

## Public Document Pack

<b>MEETING:</b>	South Area Council
<b>DATE:</b>	Friday, 3 September 2021
<b>TIME:</b>	10.00 am
<b>VENUE:</b>	Council Chamber, Barnsley Town Hall

### SUPPLEMENTARY AGENDA

- 5 Cancer Screening Behavioural Insights - Emma Bates/ Kaye Mann  
(Dac.03.09.2021/5) (Pages 3 - 26)

To: Chair and Members of South Area Council:-

Councillors Markham (Chair), Andrews BEM, Eastwood, Franklin, Frost,  
J. Higginbottom, Lamb, Osborne, Shepherd, Smith, Stowe and Sumner

Area Council Support Officers:

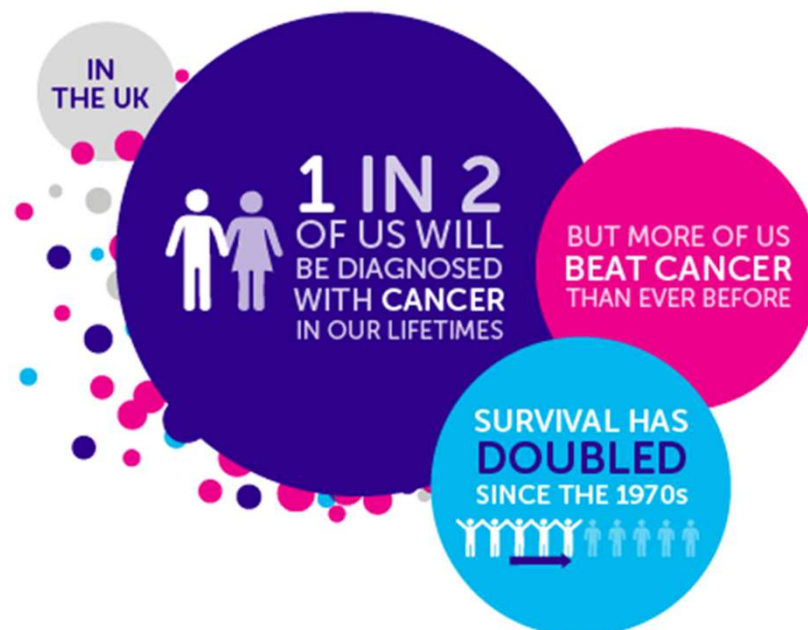
Diane Lee, South Area Council Senior Management Link Officer  
Lisa Lyon, South Area Council Manager  
Rachel Payling, Head of Service, Stronger Communities  
Peter Mirfin, Council Governance Officer

Please contact Peter Mirfin on or email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk)

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# Cancer



**Emma Bates**, Commissioning and Transformation Manager, Barnsley CCG  
**Kaye Mann**, Public Health Specialist Practitioner, BMBC



**BARNSLEY**  
Metropolitan Borough Council

- Cancer affects us all and sadly **1 in 2** people will get cancer in their lifetime.
- There are around **1,500** new cases of cancer each year in Barnsley and it is estimated that **4 in 10** cancers are preventable, therefore potentially **600** new cancers in Barnsley could be postponed or prevented each year.

- **Lung cancer** is responsible for the greatest proportion of cancer deaths in Barnsley (24.2% of all male and 24.4% of all female cancer deaths). 72% of lung cancer cases in the UK are caused by tobacco use, the largest contributor to preventable deaths.



- For men in Barnsley, **prostate cancer** is the second largest cause of death, being responsible for 11.8% of all male cancer deaths.



- In women, **breast cancer** is the second major cause of death from cancer, accounting for 12.4% of all female cancer deaths.



Unfortunately, we cannot prevent everyone from getting cancer but living a healthy life does make it less likely. 4 in 10 cancers can be postponed or are preventable and these are the 7 key ways to help reduce the risk of cancer:

1. be smoke free
2. keep a healthy weight
3. safe in the sun
4. drink less alcohol
5. eat a high fibre diet
6. cut down on processed meat
7. be more active.



