

# Beating cancer in Newham

Working in the community on early action to save lives





Community Links  
105 Barking Road  
Canning Town  
London  
E16 4HQ

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## Introduction

The “Small c Campaign” is an excellent example of the NHS working with communities to create the conditions in which individuals can take responsibility for, and have increased control over, their own health. Grounded in a recognition that communities are best placed to define, design and deliver health improvement responses, the successful “Small c Campaign” is built on Newham's nationally recognised commitment to “Community Ownership” and the proven experience of community led and based institutions to secure behavioural change.

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Cancer survival rates in Newham are amongst the worst in the country. Different factors contribute to this including late presentation, meaning that people with symptoms of cancer leave it very late before seeking help from their GP. This reduces the treatment options available and makes it less likely that people will survive.

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The Small c Campaign harnesses the diversity and vibrancy of Newham to address specific challenges around cancer screening participation and late presentation. It successfully embraces the complex cultural, religious, economic and generational experience of distinct communities within the borough and works with them to creatively enable their members to understand the importance of self examination and to recognise the signs and symptoms of cancer.

At the heart of its success is the fact that those most affected have designed and are delivering the Campaign. From the earliest stages Newham LINK informed the service specification by consulting with women who traditionally do not come forward for screening. On securing the contract Community Links have worked with and within communities, with a highly motivated and strategically mixed team of residents, trainee clinicians and pharmacists they have determinedly engaged. Of particular note is the participation of those affected by cancer as volunteers, the use of community expertise for example through their collaboration with cancer support groups, such as CYANA, developing young people as “advocates” and the myriad of mechanisms and range of organisations with whom they have worked.

This report illustrates an energetic and multifaceted campaign that is effectively engaging residents in self examination and an understanding of signs and symptoms. Whilst it's too early to evidence, this surely must result in earlier presentation and therefore this campaign will save lives.

### **Marie Gabriel**

Chair, NHS North East London and the City

## Foreword

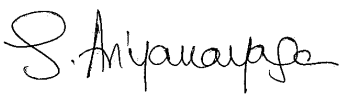
Too many people in Newham leave it too late to go and see their doctor with their symptoms of cancer. And when they do, the cancer is long-developed and they may not benefit from the life- saving treatments that are now available. Spotting and treating cancer early saves lives.

A joint effort by Newham and neighbouring boroughs to increase awareness and improve survival from lung and breast cancer – called the small c campaign - was funded by the National Awareness and Early Diagnosis Initiative (NAEDI) and launched last year in GP practices, pharmacies and in the community.

The NHS in Newham chose Community Links to lead the community outreach campaign, based on their track record of delivering community education and developments projects. Their ability to enrol and train volunteers - medical students, residents and cancer survivors - and sessional workers to design and deliver the small c message to local communities is impressive.

Thousands of people at risk of breast and lung cancer have had one-to-one discussions with the volunteers, who use a reassuring and sensitive approach to talking about a scary topic like cancer while cutting through the embarrassment and encouraging people to take action. There is anecdotal evidence of individuals who have thanked the campaign for saving their lives through early detection.

The campaign's high profile and visibility in Newham is down to strong partnerships created by the NHS and Community Links through local media, schools and universities, local councillors, faith centres, community groups and GP practices. It has been interesting to see how Community Links has tailored its message and adopted a flexible approach to reaching our diverse population. We look forward to their continued involvement in small c as we expand the campaign to include bowel cancer this year.



**Sarojini Ariyanayagam**  
Health Improvement Manager  
NHS North East London and the City

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Every year about 100 women in Newham are diagnosed with breast cancer. The majority survive but each year around 30 women die from breast cancer.

The chances of surviving breast cancer are much better for those who get early diagnosis – with survival close to 100% for those identified through the NHS Breast Screening service and very high for those who go to see their doctor as soon as they notice unusual changes in the way their breasts look and feel.

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## 'Small c' - The Community Links Approach

Community Links promotes community development; we believe that all our work involves enabling people to take more control over their own lives. We seek to build knowledge, skills and confidence which means that, in this setting, individuals can exercise more responsibility for their own health and the health of those around them.

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...when cancer is caught in the early stages, it is much more likely to be survived

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At the start of this project we were aware that the medical treatments for cancer had advanced in recent years but that these often went unrecognised by the public, many of whom were not accessing these life saving treatments. Many still expect cancer to be a death sentence. The 'small c' campaign stresses that when cancer is caught in the early stages, when small and less difficult to treat, it is much more likely to be survived. The idea of the 'small c' campaign is to bring cancer down to size, to try to overcome the huge fear that people feel when they think of it. This fear can immobilise people and prevent them from taking action, prevent them from seeking help. We felt that this was an ideal role for us, to spread the life saving messages of the 'small c' campaign.

### Delivery Team

We began by recruiting a team of sessional workers who reflected the local community. We have found that communication is more effective if the audience recognise the messenger as someone like themselves – someone from the same community. Recognition builds trust, enabling meaningful discussions about health to take place.

A sessional team can be a flexible workforce, enabling the delivery of sessions at a range of times and locations, while offering a range of languages and cultural knowledge. The team of sessional workers were complemented by a large group of volunteers. This volunteer group included cancer survivors, trainee and young doctors, student pharmacists, sixth formers, public health and social work students. All received training in the essential messages of the 'small c' campaign. They learnt about the signs and symptoms of breast and lung cancer and the importance of going to the doctor quickly with any concerns. In relation to breast cancer they also learnt about the value of regular self examination and the life saving role of mammograms.

Sessional workers and volunteers received training in how to approach people with these messages. Newer team members observed and shadowed experienced members who shared their knowledge and acted as role models, successfully encouraging the development of a friendly and accessible approach. Training is ongoing and team members continue to share and develop their communication skills.

Our team proved to be strong and reliable as well as highly relevant to the audience. It is very worthwhile spending time building a good varied team at the beginning.



Involving people with different experiences and skills allows the group to share and grow during the project. Our bio-medical and medical student volunteers had excellent levels of knowledge about cancer and the skills to communicate health messages with confidence, while our older women had excellent face to face communication skills and were able to provide insights into their own experiences.

A mixed team of sessional workers and volunteers can be a flexible and strong team. Sessional workers are reliable as they are contracted to work certain hours, volunteers cannot be so reliable. Volunteers have various demands on their time; our medical student volunteers for example can be located outside of London for their work placements. However, to have a mixture of volunteers and sessional staff creates a strong service. Volunteers bring a high level of motivation and a range of skills and experience. Volunteers and sessional workers gain from each other and we have sought to be open to involving everyone, in the belief that we all have something to offer and something to receive.

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We have created a team who are committed to the goal of saving lives, who work hard and who realise the importance of their work

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We have sought to ensure that our team realise how much they are valued and believe that regular feedback and team information sharing events are a way of doing this while getting to know each other and understand more of each other's backgrounds, skills and knowledge.

We have created a team who are committed to the goal of saving lives, who work hard and who realise the importance of their work.

### Community Events

Once the team was trained, we delivered our cancer awareness messages in a wide range of settings and formats. The priority groups for breast cancer are black and white women over 40. For lung cancer the priorities are white men and women and Bengali men, over 50.

We took part in community events, distributing materials and talking to people. We engaged people in meaningful conversations rather than simply handing out leaflets.

We found that local people were very amenable to discussing the signs and symptoms of breast and lung cancer and the need to detect these cancers early. We learnt that in-depth conversations were able to take place even in the busiest of settings. Amid the bustle of the Mayor's Show, attended by over 25,000 people, our staff were able to offer effective guidance about intimate issues such as breast self examination.





In addition to the 'small c' resources – leaflets, oyster card holders, nail files, symptom checkers and mirror stickers - we used additional aids such as **'breastology bags'** (pictured) which enabled us to demonstrate self examination and facilitate discussion, and large jars of tar to demonstrate the amount of tar in the lungs of an average, long-term smoker. These aids promoted and facilitated relaxed discussion and laughter and encouraged many people to speak to us.

We offered free activities such as henna painting so that while people were waiting for the henna we could talk to them about cancer awareness.

