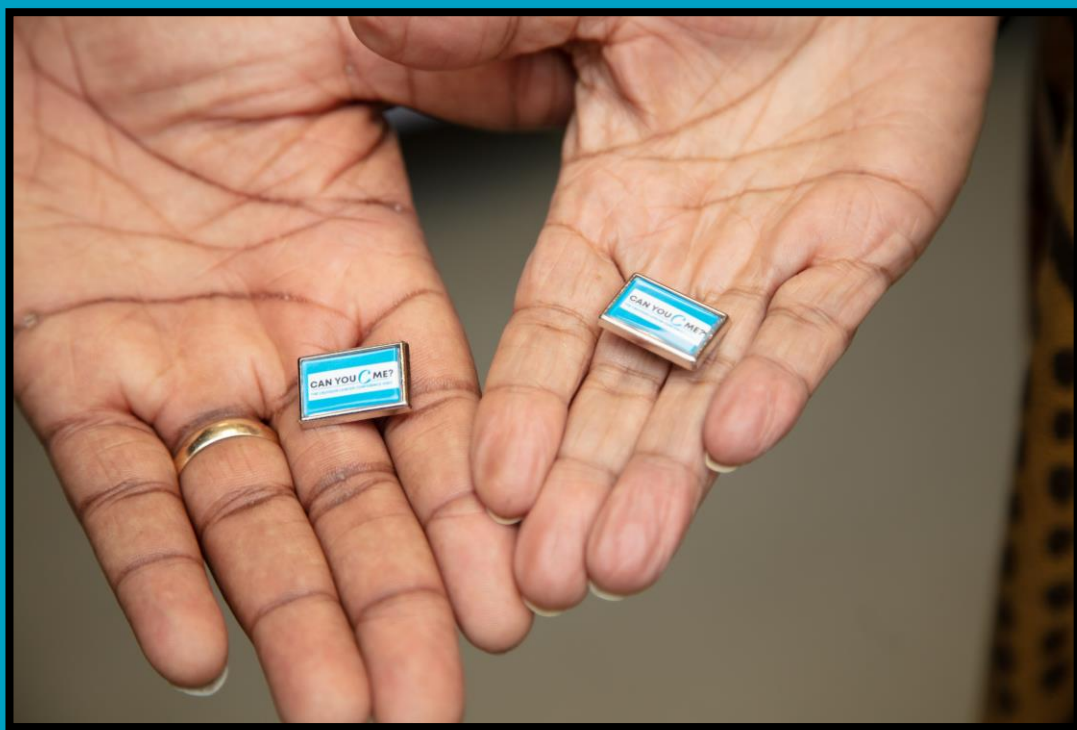


#CanyouCme

Croydon BME Forum's Partnership with Macmillan Cancer Support



Reporting by:
Saffron Shadbolt

Presented to:
**Croydon BME Forum &
Macmillan Cancer Support**

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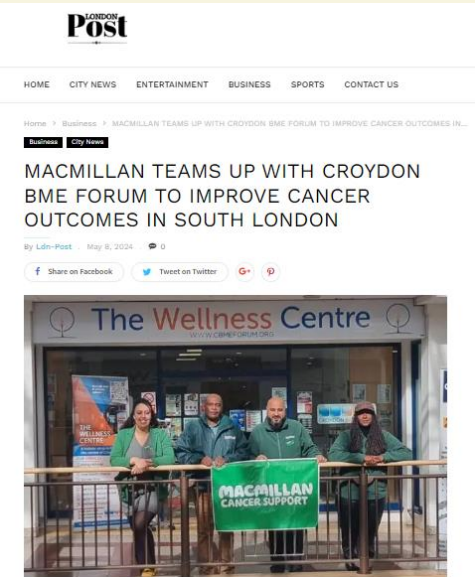
Key Achievements

- Held our first conference in Croydon on July 3rd which received positive feedback
- Zak was interviewed about our project on Radio Jackie on 16th April 2024. Radio Jackie has over 800,000 listeners across SW London and North Surrey.
- Our project was presented at Kingston University by Zak on 25th April to over 200 trainee nurses.
- Zak presented our project in Croydon BME Forum's team meeting on 24th April to the Forum's
- Had a stall at Lorna Jones 'Caring for Hair, C & Hair' Conference on 18th May. Zak and Michael presented during the Prostate Cancer Workshop and raised awareness of our project.
- Michael introduced Lorna Jones to Helen Rickets and Caitlin Harvey from the Cancer Team at St Georges Hospital. Lorna Jones provides hairpieces for ladies from a Black Asian majority Ethnicity.
- Zak presented the project to community leaders and other organisations within Richmond at the Hate Crime BAME Conference on 22nd May.
- Raised awareness of our project within the local communities of Croydon when approaching shops and businesses to request raffle donations for our Croydon Cancer Conference. Made new connections and posters and flyers left in shops.
- We facilitated our first over-arching Steering Group on 4th June 2024.
- We attended a popular and well-known event within South West London, Matts BBQ, and had a stall there.

03

Media Presence

Our project in the media



Macmillan teams up with Croydon BME forum to improve cancer outcomes In South London

A community news update for your area

8 May 2024

Community

Daily Email Updates

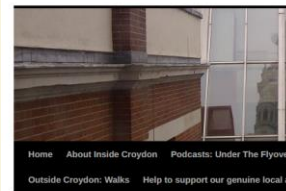
Updates in your area sent directly to your email inbox

By NOTICEBOARD

L-R: Saffron Shadbolt, Macmillan Cancer Support and Wellbeing Programme Manager; Michael Samuel, Macmillan Cancer Support and Wellbeing Programme Coordinator for Sutton and Wandsworth; Zak Miah, Macmillan Cancer Support and Wellbeing Programme Coordinator for Richmond and Kingston; Ebado Ibrahim, Macmillan Cancer Support and Wellbeing Programme Coordinator for Merton and Croydon (Image: Croydon BME Forum)

Macmillan Cancer Support and the Croydon BME Forum are coming together to form a three-year partnership to address health inequalities in

Inside Croydon



Play-off win sets up the biggest match in Athletic's history

BME Forum joins £500,000 3-year project with cancer charity

Using more than half a million pounds, Macmillan Cancer Support has joined with Croydon BME Forum to form a three-year partnership to address health inequalities.

The project is in response to the poorer cancer experiences and outcomes that people from black and minority ethnic communities continue to experience.

The British Journal of Cancer found that black women have significantly poorer



Centre of activity: the Wellness Centre, run by Croydon's BME Forum, will be a focus for work on health inequalities

107.8 radio JACKIE

The Sound of SW London

Home On Air Team Advertisers Local

An event to raise awareness of cancer in the Black, Asian and Minority Ethnic community is coming to Croydon.

Home / Local News / An event to raise awareness of cancer in the Black, Asian and Minority Ethnic community is coming to Croydon.

An event to raise awareness of cancer in the Black, Asian and Minority Ethnic community is coming to Croydon.

"canyoucme" will aim to bring communities that are more worried about a potential diagnosis together under one roof.

Macmillan Support and Wellbeing Programme Coordinator, Zac Miah, shines a light on the day.

2884. Macmillan Support and Wellbeing Programme Coordinator, Zac Miah.

Radio Jackie - SUBSCRIBE

The event is being run by Croydon BME and Macmillan Cancer Support at St Mary's Conference Centre on Wednesday the 3rd of July.

04

Numbers & source of client contact

A breakdown of this quarter's direct contact with clients

Numbers & source of direct contact with individuals

April - June	Total No. of contacts			
Borough	April 2024	May 2024	June 2024	Total
Croydon	3	6	3	12
Merton	0	0	0	0
Sutton	0	0	5	5
Wandsworth	4	27	8	39
Richmond	0	1	0	1
Kingston	0	0	5	5
Total	7	34	21	62

Monthly direct contact with individuals from each source

April	No. of contacts			
Source of contact	Primary Care referral	Secondary Care referral	Community Setting	Self-referral
Croydon	0	0	0	3
Merton	0	0	0	0
Sutton	0	0	0	0
Wandsworth	0	0	4	0
Richmond	0	0	0	0
Kingston	0	0	0	0
Total	0	0	4	3

4 referrals were captured from an Eid Mubarak event in Wandsworth.

