



# Designing and delivery of bespoke training packages for key health issues



# One example

## Bowel Cancer Screening programme

- Bowel cancer screening is a free kit for everyone aged 60 – 74 years of age. – a 60<sup>th</sup> birthday present....
- Bowel Cancer Screening is a national programme
- Blackburn with Darwen is the fourth lowest uptake area in the North West for Bowel Cancer Screening
- Uptake of around 46% ( National average target is 60%)
- Positive rates in BwD are significantly higher than other regions in the North West
- 204 bowel cancers have been picked up across Lancashire since 2008 – via the free testing kit
- **Low uptake in screening in BwD and high positivity rates**

## One example

# Bowel Cancer Screening programme

- North Lancs 61.79%
- Central Lancs 62.42%
- Blackpool 55.60%
- BwD 43.16%
- East Lancs 53.04%

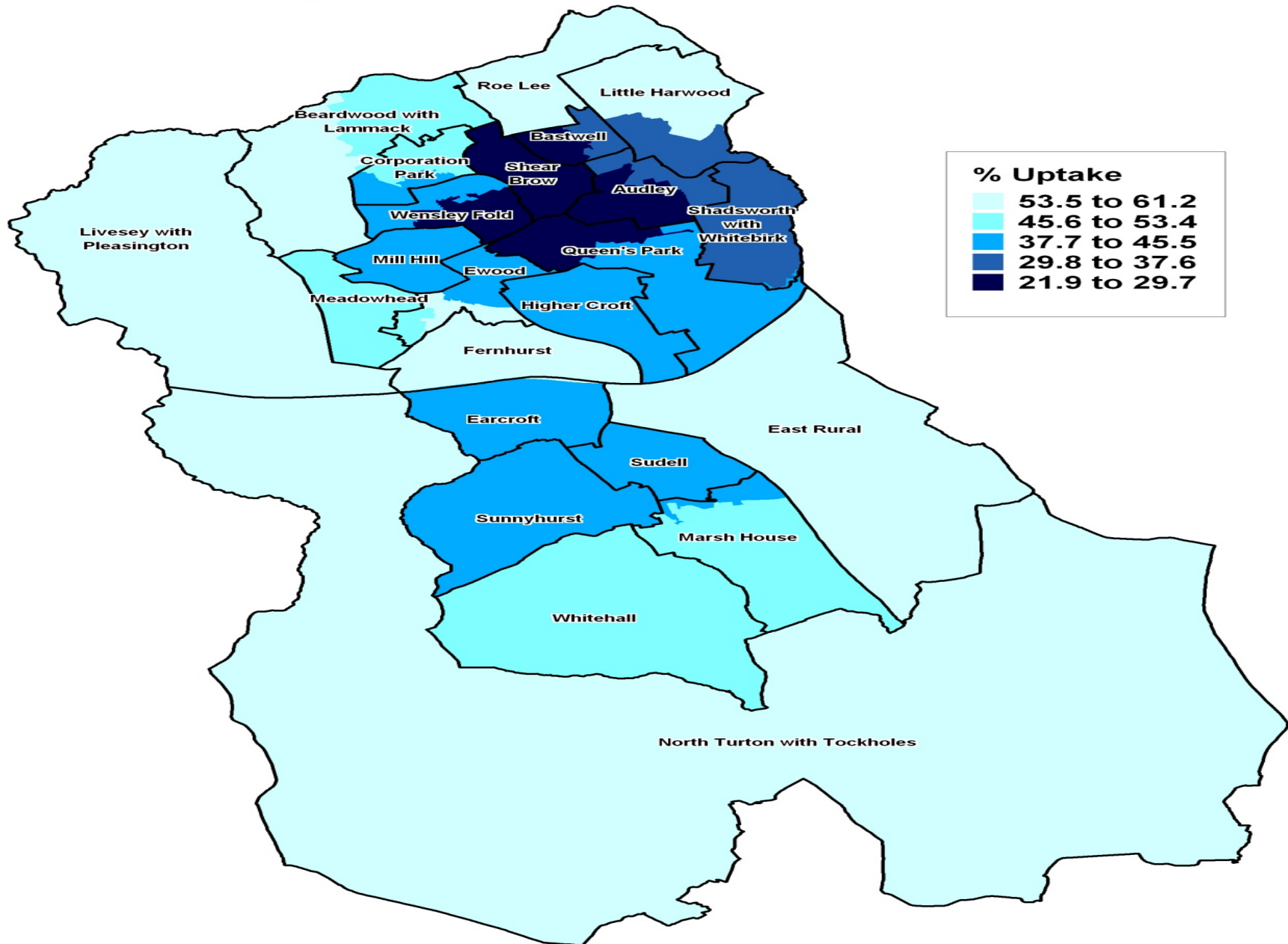
# One example

## Bowel Cancer Screening programme

### Overall issues for Blackburn with Darwen

- Huge concerns with low uptake areas particularly Audley, Wensley Fold, Queen's Park, Queen's Park, Shadsworth and Whitebirk
- Specific communities in some areas **not** taking part in the BSCP – presenting late with bowel cancer effects treatment and costs lives
- Deprived communities least likely to take part in the programme but have level levels of positivity

## Bowel Cancer Screening Uptake by Middle Super Output Area - 2009/2010



Source: North West BCS QA Reference Centre

# One example

## Bowel Cancer Screening programme

### Possible solutions

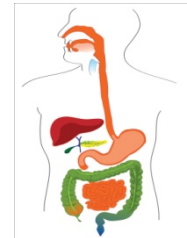
- Targeted multi-disciplinary approach needed to raise awareness and uptake of BCSP in BwD amongst specific communities
- Increased community engagement to raise awareness of Bowel Cancer
- Training of local communities in low uptake areas
- Recruit and train community champions to help raise awareness in low uptake areas
- Targeted work with local GP's and professionals

# One example

## Bowel Cancer Screening programme

### So what did we do?

- Worked closely with CVS and Bowel Cancer Screening programme NHS Lancashire to write and develop Bowel Cancer Screening training
- Created resources to use in training sessions that would be visual, educational and would engage learners
- Designed posters and promotion material
- Linked in with existing community and faith groups
- Met with other professionals and services to identify service user groups
- Worked with Community officers in Sustainable neighbourhoods



# One example

## Bowel Cancer Screening programme

### B Bowel Aware

Health workshops delivered in the borough

68 people attended

### Feedback from learners:

I didn't know about the programme so good to know about it

This saves life's so we should know about it

Leaflets don't work people just put them in the bin so waste of money

I am shocked at the uptake data

**The name of the training is not right – people won't attend**

Today's session was clear and easy to understand pitched at the correct level

No one spends time with us to tell us what we should do and have help and support - so thank you



# One example

## Bowel Cancer Screening programme

### Level of BSCP knowledge



**Pre session**

2

**After session**

5

### How can we reach communities?

GP's need to talk to people and promote the training also allow it to be delivered at GP practices

Advertise in the local newspaper when courses are being delivered

Deliver the training in nursing homes

Volunteers to talk to neighbours

GP's need to refer people onto the training



# One example

## Bowel Cancer Screening programme

Bowel Cancer Screening training



B Bowel aware



The journey of food from top to bottom five  
week course



Champion training

# One example

## Bowel Cancer Screening programme



Champion volunteers training packages written and developed

Champion resource packs organised

Champion training sessions to commence November 2011

Joint partnership working and support with this project was key to the success, all partners singing from the same hymn sheet

