

SEL Cancer Prevention and Early Diagnosis – Focus on Southwark

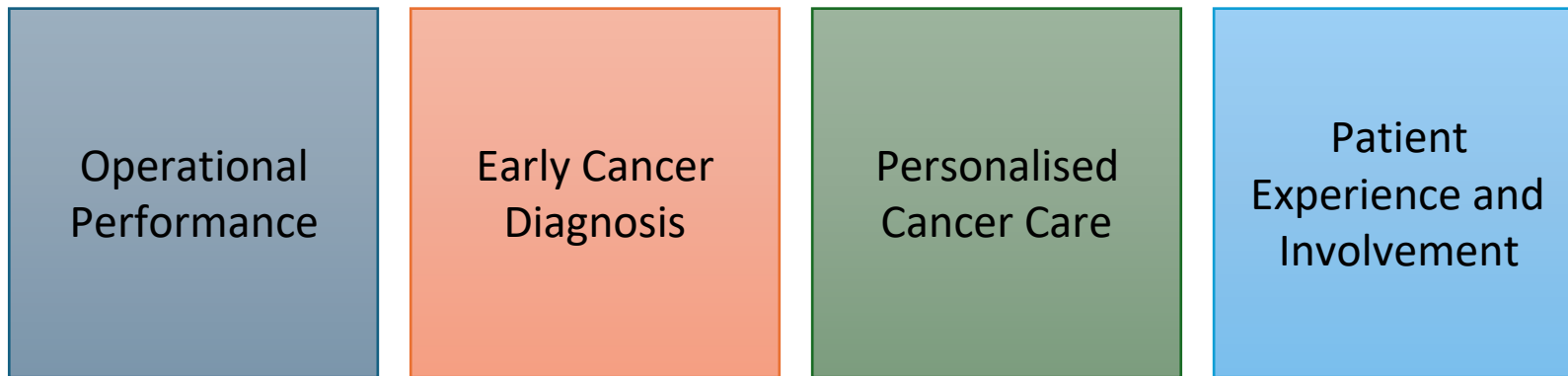
South East London Cancer Alliance and SEL ICB

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1. The role of South East London Cancer Alliance (SELCA) within SEL Integrated Care System
2. SELCA Early Cancer Diagnosis Programme
3. Cancer Screening Data – Southwark
4. Examples of workstreams in Southwark
 - Completed Projects
 - Planned Projects

- England is broken into 20 Cancer Alliances, 4 of them covering London.
- **South East London Cancer Alliance (SELCA) serves the population within SEL ICS.**
- Cancer Alliances, commissioned by NHS England, are considered to be the primary vehicle for **supporting delivery of the NHS Long Term Plan commitments for Cancer.**
- SELCA work across all 6 boroughs of South East London to **bring together partners across the Integrated Care System (ICS)** including NHS partners, Local Authority, third sector and of course with the public that we serve to support improvement in Cancer services.
- **Planning guidance** is provided by the NHS Cancer Programme each year and **used to build a local delivery plan** with stakeholders across the ICS.

Our core programme areas are:



In Primary Care, SELCA work in close partnership with:

- ICB Central Cancer & Planned Care Team
- Cancer Clinical Leads, Public Health and Operational Cancer leads at a Borough level

