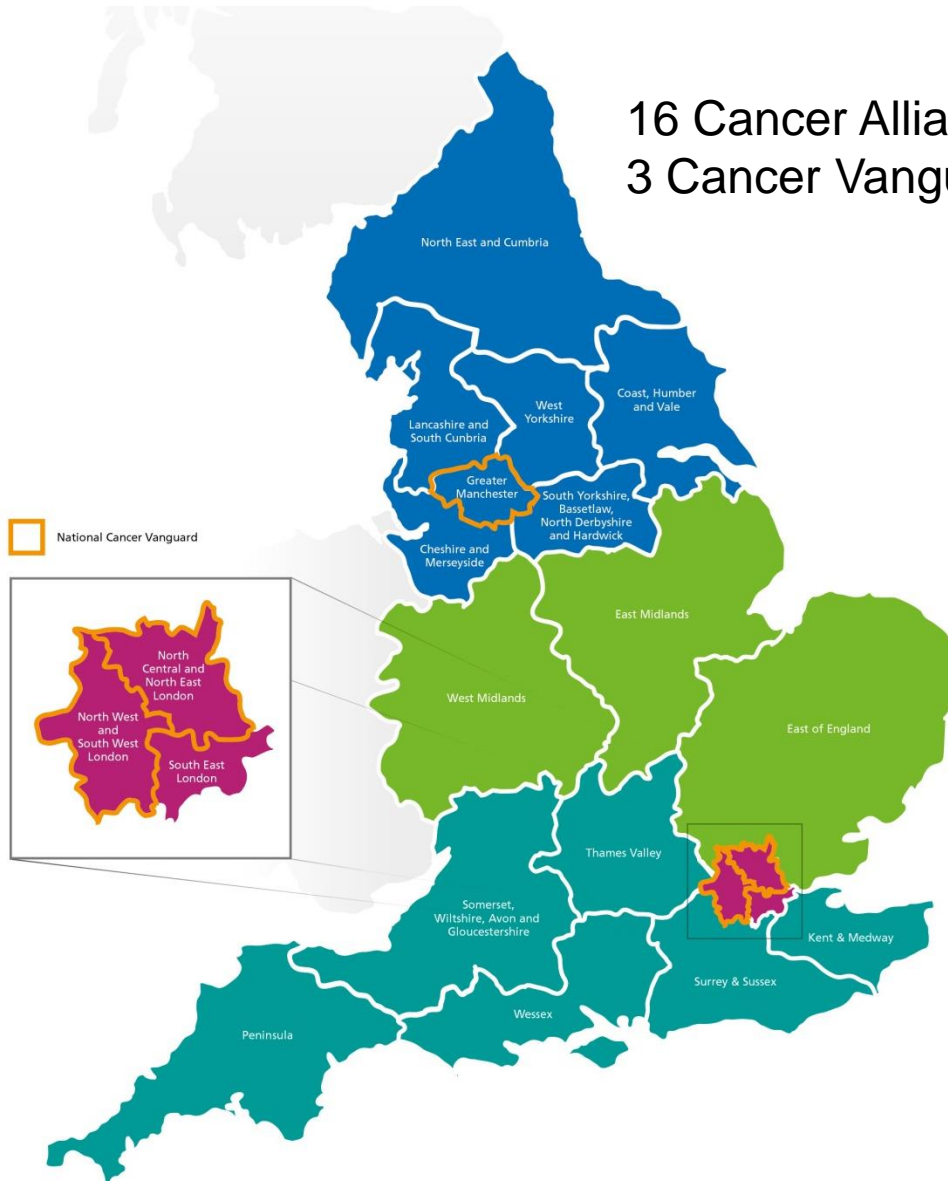
Develop a national **quality of life metric** for cancer.

Roll out the **Recovery Package**, so that everyone with cancer has access to personalised support by 2020.

Implement **stratified follow-up pathways** for breast, colorectal and prostate cancers.

Local Delivery Cancer Alliances

16 Cancer Alliances
3 Cancer Vanguard partnerships



- Coordinating **collaborative working** across geography
- Managing and directing **additional transformation funding** (£200m over two years)
- **LWBC Share and Learn Group**
- National and Alliance level **baselining**

Delivery:

Recovery Package & stratified follow-up pathways

- Everyone diagnosed with cancer to have access to elements of the Recovery Package by 2020:
 - Holistic Needs Assessment and Care Plan
 - Treatment Summary
 - Cancer Care Review
 - Health and wellbeing event/course
- Roll out stratified follow-up pathways for breast cancer by 2020
- Further test stratified follow-up pathways for prostate and colorectal cancer and aim to roll out by 2020