Public Document Pack

MEETING:	North Area Council
DATE:	Monday, 20 September 2021
TIME:	10.00 am
VENUE:	Council Chamber, Barnsley Town Hall

SUPPLEMENTARY AGENDA

4 Cancer Screening Behavioural Insights - Emma Bates and Kaye Mann *(Pages 3 - 26)*

To: Chair and Members of North Area Council:-

Councillors Leech (Chair), A. Cave, T. Cave, Crisp, Howard, Hunt, Lofts, Newing, Pickering, Platts, Spence and Tattersall

Area Council Support Officers:

Tom Smith, North Area Council Senior Management Link Officer
Rosie Adams, North Area Council Manager
Rachel Payling, Head of Service, Stronger Communities
Elizabeth Barnard, Council Governance Officer
Cath Bedford, Public Health Principal - Communities

Please contact Elizabeth Barnard on or email governance@barnsley.gov.uk

This page is intentionally left blank

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.

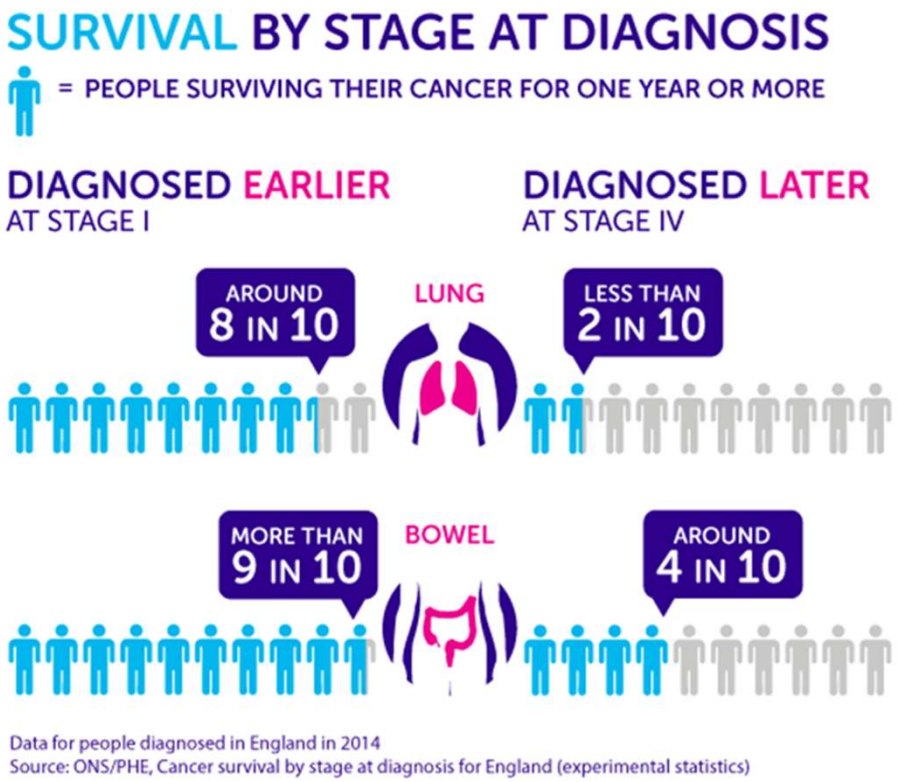
- For men in Barnsley, **prostate cancer** is the second largest cause of death, being responsible for 11.8% of all male cancer deaths.