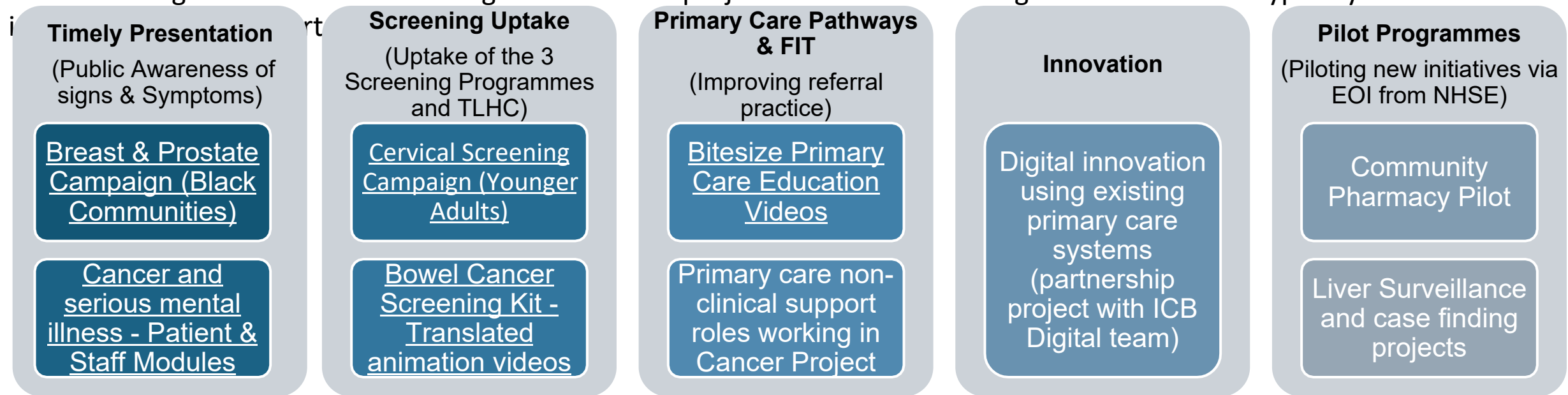


To build our 2024/25 Delivery Plan we have carried out wide stakeholder engagement with partners across SEL, based on what data is telling us.

Workstreams are developed at three different levels:

1. SELCA-led Projects – these may be system-wide or focussed to an area of high need (based on data insights).
2. Borough-level Projects
3. PCN-level projects

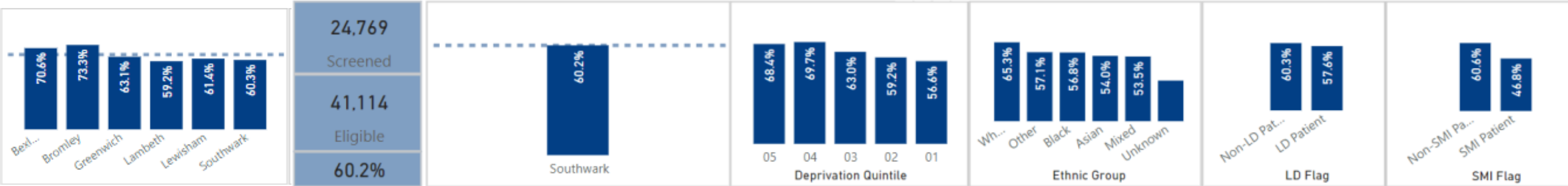
SELCA funding is non-recurrent funding and therefore projects funded at a Borough or PCN level are typically to test new



This is **not an exhaustive list**, these are a few examples. There are over 50 workstreams currently ongoing in the SELCA Early Diagnosis programme (across SELCA, Borough and PCN)

*Please note this is an **estimated** view on cancer screening coverage in Southwark, and relies heavily on accurate & up to date coding in primary care.* (Official screening data is available separately, but it will not provide the demographic detail). Having this information allows us to understand which groups are facing inequalities so that we can design targeted interventions to reduce these inequalities and improve screening participation.

Bowel Cancer Screening



Breast Cancer Screening



Cervical Cancer Screening



- We know that **screening is an important and effective way of detecting cancer early** and in bowel & cervical screening it can also **prevent cancers developing**. Unfortunately as we can see from local data on the previous slide not enough people take up their invitation for screening, particularly in certain groups.
- We also know that some groups experience more **barriers** to accessing healthcare and these people are more likely to present with late stage cancers, through routes such as A&E rather than presenting to their GP. Therefore it is essential that we take a facilitative approach to addressing this through working with practices but also with local people and voluntary & community organisations.
- A bi-monthly **Southwark cancer working group** meeting helps share information with PCN leads to ensure they understand their current position on cancer screening, alongside other cancer metrics.
- A new Cancer Facilitator role was created 2 years ago and they offer support via individual practice resource packs plus the offer of **practice engagement sessions** to provide **education and support for staff** including how to improve on cancer screening participation and **reduce inequalities**, e.g. by providing easy-read format or multi-language resources, and providing signposting information for people who may need to attend specialist services for screening such as CliniQ which provides cervical screening for trans/non-binary people with cervixes. They also provide best practice tips for use of different cancer pathways to help ensure patients are diagnosed (or cancer is ruled out) as early as possible.

Collaborative working between colleagues in Partnership Southwark, SEL ICB, Southwark Public Health and South East London Cancer Alliance (SELCA) has led to successful outcomes.

