

#CanyouCme

2024 Annual Report



PRESENTED BY
SAFFRON HANSON

PRESENTED TO
MACMILLAN CANCER SUPPORT


CROYDON BME FORUM

In partnership with

MACMILLAN
CANCER SUPPORT

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FOREWORD

Programme Manager



As Programme Manager of the Can You C Me? project, I am incredibly proud of the progress we have made in our first year. This project was born from the need to tackle deep-rooted inequalities in cancer care, particularly for Black and Minority Ethnic (BME) communities across South West London. From the very beginning, our mission has been clear—to amplify voices, break down barriers, and ensure culturally inclusive cancer support for all.

In just one year, we have laid the foundations for long-term change. We have built trust within communities, engaged with healthcare professionals, hosted impactful conferences, and supported individuals on their cancer journeys.

We have also faced challenges - navigating a large geographical area with a small team, overcoming resistance to a BME-focused approach, and working with limited financial resources. However, the impact we have already made, the conversations we have started, and the relationships we have built make it clear that this work is both necessary and overdue.

Our commitment to creating real, lasting change remains at the heart of everything we do. This report highlights the successes we have achieved, and the path we are paving for the future. As we move into Year 2, we will continue working alongside communities, healthcare providers, and key stakeholders, ensuring that the voices of those most affected by cancer shape the services and policies that serve them.

Thank you to everyone who has been part of this journey so far - your support, contributions, and commitment are what drive this project forward. Together, we are building a legacy of equity, awareness, and empowerment in cancer care.

Saffron Hanson
Programme Manager, Can You C Me? Project

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PROJECT BACKGROUND



Project Background

The Can You C Me? project was launched in January 2024 as a three-year initiative funded by Macmillan Cancer Support and delivered through the Croydon BME Forum. The project was created in response to growing evidence of health inequalities in cancer care, particularly within Black and Minority Ethnic (BME) communities across South West London.

Research has consistently shown that BME individuals face barriers in accessing healthcare, including late diagnosis, lack of culturally sensitive support, and lower participation in cancer screenings.

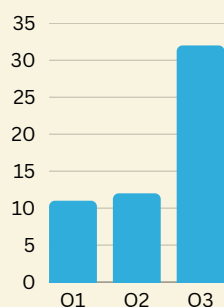
Recognising the urgent need for change, Can You C Me? was developed to bridge these gaps, increase awareness, improve access to care, and amplify the voices of BME individuals affected by cancer.

The project spans six boroughs - Croydon, Merton, Sutton, Wandsworth, Richmond, and Kingston - and works closely with healthcare professionals, grassroots organisations, and community members to create system-wide change.

Through one-to-one support, conferences, focus groups, and community engagement, we strive to ensure that BME individuals feel heard, supported, and empowered in their cancer care journey.

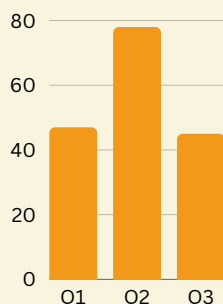
By fostering trust, strengthening partnerships, and addressing cultural barriers, we are building a more equitable and inclusive healthcare system for all.

2024 Impact



85+

community events, attended showcasing our project through stalls and often featuring speaker slots to engage attendees



241+

meetings with professionals, community leaders, and organizations to raise project awareness, foster collaboration, and address barriers in cancer care



3,080

have been introduced to the "Can You C Me?" project through engaging presentations and our presence at community events



242

individuals provided with cultural sensitivity and cancer awareness training, including 200 trainee nurses at Kingston University



198

one-to-one sessions with individuals across South West London, providing cancer support, guidance, and a listening ear

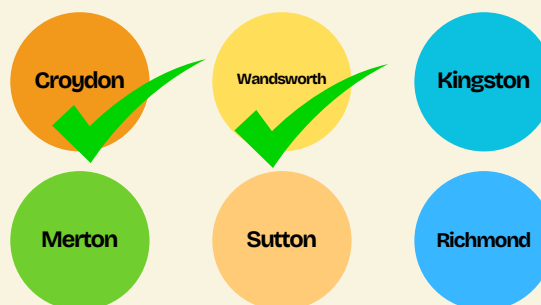


Established diverse connections across all sectors of the community, including patient involvement groups, private hospitals, the NHS, faith groups, and members of the general public



17

Organisations beyond South West London have reached out for meetings, collaboration, and shared learning opportunities