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

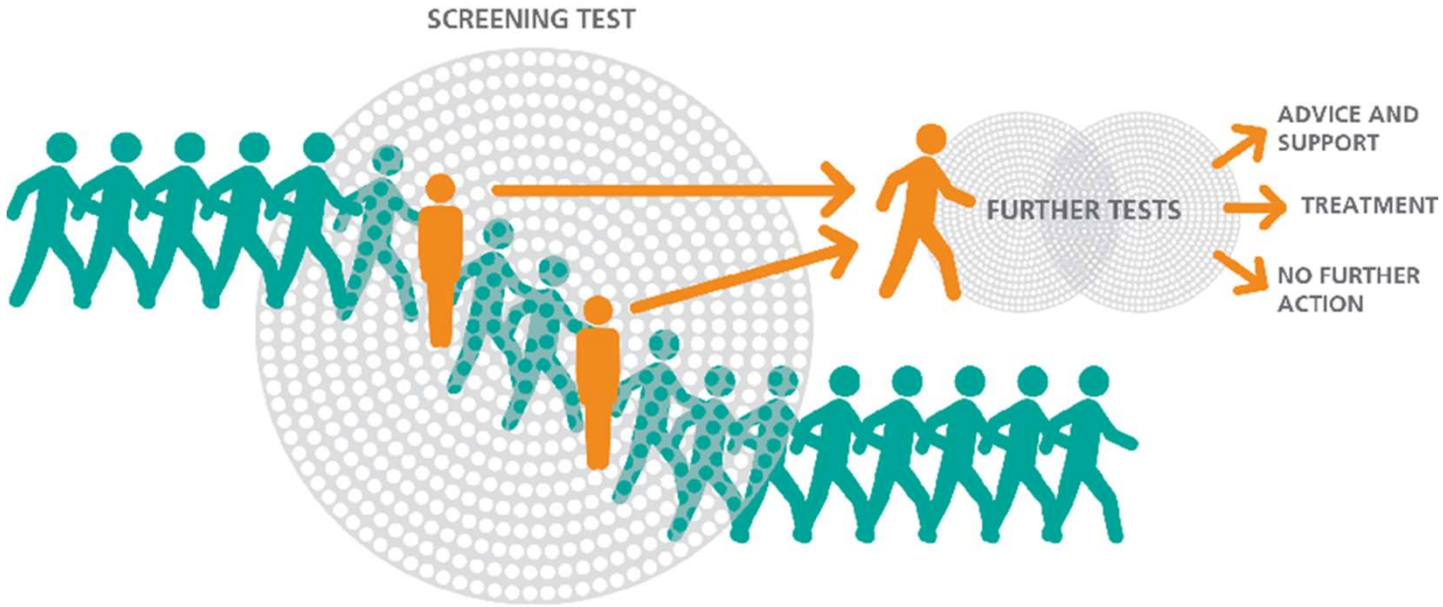
Unfortunately, we cannot prevent everyone from getting cancer but living a healthy life does make it less likely. 4 in 10 cancers can be postponed or are preventable and these are the 7 key ways to help reduce the risk of cancer:

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



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%

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

NUDGE THE ODDS
Let's find cancer early

NHS
Barnsley
Clinical Commissioning Group

Barnsley Behavioural Science Trial

NUDGE THE ODDS
Let's find cancer early

What is Behavioural Insights/Science?

NHS Barnsley Clinical Commissioning Group

South Yorkshire, Bassetlaw & North Derbyshire CANCER ALLIANCE

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 THE ODDS
Let's find cancer early

'Nudge' Examples

NHS
Barnsley
Clinical Commissioning Group

automatic enrolment
Workplace pensions. We're all in.

IKEA®

NUDGE THE ODDS
Let's find cancer early

NHS
Barnsley
Clinical Commissioning Group

'Nudge' Examples

M I N D S P A C E

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

NUDGE THE ODDS
Let's find cancer early

'Nudge' Examples MINDSPACE

NHS Barnsley Clinical Commissioning Group

CREATING A 'SOCIAL NORM'

Your appointment with Dr Smith is on 30th 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.

As your doctor…

Dr Smith has asked me to…

TEXT MESSAGE

Your appointment with Dr Smith is on 30th 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

NUDGE THE ODDS
Let's find cancer early

'Nudge' Examples

NHS
Barnsley
Clinical Commissioning Group

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)'.

NUDGE THE ODDS
Let's find cancer early

How was this used to improve cancer screening uptake?

