

Humber, Coast and Vale Cancer Alliance

Annual Conference

Feedback Report

March 2020



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## **Introduction**

On Thursday 5th March 2020, Humber, Coast and Vale Cancer Alliance (HCVCA) was proud to host its first annual conference.

The conference featured speakers from the national stage, including Dame Cally Palmer, National Cancer Director for NHS England) and David Fitzgerald, National Cancer Programme Director, and presentations from colleagues from across the patch.

The content of the conference covered topics such as developments in genomics, improving cancer pathways, holistic needs, and much more.

More than 150 people attended the event, including those living with and beyond cancer, plus healthcare professionals and representatives from national organisations.

## **The aims of the conference**

The aims of the event were threefold.

1. To recognise and celebrate the exceptional work taking place across the Alliance
2. To look to the future, including the impact of the NHS Long Term Plan and the Alliance's Annual Delivery Plan.
3. To facilitate relationships and networking across the patch.

## **The aims of the feedback survey**

At the end of the day, all attendees were given a feedback survey to complete and hand back to the Communications and Engagement team.

This report will outline the results of those feedback surveys, summarise the feedback, and present a conclusion regarding the success of the event in achieving its three aims.

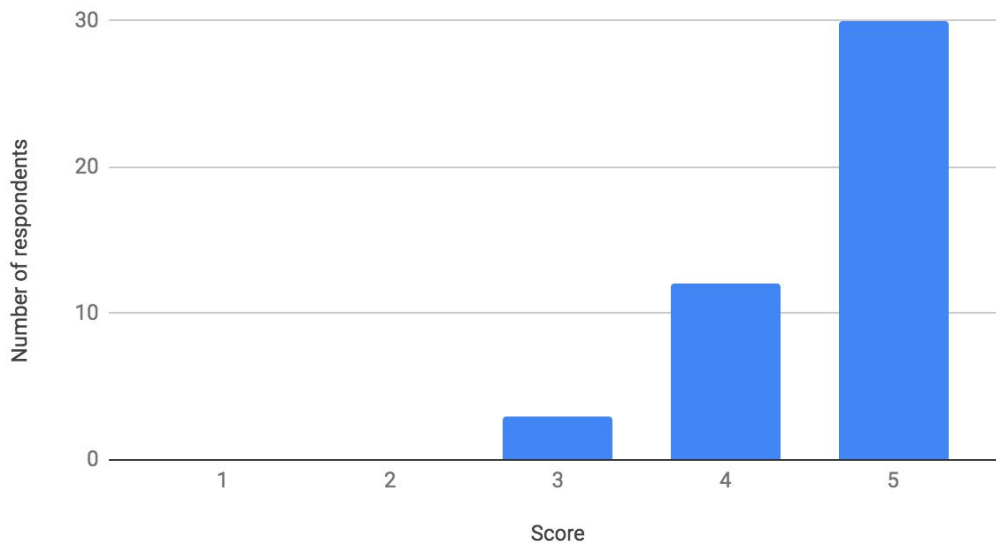
The data collected is from a total of 45 questionnaires. However, not every questionnaire was complete. Some respondents also provided multiple answers for some questions. Therefore, the number of responses for each question varies.

## **Questions and results**

All 45 respondents completed question 1 (A - F). The format of these questions was to choose a number on a scale of one to five (one being poor, and five being excellent) to rate certain aspects of the event.