# Catching cancer early is vital

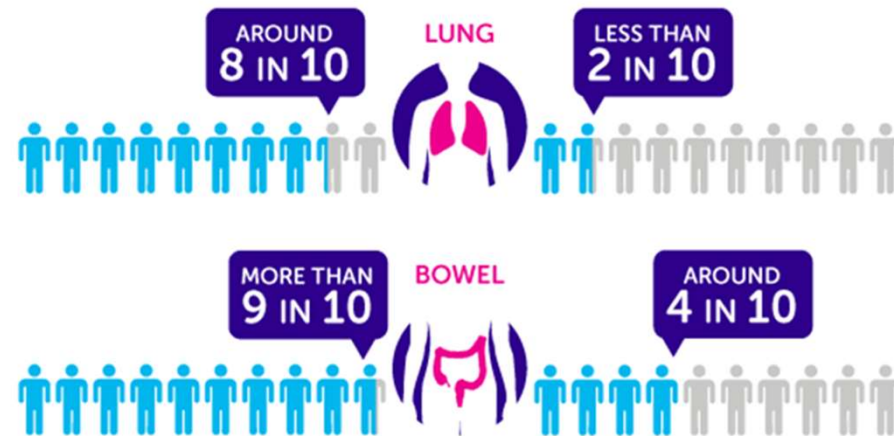
## SURVIVAL BY STAGE AT DIAGNOSIS



= PEOPLE SURVIVING THEIR CANCER FOR ONE YEAR OR MORE

DIAGNOSED **EARLIER**  
AT STAGE I

DIAGNOSED **LATER**  
AT STAGE IV

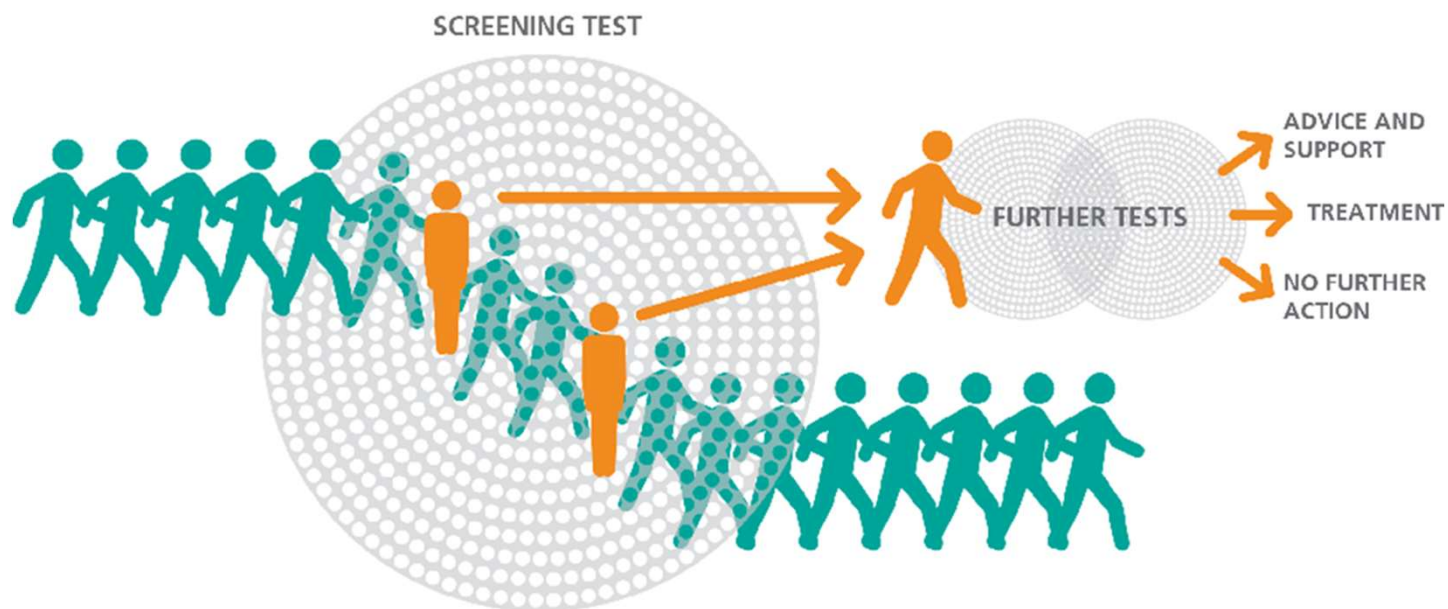


Data for people diagnosed in England in 2014

Source: ONS/PHE, Cancer survival by stage at diagnosis for England (experimental statistics)



# Cancer Screening





# Screening programmes overview

England

## Bowel screening

- Men and women aged 60–74yrs, invited every 2 years
- Over 74, can request a kit
- FIT testing (implemented April 2019)

National  
target  
60%

## Breast screening

- Women aged 50–70yrs, invited every 3 years
- Women over 70 screened on request
- Mammography

National  
target  
80%

## Cervical screening

- Women aged 25-64yrs
- Invited every 3 years age 25-49, and every 5 years age 50-64
- HPV primary testing for all samples.

National  
target  
80%



**BARNSELY**  
Metropolitan Borough Council

# Signs and symptoms – bowel cancer

- Bleeding from the bottom and/or blood in the poo
- A persistent and unexplained change in bowel habit
- Unexplained weight loss
- Extreme tiredness for no obvious reason
- A pain or lump in your tummy
- Most people with these symptoms don't have bowel cancer. Other health problems can cause similar symptoms, **but it is important to get them checked by a doctor.**



## Signs and symptoms – cervical cancer

- Bleeding between periods
- Bleeding during or after sex
- Bleeding after the menopause
- Change in vaginal discharge
- Pain
- Fear or embarrassment can stop people getting the help they need



## Signs and symptoms – breast cancer



- A change in the size, shape or feel of a breast
- A new lump or thickening in a breast or armpit
- Skin changes such as puckering, dimpling, a rash or redness of the skin
- Fluid leaking from a nipple and you aren't pregnant or breastfeeding
- Changes in the position of a nipple
- Breast pain

## Signs and symptoms – prostate cancer

- needing to pee more frequently, often during the night