Numerous

tags and mentions across platforms, boosting project visibility



2

Radio Interviews

30+

Media Articles

1

Live Interview

03

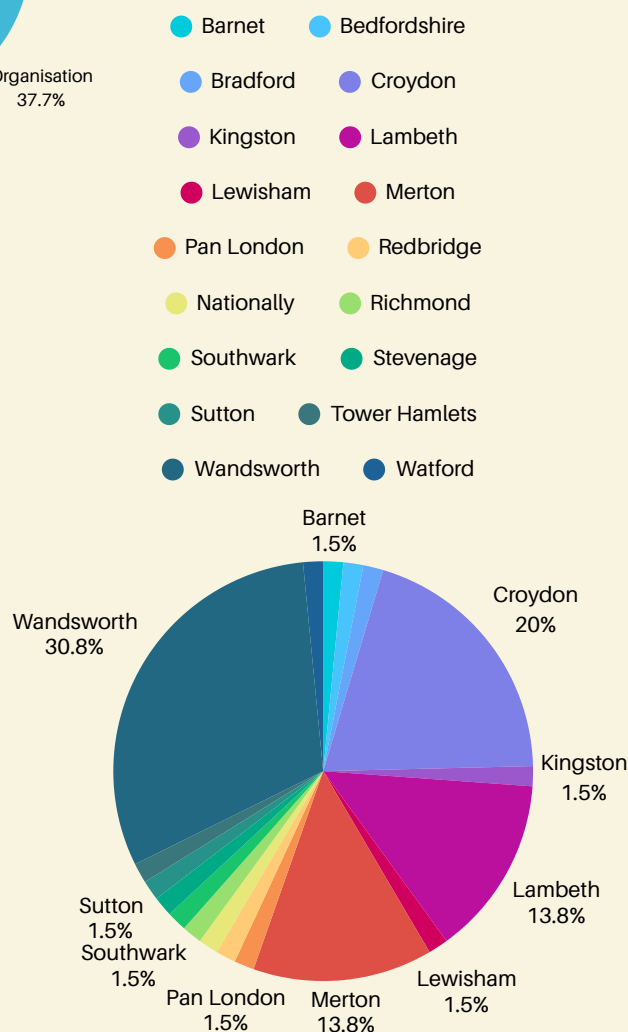
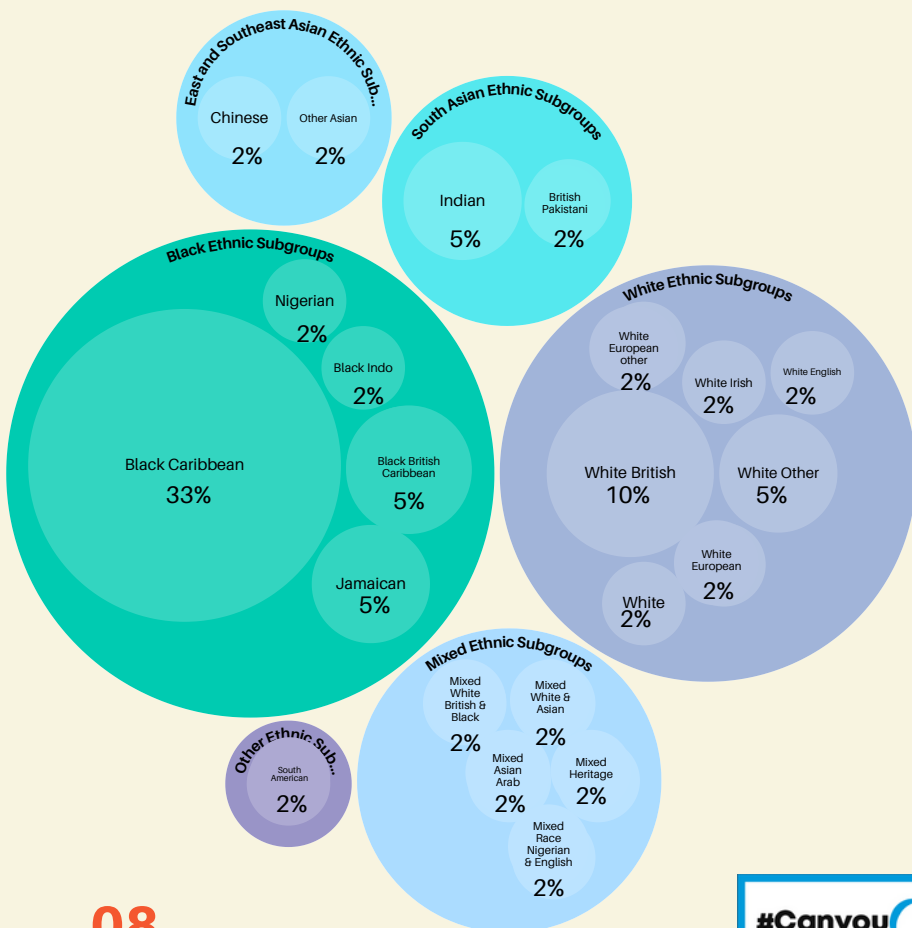
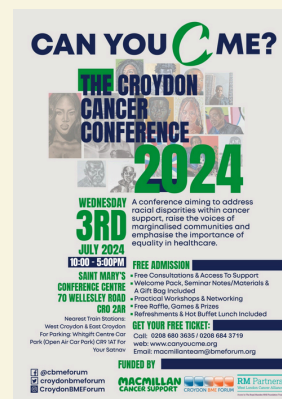
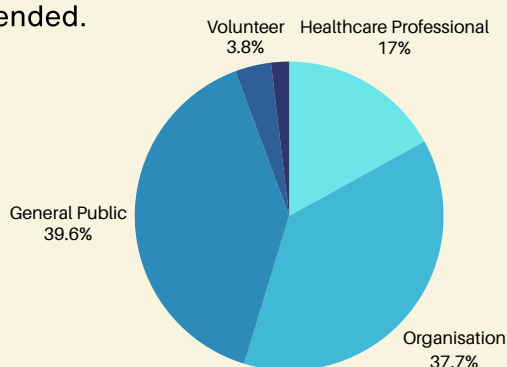
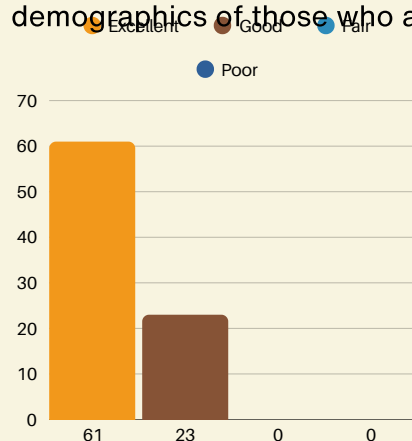
KEY ACTIVITIES & ACHIEVEMENTS



Cancer Conferences

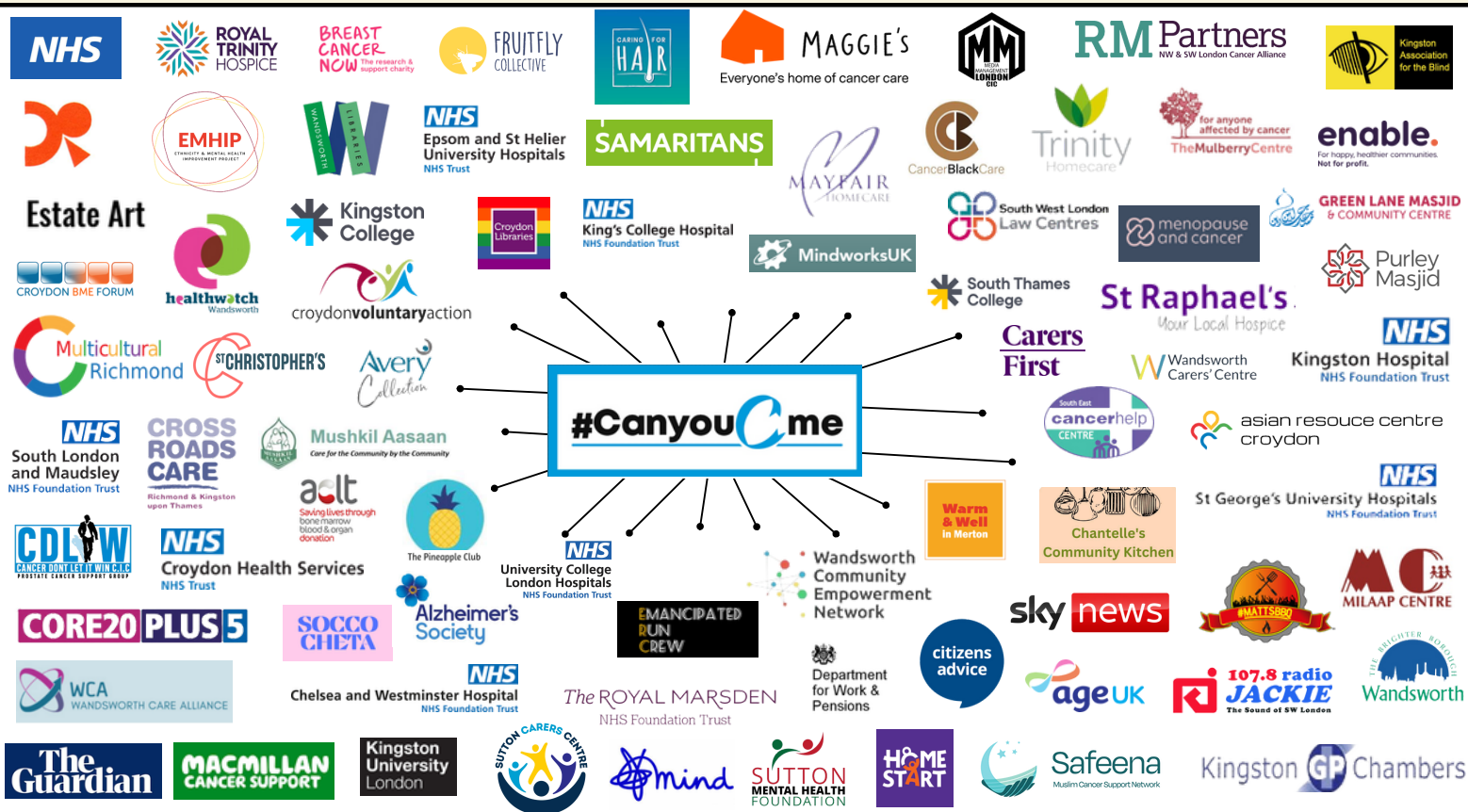
This year, we successfully hosted two cancer conferences in Croydon and Wandsworth, bringing together healthcare professionals, community organisations, and individuals affected by cancer. These conferences provided an open platform to discuss local barriers to care, share personal experiences, and collaborate on solutions. By uniting diverse voices—from BME community members to medical experts - we tackled misconceptions, promoted culturally sensitive care, and strengthened support networks within each borough.