We often used a table to display these resources but we did not rely on this approach alone as many people are not comfortable or interested to approach a stall. Therefore, we provided our workers with shoulder bags of resources and they mingled with the crowds. This approach proved very effective. Even rainy weather proved a help to us as we were able to visit marquees, mingle and talk to the trapped and bored people.

We chose to take part in a range of events organised by other groups, principally by Newham Council. All were well attended and locally focussed and provided us with wonderful opportunities to share our life saving messages.

- ▶ **Our workers spoke with 1,811 people at 10 community events during 2011/12.**

### **Community Centres**

We visited community centres across the Borough and made presentations to groups housed within these centres. We found that the best way to ensure that people would come to these sessions was to visit the centre first and identify which groups were well attended and included members of our target groups.

In some cases groups were keen for us to visit as we were providing an interesting topic for discussion; in some cases we were able to achieve several outcomes simultaneously. In English language classes for women we enabled the participants to practise their language skills while at the same time finding out about this health information. For women who don't speak or read English we found that it is unlikely that they will have received any information about the signs and symptoms of cancer or about the need for regular self-examination. This proved to be a route into a group which has been hard to reach by conventional methods.

We made interactive presentations in these centres. We found that it was necessary to be flexible as you could not always be sure that the technology supplied would be working and so our presentations included PowerPoint slides with films and YouTube clips, but could be delivered successfully if these didn't work. We developed relationships with centre managers, encouraging them to share the information with their users and we left posters and symptom checkers for their ongoing use.

- ▶ **We spoke with 495 people at groups within community 19 centres in 2012/13.**



## Faith Centres

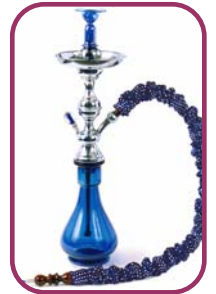
We made presentations to churches and mosques, sometimes speaking to the whole congregation and sometimes to specific groups. We prioritised mosques as they are the ideal place to reach Bengali men over 50 (one of our lung cancer target groups) and this was a group that we were not reaching elsewhere.

We recruited a sessional worker whose role focussed on delivering lung cancer awareness information in mosques. He visited mosques to make arrangements with the Imans to give out information and run awareness sessions. Fliers and posters were distributed; people were talked to as they arrived at and left services. Specific sessions were run to provide in depth information.

In addition we covered the health risks of smoking shisha. We found that many people know little about the dangers involved and were grateful for this information.

Making arrangements to present in churches proved to be more difficult as offices are not staffed full-time but we are continuing to treat this as a priority for next year.

- ▶ **We visited 47 mosques and two churches**  
**1,911 people were spoken to in mosques and 132 in churches in 2012/13**



## Schools

Our work in schools took several forms. We have worked intensively at **Plashet School for Girls**, focussing on breast cancer, and this is the subject of a separate report.

🔗 [www.community-links.org/uploads/documents/Plashet\\_School.pdf](http://www.community-links.org/uploads/documents/Plashet_School.pdf)

At **St Angela's and St Bonaventure's Catholic Sixth Form College** we trained 31 sixth formers in lung cancer awareness. NHS staff trained the sixth formers about the signs and symptoms of lung cancer and the need to detect early if people are to survive.



We provided several training sessions in how to make a classroom presentation and the sixth formers then led sessions in the year 10 classes at St Angela's secondary School.

This approach proved to be very effective. The sixth formers became aware about lung cancer and were given sufficient training to be able to share this information with their family and friends. The students gained valuable experience of public speaking and made excellent presentations to the 180 younger pupils, who listened far more attentively because the session was being led by someone nearer to their own age. We have found this near-to-peer approach to be very effective; messages delivered by peers are the most plausible and have a great impact. Sixth formers who were considering a career in medicine, public health, bio-medical science, physiotherapy, nursing and pharmacy obtained useful work experience in advance of university applications.

We have found that children can provide an information route to parents and can effectively share cancer awareness information with them. In Plashet School the awareness amongst mothers of the signs and symptoms of breast cancer rose significantly during the first year of the project, as measured by the Breast Cancer Awareness Measure (B-CAM). Seventy seven percent of women can now name nine or more possible signs and symptoms, with prompting. This is an increase from 23.3%. (See Appendix 2 for extract of B-CAM data)

The sixth formers became part of our wider volunteer team and continued to take part in a range of cancer awareness raising activities during the following summer months.

### **Mayor's show: Sixth formers and volunteers with the Mayor.**

We also attended parents' evenings at St Angela's Secondary School to raise awareness amongst the parents and carers of children in all years.

We found that parents' evenings are an ideal setting for communicating. The parents have time on their hands while they are waiting to see their child's teachers, they are open to a discussion, they feel they are in a safe setting, they know that the school has given its permission for this information to be shared. We were able to describe the work of the sixth formers and the input that had already been made to year 10. Parents of year 10 and sixth form students were obviously very interested but also other parents were pleased to see the children in the school



being given these opportunities. One of the factors that led us to choose St Angela's and St Bonaventure's was that the pupils and their families are largely members of our target groups.

We also attended community fetes at St Angela's and St Bonaventure's Schools and an Eid on Ice Fair at Sarah Bonnell Girls' secondary school.

We believe that cancer awareness is vital learning for life and a school is an ideal location from which to disseminate this knowledge. Schools reach everyone, children expect to learn at school and adults also respect the learning environment. A school is an ideal institution in which to enhance the existing sense of community with a responsibility for health.



- ▶ **In all we spoke with 1093 parents and children within schools in 2012/13**

### **GP Practices and Hospitals**

We visited GP practices and Newham University Hospital Trust (NUHT). We worked collaboratively within NUHT with MacMillan Cancer who run a cancer information centre within the hospital. We found that people in these settings are amenable to having a conversation about cancer as well as being very willing to share their experiences. The 'small c' campaign has sought to involve doctors and nurses in the campaign and several have sent the materials out to their patients. We also collaborated with Lord Lister Medical Centre in their McMillan fundraising event. Sessions in surgeries worked very well and patients were happy to approach us to discuss the symptoms of cancer.

- ▶ **We spoke with 1021 people at 11 events within GP practices and Newham University Hospital Trust.**

## Partnerships

We have formed a range of partnerships with local media, local MPs, councillors, students, universities, community groups, supermarkets, shops, employers and local champions. This had enabled us to widen and deepen our impact.

## The Media

The local newspaper, The Newham Recorder, partnered us in the 'small c' campaign, regularly reporting on our activities and the progress of our campaign, and sharing the cancer awareness messages including signs and symptoms.

The Newham Magazine, which is delivered into every home in Newham, also reported on our campaign and helped us to reach out to more people. The Magazine includes an insert for local areas and so we invited local councillors to visit our campaign, pledge their support and share the message with their constituents.

We also targeted the Bengali and east London media and several detailed multi-lingual articles were featured in London Bangla sharing the information about signs and symptoms, self exams, having the confidence to see a doctor and attend breast screening appointments.

[www.eastlondonnews.com/school-promotes-early-detection-of-breast-cancer-as-part-of-%E2%80%98small-c%E2%80%99-campaign/](http://www.eastlondonnews.com/school-promotes-early-detection-of-breast-cancer-as-part-of-%E2%80%98small-c%E2%80%99-campaign/)

We enthusiastically offered to take part in the launch publicity for the 'small c' campaign and were featured on London TV and Radio channels. These are media contacts that can be returned to at a later stage in the project.

Television and radio coverage serves several purposes: it helps to spread the 'small c' messages, to raise the profile of the local campaign and to create excitement within the project.

## Community Leaders

We involved our local MPs, Lyn Brown and Stephen Timms, who both featured our campaign in their Newham Recorder column.

Stephen Timms promoted the 'small c' during Lung Cancer Awareness Month; he described the work being done and gave the details of the signs and symptoms of lung cancer and information about how to find out more. He urged his constituents to detect early: *"The disease can be treated more successfully when spotted sooner"*.

When we approached Lyn Brown she had just received a letter inviting her to a breast screening appointment at St Bart's Hospital.

She offered to invite east London media to accompany her through the process as a means of increasing awareness and promoting take up.



