

Cancer Alliance-funded film raises awareness of the impact of language on cancer patients

Humber and North Yorkshire Cancer Alliance has funded a new short film which highlights the experiences of people with a cancer diagnosis.

KPOW! (Know the Power of Words) aims to shine a light on the importance of language used by clinicians during diagnosis and treatment.

The film, which the Cancer Alliance co-funded with Macmillan Cancer Support, co-stars and was written by North Yorkshire playwright Libby Pearson. In the film, Libby is one of four friends openly discussing their experiences of cancer, and how the way medical and nursing staff spoke and acted towards them during their treatment and care had consequences on their emotions.

The film also stars Allyson Kent, a former NHS worker, who lives in the East Riding of Yorkshire. Allyson was diagnosed with breast cancer in 2019 and ovarian cancer in 2020. She now helps the Cancer Alliance as one of their patient representatives.

In KPOW!, Libby, Allyson, Hannah Coysh and Rosie Hamblyn talk about their hope that negative statements can be reconsidered and reframed to be more sensitive and positive.

The four friends in KPOW! have all found themselves affected by cancer in different ways. Libby lost her father to cancer, Allyson is living with cancer, Hannah is a Macmillan doctor and Rosie is a cancer survivor.

The film was originally conceived and commissioned as a play by Libby, specially written for a Living with and Beyond Cancer conference organised by Macmillan in June 2023. Although visually different to the original play, the concept of the film, which was directed by Jay Sillence of InkBlot Films, remains the same.

Libby said: "As a theatre-maker specialising in issue-based work – I believe theatre and film are such strong tools in helping people reflect on their own beliefs and behaviour. They can make a huge impact and effect positive change.

"Making a film was new to almost everyone in the room and the nerves were palpable, but Jay and his team helped transform those nerves into a positive energy.

"I am hoping that anyone who sees the film, whether they are health professionals, or those supporting people living with cancer, will consider what they say and how they say it after seeing our film."

Allyson added: "I worked in the NHS for the whole of my career and am now experiencing life as a patient. Having a cancer diagnosis is life-changing at every level, and words really do matter. They can give hope or cause real harm. I will never forget those words used that day, and how they made me feel. I am much more sensitive to the words people use now."

Lucy Turner, Managing Director of Humber and North Yorkshire Cancer Alliance, said: "We are so proud of Libby's film, the cast's performances and Jay's hard work in making KPOW! The subject matter is very close to our hearts, and we are thrilled that we've played a part in the process of highlighting this important issue.

"We hope medical and nursing staff will take on board the words used by Libby, Allyson, Hannah and Rosie, and consider how important the language and actions they use with cancer patients are. They can stay with a patient forever."

KPOW! is now available to view [here](#).



East Riding MP visits NHS Targeted Lung Health Check Programme unit in Withernsea



Humber and North Yorkshire Cancer Alliance welcomed Graham Stuart, Member of Parliament for Beverley and Holderness, to Hornsea in January. He visited the seaside town to see how the **NHS Targeted Lung Health Check Programme** was helping to diagnose cancer and other respiratory conditions early among residents.

The East Riding of Yorkshire MP, accompanied by South East Holderness ward councillors Lyn Healing and Sean McMaster, attended the unit situated in the car park of Withernsea Leisure Centre.

Around 3,000 current and former smokers in the Withernsea area, aged between 55 and 74, were invited to book a telephone assessment with a respiratory nurse. After the assessment, some participants were invited for a low-dose CT scan on board the high-tech mobile unit. The appointment only takes a few minutes.

The MP, who also met the dedicated team of nurses working on the Targeted Lung Health Check Programme, said: "We all need to play our part to create a healthier Withernsea and that is why I have been working with the local NHS to make sure we get as many diagnostic checks as possible in the town.

"I am delighted so many people have accepted the offer of a check. Please, if you receive a letter offering you an appointment, don't ignore it, as it could save your life."