Croydon's Cancer Conference attracted over 250 attendees, while Wandsworth's conference welcomed more than 200 participants. Below are key feedback highlights and demographics of those who attended.



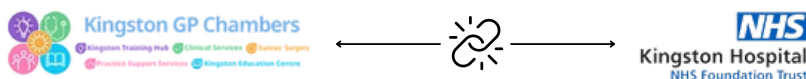
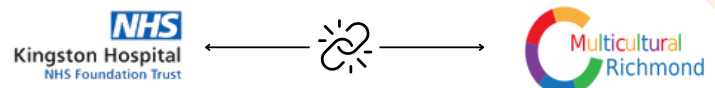
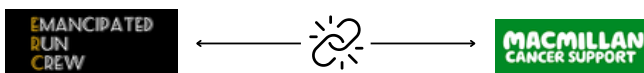
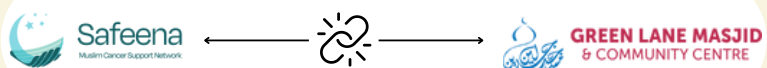
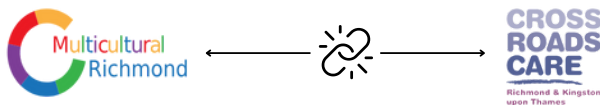
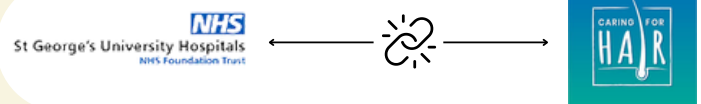
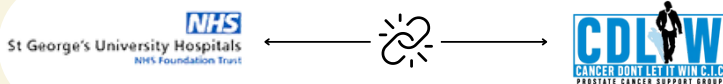
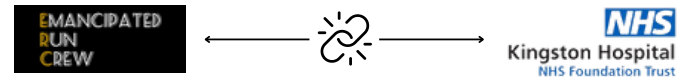
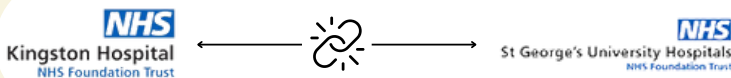
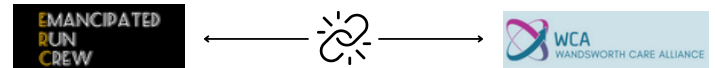
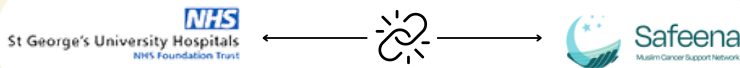
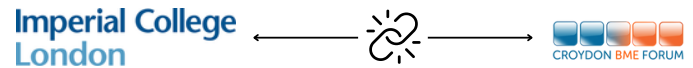
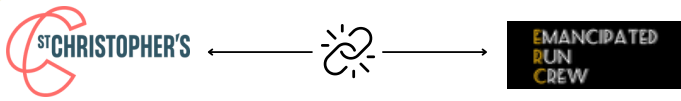
Community Outreach

Over the past year, our project has actively built strong relationships with a wide range of community partners, including local trusts, GP surgeries, and various organisations. Through regular meetings and shared events, we have raised awareness of our initiative, identified gaps in knowledge, and exchanged vital information on cancer care and support. We have also organised stalls at each other's conferences, further strengthening our networks and creating opportunities for open dialogue and resource sharing. By doing so, we can better signpost individuals to relevant services, ensuring a more holistic support system for those affected by cancer. In the coming year, we plan to collaborate even more closely and have several initiatives in the pipeline that we hope to bring to fruition.



Bridging Partnerships and Building Collaborations

Throughout this year, our project has played a key role in introducing organisations to one another, enabling them to forge meaningful partnerships. By identifying shared objectives and opportunities for collaboration, we have connected healthcare providers, community groups, and local charities, resulting in cross-referrals, co-hosted events, and joint resource sharing. This approach not only strengthens each individual initiative but also expands the support network available to those affected by cancer, promoting a more cohesive and impactful community of care.



Media reach

Since its launch, the project has received extensive coverage in newspapers and other media outlets, and has been featured in two radio interviews. Over the Christmas period, the King's Christmas tree - featured in his Christmas Day message - was donated to Macmillan Cancer Support and Croydon BME Forum's "Can You C Me" project. It was then passed on to one of the project's close partners, the Royal Trinity Hospice. Following this donation, Programme Manager Saffron Hanson was interviewed live on Sky News to discuss the significance of the tree and its impact.



Can You C Me Team (Left to Right): Zak Miah, Saffron Hanson, Royal Trinity Chief Executive Emily Carter, Michael Samuel, Nadia Sabir Ali, and Dr. Amy Hawkins pictured with the Christmas tree.

facebook



sky news



Nicola Boyd was diagnosed with breast cancer in 2023. Photograph: Nicola Boyd

The survey adds to the current inequalities seen in cancer care across England. A previous study found that **ethnic minorities and young people** require more visits than other people to the GP before being diagnosed with cancer.

Steven McIntosh, the chief partnerships officer at Macmillan Cancer Support, said: "These figures are yet more evidence of the unacceptable variations in people's experiences of cancer care. It shouldn't be the case that who you are and where you live affects whether you receive the support that's right for you."

"Better is possible. We welcome the Westminster government's recent commitment to a national cancer plan. A central aim of this plan must be ensuring fair access to life-saving cancer care for communities who currently have the worst experiences."