### **1. a) How would you rate the event content?**

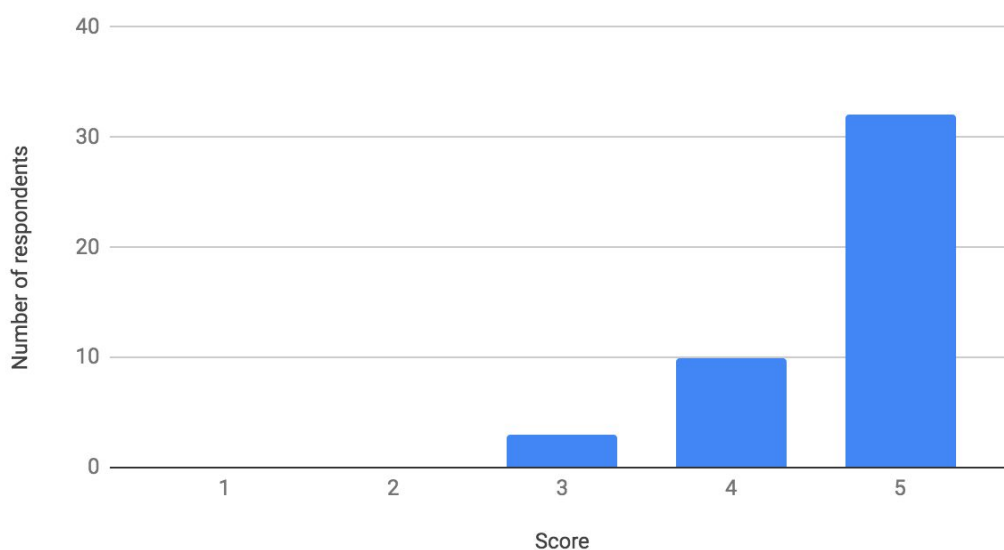
How would you rate the event content?



Of 45 respondents for this question, three answered '3', 12 answered '4', and 30 answered '5'.

### **1. b) How informative was the programme to you?**

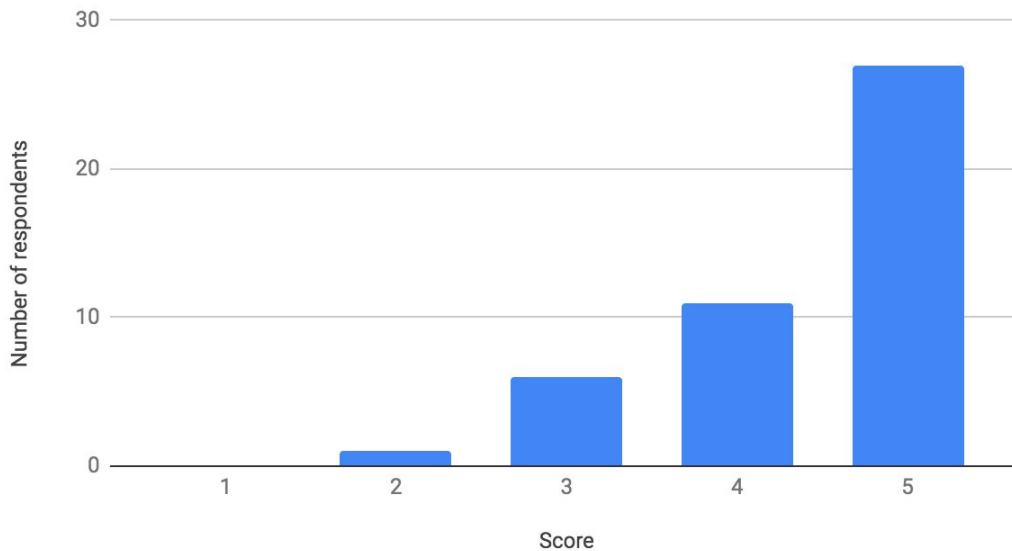
How informative was the programme to you?



Of the 45 respondents for this question, three rated the programme '3', 10 rated it '4', and 32 rated it '5'.

