

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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A breakdown of this quarter's successes







Key Achievements

- Michael and Zak were interviewed by Riverside Radio on 23rd February by reporter Harriet Cochrane. The interview was featured on Riverside Radio Reports at 6pm on 23rd February with 50,000 listeners across Southwest London. Please listen here.
- Saffron spoke on stage to an audience of 1000 people at a concert at Fairfield Halls in Croydon about our project and raising awareness on 10th March 2024.
- Referral forms and project information has been sent to all Primary Care Network and GP surgeries within Kingston and Richmond.
- Hosted two launch events for our project in Wandsworth and Croydon this quarter, which were a great success in networking and raising awareness of our project.
- The project had two successful launch events in the boroughs of Croydon and Wandsworth where both Mayors of each boroughs attended and key stakeholders. Both events received highly positive feedback.
- The team received a total of 57 referrals this quarter, which demonstrates the need of the service already considering the full team have only been in place for two months.
- The team drew together their project plan for year one.
- We have booked our first conference for Wednesday 3rd July in Croydon.

Croydon's hubs:

- Legacy Youth Zone
- Wellness Centre, Whitgift Shopping Centre

Wandsworth hubs:

- Doddington and Rollo Estate
- Tooting Library
- Battersea Park Library
- Wandsworth Library
- St Georges Hospital
- Roehampton Library

Sutton hubs:

Coming soon



Hubs Secured

Merton hubs:

 The Commonside Community Development Trust

Kingston hubs:

- Kingston GP Chambers
- Queen Mary's hospital
- Kingston Hospital (once refurbished)

Richmond hubs:

- Multicultural Richmond
- Crossroads Teddington (Once Confirmed)







Our project in the media







Media Presence

Our Wandsworth Launch Event was in Wandsworth Care Alliances (WCA) March Newsletter:



Can You C Me" by Croydon BME Forum & Macmillan - come cut the ribbon.

You're invited to the project launch event on cancer awareness

Wednesday 27th March, 11am-1pm

Learn more and get your free ticket today.

Our Launch Event in Croydon was featured in the Mayor of Croydon, Jason Perry's, article in yourcroydon.





Mayor Perry - listening to Croydon

Finally, it was great to attend the launch of Can You C Me, facilitated by Croydon BME Forum, and funded by Macmillan Cancer Support. The project aims to ensure that all residents affected by cancer have culturally appropriate and accessible support. This is a significant step in the BME Forum's work to tackle health inequalities of ethnic minority communities in Croydon – a really positive step for everyone.

Have a great weekend all.

Jason Perry, Executive Mayor of Croydon





Our project was featured in Macmillan's London Cancer Community Newsletter. Saffron was the first member profile in the Newsletter.

London Cancer Community April 2024 Newsletter.



Accessibility of this newsletter: This is a new format for the newsletter, if you feel the Accessibility of this newsletter. This is a new format for the newsletter, if y accessibility can be improved in any way, please let us know by emailing LCC@macmillan.org.uk.

Welcome to the Macmillan London Cancer Community Newsletter.

Back in February I met Saffron, the programme manager for the new partnership between Croydon BME Forum and Macmillan Cancer Support that started in January this year. After hearing about some of the amazing work that they're doing, she seemed like the perfect first member of the London Cancer Community to profile in our newsletter.



Hi, I'm Saffron, the programme manager for the new partnership between Croydon BME Forum and Macmillan Cancer Support.

I initially joined Macmillan Cancer Support as part of the Cancer Information and Support Team on the Support Line in January 2022. Macmillan Cancer Support had been my dream organisation to be a part of for the past few years since my family directly benefitted from their support. My current position, Macmillan Programme Manager at Croydon BME Forum, popped up as an advert and I knew instantly it was right up my street! I applied, interviewed a fortnight later, left the Support Line on 31st Dec and started with CBME on 3rd Jan!

What is the BME Forum?