Saffron Hanson, at the Can You C Me project, which aims to address disparities in cancer care for people from minority ethnic backgrounds, said: "These findings highlight a pressing need for equity in cancer care, particularly for Black communities who report significantly lower support and involvement in treatment decisions. Through the Can You C Me project, we are working closely with south London's black and minority ethnic communities to amplify their voices, identify systemic barriers, and drive meaningful change."

"Our mission is to ensure that every patient, regardless of ethnicity, receives culturally sensitive care that meets their needs and those of their families. Together, we can show that better is not only possible but essential."



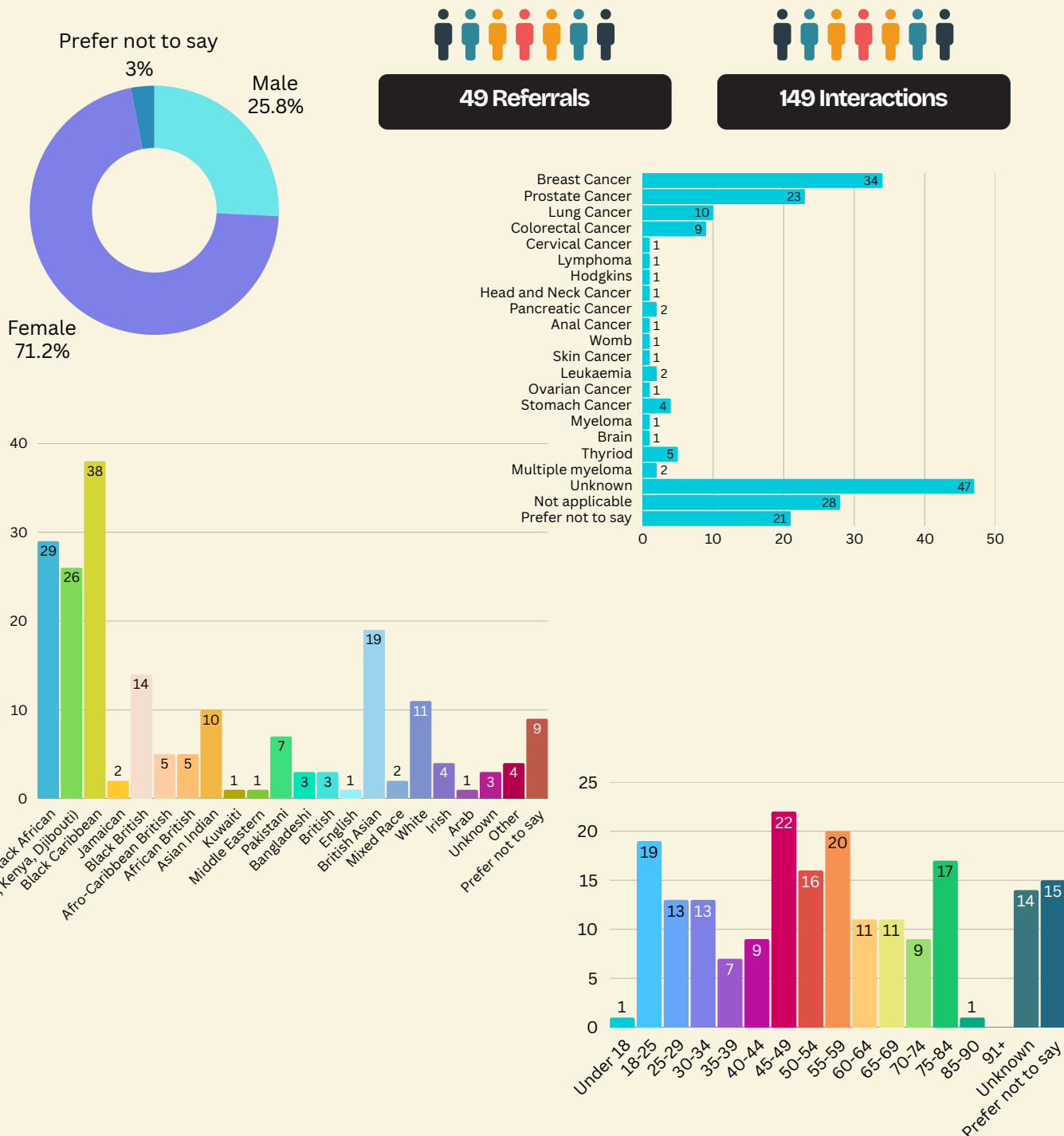
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DATA ET IMPACT



One-to-One Support and Community Interactions

We offer one-to-one support that clients can access through self-referral or referral by a healthcare professional. In addition, we record “interactions,” which capture instances where our team provides information or signposting during community events, stalls, or outreach activities. In these cases, individuals may not wish to register formally or it might not be appropriate to ask. Although they remain anonymous, these interactions are an important measure of our reach and the immediate support we provide in the community.



Case Studies

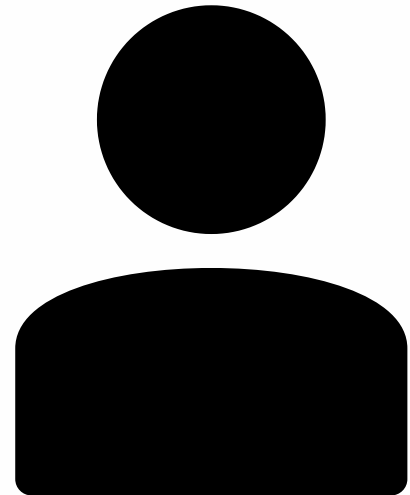
Anonymous

While working in the community, we discovered a resident diagnosed with cancer who lived alone and struggled to attend medical appointments. Through Macmillan Cancer Support, we arranged for an appointment buddy, providing both logistical and emotional support. By building trust within the community, the resident felt comfortable sharing their challenges, allowing us to respond swiftly.

After treatment, a rent increase threatened the resident's housing stability. We connected them with a housing support organisation, ensuring they could remain in their home. Concerns about going out due to a new stoma were addressed by providing a discreet Macmillan card and radar key, restoring their confidence to re-engage socially.

As their health declined, we shared information about local hospice services, enabling their Clinical Nurse Specialist to arrange in-home hospice care. The resident was later admitted to a local hospice for end-of-life support. Through coordinated efforts among community members, healthcare providers, and support organisations, the resident received compassionate care and maintained dignity throughout their final days. Although they have passed on, we continue to support the family, offering guidance and comfort as they navigate bereavement.

This case highlights the impact of trusted relationships, timely interventions, and robust support networks. While emotionally challenging, it underscored the value of community-led initiatives and reinforced the importance of building trust. By sharing this story, we hope to inspire similar collaborations that prioritise empathy, dignity, and comprehensive care for individuals at their most vulnerable.