**1. c) How would you rate the networking opportunities at this event?**

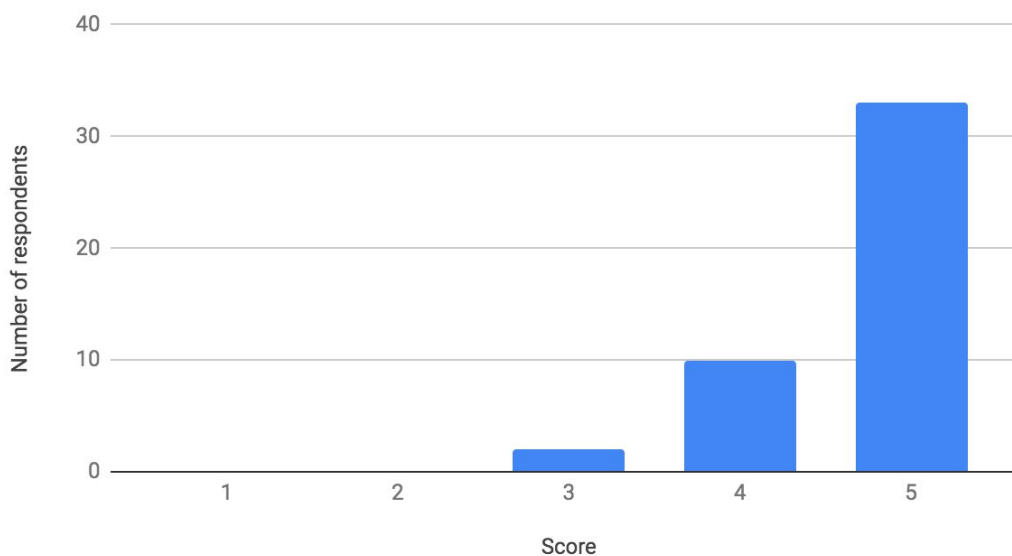
How would you rate the networking opportunities at this event?



Of the 45 respondents, one rated the networking opportunities at the event '2', six responded with '3', 11 responded with '4', and 27 rated '5'.

**1. d) How would you rate the venue?**

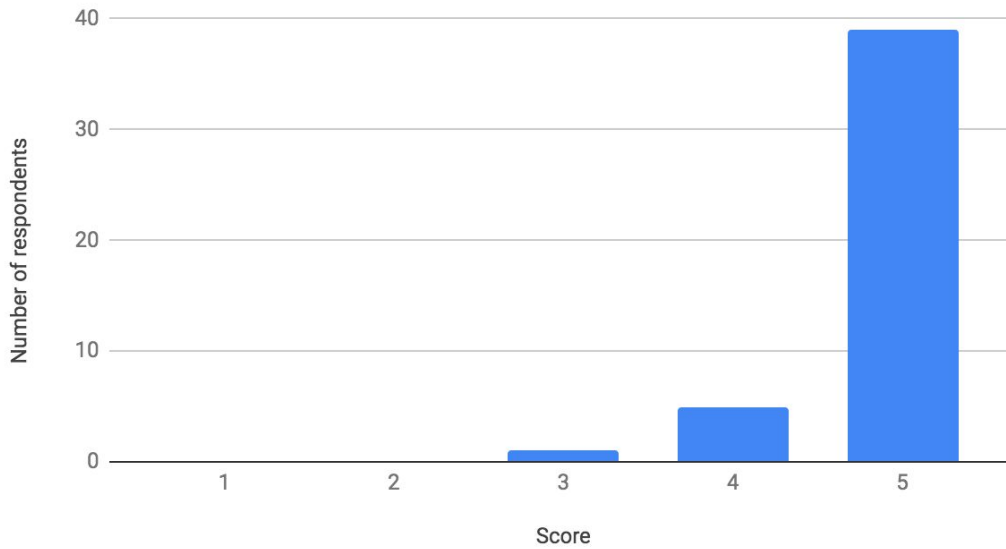
How would you rate the venue?



Of the 45 respondents, two ticked '3', 10 ticked '4', and 27 rated the venue '5'.