Monthly direct contact with individuals from each source

May	No. of contacts			
Source of contact	Primary Care referral	Secondary Care referral	Community Setting	Self-referral
Croydon	0	0	0	6
Merton	0	0	0	0
Sutton	0	0	0	0
Wandsworth	0	0	27	0
Richmond	0	0	1	0
Kingston	0	0	0	0
Total	0	0	28	6

Monthly direct contact with individuals from each source

June	No. of contacts			
Source of contact	Primary Care referral	Secondary Care referral	Community Setting	Self-referral
Croydon	0	2	0	1
Merton	0	0	0	0
Sutton	0	0	5	0
Wandsworth	0	0	8	0
Richmond	0	0	0	0
Kingston	0	0	5	0
Total	0	2	18	1

5 individuals were connected with the project and had a 1:1 at a Men’s Mental Health Event in Sutton.

We received two direct referrals from the CaPS team at Croydon University Hospital.

05

Demographic Data & Client Needs

Detail of client data, including identified needs

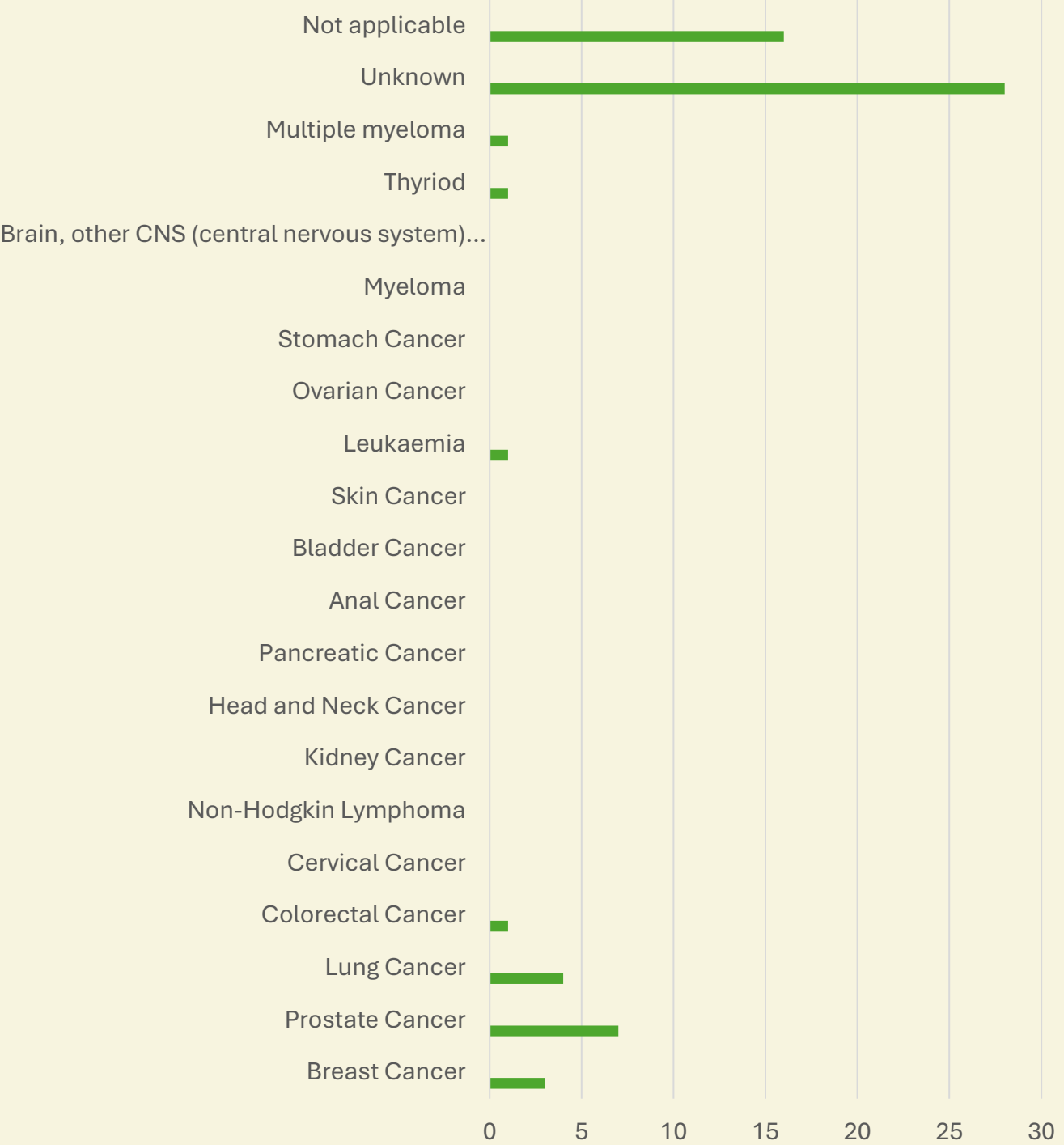
Demographic Data & Client Needs

	Someone with cancer	Affected by cancer (caring for someone)	Other/Unknown
Kingston	5	0	0
Richmond	1	0	0
Croydon	6	3	3
Merton	0	0	0
Sutton	0	1	4
Wandsworth	1	3	35

Demographic Data & Client Needs

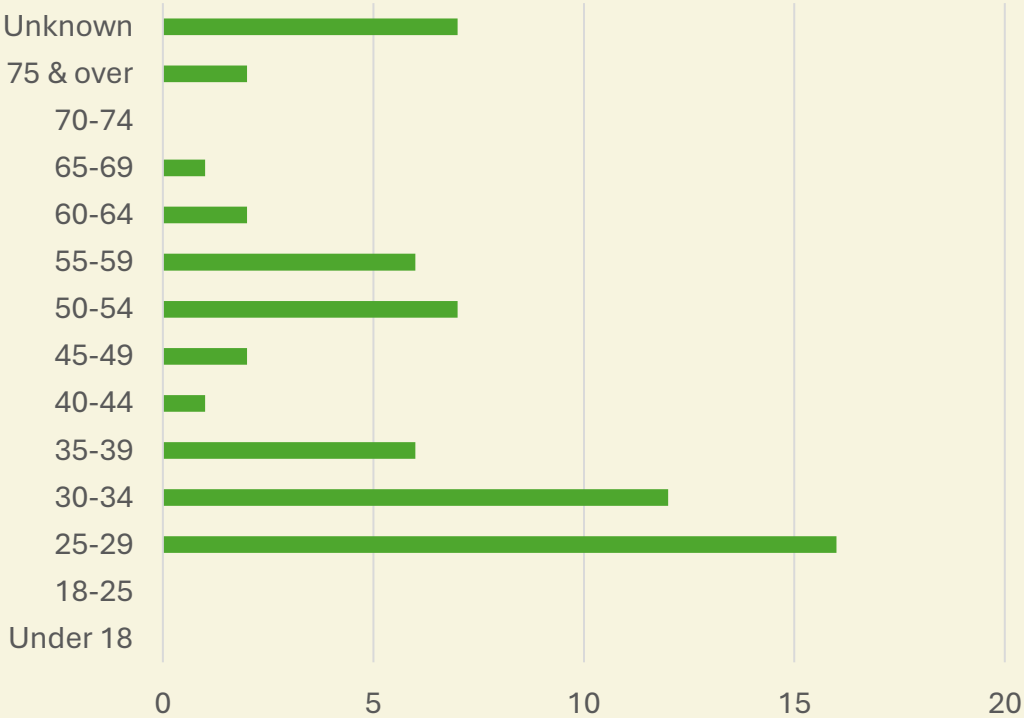
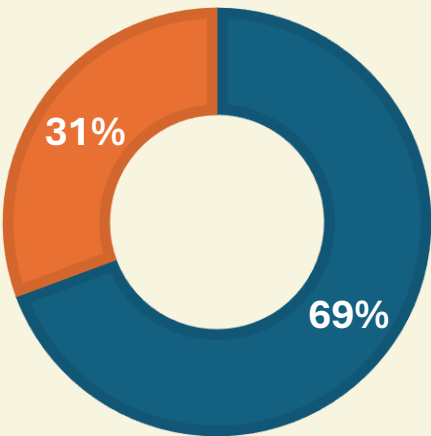
Cancer stage	No. of clients
Signs/symptoms	1
Initial diagnosis	
During treatment	11
End of treatment	4
Surveillance	2
Diagnosis of recurrence	
Terminal DS1500	
Not applicable or unknown	44