Michelle Clark, Respiratory Nurse Specialist Lead for NHS Targeted Lung Health Checks in Hull and East Riding of Yorkshire, added: "It was great to welcome Graham Stuart. Throughout his visit, we explained how these checks have been helping to detect lung cancer and other respiratory diseases among eligible people in the Withernsea area since October and look ahead to offering these checks in all parts of the East Riding in phases during 2024.

"Early detection of lung cancer and other respiratory diseases could make a real world of difference in the effectiveness of treatment, so these lung health checks could become a lifeline for some people."

The NHS Targeted Lung Health Check Programme began screening in Hornsea in March.

An estimated 40,000 eligible participants in the East Riding of Yorkshire will be invited for a lung health check as the mobile unit travels around the region during 2024.

Cancer Champions provide training to asylum seekers

Humber and North Yorkshire Cancer Alliance's **Cancer Champions** programme has delivered training to refugees from Syria and the Ukraine to raise awareness of cancer and the importance of attending breast screening appointments.

The Syrian refugees live in Bridlington and attend a Conversation Café, funded by East Riding of Yorkshire Council and delivered by Sewerby Women's Institute.

Emma Lewin, Project Delivery Manager – Awareness and Early Diagnosis at the Cancer Alliance, delivered a presentation with a staff member from Bridlington Primary Care Network last summer. This included videos in Arabic, and a variety of resources in English and Arabic.

Over in York, the Cancer Alliance was invited to deliver a session about breast cancer and screening at York City Church's Welcome Café, which is run by volunteers for local refugees. Emma attended with colleagues from the North Yorkshire Breast Screening service in February, and provided Ukrainian attendees with important information about the signs of cancer and when breast screening is offered. Resources were shared in Ukrainian.

Emma said: "One of the things I love most about our work is the chance to spread such an important message to people who come from all walks of life. The refugees from both Syria and Ukraine were really welcoming."

Awareness and Early Diagnosis

Cancer Alliance staff spotlight



Cancer Alliance News

A warm welcome to Alicia Maultby, who has joined the Cancer Alliance as Clinical and Professional Nursing and Allied Health Professional (AHP) Lead.

Alicia began her NHS career 21 years ago as a Student Nurse. Her last student placement was on an oncology ward and ever since, her passion has continued to be caring for patients with cancer.

After time working in Liverpool and London, Alicia returned 'home' to Yorkshire. She had spent the last six years working for York and Scarborough NHS Foundation Trust, having held several senior roles in cancer care, including as a Matron.

What is your new Cancer Alliance role and what does it entail?

I provide expert, specialist professional and clinical leadership and advice in the delivery of the nursing and AHP-related elements of the NHS Long Term Plan for Cancer.

I am focused on, but not limited to, operational performance, faster diagnosis, early diagnosis, personalised care plus the development of our workforce.

I will be working collaboratively with major stakeholders in a wide range of health, local authority, community and voluntary sector partners, plus patients and the public across our footprint, to ensure quality is at the forefront of transformation in cancer pathways.

What attracted you to the role?

When I saw this role advertised, I knew that being able to work with the incredible clinicians and nursing and AHP professionals across Hull and North Yorkshire, and bring them together with the collective aim of improving cancer care, would be a real honour.

Making a real difference to the working lives of the workforce is something which is very important to me. The dedication and extraordinary lengths our cancer workforce go to must be understood, valued, and celebrated if we are to ensure we can sustain, train and retain a workforce – for now and in the years to come.

What do you see as the main challenges?

The NHS workforce is stretched, exhausted and under-resourced. Change and improvement cannot happen unless the workforce has more time to develop, reflect and explore transformation. This is a major challenge, but I will work creatively, collaboratively, and thoughtfully to play my part.

What are you looking forward to most?

I am looking forward to the time when I can reflect on work I have collaborated on with our partners, to know we have made a difference – not only to the workforce but to patient care. These are the reasons I love my job!

Opportunity knocks for regional cancer innovators



Cancer Alliance News

This spring will see the Cancer Alliance launch an exciting new way to receive cancer innovation funding. Cancer Innovation Grants 2024/25 are coming soon, in collaboration with Health Innovation Yorkshire & Humber.

