



Cancer & Inequalities Impact report

July 2024
Salford CVS, on behalf of 10GM.



Greater Manchester
Cancer Alliance

Cancer & Inequalities Grants
Managed by Salford CVS, on behalf of





In December 2023, the Cancer & Inequalities fund distributed grants of up to £2,000 to voluntary, community and social enterprise (VCSE) sector organisations across Greater Manchester. The fund was administered by Salford CVS on behalf of 10GM and financially supported by The Greater Manchester Cancer Alliance.

Grants were awarded in December 2023 by representatives from 10GM & the Cancer Alliance with projects taking place from January - April 2024.

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Aims of the fund

The Cancer & Inequalities fund supported Greater Manchester based VCSE organisations undertaking projects that supported improvements in early cancer diagnosis rates amongst community groups who are at a higher risk of later stage detection and diagnosis:

- People from lower socio-economic groups
- People with learning disabilities, Autism & neuro-diversity
- People with sensory and/or physical disabilities
- People with mental ill-health and mental illness
- Communities experiencing racial inequalities
- LGBTQ+ communities
- Older people
- Men

Examples of funded activities

- Creation of culturally appropriate resources
- Use of creative health initiatives (including Drama and role play)
- Neurodiverse training sessions
- Educational workshops
- Game show games & quizzes
- Community network distribution of cancer resources
- Coffee mornings
- Sport and Physical activity days