NHS Barnsley Clinical Commissioning Group

Norwood MEDICAL CENTRE

Drs Parker Lupton Jones Offutt Lawton & Thorn

360 Herries Road
Sheffield
S5 7HD

Phone(0114) 243 7212
Fax (0114) 261 9243
Email sheccg.NorwoodMC@nhs.net

Short date letter merged

Given Name Surname
Home Full Address (stacked)

Dear Calling Name,

Dr Debbie Parker has asked me to write to you following a review of your medical records and it appears that you are due for your Breast Screening. Over 7000 people per day attend breast screening in the UK and very few people require further investigation; together we can stop cancer before it starts.

The screening appointment takes less than half an hour and your mammogram will be undertaken by a female member of staff. Please call the Breast Screening Unit now on 0114 271 1920 or email sht-tr.breastscreening@nhs.net to book an appointment.

We have been working hard across the NHS to keep all our patients and staff safe through the Coronavirus pandemic; it is still really important to attend screening appointments and to get medical help when you need it.

Please ignore this letter if you have already made an appointment and joined the 7 in 10 people who have already attended their routine Breast Screening appointment in Sheffield.

Yours sincerely

Please do not enter the hospital if you think you have symptoms of Coronavirus and please follow the latest government guidance.

HANDS FACE SPACE

- 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

NUDGE THE ODDS
Let's find cancer early

Barnsley Behavioural Science Trial

NHS
Barnsley
Clinical Commissioning Group

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)

NUDGE THE ODDS
Let's find cancer early

Barnsley Behavioural Science Community Trial

NHS Barnsley Clinical Commissioning Group

Starting point
Food Bank
Food bank staff/volunteers identify concerns about a service user e.g. a cough that doesn't go away after 2 or 3 weeks, persistent loss of appetite, unexplained weight loss etc.

Food Bank
Food bank staff/volunteers speak to clients about their concerns using the behavioural insights **'Act Now' tool kit resources**.

Food Bank
Food bank staff/volunteers offer to refer the service user to the Care Coordinators based at the GP surgery for **'Help to Book'** support.

Food Bank
If the service user consents to a referral the food bank staff will be able to email the Care Coordinator based at the patients GP surgery.
They must include:
- Patients name
- An up to contact number
- Main symptom

It is important to ensure that the registered GP practice is known as the Coordinators are practice specific.
Ensure that the service user has given consent for their information to be shared in this way.

Care Coordinators
Care Coordinators receive email referrals from Food Bank staff.
Care coordinators use the **'Proactive Help to Book'** toolkit and resources and contact the patient to help them arrange an appointment with their GP.
Care Coordinators will also provide appointment nudges using the **'Appointment Reminder'** Toolkit

GP surgery
Service user attends their GP appointment, supported by the Care Coordinator if required.
GP considers symptoms using C the Signs decision making tool. GP uses **'Referral Conversation' toolkit** if onward referral to cancer services indicated.

Secondary Care
Service user is referred for appropriate diagnostics at the hospital. Patient receives a diagnosis or ruling out of cancer.

Outcome
We have worked together to reduce harm, tackle inequalities and save lives.

NUDGE THE ODDS
Let's find cancer early

What next?

NHS Barnsley Clinical Commissioning Group

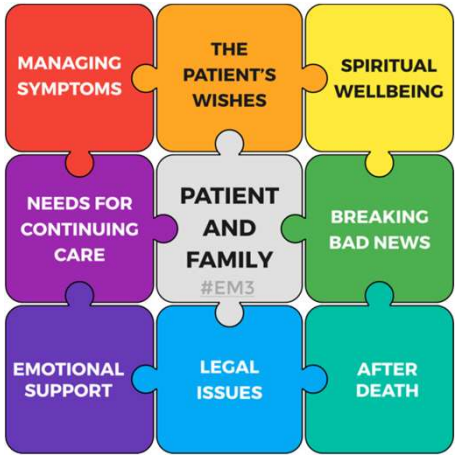
- Social media campaign to support the trials
- Go Live sessions for trial site
- Monthly local operational groups
- Evaluation of the trials
- Roll out successful elements of the trials across Barnsley

NHS
Barnsley
Clinical Commissioning Group

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?