Additional Information and References • Macmillan Cancer Support: <https://www.macmillan.org.uk> - Comprehensive cancer support resources. • Can You C Me: <https://www.canyoucme.org/> • Cromwell House Community Hub: <https://cromwellhousecommunityhub.co.uk/> • Living Truth: info@livingtruth.org.uk • Royal Trinity Hospice: <https://www.royaltrinityhospice.london/> • Citizens Advice: <https://www.citizensadvice.org.uk/> • Radar Key Information: <https://shop.disabilityrightsuk.org/products/radar-key> Details about accessing disabled toilets. • Hospice Care Guidance: <https://www.hospiceuk.org> - Information about hospice services. • Croydon BME Forum: <https://www.cbmeforum.org/> • Doddington & Rollo Estate Community Roof Garden • Doddington & Rollo Estate Community

Anslim Pope (Male, 53, Black Caribbean, Prostate Cancer)

Anslim Pope was introduced to our project at a lunch club event, shortly after being diagnosed with prostate cancer. Initially presenting with severe back pain, his condition was discovered during routine tests following a hospital admission for surgery, which also revealed the cancer had metastasised. Naturally, Anslim was in a very difficult place, needing both emotional support and someone to talk to.

Our team has been by Anslim's side throughout his journey - attending appointments, coordinating additional support, and offering a listening ear whenever he needs it. After undergoing treatment, his PSA levels have dropped significantly from 312 to 0.52, and his mental health has greatly improved. He now feels empowered and credits the "Can You C Me?" project with making a massive impact on his life.

Eager to raise awareness about early screening and help others facing similar challenges, Anslim shared his story at our Wandsworth Cancer Conference on 28th November. We continue to work closely with him, providing ongoing support as he inspires others to seek the help they need.



Anonymous (J, Female, aged 43, Breast Cancer)

J was referred to our project from Home-Start. She has two young children under the age of four and was diagnosed with Stage 4 breast cancer just two weeks after giving birth to her youngest. Due to severe side effects, J was taken off chemotherapy, and in March 2024, she lost her mother to cancer. Around the same time, she also separated from her partner and was served a Section 21 notice, leaving her in temporary accommodation and sleeping on an air mattress with her children. Her only support was from Home-Start and occasional help from her children's father.

J worries about her children, particularly her eldest, who began showing signs of anger. She doesn't feel confident speaking with a GP about her concerns and has been relying on takeaways due to the emotional and physical challenges of cooking, which is straining her finances.

Working alongside Home-Start, we've helped arrange childcare so J can have time for herself, significantly improving her mental wellbeing. We've also provided support and information regarding her finances and assisted her in finding more stable housing. Our project continues to work with J and her children to ensure they receive ongoing support.



Breaking down barriers

During a meeting at Doddington Rollo Community Estate, the Somali community voiced concerns about women's reluctance to book and attend breast and cervical cancer screenings, largely due to fears that a male practitioner might carry out the procedure. To address this, we visited the breast and cervical screening service at The Oak Centre, St George's Hospital, and relayed these worries. The St George's team assured us that patients can request a female practitioner and may bring a family member or friend for support.



We shared this information with the Somali women, which eased their concerns and helped reduce barriers to accessing screening services. As a result, several of them have now attended their appointments. We hope this message continues to spread throughout the Somali community, enabling more women to feel comfortable seeking vital cancer screenings and influencing positive change in healthcare participation.

Improving Patient-Centred Care

During a meeting at Chelsea and Westminster Hospital with a Macmillan professional, I requested a decaffeinated coffee or tea and was informed that it wasn't available. The professional noted that many visitors make the same request and asked about my reason for avoiding caffeine. I explained that, following my prostate cancer diagnosis, I was advised to reduce my caffeine intake.

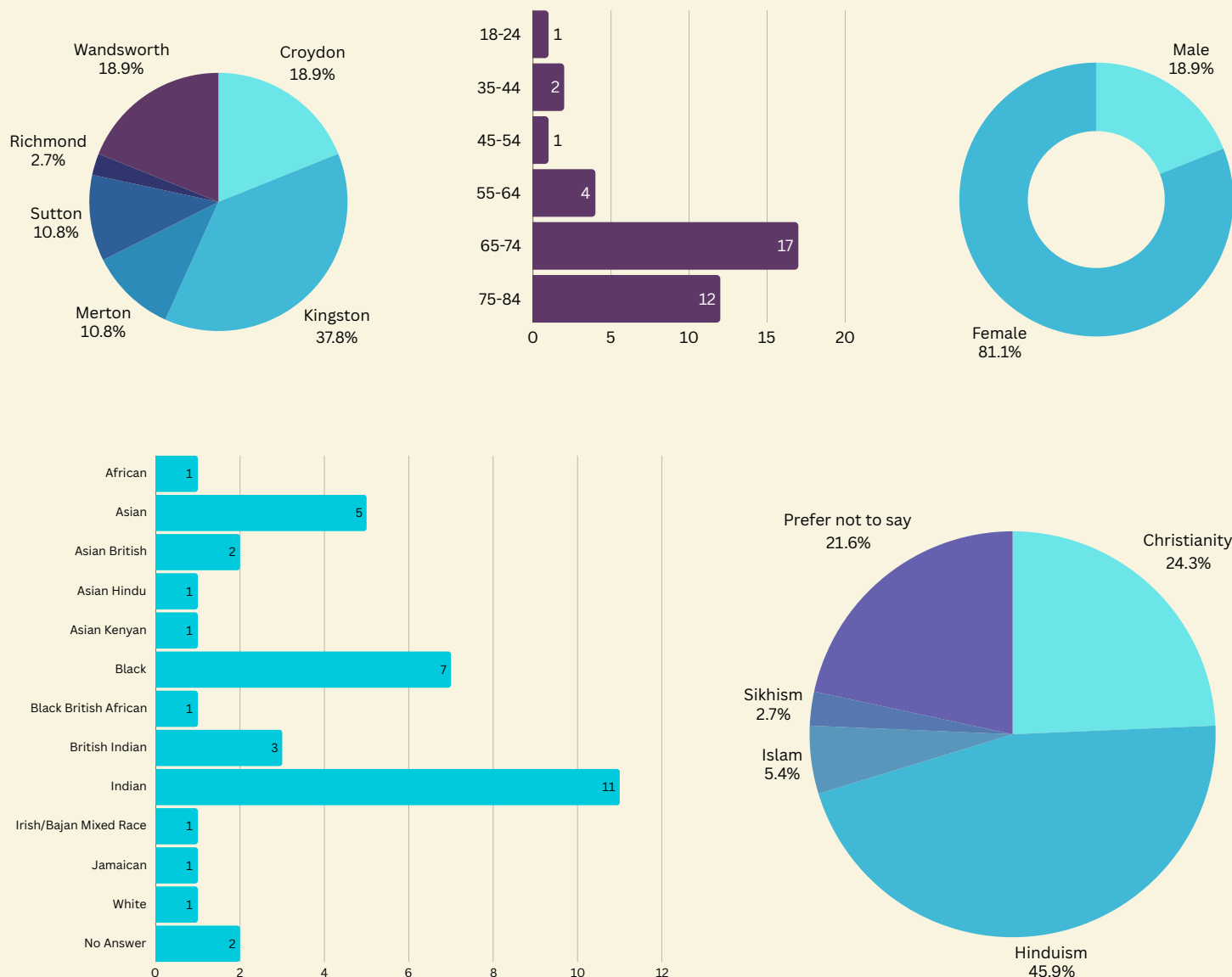
This prompted the staff member to recall a similar request made during a recent Prostate Cancer Support group. As a result, the Macmillan Centre plans to offer decaffeinated beverages going forward. This experience is not unique; I have had similar conversations with other healthcare professionals, highlighting the importance of tailoring services to meet patients' specific needs.