Croydon BME (Black & Minority Ethnic) Forum was established to maximise the engagement of BME communities in all aspects of living and working in Croydon. Croydon BME Forum has numerous programmes running, all designed to support the BME community, such as the Ethnicity and Mental Health Improvement Project (EMHIP) and the Wellbeing Advisors Team. Our CEO, Andrew Brown, is the heart of Croydon BME Forum, he empowers all staff at CBMEF to engage, support and make an impact for every individual that walks through our doors.

How can members of the London Cancer Community connect with you and find out

For more information and to get involved, please get in touch:

Call: 0208 680 3635 I 0208 684 3719

Web: canyoucme.org I cbmeforum.org

Email: macmillanteam@bmeforum.org

The Wellness Centre, 1st Floor Whitgift Centre, Croydon, CR0 1LP.

The Health and Wellbeing Space, 1st Floor Whitgift Centre, CR0 1UY.







What is the programme all about?

The new partnership between Croydon BME Forum and Macmillan Cancer Support is all about focusing and taking action to improve healthcare outcomes for black and ethnic minorities affected by cancer. We will be working hard over the next three-years to ensure people from a BME community receive the care and support they should expect after receiving a cancer diagnosis. We are working across six South West London Boroughs, Croydon, Merton, Sutton, Wandsworth, Richmond, and Kingston. Our Macmillan team consists of one programme manager (myself) and our three lovely coordinators:







How do people access your service?

You can get in touch directly to either receive support from us. Please also get in touch with us directly to get involved in our project.

How can other organisations work with you?

We understand that people may not find us and approach us for support, we need to get out in the community and find them. With that said, we are keen to work alongside everyone within the community, from healthcare staff to places of Faith, Schools to Care Homes etc. We would like to form partnerships within our six SWL boroughs which will enable us to support as many people as possible. We are seeking a range of support from organisations, such as advertising our notices within their spaces to knowledgeable speakers and stalls at some of our events and conferences. We are also eager to work with the public who can guide us on the best practices to outreach, connect, build trust, support, and make a real difference for individuals within the community.

Are there any upcoming events that members of the London Cancer Community can join?

We have part II of the Croydon Cancer Conference coming up. Wednesday 3rd July









We'll be profiling different members of the London Cancer Community in upcoming newsletters, if you're doing amazing work that you would like to be profiled, send me an email LCC@macmillan.org.uk





The team were also mentioned in Macmillan's London Cancer Community Newsletter, under Janet Clarke's Community Conversations article.

Community Conversations with the Pineapple Club

The Pineapple Club in Anerley is aimed at the retired African and Caribbean community, who come together weekly at the town hall and cook up amazing Caribbean food and socialise with their peers. This long-standing club is highly regarded, providing a relaxed, fun environment for its user group, reducing isolation and loneliness and enabling the formation of new friendships. Janet Clarke (Macmillan Engagement Lead) has been attending the Pineapple club since 2022, building a relationship with the club and its members and sharing information about Macmillan and the support we can

On the 26th of January Janet and I attended the Pineapple Club and with the club's chairperson Andrea conducted a *Community Conversation* with members of the club who had a lived experience of cancer. After the success of the first session, we had to invite some more colleagues to join us on the 16th of February when we returned to host a second including the wonderful team from the Croydon BME Forum (more about this later in the newsletter).

Janet talks about why we did this and what we hope to achieve.

"As part of Macmillan Cancer Support's ambitions to build deeper partnerships with communities across the UK and to understand their experience of healthcare and cancer care, we are hosting a series of community conversations.

Across the two sessions we had an open and honest dialogue with 30 members of the Pineapple Club. The members spoke of their positive as well as negative experiences. By sharing these experiences, we aim to identify what works well, what doesn't and how healthcare outcomes can be improved for people living with cancer.



Thank you to Saffron, Zak, Ebado and Michael from the Croydon BME forum 'Can you C me Project' and Anton and Sue from Macmillan who came to support with facilitation and note taking on the second session.





The project was featured in a Facebook post on 'Macmillan in Great London' page.



👜 Macmillan in Greater London •

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We've teamed up with Croydon BME Forum to address health inequalities in South West London.

This is in response to the poorer cancer experiences and outcomes that the Black and Minority Ethnic community continues to experience.