Demographic Data & Client Needs

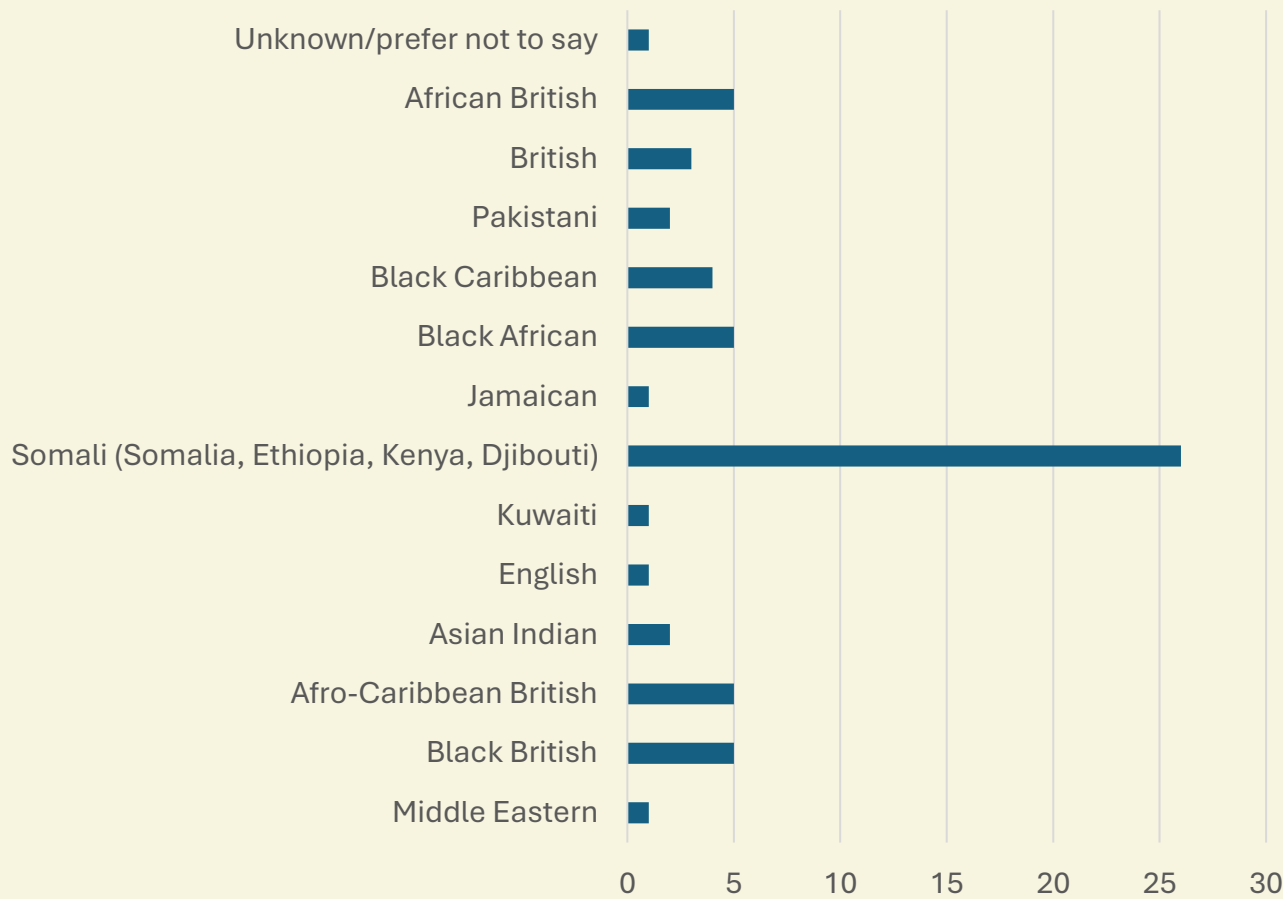


Demographic Data & Client Needs

■ Female ■ Male



Demographic Data & Client Needs

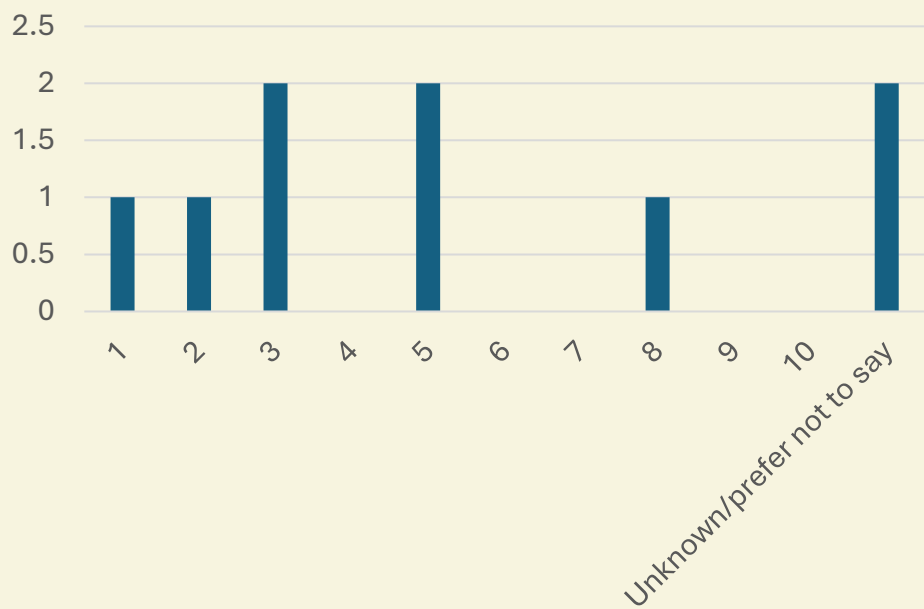


Demographic Data & Client Needs

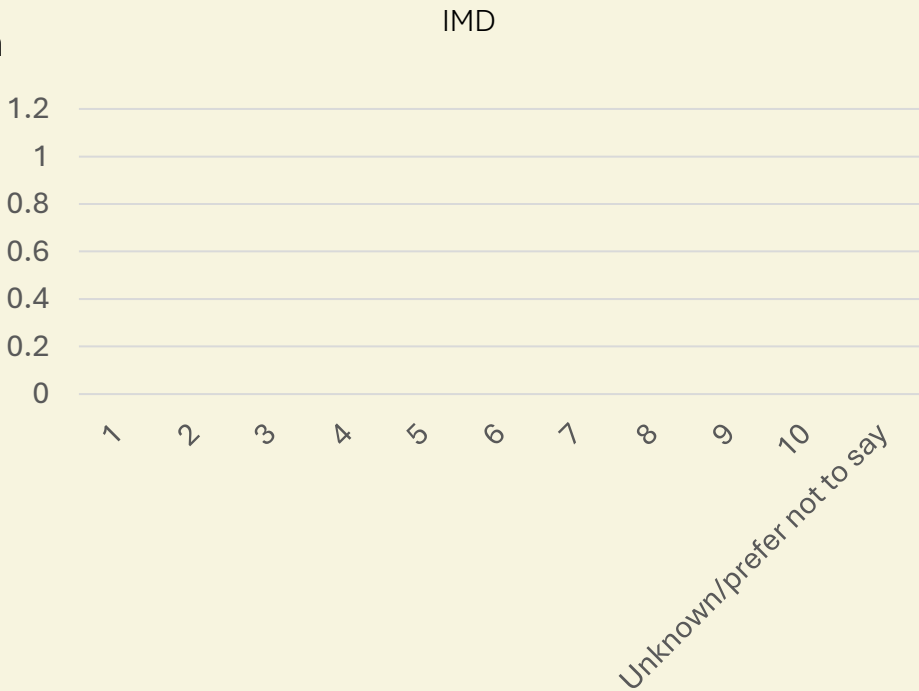
Deprivation Scores

The Index of Multiple Deprivation decile, where 1 indicates the most deprived decile and 10 the least deprived decile.