**1. e) How would you rate the registration process for the event?**

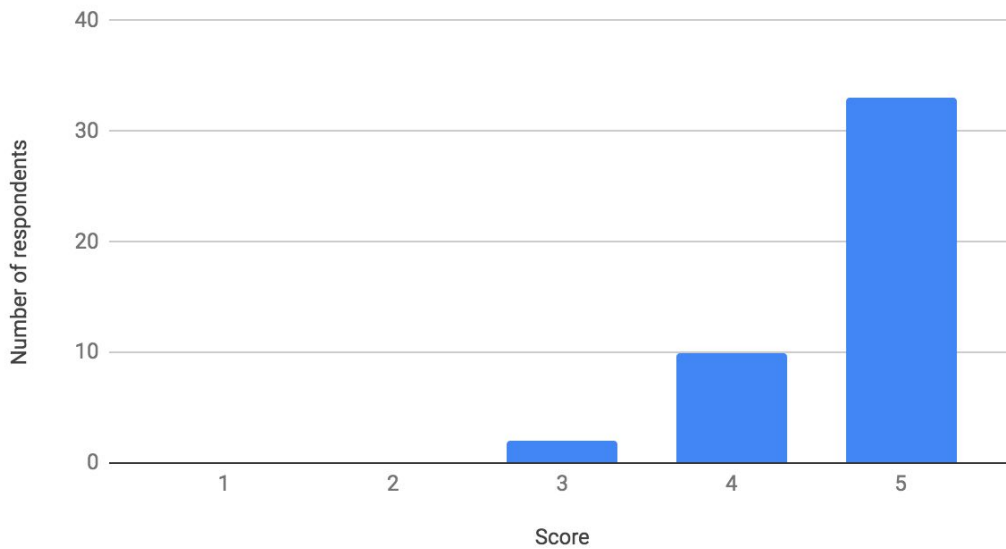
How would you rate the registration process for the event?



Of the 45 respondents, one gave the registration process a '3', 10 gave it a '4', and 33 rated the process with '5'.

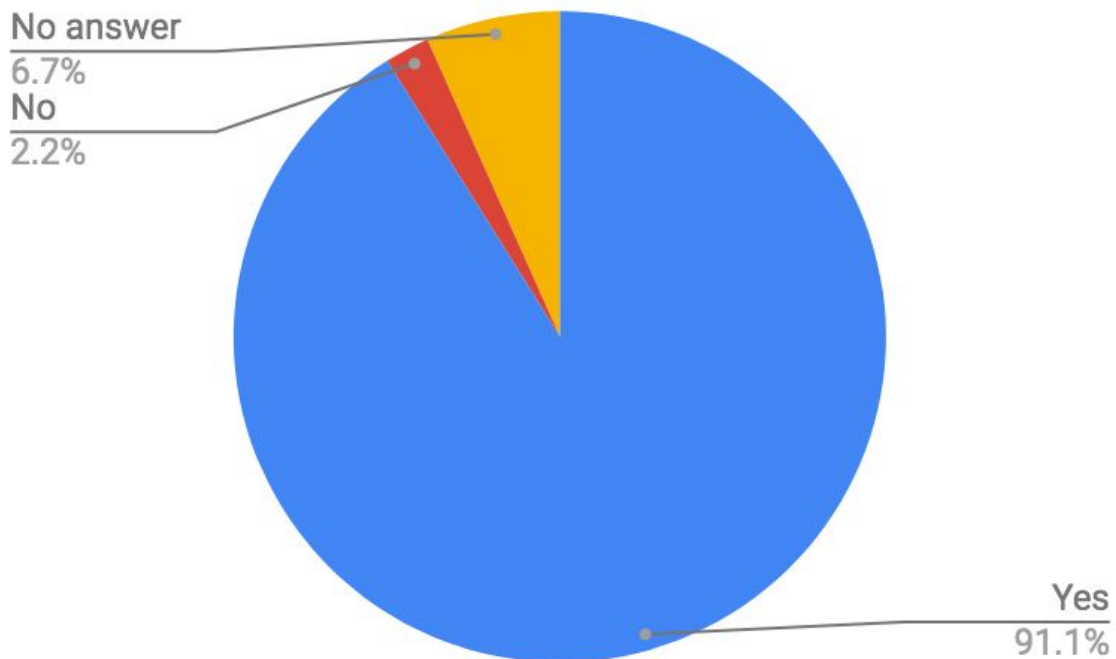
**1. f) How would you rate the event overall?**

How would you rate the event overall?



One respondent rated the event '3', 10 rated it '4', and the remaining 33 gave the overall event '5'.

**2. Has this event helped you understand more about how the Cancer Alliance is delivering the ambitions of the Long Term Plan?**



A total of 41 (91.1%) respondents agreed that the event helped them understand more about how the Cancer Alliance is delivering the ambitions of the Long Term Plan. One person said no (2.2%), and three (6.7%) didn't answer.