Operating across the boroughs of Croydon, Kingston, Merton, Richmond, Sutton, and Wandsworth, the Can You C Me partnership team will build community networks that will improve experiences of cancer services and support in the Black and Minority Ethnic community.

By funding this project and working with Croydon BME Forum's well-established community links, which have a long-standing commitment to promoting equality and cohesion - we're playing our part in tackling health inequalities to ensure everyone with cancer receives the equitable care they deserve and need.

The project kick-off was celebrated at two launch events, taking place at Croydon's Wellness Centre on 19th March and Wandsworth's Town Hall on 27th March, where cancer experts, key project personnel and the public had the opportunity to network, access cancer resources and learn more about Can You C Me's scope and ambitions.



2 shares





A breakdown of this quarter's referral numbers and locations







Referral Numbers & Locations

This quarter, the service gained 57 referrals. The table below details a breakdown of referrals received each months and per borough.

The coordinators only joined in February and have been settling in, outreaching, building connections and raising awareness of the project.

	Total No. of referrals			
Borough	January 2024	February 2024	March 2024	Total
Croydon	0	20	24	44
Merton	0	0	4	4
Sutton	0	0	1	1
Wandsworth	0	0	4	4
Richmond	0	0	2	2
Kingston	0	0	2	2
Total	0	20	37	57





Monthly referrals from each source

February	No. of referrals			
Source of referral	Primary Care	Secondary Care	Community Setting	Self-referral
Croydon	-	-	-	20
Merton	-	-	-	-
Sutton	-	-	-	-
Wandsworth	-	-	-	-
Richmond	-	-	-	-
Kingston	-	-	-	-
Total	-	-	-	20





Monthly referrals from each source

March	No. of referrals			
Source of referral	Primary Care	Secondary Care	Community Setting	Self-referral
Croydon	-	-	-	24
Merton	-	-	-	4
Sutton	-	-	-	1
Wandsworth	-	-	-	4
Richmond	-	-	-	2
Kingston	-	-	-	2
Total	-	-	-	37







Detail of client data, including identified needs







Cancer Data

Of all the clients referred to our team, 30 were people living with cancer and 7 were people looking after someone with cancer.

	Someone with cancer	Affected by cancer (caring for someone)	Other/Unknown
Kingston	2	0	0
Richmond	2	0	0
Croydon	21	4	19
Merton	2	2	0
Sutton	1	0	0
Wandsworth	3	1	0





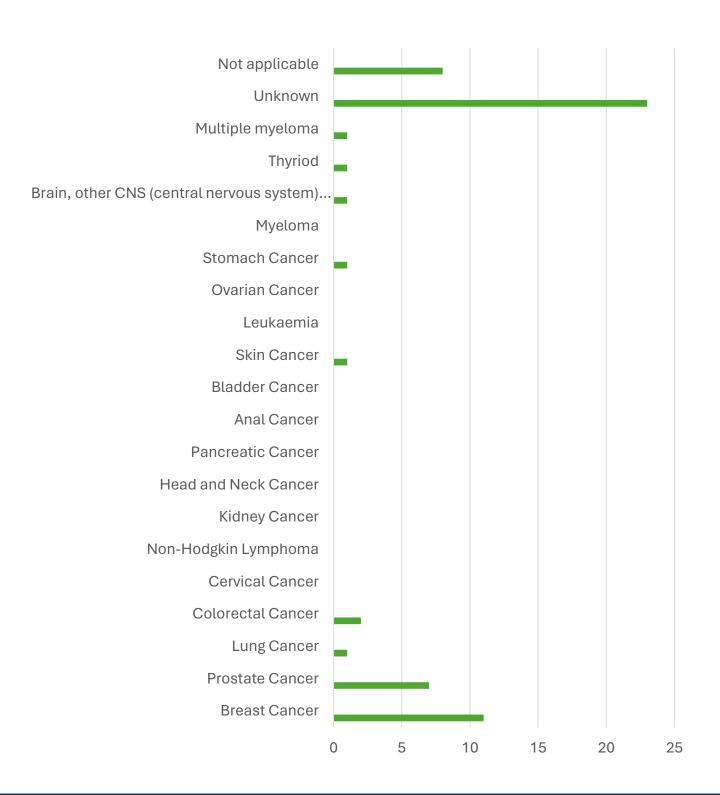
Cancer Journey Data

Of all the clients referred to our team, 16% of clients were at the end of their treatment and 9% had a terminal diagnosis.

