

## WELCOME WORD FROM YVONNE ELLIOTT

**Welcome to the Humber, Coast and Vale Cancer Alliance summer newsletter.**

Despite continuing pressures on NHS services, we are making progress in our efforts to recover from the impact of Covid-19 and staff remain focused on ensuring patients can access cancer services as quickly as possible.

Behind the scenes, our programme team is working collaboratively with our partners to accelerate innovative programmes such as the implementation of

pinpoint, cytosponge, the further roll-out of Rapid Diagnostic Centres and development of Community Diagnostic Hubs, all of which will help our population receive faster diagnosis and access to treatment.

In this edition of the newsletter, you'll read about some of the activity taking place across the Alliance's programmes of work to support high standards of care across Humber, Coast and Vale (HCV).

This includes developments to the Cancer Champion

programme, changes to the skin cancer pathway, volunteer groups helping to support people affected by cancer and much more.

There are also some inspiring educational events being hosted by the Alliance, such as a faecal immunochemical test (FIT) share and learn and the Health Inequalities Summit planned for October, which will help us shape the landscape for future cancer care.

As the system makes progress, we understand some patients remain



YVONNE ELLIOTT

anxious about accessing services, but we would encourage anyone with concerning symptoms to come forward for help. The NHS is here to see you safely.

Yvonne Elliott  
Managing Director  
HCV Cancer Alliance

## HELP SAVE LIVES through early diagnosis

BECOME A CANCER CHAMPION



JOIN OUR FREE VIRTUAL AWARENESS SESSION  
SCAN THE QR CODE FOR UPCOMING DATES



## NEW CANCER CHAMPION VOLUNTEER PROGRAMME

Help teach more people about the early signs and symptoms of cancer

The Alliance is excited to announce the development of a new Cancer Champion Volunteer Programme!

Over the past few months, the team have worked together to create a model that promotes collaboration with existing Cancer Champions in order to further raise awareness of the importance of early diagnosis

and the signs and symptoms of cancer.

If you've taken the training and feel confident talking about cancer, you could help to deliver sessions or take part in local awareness events.

If you're interested in taking part and supporting the Cancer Champion Programme, you can



find out more information by contacting Project Officer, Zoe Bounds.

Email [eryccg.cancerchampion@nhs.net](mailto:eryccg.cancerchampion@nhs.net).

## CANCER AWARENESS: CERVICAL SCREENING



In June, Katy helped to promote the importance of cervical screening tests by sharing her experience of receiving a positive HPV test result.

Katy said: "I'm very grateful for the cervical screening system – it is empowering to know that by attending the routine smear tests and colposcopies, I'm doing everything I can to monitor my health, which benefits both me and my family."

[You can read more of Katy's story here.](#)

Humber, Coast and Vale Cancer Champions have been continuing to help raise awareness of cancer, by supporting cancer awareness dates such as Cervical Screening Awareness Week.

## BECOME A CANCER CHAMPION

People living in the Humber, Coast and Vale region, including Hull, East Yorkshire, Scarborough, York, Grimsby and Scunthorpe can become a Cancer Champion by taking part in a free 90 minute virtual session. [Click here](#) to check upcoming dates and sign up.

## IN THE COMMUNITY: CANCER CHAMPIONS ATTEND CANCER RESEARCH UK RELAY FOR LIFE

On 31 July, the Cancer Champion Programme's Project Officer Zoe attended the Cancer Research UK Relay for life in York.

In memory of a friend, Zoe was part of 'Rachael's Dog Squad' who, as a team, raised an impressive £3,632. Together, all the teams taking part raised over £54,000 to fund life-saving cancer research. Zoe also shared plenty of Cancer Champion resources, raising awareness of the early signs and symptoms of cancer to be aware of and highlighting the important role early diagnosis plays in saving lives.

The Cancer Research UK Relay For Life takes place annually all over the UK to celebrate the power of community fundraising in the fight



ZOE BOUNDS

to beat cancer. Before the big relay day, teams of family and friends fundraise for life-saving cancer research, then come together to celebrate their efforts and remember the people in our lives affected by cancer.

If you'd like to find out more about Relay For Life or the Cancer Champion Programme, you can find both teams at Sewerby Hall on Saturday 18 September.