Of the people answering this question with 'Yes', a small number left additional comments. Some examples include:

- Good to hear what work is being done
- Would have been good to illustrate the Alliance's role in making this happen
- To a certain extent
- The information available was really good
- Very informative and detailed slides
- Yes, but it could have been a one-slide headline-type presentation
- It was brilliant to hear all the many different ways
- I enjoyed looking into the different aspects of the plan
- It helped me realise what brilliant work is being undertaken
- Very helpful and informative
- I am now fully aware of what CA is
- Yes, but too much information - I didn't have time to digest

**3. Have you identified any learning or development areas as a result of attending the event today?**

**Yes**

- 10 respondents answered 'Yes', with no further comments
- The genome project was great - I'm keen to find out more now.
- I've asked the Genomics Professor to present at the Upper GI Clinical Delivery Group
- Learned lots around demographics in our area - info which is used to identify target areas - very important and memorable
- I would have liked to hear more about RDC and Cancer Champions
- We need to aim higher
- I need to understand more about genomics!
- Cancer Champion training
- The talks were all interesting to see what is going on across the Alliance in different specialities
- Some
- More services within the whole region should have an opportunity to have a promotional/information stand - especially after being invited
- Yes - I didn't realise how many types of cancer there is and how they are diagnosed
- Living with and Beyond Cancer - talking to someone who has had treatment and after support
- Early recognition in more underprivileged areas
- I am really interested in learning more about using tech and AI
- Snapshot format good - but need to ask the question - who is the audience? The number of snapshot presentations is ridiculous. After the break, it's key to keep your audience engaged.
- Lots of ideas to take back to my organisation
- Yes, some I will definitely consider
- Without a doubt. There is so much excellent work going on across the patch and I want to learn more and 'steal it' with pride.
- RDC - would be good to find out more about how these develop in the region

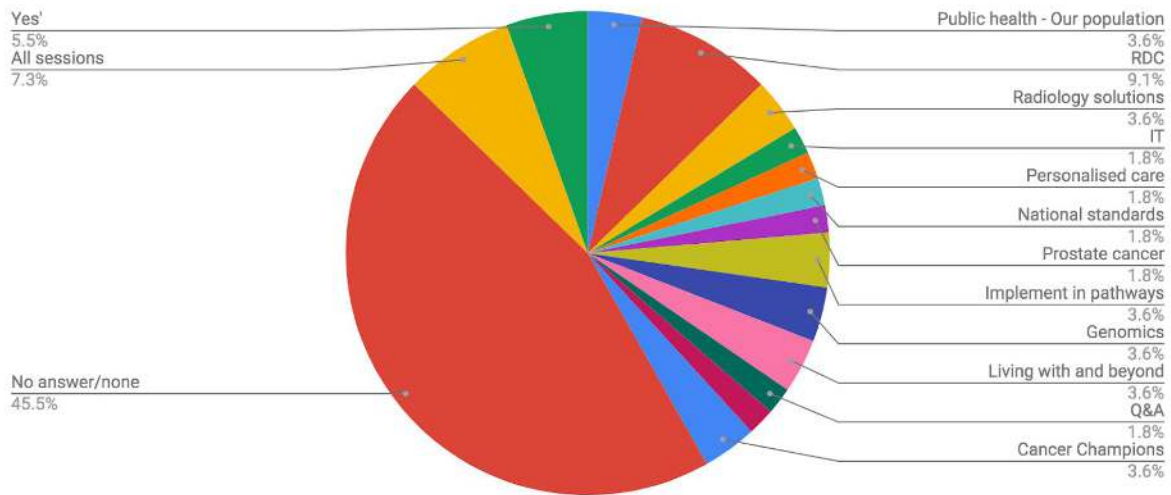
**No**

- Two respondents answered 'No', with no further comments
- No - will share the knowledge learnt with the rest of the team

13 people did not respond to this question.