Cancer stage	No. of clients	% of clients
Signs/symptoms	2	3%
Initial diagnosis	5	9%
During treatment	8	14%
End of treatment	9	16%
Surveillance	2	3%
Diagnosis of recurrence	0	0%
Terminal DS1500	5	9%
Not applicable or unknown	26	46%





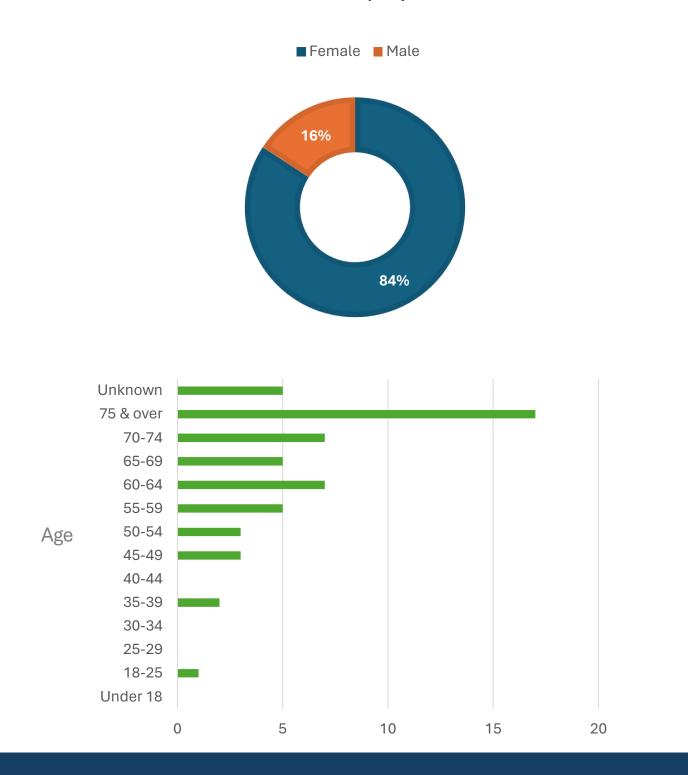








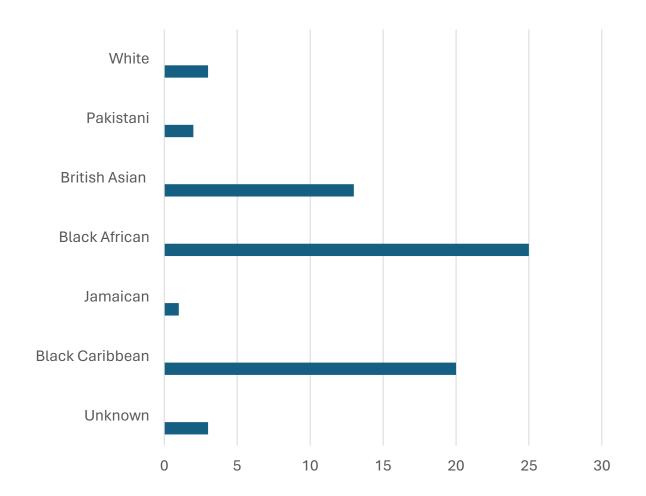
Of all the clients referred to our team, the majority of clients were female at 84%.











The majority of our clients identified as **Black African** or **Black Caribbean**.