Grants: In numbers

£30,491.40

In grants awarded

1,756

Beneficiaries

231

Sessions

17

Organisations

20

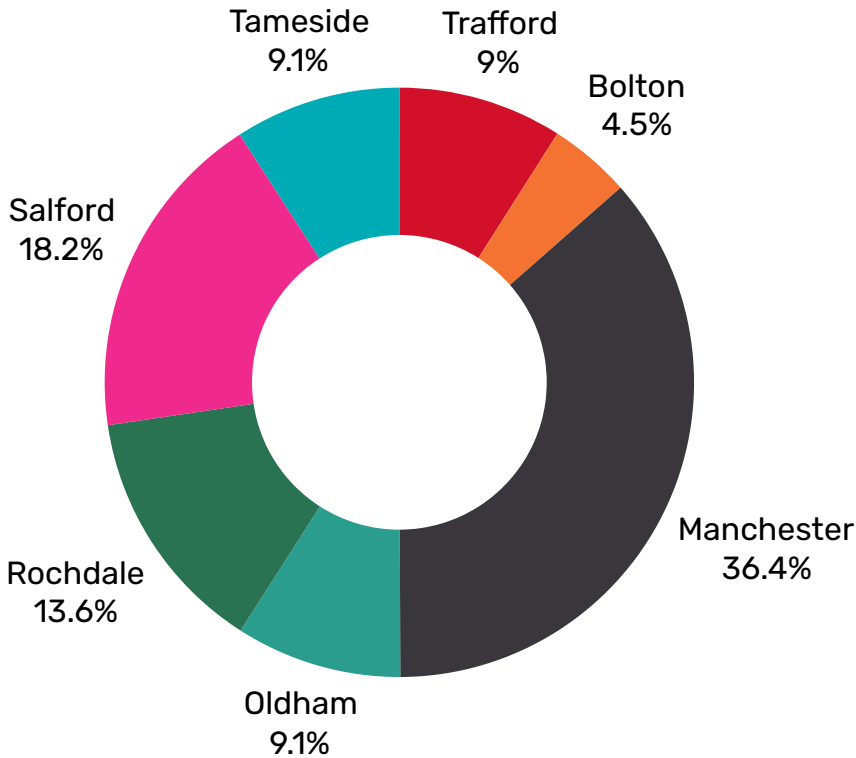
Unsuccessful / ineligible applications





Regions and beneficiaries

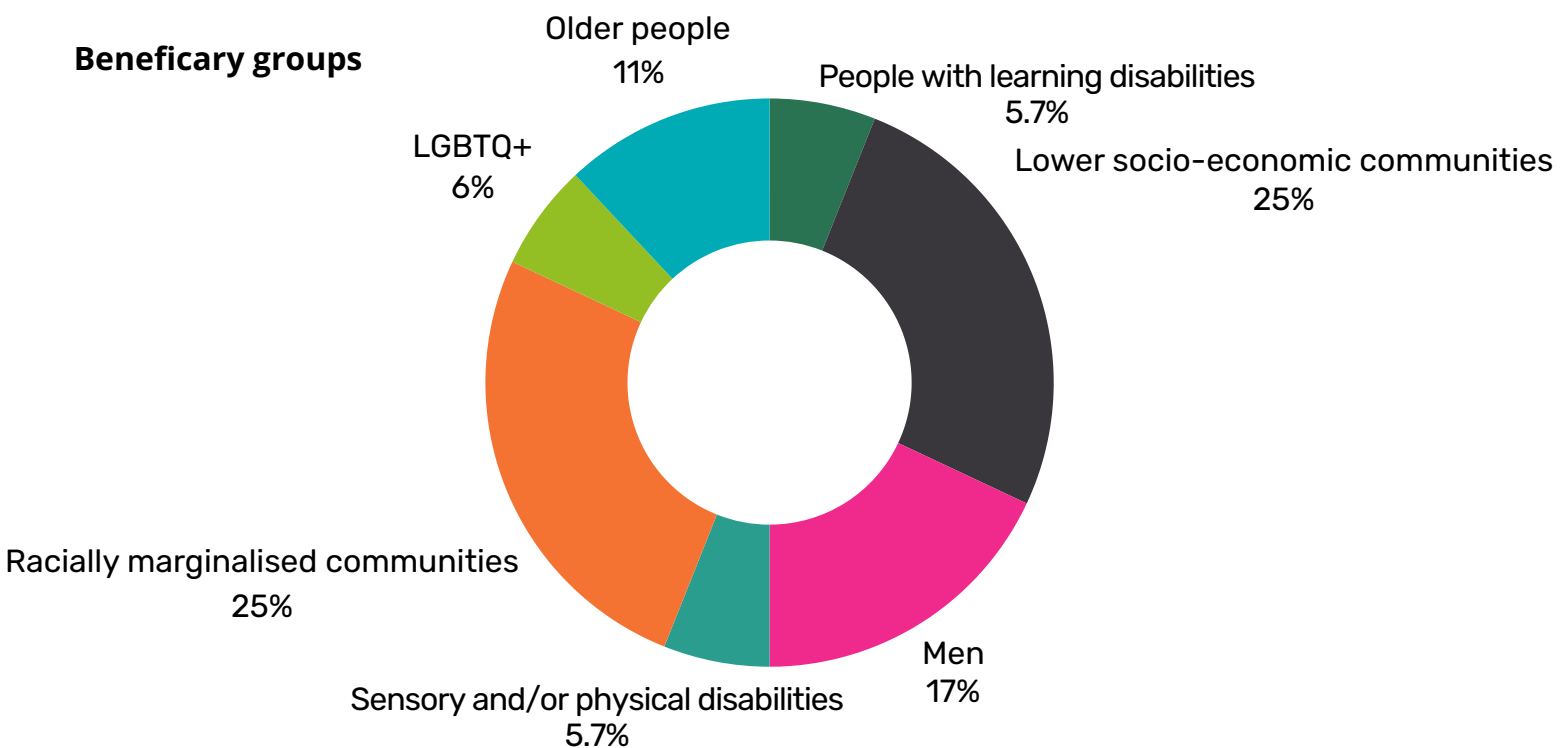
Geography of activities



The pie charts represent the number of grants awarded across the ten boroughs of Greater Manchester and the number of grants awarded across beneficiary groups.*

**data from 17/17 funded groups*

Beneficiary groups





Outcomes for participants

- Increased confidence booking a GP appointment
- Increased awareness of the early signs and symptoms of cancer
- Improved communication skills when talking to a GP
- Decreased fear and sensitivity to the topic of cancer
- Increase in general health awareness
- Encouraged proactive health management
- Participants are more informed & confident to access health support available
- Increased the number of conversations participants have about cancer
- Reduction in the stigma associated with speaking about cancer
- Improved knowledge on ways to reduce the probability of getting cancer
- Raised awareness of renal medullary carcinoma and the link to the sickle cell trait
- Improved confidence of people getting blood tests done
- Increased awareness of the Jewish BRCA gene testing

" The workshops made me reconsider my unhealthy life style and how to improve my health and wellness along with my families".