**COUNCILLORS' SUPPORT FOR THE 'SMALL C'**  
A breast cancer survivor was joined by councillors at the Mayor's Newham Show last month. Frances Clarke, who works with the charity Community Links, is promoting breast cancer awareness as part of the 'small c' campaign to encourage women to check themselves more regularly for signs and symptoms. She has been working with NHS Newham, running awareness sessions at community centres and schools in the borough. Frances was joined by Plaidow councillors Forhad Husain and Joy Laguda, who is also Newham Council's executive member for older people and leisure. Cllr Husain said: "I hope this campaign makes people more vigilant. Checking yourself regularly and going to a GP if you have any concerns are the best ways of guarding against this disease. It's important for people to realise that the earlier a problem is identified, the easier it is to treat." For more information visit [www.smallc.org.uk](http://www.smallc.org.uk) or speak to your GP.



## MP backs vital campaign raising importance of breast self-examination

West Ham MP Lyn Brown has visited Barts Hospital to support an NHS campaign that aims to save thousands of lives annually through early detection of cancer.

Although the MP attended the hospital for a regular screening appointment available to all women aged over 50, she is also backing the small c campaign which aims to raise awareness about the benefits of early detection of breast cancer through regular self-examination.

She spoke about the importance of knowing which symptoms could indicate cancer when she visited the breast screening unit at Barts Cancer Centre.

Lyn said: "Breast cancer has tragically affected many women in my family including my Mum and it is for this reason I know just how vital it is that we take all the necessary steps to detect any lump or changes in our breasts as quickly as possible. In nine out of 10 cases, any lump is completely innocent and benign but early detection of a lump often means a woman can be completely cured."

**I wholeheartedly support the TLC approach to breast awareness**

West Ham

and live a long, happy and healthy life."

"Women often put themselves last and think they are too busy to do something for themselves but remember it is for your family as well that you need to keep healthy and live long."

Research shows nine out of 10 women with breast cancer survive following the disease is diagnosed at an early stage.

Lyn said: "It is vitally important that women check themselves regularly. I wholeheartedly support the TLC approach to breast awareness."



▲ Anne Brewer shows Lyn Brown MP the mammography machine at St Barts Hospital

▲ **Touch** - feel for a lump or other changes

▲ **Look** - look for changes in shape and texture

▲ **Check** - with your GP if you find any changes

"It is by checking our breasts regularly that we can notice anything that is not normal for us and take action immediately to see a doctor."

Clinical nurse specialist Anne Brewer said:

"Breast cancer can develop before the age of 50 and in between screening appointments so it's vital that women keep an eye out for breast changes."

"Most cancers can be successfully treated if caught when they are small so women should check themselves as well as attending screening appointments."

Lyn Brown MP said: "Breast cancer has tragically affected many women in my family including my Mum and it is for this reason I know just how vital it is that we take all the necessary steps to detect any lump or changes in our breasts as quickly as possible. In nine out of ten cases, any lump is completely innocent and benign but early detection of a lump often means a woman can be completely cured and live a long, happy and healthy life."

"Women often put themselves last and think they are too busy to do something for themselves but remember it is for your family as well that you need to keep healthy and live long."

"It is vitally important that women check themselves regularly

I wholeheartedly support the **TLC** approach to breast awareness.

**T**ouch – feel for a lump or other changes

**L**ook – look for changes in shape and texture

**C**heck – with your GP if you find any changes

It is by checking our breasts regularly that we can notice anything that is not normal for us and take action immediately to see a doctor."

Involving people with experience of cancer is a very powerful way of explaining about the campaign and sharing its life saving messages."

A range of Newham Councillors and Newham Mayor, Sir Robin Wales, supported the project and met with groups of our volunteers to commend them for their hard work. The Mayor also shared his experience of cancer with our young volunteers. Meeting with local political leaders proved to be motivational for our volunteer group and helped to develop the sense of community responsibility for health.



On another occasion we featured a Headteacher's story, his parents had died from lung cancer and other smoking related diseases. We linked this to the work that pupils in his

school were doing to promote cancer awareness and the impact was greatly increased. We have found that people can be very generous in sharing their experiences.

St Bonaventure's Head Teacher Paul Halliwell said his personal connection to lung cancer meant the campaign had his full support. He said:

"My mother passed away from lung cancer and my father from another lung-related illness so I am passionate about educating the younger generation. Spreading the message to students while they are still at a young, impressionable age means we have a greater chance of stamping out this awful disease."

[www.newhamrecorder.co.uk/news/forest\\_gate\\_students\\_teach\\_about\\_lung\\_cancer\\_1\\_1157780](http://www.newhamrecorder.co.uk/news/forest_gate_students_teach_about_lung_cancer_1_1157780)

These human stories all succeeded in conveying vital cancer awareness information in an interesting and informative way.

### Business and University Partners

We have delivered sessions within workplaces. Employees at John Lewis in the new Stratford Westfield Mall were able to discuss cancer symptoms and breast examinations when the small c campaign visited their canteen. We similarly visited two Tate and Lyle sites and spoke with staff at lunchtime about lung and breast cancer. The staff were very welcoming and pleased to be receiving such important information at work. These employees found the wallet size leaflet very useful as they could keep it with them at all times as a reminder.

Pre-registration pharmacists employed by Boots approached us with an offer to be involved in our lung cancer awareness work. They were required as a part of their training to carry out a community health awareness project and they had seen our campaign in the press. NHS staff trained them in lung cancer awareness and they became a vibrant and knowledgeable extension of our team. They played a vital role in the 'small c'

awareness raising event at Westfield shopping centre on the 24<sup>th</sup> November. The idea of running this event was originally developed with the students and several played an active part in making the arrangements with the Westfield shopping centre managers. We provided the 'small c' resources and the students collected other useful information about cancer support services and resources to assist people who wished to give up smoking.

Similarly, the University of East London approached us to ask if we would work with their public health students. We delivered lessons at UEL and trained undergraduate and masters' level students in lung cancer awareness and they joined with us to deliver more 'small c' events in Stratford Westfield.

At these events the pre-registration pharmacists and the UEL students staffed a stall and walked around the shopping centre talking to people in order to raise awareness of the signs and symptoms of cancer. The shopping centre was busy throughout these days. The students worked hard to approach people in a friendly and helpful manner. Their energy and enthusiasm, and numbers, helped us to reach out to many more people. The quality of the interaction with members of the public was impressive, all the students were warm and approachable; they were well informed and we saw many animated and interested conversations taking place during the day.

► **610 people were spoken to at other events, such as these, in 2012/13.**

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About 100 people are diagnosed annually with lung cancer in Newham. About 80 people die from lung cancer each year.

People often postpone getting help from their GP but if lung cancer is caught at early stage, it's treatable.

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## Feedback on the 'small c' resources

### Breast Cancer resources:



Amongst the positive responses we received to the 'small c' resources was the strong association in people's minds of pink materials with breast cancer (pink ribbon). The bright pink colours of the 'small c' materials are very eye catching and attractive on banners, cards and leaflets and draw much attention. The range of materials – two sizes of leaflets, oyster card holders, nail files, mirror stickers and symptom checkers enables stalls to look inviting and attractive and offers something for everyone.

The mirror sticker is an innovative idea designed to promote behaviour change, it is a sticker that clings to mirrors, shower screens etc and encourages women to remember to self examine regularly. We welcomed this resource particularly as we had sought to create something ourselves to serve this purpose. Some women felt too embarrassed to stick this up in a bathroom that would be used by male family members but suggested that they would put it in a drawer where they would see it regularly and it would prompt them to check.

The little leaflet was easy to give out and easy for women to keep, it can be placed inside the oyster card for safe keeping and easy and regular access.

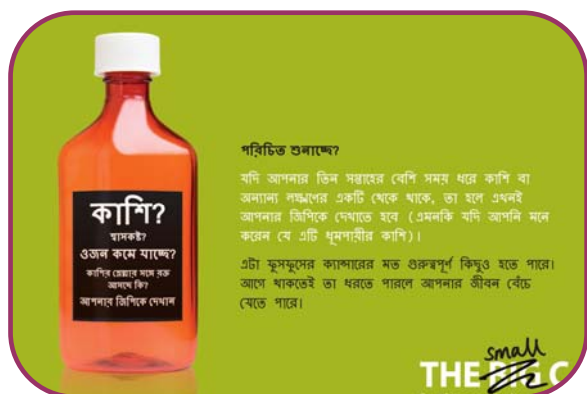
The big leaflet - has the advantage of containing instructions on how to examine yourself. It is important to promote self examination as few women say they already do it. But the larger leaflet is more difficult to keep on you. So it was ideal to have both and use as appropriate.