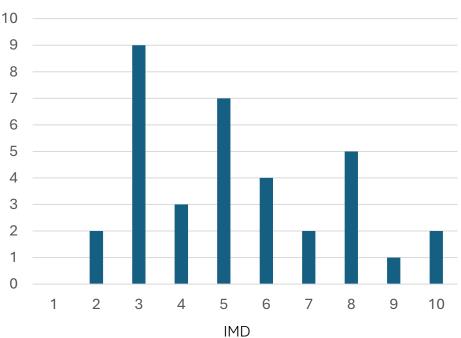




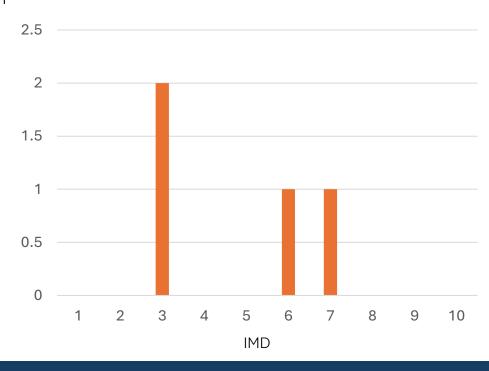
Deprivation Scores

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





Merton





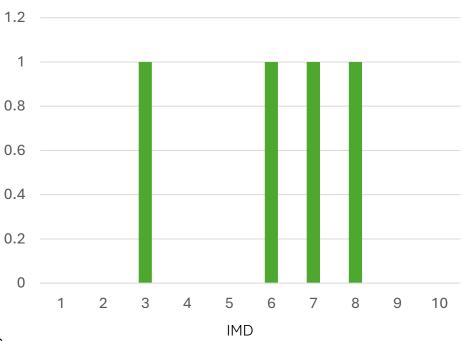




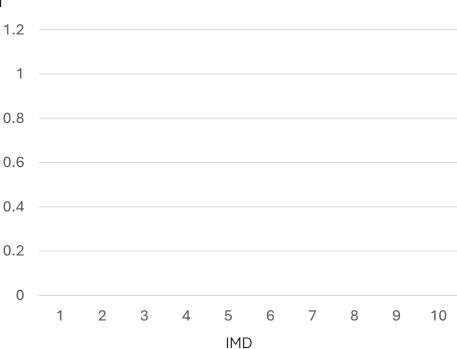
Deprivation Scores

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Sutton



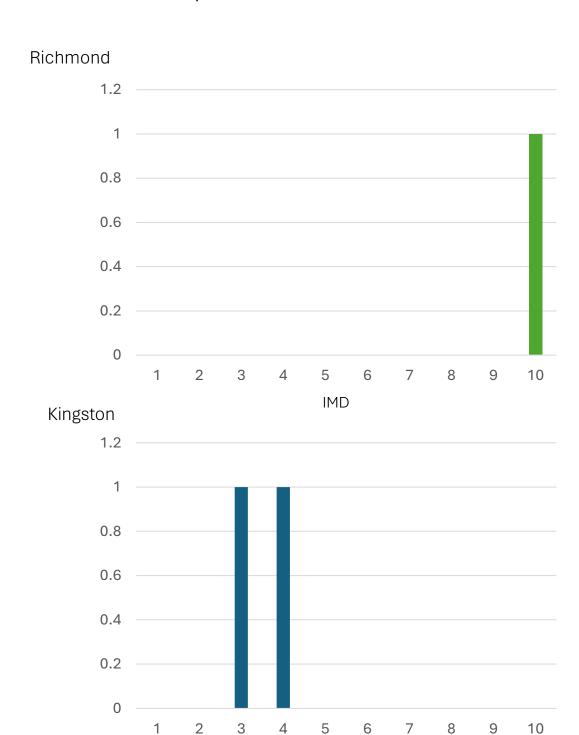






Deprivation Scores

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







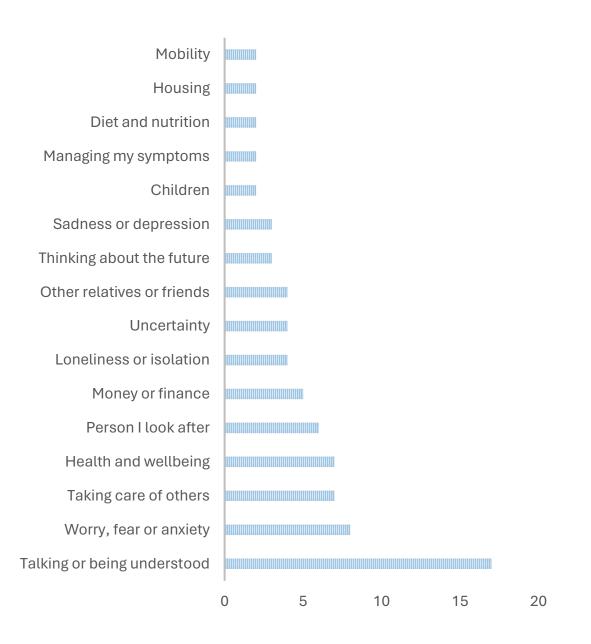
IMD



Client Needs

Clients' needs are collected at the point of referral and during 1:1 appointments with the client.

The most common issue faced by our clients this quarter was "talking or being understood". This reflects the need of this project.









A breakdown of all engagement occurring across the six boroughs







Service Engagement

January

4 Jan. Joined Pip Thorne's (enable) Macmillan Community Cancer Link Worker Meeting and connected with key stakeholders.

10 Jan. Had a meeting with **Lorraine Chang-Edwards** who leads the Cancer Awareness Programme at BME Forum, discussed collaborative work and contacts.



12 Jan. Connected with Obrey Alexis, a professor at Oxford University, who would like to support with our programme.

11 Jan. Met with Rasheed Giwa, Programme Manager of EMHIP at BME Forum, discussed collaborative

work and contacts.



23 Jan. Met with Juliana Annan, Mayor of Wandsworth, to discuss rolling out the programme within the borough of Wandsworth.

18 Jan. Met with Lorna Jones (Caring for Hair Trichology Clinic).

30 Jan. Met Jeff Thompson (Cancer Don't Let it Win).

24 Jan. Met with Estelle Le Galliot (Macmillan Centre & Personalised Care Manager at CUH).

30 Jan.

Attended House of Commons for Lorna Jones talk on Afro hair loss related to cancer. (Caring for Hair Trichology Clinic).







