

Let's talk Cancer & Raise Awareness

Timely Presentation community funding information session



Cancer background in Tameside

- Changes in the ageing population are currently contributing to the increased demand on health and care services.
- People in Tameside are now living longer than they have ever done. However, this longer life is not always in good health so the demands on services that support people with long term health and care will continue as people live longer and the dynamics of the ageing population changes.
- Around 4 in 10 cancers can be prevented



Cancer background in Tameside

- The health and well-being of people in Tameside is improving but slowly and is worse than the England average.
- Life expectancy at birth in Tameside for both males and females is lower than the England average (76.5 years for males, 80.1 years for females 2021) (England average=78.7 for males: 82.8 for females)
- Locally, life expectancy varies widely across geographic areas and in some areas was 6.8 years lower for men and 7.4 years lower for women in the most deprived areas of Tameside compared to the least deprived areas, as of 2016-20
- Healthy life expectancy (HLE) at birth in Tameside as of 2018-20 was 61.9 years for males (rank fourth in Greater Manchester) and 58.7 years for females (rank seventh in Greater Manchester). Female HLE is significantly lower than the England averages.
- Rates of smoking related deaths and hospital admissions for alcohol harm are significantly higher than the England average.
- Deaths from Cancer in 2021 show that 306 people (149.3/100,000) in Tameside died prematurely, significantly higher than the England average (121.5/100,000).



Cancer background in Tameside

Performance and Quality Dash... Performance Scorecard

Greater Manchester Integrated Care Partnership

Tameside

Select a measure to open charts

Cancer Survival

Domain	Measure	Level	Frequency	Date	Latest	Previous	Change	Target/National Median	Quartile	Trend
Cancer	1 Year Cancer Survival: All Persons: 15-44 years old	Null	Annual	Dec 20	88.4%	88.2%	↗	88.8%	N/A	1
	1 Year Cancer Survival: All Persons: 45-54 years old	Null	Annual	Dec 20	83.1%	83.6%	↘	84.2%	Lower	1
	1 Year Cancer Survival: All Persons: 55-64 years old	Null	Annual	Dec 20	78.8%	78.8%	↗	79.6%	Lower	15
	1 Year Cancer Survival: All Persons: 65-74 years old	Null	Annual	Dec 20	72.4%	71.7%	↗	72.1%	N/A	15
	1 Year Cancer Survival: All Persons: 75-99 years old	Null	Annual	Dec 20	62.8%	61.9%	↗	62.6%	N/A	15
	One Year Survival: All Cancers	Sight	Annual	Dec 20	73.5%	72.9%	↗	73.9%	N/A	15



What can improve these figures in Tameside?

- Early presentation at GPs/ healthcare providers
- Attending screenings when receiving the invite (national screening programmes for breast, bowel and cervical cancers)
- Knowledge of signs and symptoms of cancers
- Decreasing the stigma of cancer
- Knowledge of causes of and risk factors for cancer and how to reduce them (smoking, alcohol, sun and UV exposure, sedentary lifestyle, unhealthy diet and obesity)



Funding background

- The funding will be used to aid timely presentation for cancer through community engagement
- This funding is linked to the timely presentation element of the Cancer Alliance Planning Pack. The rationale for this is a need to reduce barriers to presenting in a timely way, including:
 - increasing cancer symptom knowledge and body vigilance
 - breaking down emotional/psychological barriers to presentation
 - reducing local inequalities.
- The funding is non-recurrent and needs to be spent by March 2025
- £20K to share throughout Tameside
- It can cover all costs (eg venue hire, resources required e.g., consumables, printing costs and staffing/backfill/ additional hours or out of pocket expenses)
- Evaluation



Think you'd like to get involved but no ideas yet?

- Pink food party and scavenger hunt
- Transport to train the trainer sessions with Cancer Research UK
- Community education sessions – possible to link in with Public Health and the local PCN
- Drama workshops
- Translated information sessions – possible to link in with Public Health and the local PCN
- The Bread Exam <https://mccannhealthlondon.com/what-we-do/the-bread-exam>
- Art projects
- Podcasts, videos
- Neurodiverse training opportunities

Be creative!



Expression Of Interest

- Type of cancer – there is a local focus on bowel, breast, cervical, lung cancers, but the project is not limited to this
- Who your project will be targeting – there is a local focus on men and the BAME community, but the project is not limited to these groups
- Where and when will your project take place?
- Demographics of those you will be reaching through this project
- How you will do this – will it be an event, a training, an activity series, creation of a resource? Will it be in English or another language or multiple languages?



Expression Of Interest

- EOI form is being finalised and will be sent out shortly
- A small panel will assess EOI to the given criteria
- As part of the agreement, there will be two funding touch points before the end of the financial year. At least one member from the community group/ VCFSE organisation with funding, cancer leads from the PCN, and Public Health will attend to touch base. Invites will be sent out but the sessions will be held:
 - Wednesday 15th January 2025 1:30-3:30pm
 - Thursday 13th February 2025 8:30-10:30am
 - Refreshments will be provided and you will not need to stay for the whole two hours
 - Don't need to wait until the touch points to ask questions or get in contact with Ayesha or Carol – you can email or phone us



Next steps

- Think about what your group might want to do
- Complete expression of interest form and submit to both ayeesha.roberts@tameside.gov.uk and carol.baguley@tameside.gov.uk
- We will get in touch if we need any more information from you
- We will confirm whether or not your expression of interest has been successful
- Plan and run your project!
- Attend touchpoints
- Evaluation



Any questions?

If you think of any questions after this drop in session, please email

ayeesharoberts@tameside.gov.uk and

carolbaguley@tameside.gov.uk

We are happy to meet 1-1 with groups to discuss ideas