## DATES FOR THE DIARY

### SEPTEMBER

Friday 24th  
Macmillan Coffee Morning  
Gynaecological Cancer  
Awareness Month

### OCTOBER

STOtober  
Breast Cancer  
Awareness Month

### NOVEMBER

Mouth Cancer Action Month  
Pancreatic Cancer Awareness Month  
Lung Cancer Awareness Month  
Movember Men's Health

## HELP US HELP YOU

With support from Public Health England, NHS England and NHS Improvement are launching the 'Cancer: Abdominal and Urological Symptoms' phase of the 'Help Us, Help You' campaign.

The campaign encourages anyone who has had tummy troubles, such as discomfort or diarrhoea for three weeks or more, or seen blood in their pee - even just once, to contact their GP practice.

Persistent tummy troubles can be signs of a number of cancers, including bowel, ovarian or pancreatic cancer, and blood in pee - even just once, can be a sign of urological cancers, including bladder or kidney cancer.

Some people may be reluctant to visit their GP because they feel embarrassed about their symptoms, concerned they're wasting their GP's time. Help Us Help You is a reminder that the NHS still wants to see you if you are experiencing any



Tummy discomfort for three weeks or more?  
Just contact your GP practice

Clear on cancer  
Help us help you

concerning symptoms. While it's probably nothing serious, any of these symptoms could be a sign of something that needs treatment. If it is cancer, finding it early makes it more treatable and could save your life.

# HULL LUNG HEALTH CHECKS: CHRISTINE AND DANNY'S STORY



In January 2020, Danny and Christine became two of Hull's first lung health check participants after the city was chosen as one of 23 places to pilot a new NHS targeted programme, due to a high number of smokers and people affected by lung cancer.

The Lung Health Check Programme is designed to check those most at risk of developing lung cancer in order to spot signs earlier, at a stage when it's more treatable, saving more lives.

Here, Danny and Christine explain how the service potentially saved Danny's life and why they are encouraging others to take up the free check:

"We received an invitation letter and are so thankful we made the decision to go ahead with the lung health check. Unfortunately, the CT scan picked something up on Danny's lung and within days we were at Castle Hill Hospital

receiving a lung cancer diagnosis.

"He had no symptoms, other than a cough, which we naturally put down to smoking, and we were shocked to find out the growth was really large.

"We were so lucky, the lung health check caught it just in time



and the amazing cancer team at Castle Hill Hospital were able to operate and remove the cancer without a need for chemo or radiotherapy.

"Danny is now completely cancer free, but if it wasn't for the lung health check, he simply wouldn't be here today.

"We are so grateful to the amazing team who saved my husband's life and would urge anyone who is invited to take up the offer."

Despite a temporary pause caused by the coronavirus pandemic, the service is now back up and has welcomed over 2,500 patients since its relaunch in April 2020.

To find out more about the Lung Health Check Programme, please visit [www.lunghealthcheck.org.uk](http://www.lunghealthcheck.org.uk).

# TELEDERMATOLOGY: SUPPORTING EARLIER DIAGNOSIS OF SKIN CANCER

To support patients, manage NHS waiting lists safely, and help cancer services recover from Covid-19, the Cancer Alliance has worked with partners to support the use of images alongside urgent skin cancer referrals.

Skin cancer is one of the most common cancers in HCV and the Alliance has provided 60 new iPhones and dermatoscopes to GP Practices across Hull and East Riding to help healthcare professionals rule out or diagnose skin cancer earlier, when treatment is often more successful.

This new technology enables specially trained GPs to capture and share microscopic images as **Dr Dan Roper, Clinical Lead for Primary Care at HCV Health and Care Partnership** explains,

"In line with similar work that is taking place across the Alliance, Hull University Teaching Hospitals NHS Trust has changed the way urgent cancer referrals are managed to support image



submission. Including images with referrals assists in effective triaging, which can often lead to reduced appointments and anxiety for patients."

A patient who benefited from use of the technology said:

"I developed a concerning lump on my neck and my GP took a photo that showed the minute detail of the lump. I thought here is a technology that is making it very clear what the problem is. Within 10 days, I saw a consultant who appreciated the information that was available and, within

six days, I was in surgery. I was so pleased to get it sorted so quickly."

"In my experience it felt like the dots were very clearly joined up, from speaking to the receptionist, GP, senior practitioner, consultant and finally the registrar who did the surgery. All the dots lined up and I benefited enormously from that. I was really pleased that throughout the process, everybody seemed to be talking to each other which felt extremely important."