We received mixed reactions to the Oyster Card, it proved popular with some women, particularly the young. Others expressed reservations about the photo of the bra on the front. Some people don't take an Oyster Card as they would not feel comfortable in using it; it stands out clearly from afar. They find this too embarrassing.

The bra on the breast cancer awareness banner has also sometimes proved to be contentious and in some locations we have been asked to take it down.

Other reservations have included the use of 'bosom buddy'. Young people have commented that it is an old fashioned term; furthermore puns are not easily translated or easily understood by all groups. Some individual men were reluctant to take these resources for their wives; the bra seemed to put them off.

### Lung Cancer Resources



A lot of people do not know any signs/symptoms of lung cancer so the symptom checker is very useful. We received a positive response to the symptom cards and people took home several to share with relatives, neighbours and friends.

Some people thought the cards were about having a cold or flu while some thought the symptoms being described were for T.B. The production of symptom checker cards in Bengali was very helpful to us in reaching one of our target groups – Bengali men over 50.

The lung cancer banner is striking and colourful and does succeed in attracting people's attention.

### Communicating with local people

Overall we found that local people demonstrated little knowledge of the possible signs and symptoms of breast and lung cancer. A lump is the symptom most likely to be recognised for breast cancer but the other symptoms were not known. The only people we have met in the community who knew these additional symptoms were doctors and nurses.

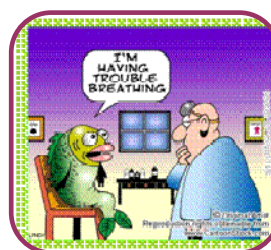
Women did respond to the Breast Cancer leaflets by saying "I've had mine done". They were clearly associating this information with breast screening and reported that they had been given leaflets when they had their mammograms. Newham PCT had asked the radiographers to hand out 'small c' leaflets to women after a screening and it was clear that this had succeeded in raising the awareness of breast cancer symptoms.

We found that it was important to grab people's attention to explain key facts such as, that lung cancer can affect non smokers too. In this way we were able to engage people who mistakenly felt they were not at risk.

We have been impressed by the way in which individuals are willing to discuss intimate information in busy locations, such as, shopping centres and community events. Individuals have been shown breast self examination in public locations such as the Mayor's Show.

We received the strong feeling that people are pleased that someone is taking the trouble to care about their health. At a school parents' evening a father responded with: "*thank you for saving my life*". People respond well to the idea that this is knowledge that should be passed from person to person, generation to generation. That we should all know these symptoms and be aware when someone we know shows them.

We produced a range of supplementary materials such as PowerPoint presentations and props. These resources – for example pictures of the numbers of chemicals in a cigarette, or jars of tar demonstrating the amount an average smoker has in their lungs - can have a powerful impact.



Barrack Obama stopped smoking in 2011; he had been trying to stop since 2006.

We have sought to create accessible and fun resources so that we can reach out to a range of people who learn and remember in different ways. Interactivity and reinforcement of learning can be useful and fun and so we have developed a range of card games and short quizzes for people to complete with various small prizes as incentives.

### People's experiences of using GP services

People reported a mixture of experiences. Some doctors were reported to be good at giving out information. We were told that some GPs had invited women in for breast examinations and demonstrations of self-examination. Some people recognised our leaflets as their GP had sent them some already; others reported that posters were displayed in their practices.

We received some very positive feedback, demonstrating a good level of trust in the GP.

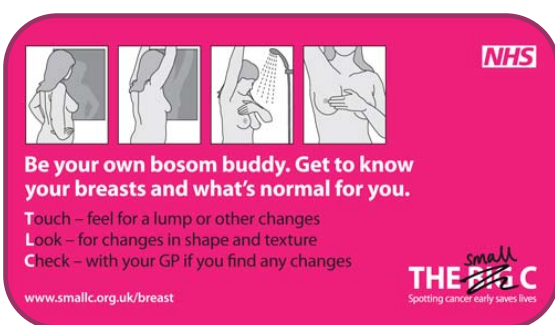
On the other hand, some people reported that their GP couldn't give enough time to the patients in their appointments. Others found it difficult to get an appointment with the GP, and were unhappy about the length of time they had to wait to be seen. People referred to the role of gatekeepers, receptionists, nurses, before they actually get to the GPs.

Several people, mostly men seemed reluctant to go to the doctors, several said they would rather go to A&E and get an x-ray or blood tests.

One of the issues that people discussed with us was that patients have to be persistent and need to be assertive, in order get their concerns addressed. Some people suggested that it would be a good idea to provide patients with the tools to be assertive.

Overall, we found that it has strengthened the impact of the 'small c' campaign that GP practices have opted into the project and that these GPs and practice staff are also being informed and educated as part of the campaign.

### Impact on behaviour:



### Breast self-examination

Many women who were spoken to at length agreed that they would do self examination from now on but had not done so before. Women spoke about not being confident to self-examine and we were able to reassure them with the straightforward 'know what is normal' for you approach. Touch, Look and Check is a simple and easy message to communicate and effectively demystifies the process.

Girls at Plashet School are very positive that this is a habit for life and the discussion of breast cancer within that school has been normalised. A staff member, Edythe, at Plashet School carried out her first ever breast self examination at the age of 47 and found a lump, which was cancer. She has been treated and is now back at work. This experience acts as a strong motivator for behaviour change in others and we share this powerful story wherever we go. We are also using this example to open doors into workplaces which employ a large number of women.

You can find out more about Edythe's story, and the work at Plashet School in a separate report [www.community-links.org/uploads/documents/Plashet\\_School.pdf](http://www.community-links.org/uploads/documents/Plashet_School.pdf)



## **Smoking**

We are careful not to stigmatise smokers and we concentrate on promoting awareness of the signs and symptoms of lung cancer and the need to detect early. We encourage people to understand that even a persistent 'smokers' cough' of over three weeks is a reason to go to the doctors. And we explain that non-smokers can get lung cancer, a fact that does seem to be little known. In some settings we have been able to refer to the 'stop smoking' teams and have spoken with people who are determined to give up.

## **Shisha Smoking**

We found a level of disbelief and denial about the harmful effects from some users, particularly young users. But children and young people who have not yet started say they will never use Shisha. Parents and other adults were also keen to share our warning with family members.

## **Responsibility for Others**

Individuals have demonstrated a willingness to learn about the signs and symptoms of the main cancers. They have willingly taken away cancer symptom checker cards to refer to a later time and they have shown an increased feeling of responsibility for being aware of and identifying these symptoms in the people around them; family, friends and neighbours. People have appeared willing to take on this role and seem empowered to care for the health of others.

## **Campaign recognition**

The recognition of the campaign has grown swiftly. We have sought to distribute information and speak to people in a wide range of community locations – at the shops, at school, in the GPs, in the workplace, at hospital, at the local fete and at places of worship. We also benefit from the information shared in the local media and as part of wider campaigns, information on the radio, on the sides of buses etc. We believe that our health messages are reinforced when they come from a range of different sources in a variety of settings.

A number of organisations have also contacted us to ask to be part of the campaign and to offer to run their own activities.

By developing a highly visible and focussed campaign it is possible to draw new people into the work of reaching out to the target groups.

## **How could things be done more effectively this year?**

We feel that the campaign has been very effective and we will continue to deliver the range of outreach sessions in a wide range of locations and groups. We propose to reach more people through parents' evenings in schools and through faith groups because these are settings in which it can be easier to talk to large numbers of people and in which it is possible to enhance the existing sense of community with an ongoing responsibility for health. We will also prioritise ESOL classes so that we can reach people who do not speak or read English and who may not be receiving any of this information.

## Conclusions

*Newham is the most diverse borough in the country and one of the challenges we face is that universal messages do not reach all our communities equally.*

Tim Baker, NHS North East London and the City.

