

Welcome word from Simon Cox

Humber, Coast and Vale Cancer Alliance welcomes new managing director



I am delighted to have recently joined the Cancer Alliance as managing director.

It is a real privilege to take this leadership role across the Humber, Coast and Vale cancer programme, working with our partners to further develop cancer services in our region to deliver better treatments and care for patients in the future.

This is an important moment for the Alliance. The ongoing uncertainties and challenges of the pandemic make it hard to predict how quickly we will be able to recover from the impact of Covid-19, but the recent publication of

[NHS planning guidance for 2022-23](#) is helping us shape ambitious goals that will best support our population.

To ensure the best possible care for people living with and beyond cancer, our focus for the next twelve months is to maximise elective activity, reduce backlogs, and take full advantage of opportunities to transform the delivery of cancer services.



This means working to reduce the amount of time people spend waiting for planned specialist care or surgery by making the best use of innovations, such as [colon capsule endoscopy](#), and creating new ways of working

such as developing [community diagnostic centres](#) across our Humber, Coast and Vale.

The further roll out of innovations, such as targeted lung health checks, rapid diagnostic centres, and Cancer Champion awareness sessions will also help to support earlier diagnosis of cancer. You can read more about these programmes of work in this newsletter.

As the number of people living with and beyond cancer increases, it's important to ensure everyone receives high quality care. We are working closely with our colleagues at local Trusts to implement [patient](#)

[stratified follow-up pathways](#) that will help to deliver care tailored to an individuals needs.

However, none of the above would be possible without the tireless efforts demonstrated by our cancer workforce, and the Alliance is also working with its partners to ensure recruitment and retention of staff is prioritised during what has continued to be a challenging time for all.

Simon Cox
Managing Director
Humber, Coast and Vale
Cancer Alliance

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Over 50,000 people set to benefit from targeted lung health checks

Over 50,000 people are set to benefit from targeted lung health checks as the mobile unit, delivering life-saving checks, moves to north Hull and funding to provide the service across North Lincolnshire and North East Lincolnshire is confirmed.

More than 8,000 people in north Hull and 45,000 people in North Lincolnshire and North East Lincolnshire, who may be at increased risk of lung cancer, are set to benefit from an NHS lung health check service, which is helping to improve earlier diagnosis of lung cancer and other respiratory diseases.

In January 2020, Hull became one of 10 lung health check pilot sites in England. Since its launch, the service has since seen over 6,000 people and helped to identify respiratory problems, including cancer, at an earlier stage - enabling treatment to begin more quickly.

The lung health check takes place in two stages. The first stage involves an initial phone assessment with a specially trained respiratory nurse. If the assessment finds the person to be at high risk, they will be offered a low dose CT scan to check their lungs for any problems.

The CT scanner is housed onboard a high-tech mobile screening unit that has recently moved from west to north Hull.

Anyone living in north Hull, who is a former or current smoker aged 55 to 74, is eligible for a lung health check and will receive an invitation from their GP over the next few weeks.

Dr Stuart Baugh, Clinical Director at Humber, Coast and Vale Cancer Alliance, said: "Detecting lung cancer in the early stages can be extremely difficult as often people do not experience any symptoms and are not diagnosed until stage three or four.



"A lung health check can help find any problems early, often before someone notices anything is wrong, and at a stage when treatment could be simpler and more successful.

"Following the successful launch of the service in Hull in 2020,



Humber, Coast and Vale Cancer Alliance is pleased to have secured funding for the further roll-out of targeted lung health checks across our region.

"The second phase of the NHS Targeted Lung Health Checks programme will see the service delivered across North Lincolnshire and North East Lincolnshire; and the extension of lung health checks will play a key part in helping to deliver the NHS Long Term Plan's ambition of diagnosing three out of four people with cancer at an early stage by 2028."

[Find out more about lung health checks here.](#)



3K milestone for Cancer Champion Programme

More than 3,000 people in Humber, Coast and Vale have now completed Cancer Champion training – helping to raise awareness of the signs and symptoms of cancer and encourage early detection in our local communities.

Humber, Coast and Vale Cancer Alliance launched the Cancer Champion training sessions in September 2018; and trained its 3,000th Cancer Champion in during an online session to members of the public in January 2021.

The training, which is free of charge and only takes 90 minutes to complete, equips people with the knowledge to talk more openly about cancer with their friends and family to encourage early detection of cancer, when treatment could be simpler and more successful.

Dr Dan Cottingham, Cancer Research UK GP Lead for Humber, Coast and Vale Cancer Alliance, said: “With research showing that four in 10 cancers are preventable, the training highlights the importance of healthy lifestyle choices and helps people to engage in conversations about cancer.

“Talking openly about cancer can support others to reduce their risk of cancer, take up national cancer screening invitations or contact their GP about any worrying symptoms.



“Thank you to every individual who has taken the time to complete the Alliance’s Cancer Champion training. Three thousand Cancer Champions in Humber, Coast and Vale is something to be extremely proud of.”

Want to become a Cancer Champion?

Virtual and face-to-face Cancer Champion training sessions are available to members of the public. The Cancer Alliance also offers bespoke sessions to business, voluntary and educational organisations.