## LOCAL TRUST SHORTLISTED FOR PATIENT EXPERIENCE AWARD

The Teenage and Young Adult (TYA) Service at Hull University Teaching Hospitals NHS Trust (HUTH) has been shortlisted for a Cancer Patient Experience Survey (CPES) award after a recent survey helped to enhance the care and support provided by the service.

As part of the Patient Experience Network National Awards, the CPES award recognises the use of patient feedback to drive and deliver improvements in patient experience. The TYA services was nominated for the award after a patient survey helped to identify which parts of the service were working well, areas for improvement, and the impact of Covid-19.

As the views and experiences of teenage and young adult patients can be often be underrepresented, the TYA team used the 2020/21 NHS Cancer Improvement Collaborative project to develop a patient satisfaction survey.

Produced in collaboration with a patient partner and Humber, Coast and Vale Cancer Alliance, the survey received a high response rate of 67% and, overall, the feedback was extremely positive, with the majority of respondents speaking very highly of the service.

An action plan based on recommendations from the survey report is now helping the TYA team further improve experience of care and the service continually aims to offer the best possible service to patients.

The Teenage and Young Adult (TYA) Service is based within the Queens Centre at Castle Hill Hospital, which is part of Hull University Teaching Hospitals NHS Trust.

The unit provides inpatient and outpatient services for 19-24 years old within the region and a shared care service for those patients aged 16-18 years receiving treatments in Leeds.

To find out more about the Teenage and Young Adult Service, please [click here](#).

### THE QUEEN'S CENTRE



## NEW PODCAST YOU CANCERVIVE

A new podcast hosted by people affected cancer has launched in Yorkshire.

**YOU CANcervive – Let's Talk Cancer** aims to encourage more open conversation to raise awareness of common signs and symptoms and how people can reduce their risk.

Created by two people directly affected by cancer, Arzoo Dar from Dewsbury who experienced bone cancer as a child and Rob Husband from Huddersfield, who was treated for head and neck cancer and whose story features in the first episode of YOU CANcervive.

The episodes are suitable for everyone, not just those who have experienced cancer themselves, but also anyone affected by cancer in their lifetime.

Each one features the story of someone affected by cancer.

[Click here to find out more and start listening.](#)



## INVOLVEMENT OPPORTUNITY: SUPPORTING PEOPLE WITH CANCER IN COASTAL COMMUNITIES

About 17% of the UK population live in coastal communities. In the area covered by Humber, Coast and Vale Cancer Alliance, our coastal communities stretch from Whitby in the north to Cleethorpes in the south. Very little research has focused on the experiences of people living in these communities, in terms of their health and wellbeing and access to health and care services. Preventable ill health and lower life expectancy affect coastal communities, as well as NHS staff shortages and services that are harder to access. The recent annual report of Chief Medical Officer Chris Whitty has called for a new national strategy to address this.

The development of specialist cancer centres has had positive outcomes for patients but has meant that some people must travel further for cancer care. For the Humber, Coast, and Vale area, the primary cancer care centre is in Cottingham to the west of Hull. Patients from a large area use this service. Some seaside towns have limited public transport links including Hornsea, Flamborough and Withernsea which do not have a rail link to Hull. Areas by the coast often have older populations because many people move to the coast in retirement. This means that illnesses which develop more often in old age are more common in these areas. This includes lung cancer.

in our coastal communities. We want to understand the healthcare data on outcomes for people with lung cancer, and gather first-person experiences by interviewing people with lung cancer.

To help us to develop the project we want to involve a handful of people from local coastal communities in an advisory role. We are looking for people with personal experiences of cancer themselves or amongst their family and friends. You can help us approach this research with an understanding of what it feels like to go through cancer treatment whilst living in an area remote from services and support. We want to know what support is currently available for people with cancer in coastal communities, and where the gaps are. You might also have ideas about how we can best find people with lung cancer to interview. This is a sensitive topic to research and we want your advice about how to support the people that we interview, the questions that we ask them, and the practicalities of interviewing people during a pandemic.

If this interests you, please get in touch with Rebecca Price, who is leading this study, or Helen Roberts, who is working with Rebecca to involve the public in the research.



The particular focus of this new research project at Hull York Medical School is on lung cancer

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# PROSTATE CANCER SUPPORT GROUP Lincs AND HUMBER

## How did the group begin?

Dave and Jackie began supporting people affected by prostate cancer by fundraising for Prostate Cancer UK.