- needing to rush to the toilet
- difficulty in starting to pee (hesitancy)
- straining or taking a long time while peeing
- weak flow
- feeling that your bladder has not emptied fully
- Blood in urine or blood in semen



## Signs and symptoms – lung cancer



- a cough that doesn't go away after 2 or 3 weeks
- a long-standing cough that gets worse
- chest infections that keep coming back
- coughing up blood
- an ache or pain when breathing or coughing
- persistent breathlessness
- persistent tiredness or lack of energy
- loss of appetite or unexplained weight loss

# Barnsley Behavioural Science Trial

# What is Behavioural Insights/Science?



## DEFINITION

The study of “human habits, actions and intentions” spanning the fields of psychology, economics, service/policy redesign and organisational behaviour.



## WHAT IS A 'NUDGE'?

A technique to encourage people to make different choices (usually for their benefit or greater society) without reducing choices available.



## WHY ARE WE INTERESTED IN 'NUDGING' PEOPLES BEHAVIOURS?

We know that traditional approaches such as educating or informing people don't always work as well as we previously thought

Our behaviour is more likely to be influenced by a range of other factors:

- Changes to a context
- A way that a choice is framed
- Who is communicating a message
- What others do





## 'Nudge' Examples



## 'Nudge' Examples

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EFFECT	FEATURES
<b>MESSENGER</b>	We are heavily influenced by who communicates information.
<b>INCENTIVES</b>	Our responses are shaped by predictable mental shortcuts
<b>NORMS</b>	We are strongly influenced by what others do.
<b>DEFAULTS</b>	We 'go with the flow' of pre-set options.
<b>SALIENCE</b>	Our attention is drawn to what is novel and seems relevant to us
<b>PRIMING</b>	Our acts are often influenced by our subconscious cues
<b>AFFECT</b>	Our emotional associations can powerfully shape our actions
<b>COMMITMENT</b>	We seek to be consistent with our public promises and reciprocate acts
<b>EGO</b>	We act in ways that make us feel better about ourselves