In response to this challenge we targeted the groups we are seeking to work with geographically, physically and socially. We have successfully used community development approaches to reach out to people focussing on those who are at highest risk within our diverse community. We have sought to empower people with knowledge and to encourage behaviour change. We have found people to be very receptive to the idea of taking more responsibility for their own health and for the health of those around them.

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We have sought to not only inform people for their own sakes, but also to encourage a feeling of community responsibility for health.

We have sought to not only inform people for their own sakes but also to encourage a feeling of community responsibility for health. We have done this in a range of settings - from schools where children are channelling information to their parents and wider families, to churches and mosques where worshippers are encouraged to care for each other and for their neighbours. By encouraging this feeling of responsibility it is possible to reach more deeply into the communities that we are targeting.

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We have found that it is vital to recruit staff from within the community. Communication is more effective and more powerful if the audience recognise the messenger as someone like themselves. Recognition builds trust which enables meaningful conversations to take place about health issues and concerns. Our team proved to be highly motivated and effective as well as highly relevant to the audience. It was worthwhile spending time building a good varied team.

Involving young people as health advocates is very powerful. The young people will acquire vital information for life and they will develop as community resources. When young people speak to their peers they are more likely to be listened to and when they speak to adults it is also very forceful.

In order to spread the work more widely it was essential to form a genuine partnership with the local media: to discuss the purpose of the project and to elicit their active involvement.

As a result we received ongoing support in the form of articles covering our progress and the opportunity to regularly share detailed information about the signs and symptoms with readers. Newham and east London media also agreed to include website details for the 'small c' campaign and contact details for Community Links' project so that anyone wishing to get more information about breast cancer or to volunteer could get in touch. This enabled a range of potential partners to get in touch and help to build the project further.

We were also alert to wider media interest and played an active part in promoting our story to London wide media with interviews on radio and TV as part of the 'small c' launch.

As this is a pilot project we were able to be flexible as we developed our strategies. We were very open to suggestions and approaches from outside. We found that within the local community there are many different groups and individuals who are concerned with health awareness and involving them shaped the project and helped to reach out to more people. In this way the project has been able to be dynamic and exciting, reaching out in

ever different ways; thus helping to capture the interest of the media and to keep workers and volunteers highly motivated.

The project benefited from the strong partnership between Community Links and the local NHS, from the depth of knowledge and insight of both partners. Community Links, an organisation embedded in the local community brought over 30 years experience of reaching into local communities. The local NHS public health team brought extensive and specialist knowledge of the challenges facing early detection.

We have shown that with serious consideration and an energetic approach we can effectively reach into communities that are not easily reached through mainstream approaches and we can empower local people to play an active role in taking responsibility for the health of those around them.

### **Nazma's Story**

#### **Nazma Sheikh credits the 'small c' campaign with her survival.**

"When I started volunteering with your fantastic projects I didn't realise that not only would I feel great helping others, but I would also end up helping myself. The reason being is that all the breast cancer cases I had come across before (family & friends) were by way of them feeling a lump. It was only when I started this work that I learnt of the other signs and symptoms and this is how mine was diagnosed."

"I felt that something was wrong, even though I could not find a lump. My nipple began to point in a slightly different direction and I know from the 'small c' symptom checker cards that this is one of the possible signs of breast cancer. I sought help quickly and asserted confidently that I felt something was wrong. My tumour was very deep and couldn't be felt, not even by the doctors, but it was because I knew something wasn't right that I persisted and a scan was undertaken and the lump found."

"Tests proved me right and I went on to receive treatment. I was told that if I had waited until a lump could be felt I would probably not have survived."

"As a result, they have found the cancer early and whilst it is aggressive they are dealing with it promptly. If I had waited for the lump to grow to the degree that it could be felt, then maybe it would have been a more dire situation."

#### **Nazma Sheikh, Volunteer**

- ▶ The cancer has been successfully treated and Nazma is now volunteering again with the project – sharing her personal experience.

## Community Links 'small c' Project Top Tips



### **Make it personal**

When making presentations explain that 1 in 3 people will have cancer in their lives. What does that mean for the people in this room? Look around and think about it.

### **Be embarrassed – have fun**

Talking about breasts and self examination is embarrassing, enjoy it and have a laugh. Embarrassment is not boring, it will be remembered.

### **Find creative ways to reach hard to reach groups**

Go to your target groups; don't expect them to come to you. Think creatively about where your target groups go and reach out in as many ways as you can – try places of worship, schools, community centres, community events, workplaces, social settings, take part in school parents' evenings.

### **Share personal experiences of cancer**

Involve people with personal experience of cancer to share their experience and how they feel. Look for people who detected cancer early who can give examples of less extensive / invasive treatments. Share stories from your own project such as that of Edythe Labinjo.

### **Locally rooted teams**

You will be much more effective if the people you use to build your message are recognisable as having come from the audience themselves. Involve people with appropriate socio-cultural knowledge and language skills.

### **Empower people to share with families, friends and neighbours**

Everyone can be a life saver; People will take seriously their responsibility to share health messages with their families, friends and neighbours.

### **Use varied resources**

When making presentations use a variety of resources such as YouTube songs, podcasts, models, games, websites. Don't be boring, people learn and remember in different ways. Be interactive; be funny.

### **Keep media involved**

Work in partnership with the local papers and Council magazines – and look for opportunities to feature in the national press, radio and TV – in order to share health messages more widely.

### **Be open to new partnerships**

Keep your profile high and people will contact you with ideas for co-working. Exciting and new suggestions can help to keep the project lively and fun and also provide more stories for the media which, in turn, helps to keep your profile high.

### **Achieve many things at once**

Strong projects manage to offer many experiences at once. For the volunteer they offer valuable work experience, exposure to local leaders, content for job applications and personal statements. For the ESOL student they offer English practise and life saving information. For the university they offer real practical experience to complement theoretical learning. For the school they offer pupils confidence-building activities and exposure to possible careers. Be aware of all your project is offering and make it explicit.

### **Community organisations and the NHS work together**

Build partnerships between community organisations and the NHS which use the knowledge and insights of each to build projects that reach out and empower local people to take responsibility for their health.

## Information and Resources

For more information:

### Community Links

105 Barking Road  
London  
E16 4HQ

#### Contacts:

Frances Clarke	<a href="mailto:frances.clarke@community-links.org">frances.clarke@community-links.org</a>
Zoraida Colorado	<a href="mailto:zoraida.colorado@community-links.org">zoraida.colorado@community-links.org</a>
Website	<a href="http://www.community-links.org">www.community-links.org</a>

### NHS North East London and the City

Newham Public Health Team  
Fourth Floor West,  
Newham Dockside  
1000 Dockside Road  
London  
E16 2QU

#### Contacts:

Tim Baker	Assistant Director, Public Health	<a href="mailto:tim.bakerph@newham.gov.uk">tim.bakerph@newham.gov.uk</a>
Sarojini Ariyanayagam	Health Improvement Manager	<a href="mailto:sarojini.ariyanayagam@newham.gov.uk">sarojini.ariyanayagam@newham.gov.uk</a>

<b>Small c campaign</b>	<a href="http://www.smallc.org">www.smallc.org</a>
<b>Detect Cancer Early</b>	<a href="http://www.detectcancerearly.org">www.detectcancerearly.org</a>

# Appendix 1

## Outreach Data

Community Events	Date of Event	Venue	People outreached										TOTAL
			White women		Black women		Bangladeshi men		White men		Other		
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Manor Park Spring Festival	25/06/2011	Plashet Park, Plashet Grove, East Ham E6 1AA	15	0	23	0	36	0	0	0	45	0	119
Plaistow Spring Festival	02/07/2011	Plaistow Park, Greengate Street, Plaistow E13 0AS	39	4	35	0	12	1	28	1	9	1	130
Beckton Spring Festival	09/07/2011	New Beckton Park, Savage Gardens, Beckton E6 5PU	33	17	21	2	6	1	14	0	14	12	120
Mayor's Newham Show	16/17 July	Central Park, High Street South, East Ham, E6 6ET	145	104	78	73	55	39	78	45	146	200	963
Canning Town and Custom House Spring Festival	23/07/2011	Memorial Park, Memorial Avenue, West Ham E15 3BT	39	26	14	12	0	0	4	5	9	3	112
Stratford and West Ham Spring Festival	20/08/2011	Stratford Park, West Ham Lane, Stratford E15 4PT	8	8	5	4	0	1	6	2	6	3	43
Goosley Playing Fields	17/09/2011	St Alban's Avenue, East Ham E6	45	4	13	3	3	0	12	2	19	20	121
Keir Hardie - Play Day	29/10/2011	Appleby Road, Canning Town E16 1HR	26	7	7	3	0	0	15	0	5	5	68
Abbey Lane Green Space	30/10/2011	Abbey Lane, Stratford E15 2GN	7	8	4	7	0	0	2	1	4	11	44
Forest Lane Park	25/02/2012	Magpie Close, Forest Gate, E7	12	20	15	12	3	1	4	2	9	13	91
Community Events Totals by ethnicity/age			369	198	215	116	115	43	163	58	266	268	1811
Community Events total by ethnic groups			567		331		158		221		534		