Beneficiary, Empowering Education

Wider outcomes

- Increased English language skills
- Free bra fittings & bra from Marks & Spencer's for service users of the food support group
- Improved partnerships with other VCSE groups and venues
- Increased awareness of organisations – participants are now accessing organisations other funded services and activities e.g. Social activities, Share & learn sessions, walking group, digital skills & ESOL courses, .
- Empowered people to attend screening programmes when invited
- Strengthen connections between communities and local health services





Quotes from beneficiaries

"Thank you for this. I never knew I could just ask for tests at the doctors!"
Autisma CIC

"The workshops were informative and eye-opening. I learned about the signs and symptoms of cancer that I didn't know before."
Family Unit Trust

"Very informative presentation. I will contact my GP to discuss about the test."
The Ricky Casey Trust

"Kitty was amazing at making it a really fun experience and made us also see the positives of Cancer."
Creative Confidence CIC

"I didn't know that a persistent cough or unexplained weight loss could be signs of cancer. I always thought cancer was only about lumps."
Salford Refugee Forum

"I didn't know I had to register with a GP or that I could call to make an appointment. Back home, you just go to the hospital directly."
Salford Refugee Forum



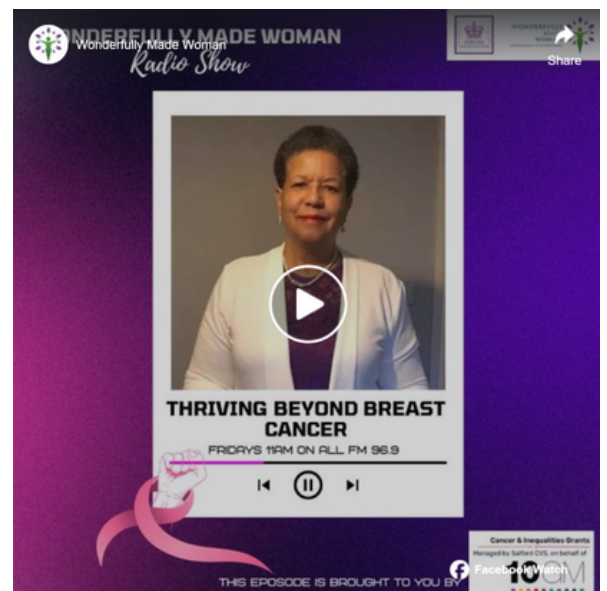
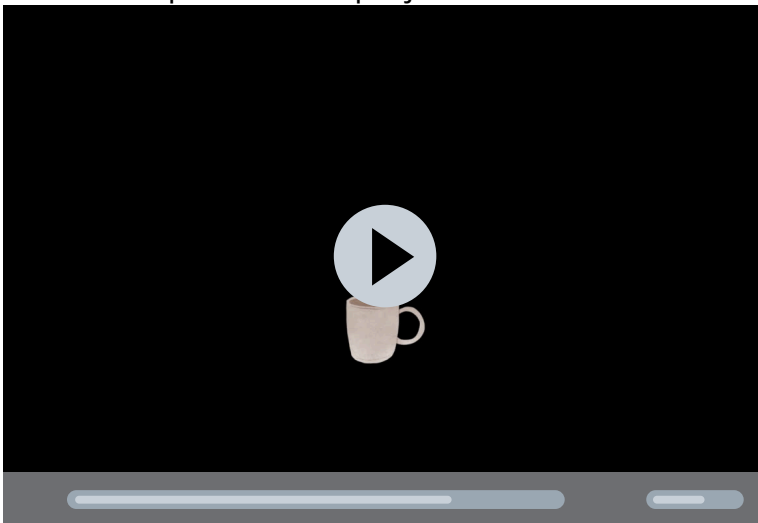
Videos & recordings



Alameen for Humanitarian support created a video with a GP.