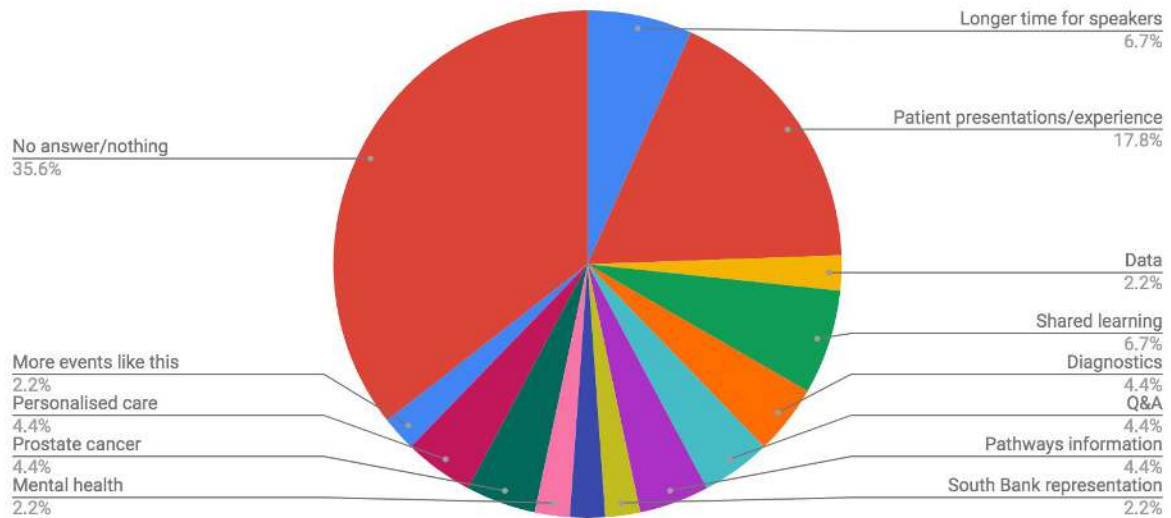


**4. Was there any sessions today that you would like to see expanded upon for future learning sessions/webinars?**



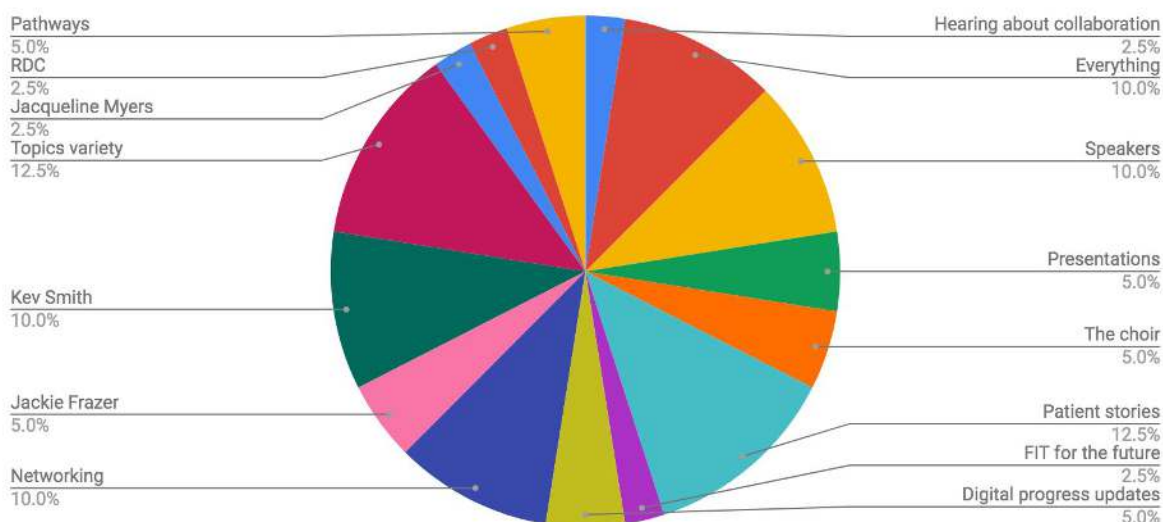
While 25 respondents (45.5%) left either no answer or said they felt each speaker covered enough detail of their topic, there were requests for expansion on topics such as 'RDC', 'Public health', 'Radiology solutions', 'Pathways', 'Genomics', 'Living with and beyond cancer', and 'Cancer Champions'.

**5. Is there anything that you would like to see more of at future events?**



A large majority of the respondents that gave an answer for this question said they'd like to see more presentations from patients (17.8%). Other common answers include longer time for speakers (6.7%) and shared learning (6.7%).