Community Centres	Date of Event	Venue	People outreached										TOTAL
			White women		Black women		Bangladeshi men		White men		Other		
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Afro Caribbean Centre	13/07/2011	627 Barking Rd E13 9EZ	2	0	20	0	0	0	0	0	15	0	37
Afro Caribbean Centre	14/07/2011	627 Barking Rd E13 9EZ	0	0	11	0	0	0	0	0	4	0	15
Afro Caribbean Centre	20/07/2011	627 Barking Rd E13 9EZ	0	0	13	0	0	0	0	0	9	0	22
Progressive Women Association	27/07/2011	Harold Rd Community Centre, E13 0SE	0	0	8	0	0	0	0	0	6	6	20
Royal British Legion	25/07/2011	Constance St E16 2DQ	5	0	0	0	0	0	23	0	0	0	28
Bajuni Women's Advocacy	25/07/2011	Harold Road Centre, E13 0SE	0	0	3	9	0	0	0	0	0	3	15
CYANA	17/08/2011	Snowhill Rd Manor Park E12 6BE	0	0	2	0	0	0	8	3	2	0	15
Comm Links - Pensioner Bingo	03/09/2011	105 Barking Road E16	0	29	0	4	0	0	0	2	0	6	41
Froud Centre Cllr Session	11/10/2011	Men only session E12	0	0	0	0	0	0	0	0	1	0	1
Froud Centre Cllr Session	13/10/2011	1 Toronto Av. E12 5JF	0	0	1	2	0	0	0	0	38	7	48
Froud Centre Cllr Session	18/10/2011	1 Toronto Av. E12 5JF	1	0	0	0	0	0	0	0	3	4	8
Froud Centre Cllr Session	20/10/2011	1 Toronto Av. E12 5JF	0	0	0	0	0	0	0	0	0	0	0
Make a Difference Day Arc in the Park	25/10/2011	Hermit Park Rd, Bethnell Av E13 4HQ	0	1	4	3	0	0	0	0	7	0	15
Make a Difference Day Rokeby Hub	26/10/2011	63 Rokeby St, Stratford E15 3NS	6	5	4	2	0	0	2	0	5	0	24
Make a Difference Day Play, Sow and Grow Hub	27/10/2011	6 Gay Rd, Stratford E15 2RN	5	2	2	4	0	0	0	2	4	5	24
Make a Difference Day Chandos Hub	28/10/2011	90 Chandos Rd, Stratford E15 1TT	11	12	5	10	0	0	0	4	10	15	67
Newham Stroke Club	23/11/2011	c/o Katherine Rd Centre, E7 9PN	0	0	5	0	1	0	3	0	9	1	19
Well Centre	13/01/2011	49 Vicarage Ln, East Ham, E6 6DQ	55	0	7	0	1	0	19	0	0	1	83
ASTA Opening Day	14/01/2012	Camel Rd, Silvertown E16 2DE	4	5	4	0	0	0	0	0	0	0	13
<b>Community Centres Totals: ethnicity/age</b>			89	54	89	34	2	0	55	11	113	48	495
<b>Community Centres total: ethnic groups</b>			143		123		2		66		161		

Schools	Date of Event	Venue	People outreached										TOTAL
			White women		Black women		Bangladeshi men		White men		Other		
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
St Angela's Spring Fete	02/07/2011	St George's Rd, Forest Gate, E7 8HU	5		9	9	1		6	2	13	23	68
St Bonaventure's Spring Fete	09/07/2011	Boleyn Road, Forest Gate E7 9QD	18	17	19	15	2		10	7	6	19	113
Plashet School curriculum evening	28/09/2011	Plashet Grove, East Ham E6 1DG	0	0	0	0	0	0	1	0	41	7	49
St Angela's Parents Evening	20/10/2011	St George's Rd, Forest Gate, E7 8HU	9	23	64	86	0	2	14	16	42	48	304
Plashet School Parents evening	02/11/2011	Plashet Grove East Ham E6 1DG	0	0	6	3	0	0	0	0	35	18	62
Sarah Bonell School EID on Ice Event	13/11/2011	Deanery Rd Stratford E15 4LP	0	0	36	19	0	0	0	0	24	8	87
St Angela's Parents Evening	17/11/2011	St. George's Rd Forest Gate, E7 8HU	6	3	32	16	7	2	3	2	24	19	114
St Angela's Parents Evening	26/01/2012	St. George's Rd Forest Gate, E7 8HU	5	5	47	17	0	0	2	0	16	5	97
St Angela's Parents Evening	23/02/2012	St. George's Rd Forest Gate, E7 8HU	8	3	44	20	0	0	1	0	18	8	102
St Angela's Parents Evening	22/03/2012	St. George's Rd Forest Gate, E7 8HU	3	12	22	38	1	0	3	2	6	10	97
Schools Totals by ethnicity/age			54	63	279	223	11	4	40	29	225	165	1093
Schools total by ethnic groups			117		502		15		69		390		



Mosques	Date of Event	Venue	People outreached										TOTAL
			White women		Black women		Bangladeshi men		White men		Other		
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Darul Arqam Islamic Centre	08/07/2011	Jutland Rd, Canning Town	0	0	0	0	15	4	0	0	0	0	19
Darul Arqam Islamic Centre	12/07/2011	Jutland Rd Canning Town	0	0	0	0	12	4	0	0	0	0	16
Masjid Ibrahim	15/08/2011	Barking Rd, Plaistow E13 9EU	0	0	0	0	6	2	0	0	5	0	13
Masjid Ibrahim	25/08/2011	Barking Road, Plaistow E13 9EU	0	0	0	0	15	0	0	0	0	0	15
Al-Karam Trust Masjid	31/08/2011	Katherine Rd, Forest Gate E7 8LT	0	0	0	0	8	2	0	0	5	1	16
Al Habib Jamia Masjid	02/09/2011	Barking Rd, Canning Town E13 8EQ	0	0	0	0	5	3	0	0	0	0	8
Al Habib Jamia Masjid	05/09/2011	Barking Rd, Canning Town E13 8EQ	0	0	0	0	13	0	0	0	0	2	15
Al-Karam Trust Masjid	09/09/2011	Katherine Rd, Forest Gate E7 8LT	0	0	0	0	17	0	0	0	2	0	19
Al Habib Jamia Masjid	17/09/2011	Barking Rd, Canning Town E13 8EQ	0	0	0	0	3	2	0	0	6	1	12
Al Habib Jamia Masjid	20/09/2011	Barking Rd, Canning Town E13 8EQ	0	0	0	0	6	1	0	0	0	0	7
Al-Karam Trust Masjid	23/09/2011	Katherine Rd, Forest Gate E7 8LT	0	0	0	0	10	1	0	0	2	3	16
Masjid Ilyas	28/09/2011	Riverine Centre, West Ham E15 3ND	0	0	0	0	5	0	0	0	1	0	6
Al Habib Jamia Masjid	30/09/2011	Barking Rd, Canning Town E13 8EQ	0	0	0	0	2	4	0	0	4	1	11
Masjid Ilyas	11/10/2011	Riverine Centre Abbey Mills, West Ham E15 3ND	0	0	0	0	7	1	0	0	2	1	11
Jamia Islamia Siddiquia Mosque	17/10/2011	Barking Road, East Ham, E6 3BD	0	0	0	0	15	5	0	0	0	5	25
Khidimah Academy	19/10/2011	Vicarage Lane Stratford, E15 4HQ	0	0	0	0	10	7	0	0	7	5	29
Forest Gate Mosque	21/10/2011	Romford Rd, Forest Gate, E7 8AB	0	0	0	0	19	3	0	0	6	0	28
Forest Gate Mosque	24/10/2011	Romford Rd, Forest Gate E7 8AB	0	0	0	0	35	2	0	0	10	0	47
Masjid Al-Fatah	27/10/2011	Barking Road, Plaistow, E13 8QE	0	0	0	0	11	3	0	0	0	0	14
Barking Road Mosque	01/11/2011	Barking Road, Plaistow, E13 9EU	0	0	0	0	27	0	0	0	0	7	34
Jamia Islamia Siddiquia	09/11/2011	Barking Road, East Ham, E6 3BD	0	0	0	0	43	5	0	0	0	0	48