Anyone can take part in the training; you do not need any specific skills, qualifications or any previous knowledge of cancer. [Sign up for a session at hvcanceralliance.org.uk](https://www.hvcanceralliance.org.uk)

Cancer Champions: Your stories



Hull City Council employee Amanda Eastwood became a Cancer Champion in September 2020 and has since put the skills she learned during the training to good use.

“Since becoming a Cancer Champion, I’ve been lucky enough to help others. A colleague of mine had mentioned their periods weren’t right and said they felt constantly tired. I encouraged them to speak to their GP and they are now receiving treatment after cancerous cells were found,” she said.

“Having witnessed the benefits of this training, I’m now working with my employer to ensure every sector at Hull City Council has at least one Cancer Champion who can support others affected by cancer.”

[Read more Cancer Champion stories at hvcanceralliance.org.uk](https://www.hvcanceralliance.org.uk)

Hospital radiotherapy team first in the country to secure accreditation for patient care

A radiotherapy team at Hull University Teaching Hospitals (HUTH) has become the first in the country to receive national accreditation for their work using CT imaging to target cancer cells with radiation.

Based at the Queen's Centre at Castle Hill Hospital in East Yorkshire, the team is the first radiotherapy service in England to be awarded BS70000:2017 (MPACE) accreditation for its CT localisation process, the beginning of radiotherapy planning which is a specialist treatment minimising damage to healthy tissue and organs in patients with cancer.



Radiotherapy had to meet exacting challenges in technical competence to prove the treatment was “fit for purpose” when a therapeutic radiographer, acting as a technical assessor; and a lay assessor, considering the service from a patient’s perspective, carried out the audit in July.

Staff were praised for being welcoming, open, honest and professional during the audit as they provided evidence and explained why processes were designed in specific ways. After addressing eight further recommendations from the assessor by the October deadline, the department has now been awarded the successful accreditation. [Find out more about radiotherapy services at HUTH here.](#)

A spotlight on staff working for the Cancer Alliance: Rachel Worsdall, Project Support Officer



What does your Cancer Alliance role involve?

My role is project support officer working in the diagnostic team at Humber, Coast and Vale Cancer Alliance. This involves working with [our partners](#) to transform cancer care and speed up the diagnosis of cancer, as we know that early diagnosis plays a key part in helping to improve survival rates.

What projects are you working on?

One of the projects I am supporting is the roll-out of rapid diagnostic centres (RDCs) which is a programme designed to speed up diagnosis of cancer and other serious diagnosis.

How does this project benefit patients?

RDCs provide co-ordinated access to diagnostic pathways, allowing patients to gain an earlier diagnosis. This means patients can receive treatment when there is a better chance of achieving a complete cure.

What are you enjoying most about your role?

I particularly enjoy collaborative working with our partners and delivering change which ultimately has a positive impact on patient journeys. I am passionate about patients and their families receiving the best possible care available and I feel that the RDCs can support the delivery of this.

To find out more about Rapid Diagnostic Centre pathways across Humber, Coast and Vale, visit hvcanceralliance.org.uk/diagnostics

NHS survey results to help improve experience of care and quality of life for people with cancer

Results from two NHS surveys are being used across Humber, Coast and Vale to help understand and improve the experience of those living with and beyond cancer.

The National Cancer Patient Experience survey and the Quality of Life survey are helping organisations that commission and deliver cancer services [across our region](#) to measure the level of patient satisfaction about their care; and understand the overall emotional, physical and social wellbeing of patients 18 months post cancer diagnosis.

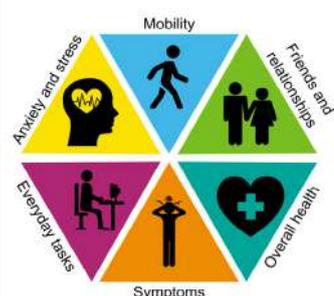
The results from these surveys are being used to work out where local improvements in quality of cancer care are needed and to ensure people are supported to live well after a cancer diagnosis. You can find out more about each survey by clicking on the links below.

National Cancer Patient Experience survey

The National Cancer Patient Experience survey (CPES) is an annual survey which asks for feedback from patients, aged 16 and over, who were treated for cancer over a specific period of time.

The survey helps to monitor and improve local cancer services by enabling the Alliance and its partners to identify local priorities for change.

In 2020, York and Scarborough Teaching Hospitals NHS Foundation Trust was the only local trust to take part in the survey. However all acute hospital trusts across [Humber, Coast and Vale](#) are now taking part in the 2021 survey and the results are expected in April 2022. [Find out more about the 2021 survey here.](#)



Quality of Life survey

The Quality of Life survey aims to find out how quality of life may have changed for people diagnosed with cancer, by asking all patients about their overall emotional, physical and social wellbeing, 18 months post diagnosis. This is an ongoing survey and to ensure the information collected fully represents our population, Humber, Coast and Vale Cancer Alliance is encouraging as many people as possible to complete the survey. As well as helping the NHS to understand the impact of cancer, anyone who

completes the survey will also be provided with a copy of their answers to show how their quality of life compares to others in a similar position. It is hoped that this will prompt helpful conversations with cancer care teams and other health care professionals. [Find out more about the Quality of Life survey here.](#)

The first set of Quality of Life survey results, which captured feedback from respondents living with or beyond prostate cancer, bowel cancer or breast cancer, was released in November 2021. [Find out more about the results here.](#)