The Cancer Alliance is looking to fund ideas essential to improving early diagnosis, treatment, recovery and patient experience across the local population. These can range from implementing small, grass roots projects, to larger-scale innovation schemes.

The aim of the Cancer Innovation Grants is to fast-track high-quality, proven, late-stage innovations into front-line settings, in line with the NHS Long Term Plan. The Cancer Alliance welcomes newly identified innovations, as well as projects that adopt innovation ideas that have been proven a success elsewhere.

Collaboration is encouraged across organisations and sectors.

Applications are open to both statutory and voluntary organisations, primary and secondary care organisations, patients, voluntary, community and social enterprise groups and organisations.

The total funding for the Cancer Innovation Grants is yet to be confirmed, but will be spread across three innovation streams – the first is Earlier Diagnosis, the second is Faster Diagnosis, Treatment and Pathways, and the third, Living with and Beyond Cancer.

If you are interested in this innovative new scheme, further details will be available for applicants soon.



Cancer Alliance News

Meet the Team!

The Humber and North Yorkshire Cancer Alliance team has grown over the years, but there is an easy way to find out the names behind the work.

From Awareness and Early Diagnostics, to Health Inequalities, and everything in between, the revamped [Meet the Team](#) page features all the Humber and North Yorkshire Cancer Alliance team, plus [how to get in touch](#).

Cervical Cancer Awareness Month 2024 Activities

January 2024 saw Humber and North Yorkshire Cancer Alliance play their part in [Cervical Cancer Awareness Month](#).

Cervical cancer kills 854 people in the UK every year, but it is also the most preventable cancer, with 98.8% cases preventable.

To help make that percentage higher, the Cancer Alliance raised awareness that the best way for women and people with a cervix to reduce the risk is to attend a cervical screening appointment if invited. The Cancer Alliance also highlighted the common cervical symptoms, and shared messaging about cervical cancer prevention.

The #PreventCervicalCancer campaign was targeted at any women or person with a cervix in the region that was eligible for cervical screening aged between 25 and 64.



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Among the mix of earned and paid-for activity was packaged video and photo content, interviews with Drs Dan Cottingham and Sam Plummer, and cancer patients, including reluctant cervical screening attendee-turned-advocate Meg Long (above). Earned media coverage for the Cancer Alliance included the Hull Daily Mail, BBC Radio Humberside, Viking FM and Greatest Hits Radio.

The Cancer Alliance also issued a targeted Facebook advertising campaign, focusing on postcode areas in the region where screening take-up is lowest. And the Cancer Champions team carried out a series of bitesize cervical screening awareness sessions to coincide with Cervical Cancer Prevention Week, held 22-28 January 2024.

Cancer Alliance Health Inequalities Strategy goes live

Humber and North Yorkshire Cancer Alliance's Cancer Care and Health Inequalities Strategy has been published and is now available for all to read [online](#).

The strategy aims to ensure every person in Humber and North Yorkshire has the same opportunity to have their cancer diagnosed at an early stage, and can receive access to treatment, no matter who they are or where they live. This sits in line with the Cancer Alliance's vision to transform the diagnosis, treatment and care for cancer patients in the region.

The Cancer Alliance's Health Inequalities Strategy was developed in partnership with numerous stakeholders including patient representatives, population and clinical health colleagues from primary and secondary care, cancer charities and representatives from the voluntary, community and social enterprise (VCSE) sector.

Eight key objectives were developed through consultation with patient representatives and stakeholders from across the health and social care community, and in line with NHS England's guidance.

These include delivering accessible patient information resources and establishing health inequalities as a golden thread through all regional work.



Health Inequalities

These objectives, and the actions taken to fulfil them, will steer the Health Inequalities programme, led by the Cancer Alliance's Health Inequalities Lead, Jennie Walker, over the next five years.

Jennie said: "I am thrilled that we have laid the groundwork for building practices that will help reduce inequalities for patients who have a cancer diagnosis, or who could be at risk of having one."