Croydon



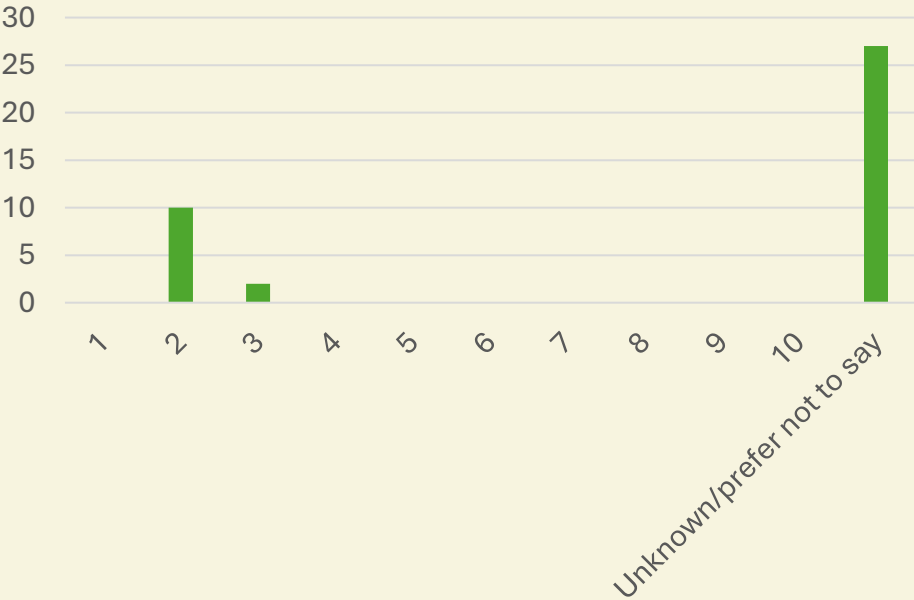
Merton



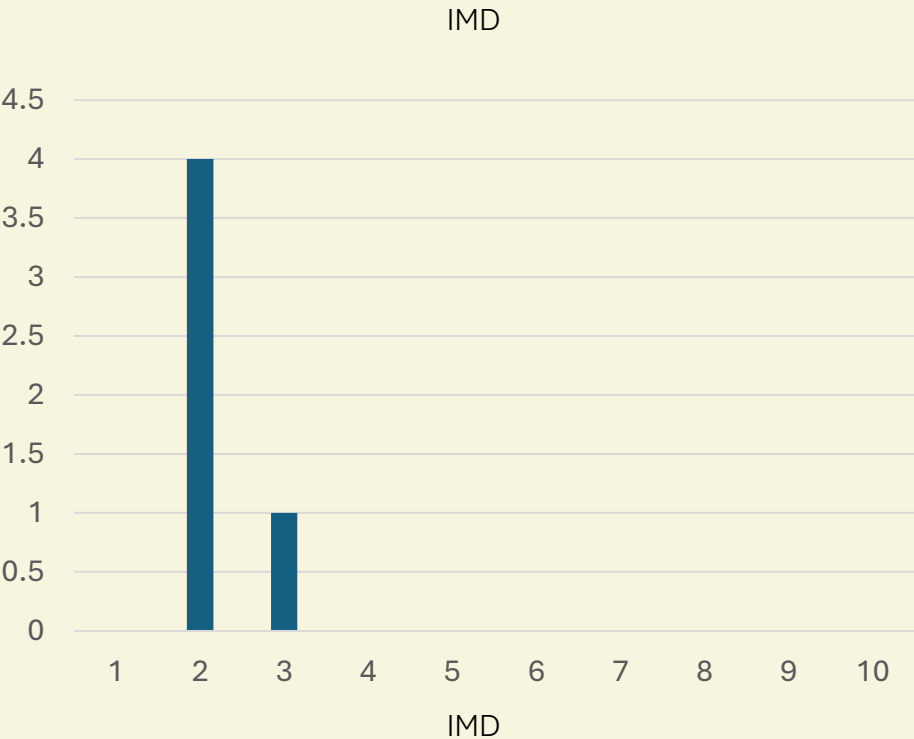
IMD

Demographic Data & Client Needs

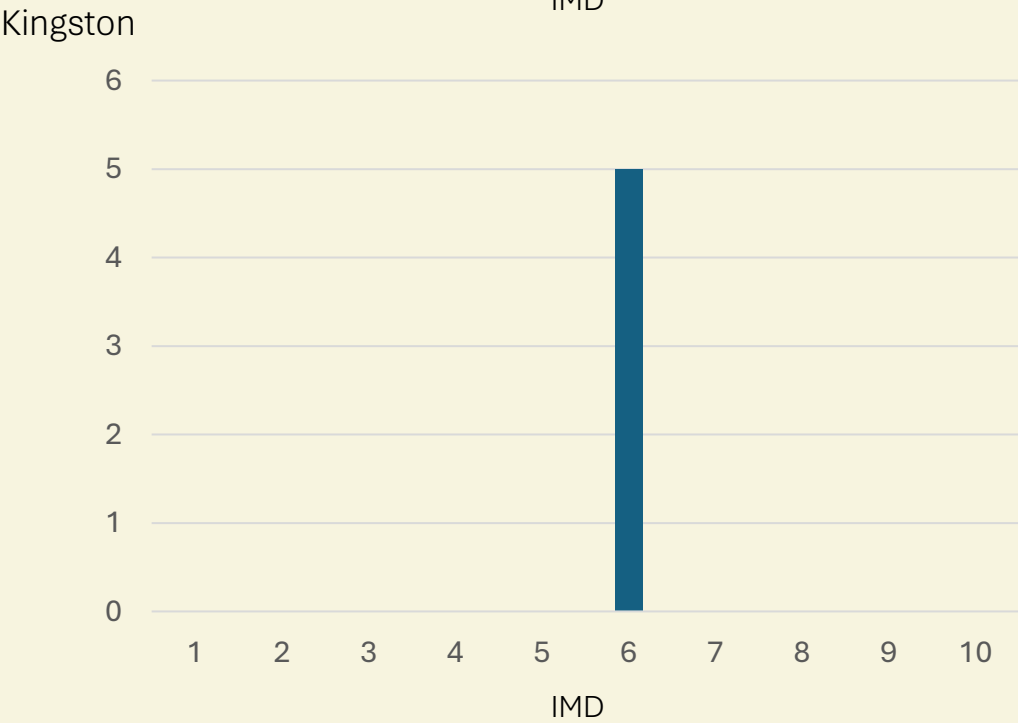
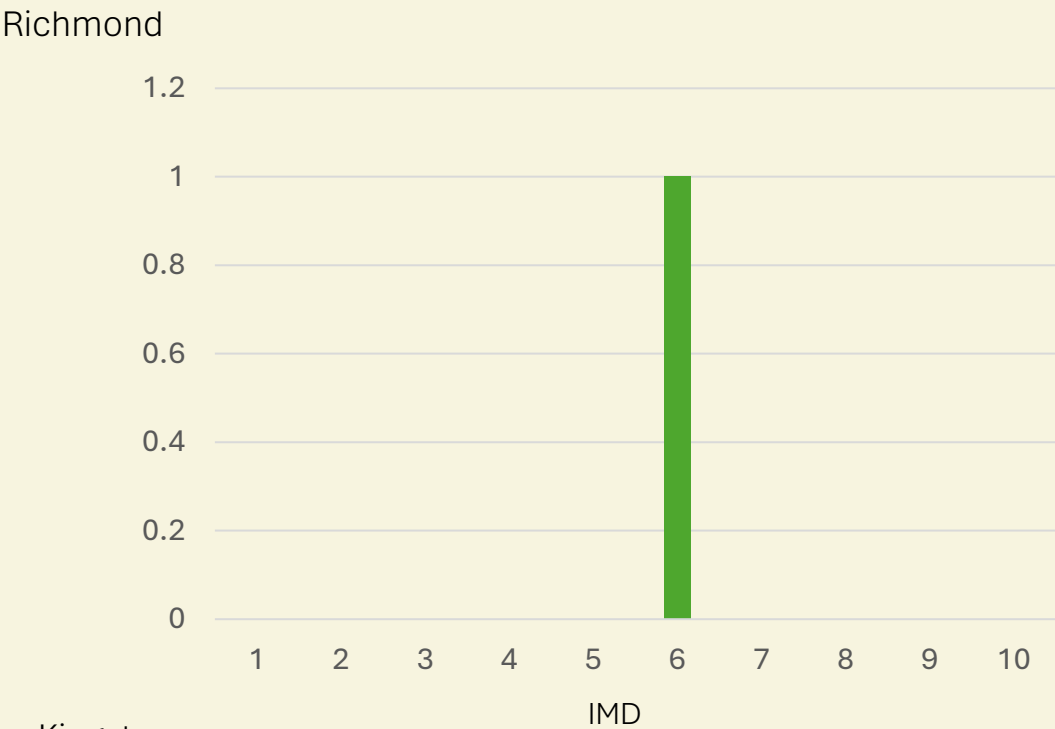
Wandsworth