One of the conversations Wonderfully Made Woman had as part of their project.

Afrocats created an animation video in English and Kurdish as part of their project.



Links to wider health & care systems

The Cancer & Inequalities fund was keen to support organisations that linked into the wider health and care system. Eight funded organisations reported back that they had explicitly engaged with these systems, however, we did not directly ask groups in the End of project reporting form to specify these links so there is a possibility more groups linked to the wider health and care system.

The 8 groups that linked in did so a variety of ways including:

- GPs presented talks
- GPs and a Primary Care Network representative attended sessions
- A learning disability nurse delivered a presentation
- Worked with the Cancer Care Coordinators
- Connections with retired doctors



Reasons why people receive a later cancer diagnosis

Funded groups reported back barriers communities faced when it came to an early cancer diagnosis.

1. The most common barrier reported was a lack of awareness and education on the signs and symptoms of cancer, accessing the healthcare system and services. 13 out of 17 groups reported this back.
2. The fear of being diagnosed with cancer.
3. The taboo and stigma associated of cancer.

Other barriers reported were:

- Language barriers
- Difficulty getting a GP appointment
- Limited knowledge on how to access GP services
- Religious beliefs that seeing a doctor meant you lacked faith
- Previous bad experiences with GPs
- Embarrassment
- Lack of culturally appropriate resources.

"My daughter always used to interpret for me when she was little. Now they don't allow it. I have to wait for them to book an official interpreter and it can take a long time. Sometimes appointments are so far ahead that they symptoms are less or disappear. Then I think what's the point of going".





What would increase early cancer diagnosis

We asked groups for their ideas on how to breakdown barriers and increase early cancer diagnosis rates, below are some of their ideas:

- Create guides on how to navigate the health care system including booking a GP appointment
- Offer training on how to effectively communicate symptoms and concerns to healthcare providers
- Produce cancer signs & symptoms resources in different community languages
- Consider longer GP appointments for those with communication barriers
- Raise awareness of the reasonable adjustments people can request
- GPs to have a different phone line for people with cancer symptoms
- Same sex educational sessions
- Create more visual resources including videos which can be share digitally
- Utilise faith organisations and community leaders to dispel myths and stigmas

"In my community, talking about cancer is almost like inviting it into your life. Many prefer to stay silent."
Salford Refugee Forum

'More needs to be done, awareness, research, funding campaigns is the way as this is not heard of. I heard for the first time today'
The Ricky Casey Trust

"Knowing where to go and who to contact when I have health concerns would make me more likely to seek help early."
Family Unit Trust





Learning from delivery

We asked groups what they learnt during delivery including what worked well, what did not work so well, and anything they would do differently next time if delivering a similar project. They told us:

- Having a longer delivery period would help break down deep-seated beliefs. Changing people's opinions and behaviours takes trust and gaining trust takes time. Running projects for a longer period would allow people to build relationships and have more opportunities to speak to people and ask questions.
- Deliver health messages in a more creative as opposed to a traditional lecture style as it helps with engagement
- Talking about cancer is a difficult conversation to have. Ensuring you deliver messages with passion and enthusiasm helps keep people engaged
- 1:1 support is beneficial as people are not always confident to ask questions in a group
- Groups found Q&A sessions very beneficial
- Giving people the opportunity to share personal stories helps start conversations and break down cultural stigmas





Future plans

We asked grant recipients about their plans for the project beyond the lifetime of the grant. Please note some groups mentioned several ways they planned to continue raising awareness of cancer.

Five groups told us they are looking for funding to continue delivery.

Seven groups said they will continue promoting and raising awareness of cancer and accessing healthcare services virtually. This will be done via social media posts, website posts and by continuing to have promotional material and leaflets available for people in their community venues.

Five groups said they will continue to build connections and collaborate with healthcare systems as a way of continuing their work.

Two groups said they would continue raising awareness in person however the frequency of this work would be reduced due to need for funding.





This report was prepared for 10GM & Greater Manchester Cancer Alliance by Salford CVS.

For more information about the Cancer & Inequalities fund, or the contents of this report, please contact the 10GM or the Grants Team at Salford CVS.

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**Greater Manchester
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