## 'Nudge' Examples MINDSPACE



### CREATING A 'SOCIAL NORM'

Your appointment with Dr Smith is on 30<sup>th</sup> January at 9:30. 90% of our patients attend their appointment as planned, please call 01785 123456 if you need to rearrange or cancel



*Fit and healthy people like you normally recover after 2-3 days rest.*

### TEXT MESSAGE

Your appointment with Dr Smith is on 30<sup>th</sup> January at 9:30. Patients not attending their appointments costs your GP Practice £150,000 per year, please call 01785 123456 if you need to rearrange or cancel



As your doctor...



Dr Smith has asked me to...

## 'Nudge' Examples

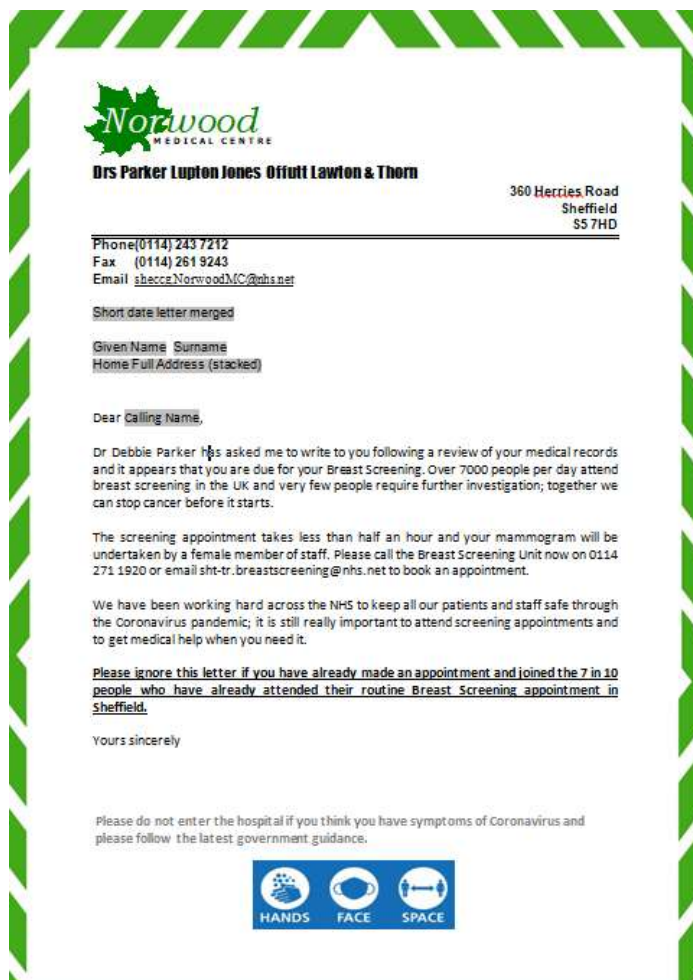
You can 'layer' nudges and use more than one of the **MINDSPACE** techniques.

Don't overdo it – you don't need to use everything at once. The 'Mega Nudge' might mean people reach their cognitive limit.

*As your doctor I want you to go to the hospital to see a specialist to check your chest (MESSENGER). I've referred plenty of fit and healthy people like you (EGO) and 90% get the all clear (NORMS). I can book you an appointment now (default) and I will get your test results back really quickly (INCENTIVES). Promise me you will go (COMMITMENT) - it is important you do this for your family too (AFFECT)'.*



# How was this used to improve cancer screening uptake?



- ▶ Non-Responder Follow up letter
- ▶ SMS reminder messages
- ▶ Opportunistic Script
- ▶ Proactive Script
- ▶ Video Trial
- ▶ Drop in Clinic

## Outcome

- ▶ Increase in the monthly cervical screening attendance by over 27%
- ▶ Evidence that younger women who have never had a smear test are now presenting for screening
- ▶ Interventions easy to implement

# Barnsley Behavioural Science Trial

## **Concept agreed – Foodbank Community Trial**

Concept agreed following discussions with the Local Operational Group and the CVS.  
Agreed that working with the foodbank will help to focus on inequalities.