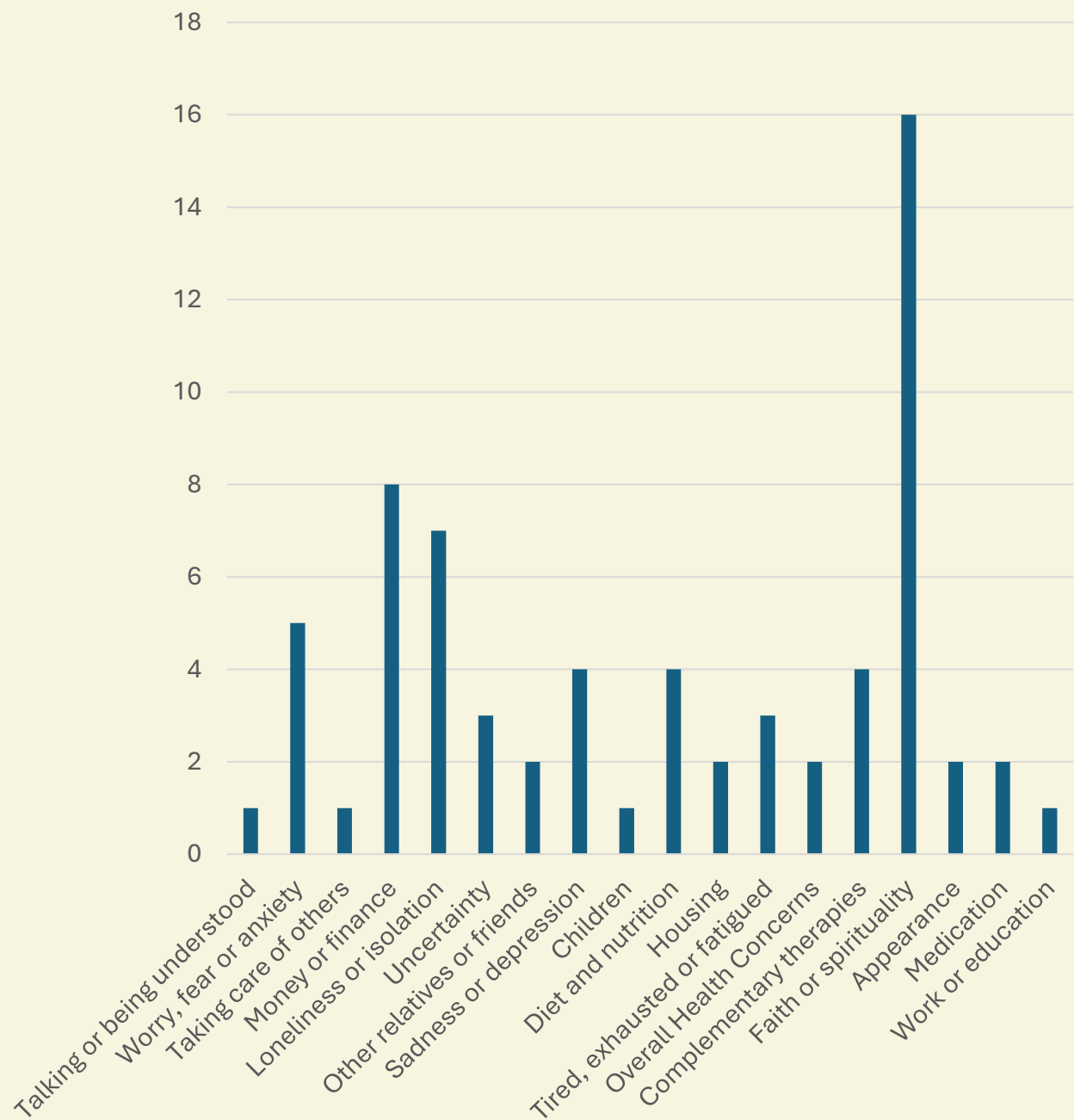
Sutton



Demographic Data & Client Needs



Demographic Data & Client Needs



06

Service Engagement

A breakdown of all engagement occurring across the six boroughs

Service Engagement

Kingston

Date	Number of attendees	Meeting with	Organisation	Description
08.04.2024	2	Manager	Macmillan Team at CAB	Working relationship intro
12.04.2024	2	Pastor	Helpers Church	Faith group
15.04.2024	2	Manager	Homestart Kingston	Working relationship intro
16.04.2024	2	Radio Presenter	Radio Jackie	Intro to project 800,000 listeners
19.04.2024	3	CEO	Kingston association for the blind	Working relationship intro
23.04.2024	4	Trustee	Kingston mosque	Faith group
24.04.2024	30	Croydon BME Forum	Croydon BME Forum	Presentation to CBMEF team meeting
25.04.2024	200	Trainee nurses	Kingston University	Presentation at university
20.05.2024			Springfield University Hospital	Networking
21.05.2024	Odette	CEO	KAB	Invitation to Local Events
21.05.2024	Jo	Manager	Samaritans	Invitation to Local Events
21.05.2024	Kath	Librarian	Kingston Library	Can you C Me - Project introduction
21.05.2024			Kingston University	Can you C Me - Project introduction
21.05.2024			Kingston Collage	Can you C Me - Project introduction
21.05.2024	Elizabeth Crowther	Lead Cancer Nurse	Kingston Hospital	Can you C Me - Project introduction
07.06.2024	Helen Ricketts	Head cancer Nurse	St Georges Hospital	Presentation. Healthcare equality
13.06.2024	Josie	Manager	Maggies	Conference Stall
10.06.2024	Odette Battarel	CEO	Kingston Association of the blind	