## 6. In your opinion, what was the best part of the event?



## 7. If you have any additional comments that would help us ensure the future success of our events, please make them here.

- Snapshots were a brilliant idea - perhaps a couple fewer next time would help - or do a full day. Choir was a great idea.
- Maybe too long sessions - perhaps tried to present too much?
- Too much content and felt rushed. Better to have started earlier and a shorter lunch. Poor presenters had to gallop through.
- Less crammed in.
- More information of living with and beyond cancer. The choir - Positive Notes - was a fabulous addition.
- Presenters to explain acronyms on slides as not all professionals use some of those used.
- Maybe fewer speakers with more time for each remaining speaker.
- How can equality of access to services, research etc be ensured across HCV? A lot of North Bank input today.
- Signposting outside was non-existent.
- More useful to have breakout groups for some input rather than from the front.
- Thank you.
- Thanks to all concerned for arranging an excellent informative event.
- Talk about prostate cancer more.
- Bit of an information overload with speakers trying to rush through their spot.
- Always invite a choir!
- Less use of acronyms and assumptions that non-NHS people know what different things stand for.
- Thank you for a great day.
- Good event, but more time - should be longer. Speakers need to have more time.
- Would have liked to hear patient stories at the beginning.

- Maybe balance long networking time in the morning out throughout the event - rather than all talks in the afternoon.
- I would like to have the contact details of the delegate so I can chase up questions myself.
- Name labels and name organisation/role. Afternoon session - too many presentations. A bit to take in, even though there was some excellent information.
- More events please!
- The national speaker at the start overran, which made everyone else's feel rushed. Needed a longer time slot and a presentation, as reading from a piece of paper wasn't as clear. As the speaker didn't use the podium and microphone, it was difficult to hear towards the back of the room.
- It would be great to include workshops next time that appeal to the different stakeholders in the room.
- All the speakers were interesting and covered a really interesting range of subjects.
- As there was a mixed audience, it would be good to have workshops.
- The choir was there all day, waiting to perform at the beginning of the day, and then again at the end - and their session was cut slightly short. I feel it would be better to have allowed them longer, as well as the front stage at the beginning of the day, too.
- It was a massive programme for half a day - a full day would have spaced it out more.
- Two trusts presented the same subject on Rapid Diagnostic Centres - felt it didn't need both.
- Public Health and Dr Kev went down with people in the room - the choir commented on his style on the bus home.

## **Conclusion**

The feedback forms provided incredibly useful suggestions for how to improve for future events. One of the most common was regarding the afternoon of presentations. Many respondents said they felt the speakers had to hurry through their delivery. As well as this, some felt they experienced an information overload and, while all information presented was valuable, it wasn't easy to digest and retain.

The number of speakers also meant the audience didn't hear as many patient stories as they would have liked to.

Another frequent comment was that some speakers may have been unaware of the audience demographic. Some respondents noted the use of acronyms they didn't understand.

According to the feedback received from attendees, did the event meet its aims?

### **To recognise and celebrate the exceptional work taking place across the Alliance:**

The questionnaires provided a lot of positive feedback on how people enjoyed hearing about the work taking place across the Alliance. Some of the comments included 'It helped me realise what brilliant work is being undertaken' and 'Good to hear what work is being done'.

### **To look to the future, including the impact of the NHS Long Term Plan and the Alliance's Annual Delivery Plan:**

The conference helped people understand the role of the Alliance. Of the 45 respondents, 91.1% said that they now understood more about how the Cancer Alliance is delivering the ambitions of the Long Term Plan.

### **To facilitate relationships and networking across the patch:**

Of the 45 respondents, 27 rated the networking opportunities at the conference with '5'. The average rating of the networking opportunities was 4.42. Additionally, 10% of respondents chose the networking opportunities as their highlight of the day.

While Humber, Coast and Vale Cancer Alliance Conference certainly met its aims, future events may be more successful with either fewer speakers or a longer assigned time for presentations and a longer/earlier slot for patient stories and Q&As.

Thank you to everyone who took the time to attend the conference and complete an evaluation form. Your feedback will be used to influence future sessions and the next annual conference.