## **Operational planning**

Designing how the trial will work in practice, involving key stakeholders.  
Understanding any risks and challenges and developing processes that will mitigate these (e.g. difficulty booking GP appointments for service users).

## **Engagement and training**

Training sessions provided to Care Coordinators, GP's and planned for Foodbank staff.  
Provisional behavioural science nudges and tools shared with participants for feedback.

## **Development and sign off of final resources**

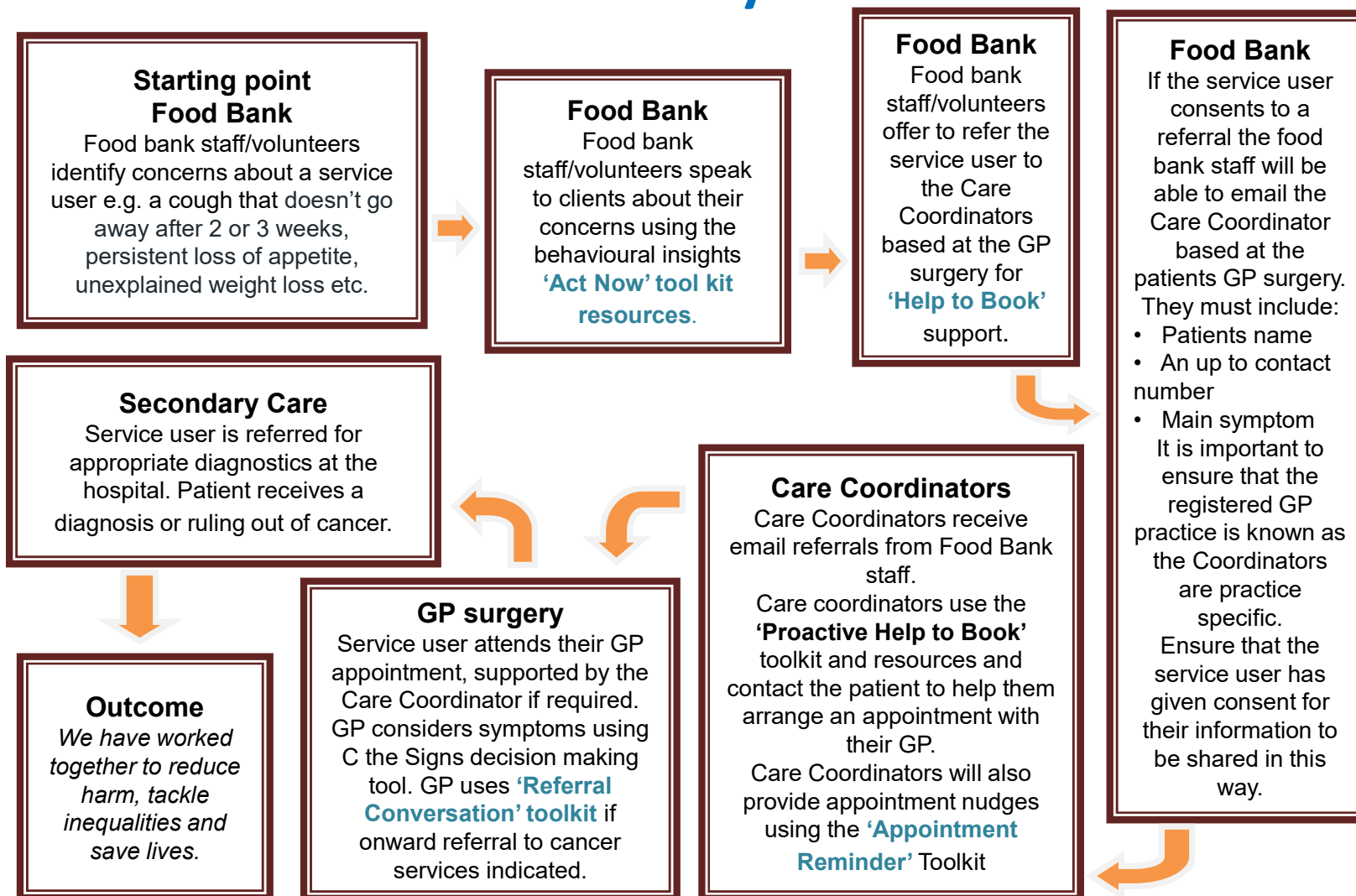
Final resources 'nudges' for the trial developed based on feedback provided.  
Resources being signed off.  
Evaluation methods designed.