Service Engagement

Richmond

Date	Number of attendees	Meeting with	Organisation	Description
02.04.2024	3	Operations Manager	Crossroads	Possible Hub
04.04.2024	2	Operations Manager	CAB	Posters In All Richmond Cab
17.04.2024	2	Director	Maggie's	Intro To Project And Partnership
02.04.2024	3	Operations Manager	Crossroads	Possible Hub
04.04.2024	2	Operations Manager	CAB	Posters In All Richmond CAB
17.04.2024	2	Director	Maggie's	Intro To Project And Partnership
18.04.2024	30	Manager	Multicultural Richmond	Presentation At Event
30.04.2024	20	Macmillan Cab	Macmillan Cab	Steering Group
24.04.2024	4	Cancer Lead	Queen Mary's Hospital Macmillan Support Office	Intro To Project And Partnership
22.05.2024	Kuldev Sehra	Deputy Mayor of Richmond	Richmond Borough	Can you C Me - Project introduction
29.05.2024	Claire	Library Manager	Ham Library	Can You C Me promo - venue hire/hub
29.5.2024	Catherine Holmes	Community Centre Manager	The Woodville Centre Ham	Can You C Me presentation
29.5.2024			Richmond Council	Can you C Me - Project introduction
03.6.2024	Kate	Library manager	Ham Library	Potential venue for Conference
08.06.2024	Ravi Arora	CEO Multicultural Richmond	Multicultural Richmond	Multicultural Groups
11.06.2024	Kate	Library manager	Ham Library	Meeting 1-1 support
03.06.2024	Kuldev Sehra	Deputy Mayor Richmond	RM	Intro Project

Service Engagement

Croydon

Date	Number of attendees	Meeting with	Organisation	Description
05.04.2024	Yian	Community Barber	Men's Barber	Yian has previously held events for Macmillan and was very interested in supporting event for Can you see me, including focus groups.
08.04.2024	Jennifer	CEO	CLC Cassandra learning center	To hold monthly coffee mornings.
16.04.2024	Misbah	Support worker	SWAN	Discussed holding workshops, in mosques, and Islamic women's groups.
01.05.2024	Anna sandall	Psychologist	Croydon University Hospital	Secondary Care
06.06.2024	Jarmila	Croydon Community Connector	St Christophers	

Service Engagement

Merton

	Number of attendees	Meeting with	Organisation	Description
16.04.2024	Misbah	Support worker	SWAN	Discussed conducting women's focus groups in Merton, as well as holding a few workshops.
22.04.2024	Jason	Manager	Media Management London CIC	Meeting
22.04.2024	Azziza	coordinaters	Merton Muslim groups	Workshop
24.05.2024	Jennifer	CEO	CLC	Discussed possible collab within the Merton Borough. Support groups for women who have multiple needs.
24.05.2024	Jason	CEO	Media Management London CIC	Discussed a community radio interview for Can you C me to promote our work within Merton. MML will also assist in promoting our project work within Merton. Partnership in conducting focus group in their board rooms.

Service Engagement

Sutton

	Number of attendees	Meeting with	Organisation	Description
3/05/2024	2		Trinity Homecare	Project introduction
15/05/2024	2	Volunteer receptionist	St Raphael's	Project introduction
3/05/2024	2		Mayfair Homecare	Project introduction
14/06/2024	Fiona Denton	Intentional Peer Support Trainer	Sutton Mental Health Foundation	key Contact made with Borough of Sutton
25/06/2024	3	Staff	Maggies/Royal Marsden Hospital	Event attendance
26/06/2024	4	Trustee	Baitul Futuh Mosque	Awareness of project

Service Engagement

Wandsworth

Date	Number of attendees	Meeting with	Organisation	Description
03.04.2024	Caitlin Harvey plus 27 others from with St George's Hospital	Macmillan Head of Nursing St George's Hospital	St George's Hospital	Cancer Services meeting to discuss hospital EDI for patients
04.04.2024	Helen Rickets	Macmillan Physiotherapist	St George's Hospital	Meting regarding support with hospital setting up listening events for patients with a Cancer diagnosis
25.04.2024	Caitlin Harvey / Plus 6 others from Cancer patient carer Group	Macmillan Head Of Nursing St Georges Hospital	St George's Hospital	Voice Cancer patient and cancer carer group
24.04.2024	Mathew McKenzie		London Cancer Care Forum	Cancer Support group London
24.04.2024	Sam / Melanie	Macmillan Cancer Support Hub	Queen marys Hospsital	Raise awareness of support avliable from Croydon BME Forum Macmillan Cancer Support Coordinator
23.04.2024	Tatiana Dobрева	Library manager	Roehampton Library	using Library as a hub space
23.04.2024	Chantelle/ Albert	Director	Chantell's Community Kitchen	Community space / Hub Space

Service Engagement

Wandsworth

Date	Number of attendees	Meeting with	Organisation	Description
23.04.2024	Elizabeth / Maggie	Volunteers	Doddington Rollo Estate	Finalising details of the drop in hub space within Cromwell house , expectation from the volunteers how , what , where , when access .
18.04.2024	100 plus attendees		Enough Is Enough Conference	Community event raising awareness of racial disparity within health care / made contact with additional community groups with the South West London area
10.04.2024	Elizabeth		Doddington Rollo Estate	Meeting to discuss and finalise approach to BME forum using community space for drop in centre space
11.04.2024	Rhi Hughes	Community Engagement Manager	South West London law Centre	Meeting to discuss services provided by law center / BME Forum and how we can support each others work
12.04.2024	Panashe Chimungundu	Carers and Family Outreach Worker	Wandsworth Carers Balham	Meeting to discuss working closer together / referral

Service Engagement

Wandsworth

Date	Number of attendees	Meeting with	Organisation	Description
12.04.2024	Riverside radio	Reporter	Riverside Radio	Interview to raise awareness of the community work being completed by Croydon BME forum and Macmillan Cancer Support to raise awareness of support. Plus, review of the work which has been completed since the last interview
29.04.2024	Trenton Daniels	Client	Client	Meeting with client referred by St Georges Macmillan Centre Volunteer
30.04.2024	Gary	Referral	N/A	Meeting to discuss setting up mens with a cancer diagnosis support group
15.04.2024	Jennie Bailey	Trainer		Training to increase awareness of Community law
30.04.2024	Stephen Dawes plus 20 other attendees	Service manager Projects	CAB Wandsworth	Macmillan Steering Group CAB
05.01.2024	Anna Sandall	Clinical Psychologist	Croydon University Hospital	
05.02.2024	Community Group		Battersea Doddington Rollo Community	

Service Engagement

Wandsworth

Date	Number of attendees	Meeting with	Organisation	Description
14.05.2024	Jo Salter		St Georgres Hospital	
15.05.2024	Client	Retired	N/A	
16.05.2024			Battersesa Doddington Rollo Community	
22.05.2024	Jo Salter		St Georgres Hospital	
23.05.2024	Caitlin Harvey	Head Of Nursing	St Georgres Hospital	Voice Cancer patient and carer user group
23.05.2024	Community Group		Battersesa Doddington Rollo Community	
30.05.2024	What does good look Like/ BME Young Person Conference	Community	Wandsworth Community Empowerment Network	
30.05.2024	Community Group		Battersea Doddington Rollo Community	

07

Voices and Visions

**Conversations and Surveys with Professionals and Community Members:
Identifying and Bridging Barriers in Cancer Care for BME Communities**

Voices and Visions

Now that we have established relationships with professionals and community members within our six South West London boroughs, we are ready to begin these important conversations.



