

KPOW! (Know the Power of Words) receives premiere, plus cast and crew Q&A, at Hull Truck Theatre

Humber and North Yorkshire Cancer Alliance recently hosted the premiere of a new short film that was co-funded with Macmillan Cancer Support.

KPOW! (Know the Power of Words) highlights the importance of language used by clinicians during cancer diagnosis and treatment, combining humour and poignancy to emphasise the need for understanding and respect for those living with the disease. You can now view KPOW! on the Cancer Alliance's YouTube channel, [here](#).

The film was premiered to an audience of NHS clinical and non-clinical staff at Godber Studio in Hull Truck Theatre on Monday 8th July. Lucy Turner, Managing Director of Humber and North Yorkshire Cancer Alliance, introduced the presentation.

After the showing, members of the cast and crew took part in a Q&A session with the attendees, facilitated by Katie Pierce and Heather Lysiak-Wright from Macmillan Cancer Support.

On the panel were director Jay Sillence from InkBlot Films, KPOW! actors Hannah Coysh (a Macmillan doctor) and Rosie Hamblyn (a cancer survivor), plus Macmillan doctors Kate Thomas and Marie Cohen, who were instrumental in the commissioning of KPOW! when it started life as a play.

Although writer and co-star Libby Pearson (who lost her father to cancer) was unable to attend, she did provide a pre-recorded introduction, which was shown directly before the film began.

In KPOW!, four friends openly talk about 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 is living with cancer and is a Cancer Alliance patient representative.

Allyson's experiences of cancer treatment are essential to the content of KPOW!, and although illness prevented her attendance, she received a standing ovation at the end of the Q&A.

During the Q&A, Jay, Hannah, Rosie, Kate and Marie talked about the origins of KPOW!, which was specially written by Libby for a Living with and Beyond Cancer conference in 2023.

They expressed their hopes that the film will be used to inspire clinicians to pause and consider how the words and actions they use can leave a lasting impression on their patients.

As each attendee left the Godber Studio, they returned completed evaluation cards, which they were encouraged to fill in while watching KPOW! The results will be used to help with future presentations.

Lucy Turner, Managing Director of Humber and North Yorkshire Cancer Alliance, said: "It was wonderful to see so many people attending KPOW! at Hull Truck Theatre. We had been eagerly anticipating how the event would go for months, we're delighted. Seeing the buzz after the premiere was truly thrilling.

"But this is just the start. We have high hopes that KPOW! can be spread far and wide, and maybe even become part of official training for NHS staff.

KPOW! (Know the Power of Words) is now available on the Cancer Alliance YouTube channel, [here](#). Please share across your network, particularly with frontline staff who have clinical and non-clinical contact with patients, including: doctors, nurses and paramedics.



Cancer Alliance announces winners of the inaugural Cancer Innovation Grant programme

An at-home chemotherapy service, a first-of-its-kind clinic for Vulvovaginal Atrophy (a common post-treatment late effect for women with Breast, Gynaecological and some Colorectal cancers) and a project which uses virtual reality (VR) to reduce anxiety in young cancer patients are among the inaugural winners of Humber and North Yorkshire Cancer Alliance's Cancer Innovation Grants programme.

In April 2024, the Cancer Alliance launched its first-ever **Cancer Innovation Grants programme**, setting aside £400,000 to fund a wide variety of projects to improve early cancer detection or improve treatment or recovery for cancer patients in Humber and North Yorkshire.

The Cancer Innovation Grants, which were created in partnership with Health Innovation Yorkshire & Humber and the Humber and North Yorkshire Integrated Care Board, have proved particularly popular – with 47 applications received totalling a whopping £1.4million.

Applications came from a wide variety of backgrounds and sectors, ranging from small, grassroots projects to large-scale innovation schemes.

The Cancer Alliance welcomed applications from primary and secondary care organisations, patients and social care organisations

An expert panel was appointed to decide which projects would receive funding and therefore be able to bring their concept to fruition. The panel awarded funding of differing amounts to 12 innovation projects.



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Where possible, those who were not successful in securing funding are being supported to bring their projects to life through collaborative opportunities offered by the Cancer Alliance and its partners.