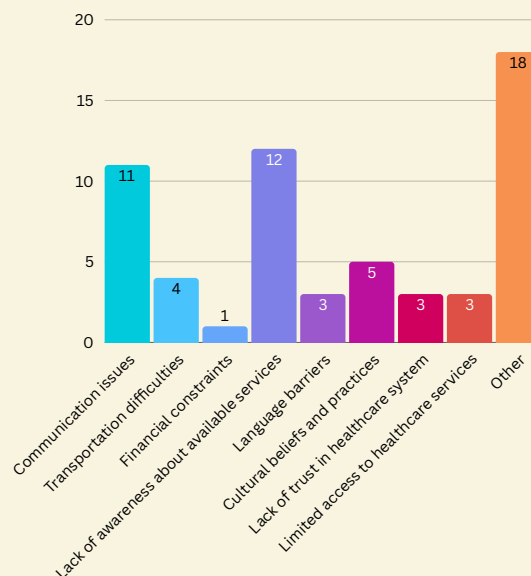
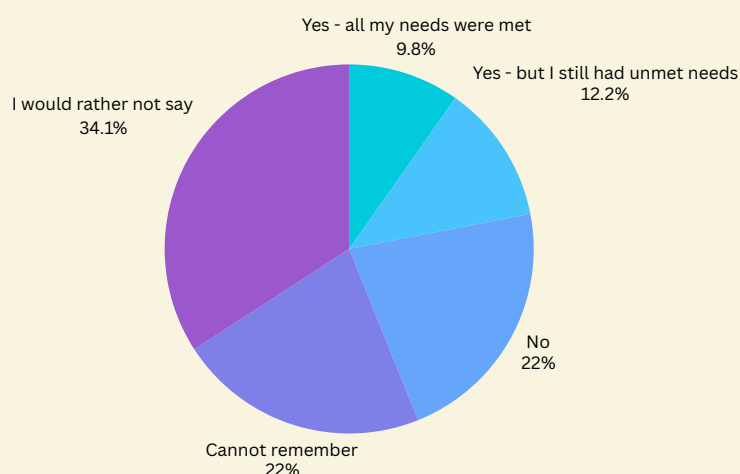
Voices and Visions: Members of the community

The "Voices and Vision" community forms are a vital tool for gathering the perspectives and experiences of individuals directly affected by cancer. Through these forms, we invite members of the community to share their stories, feedback, and suggestions, helping us to better understand the challenges they face and the support they need. This valuable input informs our outreach efforts, shapes program development, and ensures that the services we provide are truly reflective of the needs and desires of those we aim to support. By amplifying the voices of community members, we strengthen our project's impact and drive positive change within cancer care for BME communities. for a couple of seconds

Our "Voices and Vision" forms empower community members to share their experiences, insights, and suggestions about cancer care and support services. By collecting this firsthand feedback, we gain a clearer understanding of local barriers, cultural considerations, and potential areas for improvement. The information gathered guides our decision-making, helping shape future initiatives and ensuring that the needs of BME communities are reflected in every stage of our project's development.



Were you offered information and support relating to your cancer experience?



Common themes pulled from answers on what could be better and suggestions

More in depth information. Maybe telephone numbers and contact names and emails. More clear and direct information.

More empathy, accountability should have been taken, and compassion wasn't shown.

Difficult to understand medical terminology.

Don't know where to access support.

Felt I was treated different with less care than other patients around me.

Provide information about cancer support in a way that addresses fears or mistrust in medical systems.

Work with local healthcare providers to ensure affordable care options and assistance with navigating complex systems.

Visit Salvation Army, Thornton Heath High Street to talk to community Groups.

Address misconceptions about cancer through culturally sensitive education campaigns, including myths about causes or treatments that may prevent early diagnosis.

Have a staffed exhibition table on a Saturday at Thornton Heath.

Help healthcare professionals to understand and respect diverse beliefs and values

Build trust through consistent engagement, open communication, and transparency, particularly in communities that may have historical mistrust of healthcare systems

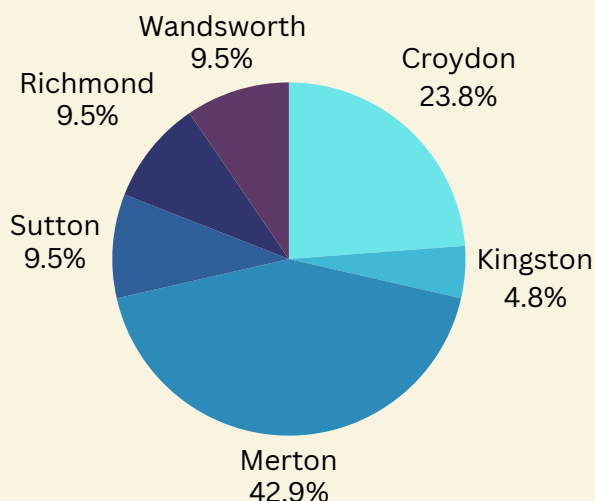
Use trusted community figures to dispel stigma and encourage participation in screenings and treatments

Advocate for more inclusion of BME individuals in cancer research and clinical trials to ensure treatments are effective for all groups.

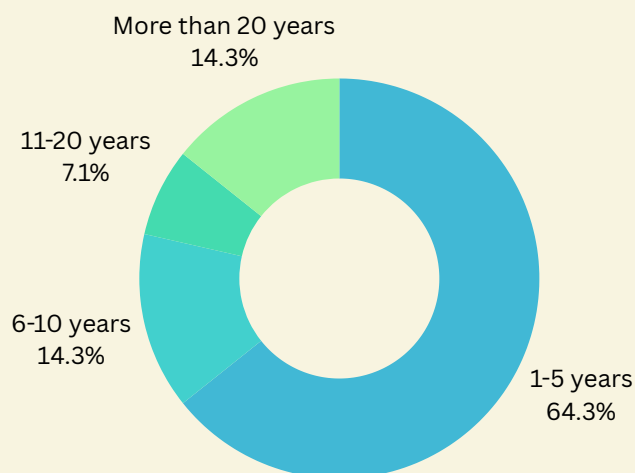
Voices and Visions: Professionals

Our Professional Voices and Vision forms provide a platform for healthcare professionals, support organisations, and key stakeholders to share their insights, challenges, and recommendations on cancer care services. By collecting this valuable feedback, we gain a deeper understanding of gaps in service provision, barriers to engagement, and areas for improvement. This information helps us shape more effective collaborations, enhance culturally sensitive practices, and bridge the gap between professionals and the communities they serve. By actively engaging professionals in this dialogue, we work towards a more inclusive, responsive, and equitable cancer care system.