Our team are scheduling key meetings with stakeholders, including medical and healthcare staff, community leaders, community workers, community organisers, community advocates, and service providers. These discussions will help us understand and address health inequalities in cancer care and support for Black and Minority Ethnic (BME) communities.

We will also engage directly with community members, especially those from BME backgrounds, to learn about their experiences and identify the challenges and barriers they face when accessing cancer care and support.

All data collected from these conversations will be included in our next quarterly report. The insights gained will assist the 'Can You C Me?' team in developing solutions and bridging gaps in the cancer care and support system.

08

Public Engagement

Events we have attended and engaged in this quarter.

Public Engagement Events

18.04.2024

30
attendeesVasaki and Eid Event
Multicultural Richmond

22.05.2024

200
attendeesHate Crime BAME
Conference
Richmond

13.05.2024

30
attendeesMen's Health Cancer
Awareness Day
Richmond

18.05.2024

100
attendeesC & Hair Conference
Croydon – Lorna Jones

23.05.2024

12
attendeesCommunity Group – Breast
Cancer Awareness
Cromwell House, Battersea

10.04.2024

150
attendeesEid Mubarak Event
Doddington and Rollo
Square Battersea

13.05.2024

30
attendeesMen's Health Cancer
Awareness Day
Richmond

15.05.2024

15
attendeesSt George's Hospital
Listening event with
Cancer Services

16.05.2024

14
attendeesCommunity Group – Cancer
Awareness
Cromwell House, Battersea

05.05.2024

75
attendeesMacmillan event
Head Office

03.07.2024

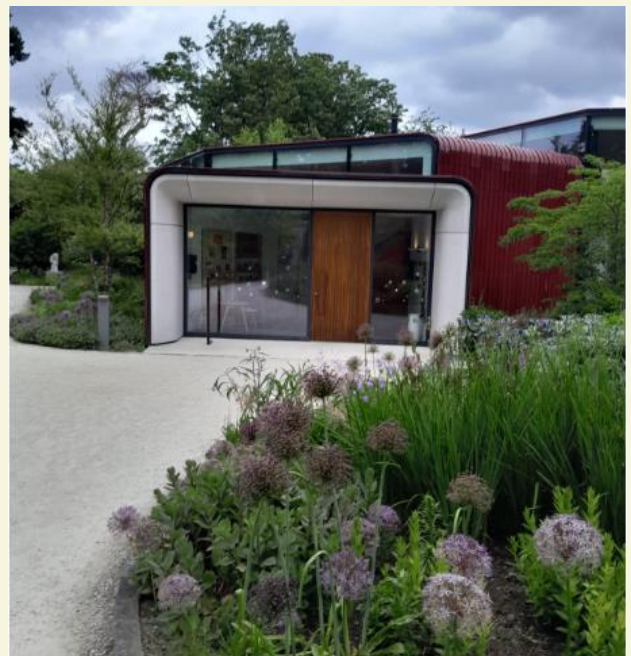
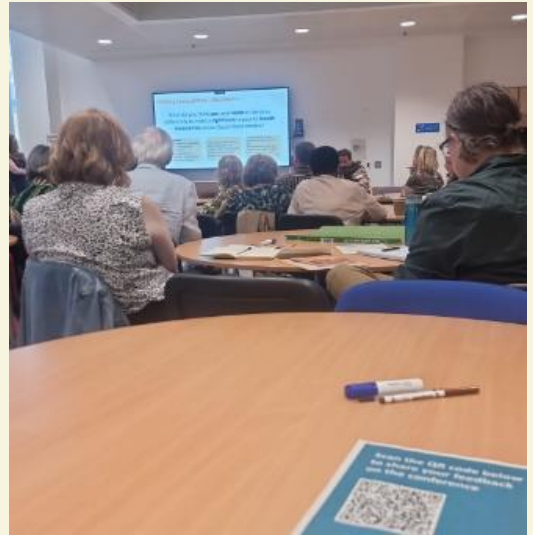
230
attendeesCroydon Cancer
Conference

22.06.2024

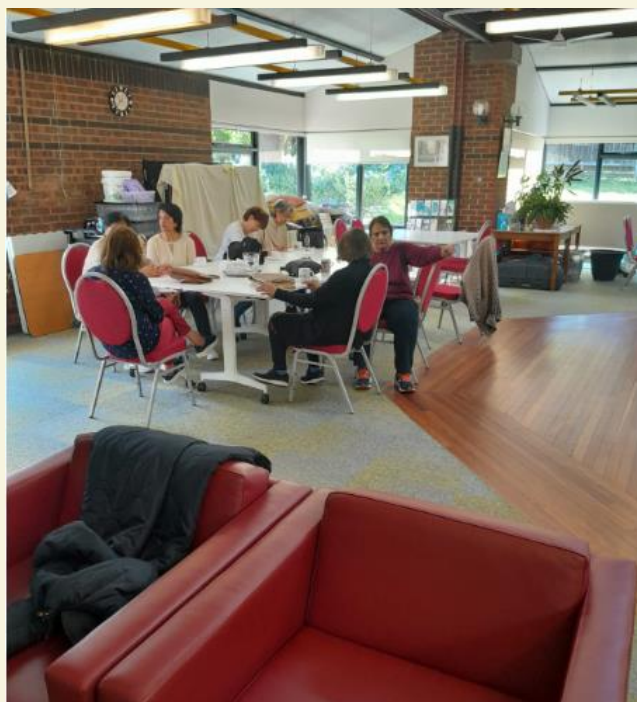
3000
attendees

Matt's BBQ

Public Engagement



Public Engagement



Public Engagement



09

Client Case Studies

Client Case Studies

Following a meeting with the Macmillan Support Team at Queen Mary's Hospital, I received a call from a support worker who advised me they had a patient with them who would appreciate a conversation with someone from their ethnicity. I was put on the phone to a cancer patient who was in distress and required support. After a 25-minute conversation, we arranged a face-to-face. The meeting was held with the patient at a Tooting library, located near their house. Tooting library was a place I had already formed a relationship with the manager, and we had an agreement for a quiet space. During the meeting I was able to deal and signpost the patient with multiple issues they had which included Council Tax, a broken boiler requiring repair and heating bills.

Met with client who had attended the 'Can You C Me?' launch in Wandsworth. We had a conversation about how they were dealing with their ongoing diagnosis of prostate cancer. They expressed they wanted to find things to do in their spare time. The individual has skills in building, decorating, support work and fitness. I have put the client in touch with local community groups so they can beneficially support each other.

10

Learning Sessions

Learning Sessions

This quarter, we conducted two upskilling sessions aimed at enhancing the cultural competency of individuals and stakeholders. These sessions focused on equipping participants with the skills and awareness needed to effectively support individuals from Black and Minority Ethnic communities who are diagnosed with or affected by cancer. At the end of each session, we requested attendees to complete a feedback form. Please see the results below.