Dr Kartikae Grover, Clinical Director, Humber and North Yorkshire Cancer Alliance, said: "The fact that the Cancer Alliance was inundated with entries worth a value totalling more than three times the allocated funding amount is testament to the important role that innovation can play in improving health and care services using the finite resources that are at our disposal.

"The Cancer Innovation Grants are an excellent opportunity to develop our local culture of innovation through adopting and developing new ideas, which have a positive impact on patient experience and outcomes and the local cancer system.

"Everyone at the Cancer Alliance is really looking forward to seeing these fantastic projects develop from the concept stage and deliver real benefit to cancer patients in Humber and North Yorkshire."

Further information on all the Cancer Innovation Grant winners, including progress reports on their aims, will be available in future editions of this stakeholder newsletter, so stay tuned!

NHS Targeted Lung Health Check Programme to roll out across North Lincolnshire

The NHS Targeted Lung Health Check Programme is to roll out across North Lincolnshire this autumn, starting with Scunthorpe.

This will be the fourth phase of the service, which launched in Hull in January 2020. It has since been introduced in areas of North East Lincolnshire and East Riding of Yorkshire.

The programme aims to help diagnose lung cancer and other respiratory diseases at an earlier stage, when treatment can be more successful.

Eligible people, aged 55 to 74, who are current or former smokers registered with a GP practice in Scunthorpe, will receive a letter inviting them to take part in a telephone assessment with a specialist respiratory nurse.

Those with a high-risk score will be invited to attend a low dose CT scan within two weeks of their initial appointment, which will take place on board a mobile unit based in Scunthorpe.

Dr Stuart Baugh, Programme Director for the NHS Targeted Lung Health Check programme in Humber and North Yorkshire said: "The Lung Health Check service helps achieve better outcomes for people at the highest risk of respiratory diseases, including lung cancer.

"We are pleased to start the next phase in North Lincolnshire, and are now beginning the invitation process for participants in Scunthorpe."

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Cancer Alliance staff spotlight



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In this edition, we shine the staff spotlight on Michelle Clark, Respiratory Nurse Specialist Lead for Targeted Lung Health Checks (TLHC) in Hull and East Riding.

Michelle has worked on the TLHC programme since the launch in early 2020, and recently became a member of the TLHC Expert Advisory Group (EAG).

The TLHC programme was established to improve early diagnosis and survival of those diagnosed with cancer.

The programme began in the region in 2020, when it rolled out in Hull. Since then, lung health checks have taken place in North East Lincolnshire and the East Riding of Yorkshire, and are to commence in Scunthorpe, North Lincolnshire shortly.

Smokers and ex-smokers, aged 55 to 74, receive invites for their lung health check. Those assessed as high risk are offered a low dose CT scan.

It is estimated the programme will diagnose cancers earlier than they would otherwise have been, offering the opportunity for a higher number of early interventions, including curative surgery.

What is your role within the EAG and what does it entail?

My role involves bringing together a breadth of experience, expertise and perspective from lung cancer screening pathways to provide practical advice across the lung cancer pathway. The EAG provides advice and recommendations for the TLHC programme, supporting the development of guidance and implementation relating to low dose CT screening, NHSE standard protocols, patient and public facing materials, pathway/protocol amendments, and national roll out of the programme.

What attracted you to the role?

I have been working within TLHC since the Hull pilot and I am very passionate about the opportunity to support the national roll out to achieve full coverage by 2029.

I have taken a particular interest in the work on health inequalities and have successfully delivered the very first lung health check screening in a prison.

What do you see as the main challenges?

There can be challenging conversations, and stakeholders often have high expectations from advisory groups. Many in the EAG are in full-time roles outside of the group, which means balancing time and demand.

What are you looking forward to most?

I'm looking forward to leading the continuation of the TLHC expansion into our local area, so all eligible people can be offered a screening check, and have accessible care.

I plan to take the TLHCs into another prison in the East Riding, and I would also like to look at other population areas to focus more on inequalities and non-engagement to the lung health check programme.

I am lucky to work with an excellent team who are as passionate about TLHC as I am.

