“Teachable Moments” in North East London
2WW Pilot Project

June 2018

Mary.newellprice@nhs.net
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The opportunity

- 2 week wait referrals doubled in last 5 years
- 93% “all clear”
- 40% cancer preventable with lifestyle changes
- Rapid access pathways
- Lifetime risk 1:2 of cancer

Rapid access pathways

The opportunity

UCLH Cancer Collaborative
The Cancer Alliance for north and east London

NHS
Aims:

- Promote healthy lifestyle behaviour change to reduce lifestyle risk factors for cancer
- Safety netting of 2WW pathway
- Promote raised awareness of
  - cancer symptoms
  - cancer screening
  - continued need to be vigilant for cancer, despite the “all clear” result

Unintended consequences of an “all clear” diagnosis for potential cancer symptoms, Renzi C. et al 2015
Invitation:

Patients referred to Barts Health or Homerton University Hospital NHS Trusts under a 2WW pathway in November and December 2017 and who had received an “all clear” following investigations were invited to a Health & Wellbeing event.
The events:

**Presentation:**
- Why they are here, importance of cancer prevention
- Cancer Screening
- Personal story and importance of healthy living by cancer survivor

**Market Stalls:**
- Physical Activity
- Healthy Eating
- Smoking Cessation / Drug & Alcohol Reduction
- Cancer symptoms information and screening information
- Promoted “One You” website
Who attended?
Who attended?

230 attended: 154 patients + 76 companions

Gender:
- 74% women
- 26% men

Age:
- Average: 60 years

Ethnicity:
-Population:
- Attended:
  - White
  - Asian
  - Black
  - Mixed or Other

The Cancer Alliance for north and east London
Feedback

proportion agreeing: 90% 95%

I feel more confident about making healthy changes in my life
I am more likely to participate in cancer screening programmes
I have more knowledge of cancer warning symptoms
I am more likely to attend my GP if I notice cancer warning symptoms
I would recommend this event to my friends or family
Multidisciplinary, multi-agency team
Summary

Benefits:
• Reached 240 people – largely matching local pop.
• People liked the model – high demand, +ve feedback
• Economies of scale with larger events

Challenges:
• Needs longer lead in times
• Outcomes not immediately measurable
• We need to know about the people who haven’t responded

Future Potential:
• Scope and pilot other models
• Model allows patients to opt into multidisciplinary group appointment - possible alternative to “goodbye clinics”
• Potential to commission as BAU as OPA’s reduce –
The opportunity

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Rapid access pathways
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🌟 Safety netting of 2WW pathway

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Who attended?

Legend

- No patients attended
- 1-9 patients attended
- 10-19 patients attended
- 20-29 patients attended
- 30+ patients attended

Map showing attendance distribution:

- Whipps Cross: 46
- Royal London: 42
- Newham: 22
- St Barts: 18
- Homerton: 20
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