What boroughs does your place of work cover?



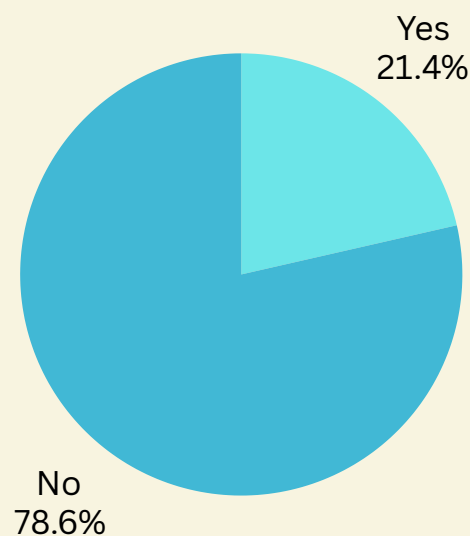
How many years have you been working in your current role?



How would you rate your understanding of the specific cancer care needs of BME communities?



Have you received any training on providing culturally competent care for BME communities?



Common themes pulled from answers on common challenges for BME patients

Front facing staff and centres aren't representative of our demographic in terms of BME.

There is a common problem with older people's experience of the health care system influencing decisions and knowledge for the younger. This is very apparent with people's belief of what a hospice and palliative care is. Often when they have a chance to see what it is in reality it does improve their experience and builds confidence.

There is a generational mistrust in statutory services, particularly from the black Caribbean population. The issues around socioeconomic factors are an ongoing consequence following slavery and colonisation and until statutory services recognise this we will continue to make only slow progress.

Common themes pulled from answers on what strategies or initiatives suggested to improve cancer care and support for BME communities?

Awareness sessions for the community and to get more information.

Awareness sessions for professionals.

More visible images of ethnic minorities of advertising and communication. Going to the community - not expecting them to come to us - outreach = reaching out.

Regular full health checks.

More advertising in Cultural/ Institutions i.e Temples / Mosques etc.

Point of care PSA TESTING. Designated "Can You C Me? Champions within the practice team.

Information in different languages and bilingual/multilingual staff.

Cancer Care & Support integrated better with cultural beliefs and practices of the BME Communities.

Training for staff as a starting point which would then help to better understand the issues

Making services accessible in the heart of the community and led by/supported by community members

Have a more holistic approach to the entire circle around the patient. Better support and information re being a good carer and having best practise sessions would improve the wellbeing for everyone living with a patient's diagnosis

Common themes pulled from answers on what barriers do you feel your organisation face currently?

Assumptions of what happens at a hospice and who it provides care for really impacts our outreach. Finding ways to overcome preconceived impressions and experiences is key to supporting Health Inequalities through build trusted relationships and knowledge together.

We have historically been a white middle class-ish catholic charity which i think brings about internal and external assumptions of what we are able to provide and how we engage.

Difficult to say. We currently do meet languages and communication needs very well of the BME communities. Perhaps we could focus more on increasing trust in healthcare systems.

Contact with the community directly.

Mistrust of statutory organisations.

Lack of staff resources. Unconscious bias and Discrimination.

Common themes pulled from answers on how can we best support you in your organisation to overcome these barriers?

Help to build knowledge of what happens at the hospice and the community outreach we do. Improve connections between differing health inequalities that can grow a solid base of community wide support for one another.

Training for staff would be a great start.

Focus on community engagement, led by the community.

Be present in the surgery.

Training.

Information about "Can you C me"? on our waiting room TV Monitor and website or surgery information about any group activities and 1-2-1 Support available.

Sessions for communities.

Educating and providing more awareness sessions for the community.

More knowledge about different culture.

More Diverse workforce - especially in senior roles.

05

END OF YEAR FEEDBACK



Project End-of-Year Feedback: Professionals

Have you learned anything from the Can You C Me project that you feel should be continued or expanded upon?

Continuing the engagement.

I have learned about the health inequalities within the NHS and how to improve the experience for patients.

I would like to organise a event on prostate cancer in the New Year.

The data and other available services within Wandsworth.

I have enjoyed learning about the alternative ways this project has been carried out. For example, using the expertise of a trichologist to help women with cancer care for their hair is a sensitive and impactful support system. Tailoring services to individuals needs is a complex task, and so the multitude of ways this has been done is inspiring to see.

Yes, the psychotherapist sessions.

I gained so much information at the Can You C ME conference about the varied and invaluable support provided by Macmillan. There were also very insightful presentations by the other presenters.

The Can You C Me project have allowed me to better understand the population we serve. They can clearly draw out both the cultural and social barriers that people from a BME background face. The have been able to support us with our work and how we can better co design with a more diverse group of patients.

Absolutely! There were so many issues covered at the conference which you could cover a few hours of a workshop. We're definitely interested in a screening workshop.

From what I can see there has been quite a visible raising of awareness and connections between organisations around cancer experiences and support for BAGME communities. It would be great to hear more about the outcomes of this work so far and stories from people in our community. We could add an article to our own websites about this if this would be something you would like. We could also include some specific signposting, which might mean more people are able to access support.

Been very useful to get an overview of the work from Michael. Helps to attend conferences as a means for us to also network and understand what support services there are for more marginalised/minority groups. Would be good to have regular updates on the Can You C Me project.

Lots to learn! We would like to help facilitate access for our patients to the support of this project by promoting it at practice level and encouraging conversation at practice based patient meetings.

What challenges do you think the project should focus on addressing in the next phase?

To continue to reach hard to reach sectors.

Prostate cancer.

Supporting conversations on health taboos.

I'm not sure of any challenges but I do wish more people could be reached, so that they too could gain the valuable information shared at the conference.

I think education and using real stories would be a benefit and help healthcare professionals deliver culturally sensitive care.

Helping GPs to understand that there need to address bias when dealing with black and brown patients and deal with referrals more promptly. Listen carefully and emphatically to what the patients are saying.

Sustainable impact or what will be the legacy of the project, will it have made a difference to health inequalities and/or empowered local people to get the support they need? Or, how will services continue to learn from or embed findings from the work – do you need to share evidence with HW so that we can refer to it within our levers of influence?

From my perspective, there has been improved understanding and engagement of the male population with screening for prostate cancer. We will be pleased to support the next areas of focus based on wider feedback from the community.

Probably the breadth of services to link in with - but joining psychosocial forum for SW London will be useful and for us to continue to understand you're work and gaps in services etc. For us we are very keen to understand who is not accessing cancer care and why, what support they need - with our focus also being on supporting people engaging in psychological support (talking therapies, psychiatry review) alongside their cancer care. We want to understand any barriers and how we can support/adjust/adapt what we do. Keen to have input from Can You C Me to think about specific projects we have going on with regards to teaching/training for staff and direct input for service users.