2023 National Cancer Patient Experience Survey (CPES) results published



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The 2023 National Cancer Patient Experience Survey (CPES) results have been published.

The survey aims to understand people's experiences of cancer care, and the insight provided in the survey is used to improve the quality of NHS cancer services.

CPES is conducted every year by Picker, on behalf of NHS England.

The survey asks a variety of questions to gauge people's experience of care, including how involved patients felt in decisions about their care, whether the information they were given was easy to understand, and whether they felt they had enough support from staff.

The Humber and North Yorkshire Cancer Alliance-area CPES results can be [viewed here](#).

Patients in the Humber and North Yorkshire area have given a rating of 8.9 out of 10 for overall experience of care.

Lucy Turner, Managing Director of Humber and North Yorkshire Cancer Alliance, said: "Humber and North Yorkshire Cancer Alliance welcomes the publication of the 2023 CPES results, a key indicator of how people who use cancer services in our area are finding this experience.

"The Cancer Alliance will work in partnership with the organisations in our region which provide cancer services to review the CPES results to understand what aspects are working well and identify where improvements should be made."

For more information about the CPES, please visit ncpes.co.uk.



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Cancer Alliance annual conference

Don't miss our next newsletter for the lowdown on this year's sold-out Humber and North Yorkshire Cancer Alliance annual conference, which took place on Thursday, 19 September at the Lakeside Conference Centre at York Biocamp Campus.

The annual conference celebrates the work taking place across the Humber and North Yorkshire area to improve the diagnosis, treatment, and care for cancer patients.

Cancer Alliance celebrates completion of 75,000k Challenge in wet and windy fashion on Humber Bridge

Cancer Alliance staff recently completed an ambitious challenge to collectively walk, run, swim or cycle 75,000km during the NHS's 75th birthday year.

To celebrate the achievement – and the 76th birthday of the NHS – members of the team walked across the length of the Humber Bridge and back on Tuesday 9th July.

There was more than a fair share of rain on the victory parade, but spirits remained high, and there was a stop for cake and coffee halfway through.

The starting pistol of the 75,000k Challenge was fired at Health House in Willerby on Tuesday 4th July 2023. That day, the team used a treadmill and exercise bike in a race against time to clock up 75km in 7.5 hours. They smashed their target and raised £135 for [NHS Charities Together](#).



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Throughout the year, members of the team recorded their Strava results and used their smartphones to track their progress with a Totaliser in Health House.

The Cancer Alliance achieved its goal ahead of the one-year target. After adding up the team's kms for week commencing 17th June, their total reached 75,750kms.

Dr Kartikae Grover, Clinical Director of Humber and North Yorkshire Cancer Alliance, said: "The Cancer Alliance has done remarkably well to achieve 75,000kms in under a year. And in doing so, the team has also highlighted the benefits of maintaining an active lifestyle."

Cancer Alliance goes on tour for a summer of engagement roadshows

This summer, Humber and North Yorkshire Cancer Alliance asked people across the region for their views on cancer and experiences of using cancer services as part of a regional community engagement roadshow series.

The community roadshow engagement series consisted of lots of different events held across the Humber and North Yorkshire region.

The roadshows were organised to raise awareness and improve understanding of cancer, gain greater insight into cancer barriers and gain a deeper understanding of people's experience of using cancer services.

The community engagement roadshow visited many of Humber and North Yorkshire's cities and towns, including Bridlington, Grimsby, Goole, Hull and Scunthorpe. Cancer Alliance staff, and colleagues from various partners, engaged in conversations with people who have been treated for cancer, or members of the public to understand their understanding of and attitudes towards the disease.

Lucy Turner, Managing Director, Humber and North Yorkshire Cancer Alliance, said: "Humber and North Yorkshire Cancer Alliance has a proud record of using the views of cancer patients and members of public to influence our work and the work of our partners.



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"Our community engagement roadshow series provided invaluable insight about people's views on cancer and experiences of the disease, particularly in communities in our region which experience the greatest health inequalities and perhaps do not feel that their voice is heard at times.

"Our friendly community engagement team are keen to speak to you. They're bound to be in a city, town or village near you this summer so please spare a few minutes to share your views and experience of cancer with them."