Mosques (Continued)	Date	Venue	White women		Black women		Bangladeshi men		White men		Other		TOTAL
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Jamia Darus Sunnah	14/11/2011	Woodgrange Road, Forest Gate, E7 8EW	0	0	0	0	25	2	0	0	0	6	33
Church Road Masjid	21/11/2011	Church Road, Manor Park, E12 6AQ	0	0	0	0	23	1	0	0	4	1	29
East End Islamic Centre	23/11/2011	Plashet Road, Upton Park E13 0RQ	0	0	0	0	45	2	0	0	19	1	67
East Ham Bangladeshi Islamic Community Trust	25/11/2011	Market Street, East Ham, E6 2RD	0	0	0	0	19	1	0	0	2	6	28
Barking Road Mosque	29/11/2011	Barking Road, Plaistow, E13 9EU	0	0	0	0	16	0	0	0	0	0	16
Forest Gate Mosque	30/11/2011	Romford Road, Forest Gate E7 8AB	0	0	0	0	19	5	0	0	6	0	30
Impression Events Venue	16/12/2011	Milner Road, West Ham, London E15 3AD	0	0	0	0	330	0	0	2	4	0	336
Shahjalal Mosque	20/12/2011	Romford Road, Manor Park, E12 6DT	0	0	0	0	25	10	0	0	11	0	46
Upton Lane Mosque	21/12/2011	62-66 Upton Lane, Forest Gate, E7 9LN	0	0	0	0	35	4	0	0	5	10	54
Shahjalal Mosque	29/12/2011	Romford Road, Manor Park, E12 6DT	0	0	0	0	27	0	0	0	9	0	36
Newham Islamic Cultural Association	04/01/2012	High Street North, Manor Park, E12 6RH	0	0	0	0	19	3	0	0	15	0	37
Khatme Nubuwwat Academy	05/01/2012	Katherine Road, Forest Gate, E7 8LT	0	0	0	0	21	0	0	0	17	0	38
Upton Lane Mosque	09/01/2012	Upton Lane, Forest Gate, E7 9LN	0	0	0	0	26	0	0	0	5	0	31
Darul Arqam Islamic Centre	16/01/2012	Jutland Road, Canning Town	0	0	0	0	6	1	0	0	5	0	12
Masjid Bilal & Islamic Centre	17/01/2012	Barking Road, East Ham, E6 1LB	0	0	0	0	19	0	0	0	11	0	30
Masjid Ibrahim	17/01/2012	Barking Road, Plaistow E13 9EU	0	0	0	0	10	2	0	0	0	0	12
Selwyn Mosque	18/01/2012	Selwyn Road, Plaistow E13 0PY	0	0	0	0	36	0	0	0	12	0	48

Mosques (Continued)	Date	Venue	White women		Black women		Bangladeshi men		White men		Other		TOTAL
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Darul Arqam Islamic Centre	19/01/2012	Jutland Road, Canning Town	0	0	0	0	10	4	0	0	6	0	20
Al-Karam Trust Masjid	21/01/2012	Katherine Road, Forest Gate E7 8LT	0	0	0	0	10	0	0	0	6	0	16
Al Habib Jamia Masjid	23/01/2012	Barking Road, Canning Town E13 8EQ	0	0	0	0	10	0	0	0	0	0	10
Salaam Centre	23/01/2012	Katherine Road E7 8PT	0	0	0	0	4	15	0	0	7	1	27
Plaistow Jamia Islamia	24/01/2012	Balaam Street E13 8AA	0	0	0	0	9	7	0	0	11	4	31
Al Habib Jamia Masjid	25/01/2012	Barking Road, Canning Town E13 8EQ	0	0	0	0	10	0	0	0	0	0	10
Plaistow Jamia Islamia	27/01/2012	Balaam St E13 8AA	0	0	0	0	12	7	0	0	18	5	42
Al-Karam Trust Masjid	28/01/2012	Katherine Road, Forest Gate E7 8LT	0	0	0	0	10	0	0	0	0	0	10
Masjid Bilal & Islamic Centre	30/01/2012	Barking Rd, East Ham, E6 1LB	0	0	0	0	19	5	0	0	4	1	29
Masjid Ibrahim	02/02/2012	Barking Road, Plaistow E13 9EU	0	0	0	0	10	0	0	0	0	0	10
Masjid Bilal & Islamic Centre	02/02/2012	Barking Road, East Ham, E6 1LB	0	0	0	0	16	5	0	0	7	3	31
Masjid Al-Fatah	06/02/2012	Barking Road, Plaistow, E13 8QE	0	0	0	0	9	18	0	0	5	1	33
Masjid Ibrahim	07/02/2012	Barking Road, Plaistow E13 9EU	0	0	0	0	10	0	0	0	3	0	13
Masjid Al-Fatah	08/02/2012	Barking Road, Plaistow, E13 8QE	0	0	0	0	5	7	0	0	9	4	25
International Khatme-Nabuwat Movement	09/02/2012	St George Road E7 8HT	0	0	0	0	12	10	0	0	7	1	30
Al Habib Jamia Masjid	10/02/2012	Barking Road, Canning Town E13 8EQ	0	0	0	0	10	0	0	0	0	0	10
Al-Karam Trust Masjid	13/02/2012	Katherine Road, Forest Gate E7 8LT	0	0	0	0	6	0	0	0	0	0	6

Mosques (Continued)	Date	Venue	White women		Black women		Bangladeshi men		White men		Other		TOTAL
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Masjid Ilyas	15/02/2012	Riverine Ctr Canning Rd, West Ham E15 3ND	0	0	0	0	13	0	0	0	0	0	13
Al Habib Jamia Masjid	16/02/2012	Barking Road, Canning Town E13 8EQ	0	0	0	0	10	0	0	0	0	0	10
Masjid Ilyas	17/02/2012	Riverine Ctr Canning Rd, West Ham E15 3ND	0	0	0	0	12	0	0	0	0	0	12
Al-Hira Masjid and Educational Centre	21/02/2012	Plashet Road E13 0QU	0	0	0	0	13	4	0	0	11	1	29
Al-Hira Masjid and Educational Centre	24/02/2012	Plashet Road E13 0QU	0	0	0	0	7	8	0	0	11	10	36
Anjuman-e- Islamia Jamia Mosque	02/03/2012	High St. North E12 6SB	0	0	0	0	14	8	0	0	1	9	32
Al-Karam Trust Masjid	05/03/2012	Katherine Road, Forest Gate E7 8LT	0	0	0	0	19	10	0	0	3	5	37
Church Road Masjid	09/03/2012	Church Road, Manor Park, E12 6AQ	0	0	0	0	10	8	0	0	7	7	32
Church Road Masjid	12/03/2012	Church Road, Manor Park, E12 6AQ	0	0	0	0	14	7	0	0	7	10	38
Al-Karam Trust Masjid	27/03/2012	Katherine Road, Forest Gate E7 8LT	0	0	0	0	6	13	0	0	3	5	27
Mosques Totals: by ethnicity / age			0	0	0	0	1275	216	0	2	301	117	1911
Mosques total by ethnic groups			0		0		1491		2		418		