Wanting more local support for people in their area, the pair created Prostate Cancer Support Group Lincs and Humber in May 2012. Martin, a friend of Dave, joked about attending the meeting as a favour so Dave wouldn't be alone. When Martin arrived, however, the room was full!

Everyone said a few words about what had brought them along to the meeting. Despite not having experienced prostate cancer personally, Martin has continued to attend the meetings and help out when needed ever since. David, founding member who first began with the group as Treasurer still remains in the position today.

To spread the word and find members, the group featured on Radio Humberside and in the Scunthorpe Telegraph, which is when numbers began to grow.

Since then, the group has unfortunately lost some members who have passed away, however new members have also joined, including Wilf, who joined in 2014 and is now the group's Chairman.

Around 4 years ago, the group became an official Prostate Cancer UK Group, meaning they are supported by the charity. Once a month, Wilf attends a group leaders meeting, and the group receives various resources including a free license for Zoom,

leaflets, and promotion materials.

## Who can attend?

Anyone can attend meetings, even if they've not been affected by prostate cancer; the group is open to everyone.

The group is useful for those diagnosed cancer,

but also for their partners, too.

The group highlights the lack of knowledge around how a prostate cancer diagnosis can affect someone's partner as much as the person diagnosed, and works to support partners through this.

## What can attendees expect from meetings?

The group's meetings are open, meaning anyone can attend, and they've had presentations from all sorts of guests, including medical detection dogs!

Often, attendees will share their experiences in the hope it might help someone else at the meeting, or simply discuss something they need to get off their chest. Some people want to attend the meetings and chat to everyone, but others may be more private and feel a one to one conversation is better for them.

Upon signing up, the group asks members if they'd be happy for their telephone number or email address to be passed on to others who have recently been diagnosed and want to speak to someone in confidence.

## Why is it important for someone affected by cancer to attend a support group?

Being part of a support group gives people affected by cancer an opportunity to connect with others with similar experiences.



WILF BAKER

## What does the future hold for Prostate Cancer Support Group Lincs and Humber?

In the future, the group would like to increase their reach and get more members on board so they're able to offer support to more people affected by cancer.

Once face to face meetings resume, group members hope to keep Zoom, as it's proven handy in terms of having guest speakers who wouldn't necessarily be able to travel.

If you'd like to find out more about the group, attend a future meeting, or know someone who might need their support, [click here](#).

## STAY CONNECTED

Keep up-to-date with the latest news, and opportunities for involvement by following the Alliance on social media:



# IT'S BACK! 5K YOUR WAY MOVE AGAINST CANCER

## NEW EARSWICK VOLUNTEER AMBASSADORS



A community led support group which invites people affected by cancer to run, jog, or walk 5K on the last Saturday of every month has restarted thanks to the return of Parkrun events in England.

Organised by volunteer ambassadors, 5K Your Way Move Against Cancer is a free event which encourages those living with and beyond cancer, their families and friends, and people working in cancer services to take part in



physical activity within a supportive environment.

Dr Dan Cottingham, CRUK GP Primary Care Lead at Humber, Coast and Vale Cancer Alliance, is a volunteer ambassador for New Earswick 5K Your Way Group in York and said,

"After a long wait, it was great to take part in the soft relaunch of 5K Your Way on Saturday 31st July and welcome back those who felt ready to join us.

"5K Your Way events are a fantastic way to support others to move against cancer and, as a volunteer ambassador for the New Earswick group, I've seen how physical activity and peer support can have a huge positive impact for those living with and beyond cancer."

"Anyone affected by cancer can take part in 5K Your Way and you don't have to complete a full 5K to join us. Instead, you could walk part of the course, come to support others or join us for refreshments afterwards. Everyone is welcome."

Currently, there are three 5K Your Way Groups within the Humber, Coast and Vale region, meeting at New Earswick (York), Hull, and Cleethorpes Parkrun events.

To find out more about Move Against Cancer, or to view a full list of relaunch dates and a step to step guide to taking part, please visit [www.5kyourway.org](http://www.5kyourway.org).

## When are meetings held?

On the 3rd Monday of every month, except December.  
6.30pm - 8.30pm

## Where?

St Bernadette's Parish Centre,  
Ashby Road,  
Scunthorpe  
DN16 2RS