Do you have any recommendations for improving the Can You C Me project moving forward?

Better reach in the Roehampton area.

Continue to be innovative and specific about the ways communities engage with Can You C Me eg. different generations.

include information session on clinical trials.

Sharing information on the steps by which people who have a cancer scare or diagnosis can access the support services that you provide.

Feel you have gained great links with secondary care but have you had the same success with primary care?

We would be pleased to explore how to further improve visibility of the project information and also how this links with any cancer prevention, recognition and support work being done by the learning disabilities team.

Do you have any additional comments or feedback you'd like to share?

Great events!

Looking forward to working with you more

Fantastic project and keen to work closely going forward.

It was an incredible conference, thank you.

Keep up the amazing work. The connections you have made are making a real difference and is making me change the way we are doing things.

Keep up the great work and thank you for your continued support! Looking forward to working with you all in 2025.



Project End-of-Year Feedback: Lived Experience

What has the project done well so far?

The project has done well in organising and successfully achieving two conferences. Providing timely notice for participation has been greatly appreciated. Additionally, the provision of food and drinks, combined with music and an upbeat atmosphere, has created a welcoming and engaging environment for guests.

The information given in the event was valuable and showed the real interest to understand the people and their needs and what they struggle with and real desire to assist even by going an extra mile.

Assistance with appointments, emotional support, liaison with consultants, Can You C me acted as an advocate. very helpful with knowledge and signposting also. Companionship.

This project has been paramount in providing support & a platform for the BME Community to access other services, explore the challenges faced for our community as well as connecting with others who are going through the same thing.

What recommendations would you make for improving the Can You C Me project moving forward?

I would recommend expanding outreach to a younger audience to increase engagement and awareness. Hosting a weekend event could provide more opportunities for others to attend. Additionally, maintaining consistency with the host team could enhance the overall experience. Since prostate cancer is a frequent topic, inviting a specialist from a related charity to participate could provide valuable insights and better cater to that focus.

It is motivating staff what it means to be truly caring and assist them to understand/identify the needs of people and equip them to serve the best possible way without any judgement and to motivate and train the people in the community who is willing or available to assist their own family members or others.

Difficult to answer as only dealing with Zak. I wouldn't want anything different but in addition I would like to see the project to be more proactive in promoting getting screened earlier. More visibility of prostate cancer for BME community especially men.

The only recommendation would be to market events more on all social media platforms, forge collaborations & partnerships to get the reach further and to explore pushing the event Nationally as it is much needed across all BME communities within the UK.

What has the project done well so far?

Zak Has been amazing and been a friend through my toughest times. Would like to be a volunteer for the project even if it just handing out leaflets. Happy to share my personal experiences.

This project is so important & needs to be wider spread to ensure others across the country can access it. Sometimes these things need to be gradually integrated, however the Can You C Me is such an important platform for our community, I would go as far as to say it should be made into a form of charity for the BME Community to access further working collaboratively long term with the NHS & other services & charities.



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SUSTAINABILITY & LEGACY



Project Legacy and Sustainability

Legacy

Over the past year, we have built strong and enduring partnerships with professionals, community organisations, faith groups, and local leaders, ensuring that the impact of the Can You C Me? project will extend far beyond its initial lifespan.

We will begin developing lasting resources - such as a booklet of recommended organisations that offer support to BME communities affected by cancer - and will offer more upskilling sessions for professionals as long-term tools for improving cancer care. Our Voices & Vision forms capture first-hand experiences that continue to shape services and policies, while our conferences and community discussions have sparked ongoing dialogue around cancer inequalities, making BME healthcare disparities a widely recognised issue.

By connecting grassroots organisations with NHS trusts and other key partners, we have enhanced the support network for community members, ensuring better signposting to cancer support groups, housing services, mental health support, and Macmillan resources.

Furthermore, we have empowered individuals like Anslim Pope and Nicola Boyd, who actively raise awareness and support others through their personal experiences - with Nicola recently contributing to a Guardian article.

Sustainability:

Our commitment to sustainability is equally strong. Partners such as St George's Hospital have expressed enthusiasm for extending the project beyond its initial three-year period, and in 2025 we will begin actively exploring additional funding opportunities. Ongoing conversations with these partners underscore our collective dedication to ensuring that the work we have started continues to grow, evolve, and make a lasting difference in cancer care accessibility and equity.

We will also expand our discussions about sustainability and funding with other partners, while our team has joined a steering group with the Wandsworth Care Alliance to address community funding allocation.

07

LOOKING AHEAD



Future Plans, Looking at 2025

As we move into 2025, we have ambitious plans to expand our reach, strengthen partnerships, and develop impactful initiatives that continue breaking down barriers in cancer care for BME communities. A key focus will be the creation of lived experience podcasts and videos, amplifying real voices and stories to drive awareness and understanding. We will also further develop our relationship with NHS Trusts, working closely to identify and address barriers to treatment within Black and Asian communities while influencing cancer care practices. Additionally, we aim to co-create an interactive and impactful EDI training project with St George's, using lived experiences to shape more inclusive healthcare approaches.

We are also collaborating with St Christopher's Hospice on a media initiative to increase understanding of hospice care and tackle the barriers and stigmas that prevent BME communities from accessing these vital services.

Building community relationships remains central to our work. In Wandsworth, we will strengthen ties with the Wandsworth Community Health Bus to expand outreach. We also plan to work more closely with schools and colleges, educating young people about cancer awareness and breaking taboos early.

Our Kingston Cancer Conference planning is already in progress, and we will host another conference later in the year, ensuring continued engagement across multiple boroughs. We also plan to expand our steering groups and focus group initiatives, increasing participation in health and wellbeing events to reach more BME individuals seeking guidance and support.

A key priority in 2025 will be collaborating more with Asian-focused community organisations to capture and engage this demographic, break down misconceptions about cancer treatments, and overcome religious and cultural barriers to healthcare and support. We will also develop a booklet recommending key organisations that provide culturally sensitive cancer support for BME individuals.

Given the vast geographical area of South West London, there is still much ground to cover. We will continue expanding our networks and forming new partnerships across all boroughs. Additionally, we will be focusing more on sustainability and the long-term legacy of the project, ensuring the impact of Can You C Me? extends well beyond its initial three years.

Acknowledgements

We extend our heartfelt gratitude to all the individuals, organisations, and partners who have supported the Can You C Me? project throughout its first year. Your dedication, collaboration, and belief in our mission have been instrumental in driving meaningful change. From healthcare professionals and community leaders to those with lived experience who have shared their stories, your contributions have helped shape a more inclusive and accessible cancer care system. A special thank you to Macmillan Cancer Support for funding this project and for their ongoing commitment to tackling inequalities in cancer care. Your support has made this work possible.

Thank you for being part of this journey with us. See you in 2025.



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