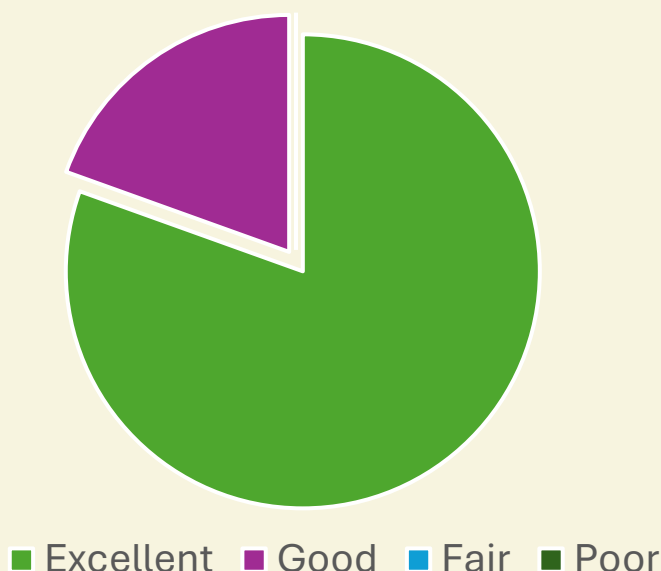
18th April 2024 – Richmond Multicultural

25th April 2024 – Kingston University

7th June 2024 – St George's Hospital

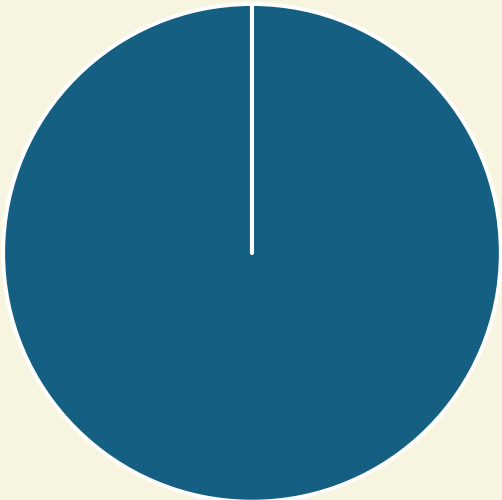
Overall Experience

How would you rate your overall experience of the learning session?



Understanding

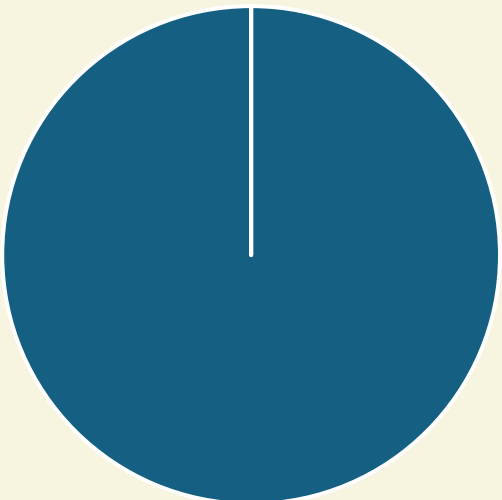
Do you feel you have a better understanding of root causes and contributing factors behind health disparities in cancer care, including socio-economic, cultural, and systemic factors?



■ Yes ■ No

Cultural Competence

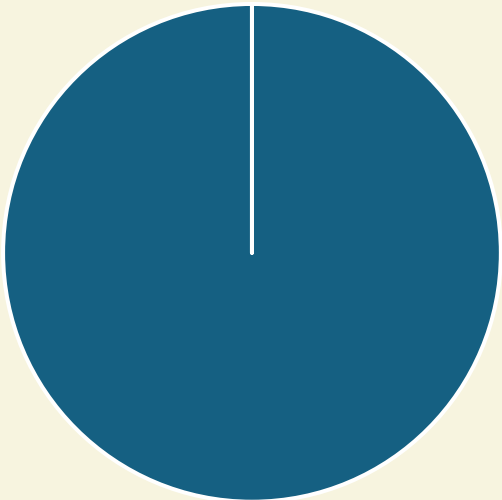
Do you have a better understanding of diverse cultural backgrounds, beliefs, and practices related to cancer care and support within BME communities.



■ Yes ■ No

Equity in Care

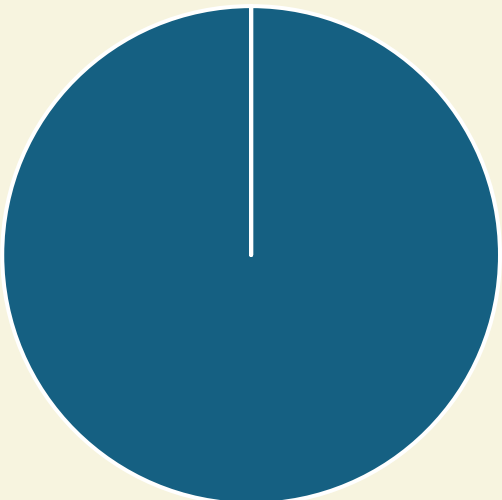
Do you have a better understanding of diverse cultural backgrounds, beliefs, and practices related to cancer care and support within BME communities.



■ Yes ■ No

Empowerment

Do you feel more empowered with knowledge and resources to advocate for and actively contribute to reducing health inequalities in cancer care and support for BME communities.



■ Yes ■ No

Additional Comments

Please feel free to share any additional comments or feedback about the session.

“Everything was very clear.”

“Being a cancer patient myself for a third time I have learnt more today from this experience.”

“Very well presented and interactive.”

“Very good presentation and learnt a lot from it.”

“This section really threw more light/knowledge on the awareness on different cancers, how to check for signs, take it seriously follow up appointments. Thank you so much..”

“Good to understand social prescriptions and how to refer.”

“Very helpful presentation.”

“This is an eye opener. Thanks.”

“Really great and informative session. Thank you!”

“Wonderful presentation. Good job 🙌”

“Very informative, well done to you for sharing and for organising.”

“Clear and helpful”

“Excellent presentation and your team are doing excellent work.”

“Very engaging”

“Lovely content felt like I learned a lot. Some of slides on the presentation contained a lot of text that the presenter read from, would have been nice for less words on screen and further insight being provided by presenter instead of just information being read off of slide.”

“Do you provide help or support to family members that whose boroughs are outside of your remit? E.g. relative receiving treatment lives in Lambeth but relative going to appointments to support lives in Merton, would the Merton relative receive support from your services?”

“Tutors made sure we understand the topic.”

11

Project comments & Feedback

Radio Jackie Interview Feedback

27/04/24 16:33 - Nicola Wilson – operations manager - Crossroads Care, Richmond and Kingston Upon Thames

“Zak,

What a fantastic interview, well done, you are such a natural.

Thank you for the shout out too.

We will be in touch, looking forward to seeing you for the Men’s Health Day on the 13th May post 12noon.”

Radio Jackie Interview Feedback

26/04/24 11:00- Archana Sood – Macmillan Cancer Support Information and Support centre manager at Kingston Hospital

Brilliant interview Zak. Well done for getting the message across so well.

Thank you for the mention too.

I'm going to ask our Comms team if they can put this on our cancer webpages, if that's ok ?

Well done again

Archana

Radio Jackie Interview Feedback

29/04/24 6:51am - Adwoa Ayensu - Senior Lecturer Nursing - Community/Primary Care. Faculty of Health, Social Care And Education - Kingston University

This is great Zak. I have put it on the student portal also and will arrange to come with the students on placement in July to attend the event. Where is the St Mary's conference centre?

I am also discussing with Carmel who is our link to KEC and the module leaders for the long-term conditions module which will restart next year as to how we can work with you again. It was so informative.

Enjoy your week and you will hear from me soon.
Best wishes

Radio Jackie Interview Feedback

26 April 2024 10:54 - Ann Cox - Chief Operating Officer
NHS SOUTH WEST LONDON ICB

Thanks Zak. And well done on the interview – you came across really well.

Ann Cox

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Looking Ahead

Looking Ahead

Over the next quarter, we will be rolling out a series of surveys called “Voices and Visions.” Our primary focus will be gathering extensive data on the perceived barriers within communities. This will help us identify gaps and develop materials and plans to address them.

Key priorities include strengthening our steering groups, hosting focused discussion groups, and continuing learning sessions tailored for both professionals and community members.

We are also planning the next conference in the borough of Wandsworth, scheduled to take place before the end of the year.



Next quarter July – September 2024

- More outreach across the communities
- Strengthening our steering group and having our first miniature steering group meetings.
- Roll out of voices and visions surveys.
- More learning sessions and upskilling to professionals and general public.
- Book the next Cancer Conference in Wandsworth.
- More poster and leaflet drop offs.
- Ensure local communities are aware of support available via coordinator presence at their local hubs
- Focus groups in our boroughs

THANK YOU

#CanyouCme

Quarterly Report