Below are a few high impact examples of work undertaken, but please note this is not an exhaustive list. There are numerous examples of work to raise awareness of cancer and improve earlier diagnosis across a range of organisations and partners:

- **Southwark produced a series of animated videos to promote breast screening in Black African women**, co-produced with London College of Communications. These videos have been used in multiple proactive campaigns, including on GP waiting room screens and being text to breast screening non-responders.
- **A comprehensive campaign was undertaken to text ALL breast screening non-responders in Southwark**, providing advice and support for breast cancer screening and how to participate, this resulted in the screening service reporting a spike in phone calls from Southwark residents.
- **Southwark was a part of an SEL wide initiative to proactively contact men at higher risk of prostate cancer a risk checker**. Black men over 45, and anyone with a family history of prostate cancer over 45, were sent the [PCUK Risk Checker](#) which offers counsels on the pros and cons of PSA testing, after which a test can be requested without needing an appointment by reply to the test. **In Southwark 10,300 men were text with the risk checker, 1,645 PSA tests were carried out, 55 referrals for suspected cancer which resulted in 11 men being diagnosed with prostate cancer.**
- **All eligible individuals in Southwark have been invited to participate in the Targeted Lung Health Check (TLHC) programme**, for which Southwark was one of the first boroughs in SEL to go live. People aged 55 to 74 years old, who have ever smoked, are invited for a free NHS lung health check to screen for lung cancer. This programme is part of an ongoing evaluation by the NHS to develop a national lung cancer screening programme to detect lung cancer earlier, before symptoms develop, and when it is more treatable. Those who participate are also offered support from smoking cessation services if they wish. There will be a drive to contact more of the non-responders from Spring'25, and a new advertising campaign from SELCA will go live soon.

There are numerous planned workstreams in Southwark to continue to support cancer awareness and early diagnosis of cancer. This is not an exhaustive list, but a selection of higher impact actions.

- **Ongoing work with Indo-American Refugee and Migrant Organisation (IRMO)** to raise awareness of cancer and screening in Latin American population, including developing translated materials. This is a collaboration with Lambeth borough.
- **Cancer awareness project with Southwark Traveller Action Group** aiming to promote cancer screening and cancer prevention, and reduce inequalities in this group who are known to experience worse health outcomes and face many barriers to accessing healthcare.
- Improving the **breast & cervical screening experience for the Trans/Non Binary/gender nonconforming population.**
- A comprehensive social media campaign to **promote Cervical Screening for younger patients** who have a lower screening rate.
- **South East London Cancer Alliance (SELCA) have commissioned the [Eve Appeal Charity](#)**, to deliver education sessions to members of the public (older women post-menopausal age and above, from Black and South Asian communities), to raise awareness of endometrial (womb) cancer signs and symptoms & encourage attendance at their GP if they have any. The work is based on the [You Need to Know campaign](#). Some workshops have already been held in Southwark & more are planned.
- **[Increasing earlier diagnosis of Breast and Prostate Cancer amongst our Black African and Caribbean communities](#)**. A SELCA led campaign building on Campaign activity in January 2024. Launching in November 2024 the campaign will focus on reaching communities via places of worship this will include an event at Old Kent Road Mosque & House of Bread Church.
- **Continuous work from the Cancer Facilitator to engage with practices on how they can improve screening participation and increase cancer symptom awareness.** This will include supporting practices who wish to hold cancer awareness events for their patients. Several events are already planned.

- **Breast Screening:** [*It's In Your Hands*](#), [*Speak up*](#), [*Say No To Cancer*](#), [*Together*](#)
- **Prostate Cancer:** [*Why us Black men?*](#); [*Let's talk about prostate cancer*](#); [*Don't wait. The earlier you speak to your GP the better*](#); [*Prostate cancer runs in my family*](#); [*Prostate cancer: We pretend it doesn't exist*](#).
- **Cervical Screening:** [*We're in a race to eliminate Cervical Cancer*](#) (co-produced by SELCA and the other London Cancer Alliances).
- **Bowel Screening:** [*How to use the bowel cancer screening FIT kit*](#) (produced by South East London Cancer Alliance and available in **top 23 languages** for South East London).
- **Symptomatic Bowel FIT Test:** [*FIT testing for patients presenting with bowel symptoms*](#) (this is only for people presenting to their GP ***with symptoms*** that could be suggestive of bowel cancer, not for generic bowel screening - produced by South East London Cancer Alliance and available in **top 23 languages** for South East London).
- **Targeted Lung Health Checks:** [*What is an NHS Lung Health Check?*](#) (produced by SELCA).