## **Soft Launch – planned for September 2021**

'Go Live' preparation sessions offered to trial sites.  
Soft launch will allow us to tailor to demand and continue to adapt and develop.  
Will allow for fluctuations in availability (e.g. contact tracing/holidays)



# Barnsley Behavioural Science Community Trial



## What next?

- Social media campaign to support the trials
- Go Live sessions for trial site
- Monthly local operational groups
- Evaluation of the trials
- Roll out successful elements of the trials across Barnsley



The poster features a photograph of a large, classical stone building with a clock tower, likely a town hall or council building in Barnsley. The text is overlaid on the right side of the image.

 **NUDGE**  
THE ODDS  
Let's find cancer early

 **NHS**  
Barnsley  
Clinical Commissioning Group

# Worried about Cancer? You are not alone

Every month GPs in **Barnsley** send over **840 people** to get symptoms checked and **more than 92%** get the all clear.

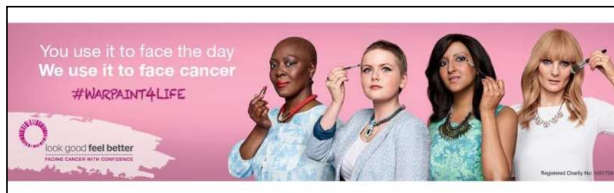
In the last 40 years, cancer survival has more than doubled when diagnosed early

**Don't ignore symptoms.  
Book a GP appointment if you are  
concerned about any signs of cancer.**

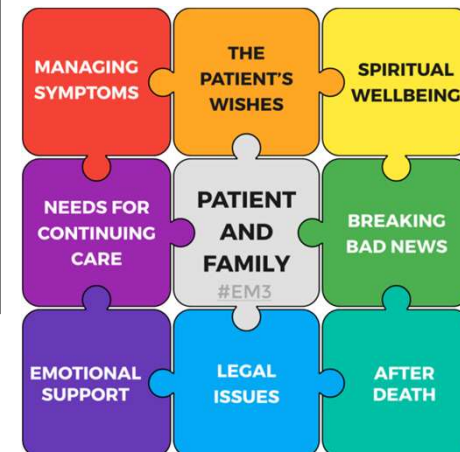


## Supporting People whom have a Cancer Diagnosis & Beyond

- The Well is a place for cancer patients offering beauty and complementary therapies to any patient receiving treatment at Barnsley Hospital or living within the Barnsley area. At Suite 12, Queens Court Business Centre, Regent Street.
- Choir and Peer to Peer Support via this route too
- Tailor-made service to teach people how to tie scarves and fit hats, which is located on ward 2 @ BHNFT
- Anxiety management sessions
- Cancer Support Workers at hospital



### End of Life Care



## Our ask of you:



- Promote healthy lifestyle messages
- Help us raise awareness of the signs and symptoms of cancer
- Encourage residents to get checked out if something doesn't feel right
- Encourage uptake of cancer screening
- Share social media content related to the behavioural science trials and national cancer campaigns
- Make people aware that GP's are experiencing extremely high volumes but they are prioritising those with highest need. When triaged they should highlight that they are concerned about possible cancer symptoms.
- Cancer Prevention and Detection Group – would anyone like to get more involved?