GP Practices & Hospitals	Date of Event	Venue	People outreached										TOTAL
			White women		Black women		Bangladeshi men		White men		Other		
			>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Claremont Clinic	12/09/2011	459-463 Romford Road E7 8AB	12	4	7	7	5	0	10	1	12	12	70
Stratford Village Surgery	14/09/2011	50C Romford Road, E15 4BZ	2	1	4	1	0	1	12	0	3	3	27
Star Lane medical Centre	16/09/2011	121 Star Ln, Canning Town E16 4QH	21	12	15	7	2	0	7	1	10	7	82
St Lukes Health Centre	19/09/2011	St Lukes Sq Canning Town E16 1HT	6	3	4	1	1	0	8	2	9	3	37
Shrewsbury Road Health Centre	20/09/2011	Shrewsbury Road, Forest Gate, E7 8QP	19	8	14	7	4	0	11	0	43	13	119
Newham University Hospital	27/09/2011	Glen Road, Plaistow, E13 8SL	50	4	30	1	9	0	17	4	21	10	146
Lord Lister Health Centre - Coffee morning	30/09/2011	Woodgrange Road, Forest Gate E7 8EP	25	7	22	8	0	0	11	0	19	10	102
Newham University Hospital	03/10/2011	Glen Road, Plaistow, E13 8SL	22	5	35	8	10	4	14	3	26	24	151
Vicarage Lane Medical Centre	10/10/2011	Vicarage Ln. Stratford E15 4ES	15	6	18	5	0	0	4	3	29	25	105
Newham University Hospital	29/11/2011	Glen Road, Plaistow, E13 8SL	26	15	12	2	7	2	10	0	11	7	92
Newham University Hospital	07/12/2011	Glen Road, Plaistow, E13 8SL	26	14	10	3	9	1	12	0	10	5	90
GP/Hospitals Totals by ethnicity/age			224	79	171	50	47	8	116	14	193	119	1021
GP/Hospitals total by ethnic groups			303		221		55		130		312		

Others	Date of Event	Venue	People outreached										TOTAL
			White women		Black women		Bangladeshi men		White men		Other		
			> 40	<40	>40	<40	>40	<40	>40	<40	> 40	<40	
Morrison Supermarket Roadshow	16/08/2011	The Grove, Stratford E15 1EN	14	4	8	1	2	0	4	0	3	4	40
Morrison Supermarket Roadshow	17/08/2011	The Grove, Stratford E15 1EN	25	0	25	0	2	0	14	0	2	4	72
Balaam Leisure Centre	12/10/2011	Balaam St Plaistow E13 8AQ	10	5	13	3	1	0	2	4	4	10	52
Stress Free Day at John Lewis Westfield	02/11/2011	2 Stratford Place, Montfichet Road, Olympic Pk E20 1EJ	9	4	2	4	0	0	1	1	2	1	24
Westfield Shopping Centre	24/11/2010	2 Stratford Place, Montfichet Road, Olympic Pk. E20 1EJ	101	50	25	34	10	7	31	23	31	54	366
Tate & Lyle	06/12/2012	Thames Refinery, Factory Rd, E16 2EW	5	1	3	0	1	3	7	2	2	1	25
Tate & Lyle	31/01/2012	Plaistow Wharf, Knights Rd, E16 2AT	3	0	5	0	0	0	12	3	8	0	31
Other Places Totals by ethnicity/age			167	64	81	42	16	10	71	33	52	74	610
Other Places Total by ethnic groups			231		123		26		104		126		

### Data Summary

	Total of All outreach activity										
	White women		Black women		Bangladeshi men		White men		Other		
	>40	<40	>40	<40	>40	<40	>40	<40	>40	<40	
Final Totals by ethnicity/age	916	469	877	485	1475	286	463	149	1158	795	7073
Final total by ethnic groups	1385		1362		1761		612		1953		7073
Total Targeted Groups	3731										
Total Others	3342										
Total People Outreached	7073										

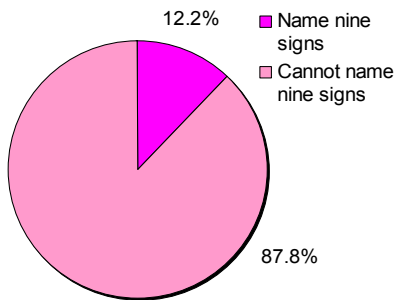
## Appendix 2

### B-Cam analysis: extract.

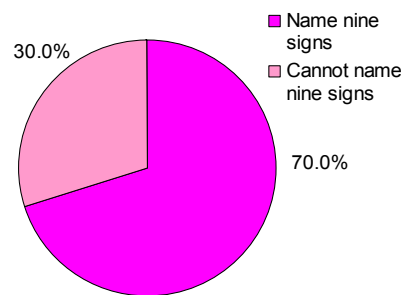
#### Naming possible signs and symptoms with prompting.

The questionnaire includes a list of 11 signs and symptoms and asks which could indicate cancer; 70% of girls and 77% of women can now name **nine or more** possible signs and symptoms with prompting. This is an increase from 12.2% for girls and 23.3% for women.

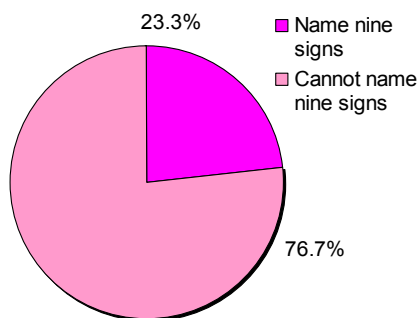
**Girls: start of project**



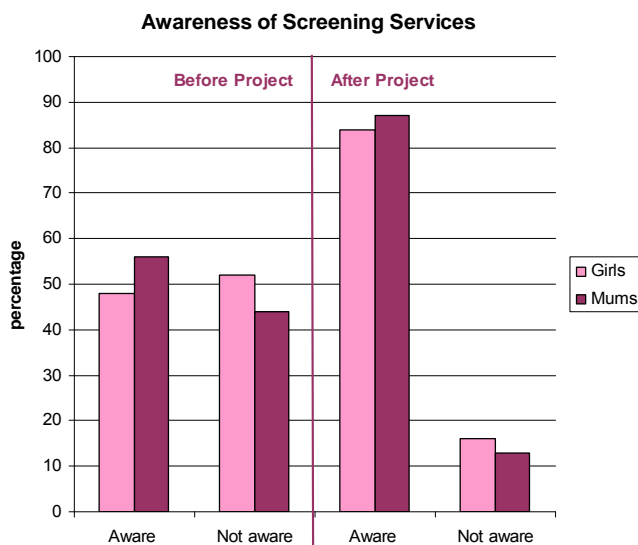
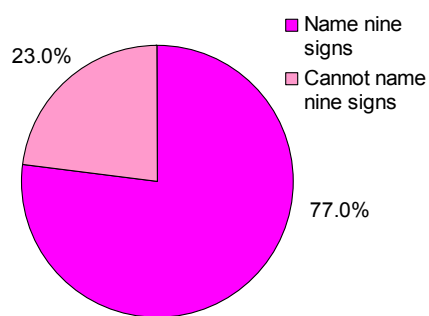
**Girls: end of project**



**Women: start of project**



**Women: end of project**



#### Knowledge of breast screening was tested:

**Did they know there was a screening service?** At the start of the project 48% of girls did know there was a screening service – this rose to 84%. Knowledge amongst mums rose from 56% to 87%.

## Beating cancer in Newham

*Working in the community  
on early action to save lives*

The message of the 'small c' campaign is a simple one: We are more likely to survive cancer caught in the early stages when it is small and most easily treated.

Enormous advances have been made in medical treatments but still people die unnecessarily because they do not seek help sufficiently quickly.

In this report we describe how Community Links has sought to take the 'small c' campaign into the community of Newham in east London, to empower local people to overcome the barriers to early presentation and thus to save lives.

The project built a team of volunteers and supporters from amongst the local population to share information about possible signs and symptoms and to build the confidence to seek help if problems are found.

The sincerity of the message has been warmly appreciated wherever it has been shared - in mosque and church service, school or sixth form college, street party and workplace canteen - early action saves lives.

This report is part of a series reporting the work of Community Links in promoting early action on cancer; see also Breast Screening Take-up project and Plashet School reports

Community Links  
105 Barking Road  
London  
E16 4HQ

[www.community-links.org](http://www.community-links.org)



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