8 Feb. Enable Working Group

16 Feb. Phoebe Jeffery Enable Link Worker









12 Feb. Sarah Cooke - Deputy Director Healthwatch Wandsworth

Pip Thorne - Senior Macmillan

Community Lead

Enable

29 Feb. Ravi Vyas - Development Wandsworth Care
Manager Alliance

12 Feb. Heather Shepherd - Manager Tooting Library

28 Feb. Stephen Dawes - Manager Wandsworth CAB

Macmillan Cancer Information St Helier University and Support Manager Hospitals NHS Trust the project.

29 Feb.





13 Feb.	DR Merium Meeran, GP Cancer Lead	Sheen Surgery	Poster and info around project given.
19 Feb.	Kath Malhotra, Senior Manager	RM partners	Project info
20 Feb.	Archana Sood, Cancer Lead	Kingston Hospital	Initial meet and project info
21 Feb.	Ravi Arora, <i>CEO</i>	Multicultural Richmond	Initial Project intro
22 Feb.	Muhammad Reza, Specialist	RM Partner	Project Intro26.
26 Feb.	Monika Wells, Operations Manager	Orchid PCN	Intro to project and referral system.







7 Mar. Tarlika Pata, *Macmillan Cancer* info support manager

St Helier hospital

Given project overview and discuss future work with special focus in barriers facing women. And ways to eliminate and empower communities from within.

14 Mar.

Jennifer McDermott, CEO

Cassandra learning Centre - Lunch club over 55's A brief project overview and information session given to the group, with potential monthly info/support session to be conducted at St Paul's Church.

11 Mar.

Mariah

ARCC community hub

Met with Mariah and discussed a project collaboration between CBMEF and ARCC, to host a cancer awareness event in Croydon.

21 Mar.

Lorraine, Croydon BME Forum Cancer Awareness Croydon BME Forum Head Office Public Coffee Morning Attend and participated, given a brief project overview, and a friendly open discussion on available support available, and feedback given on obstacles faced when trying to access healthcare.

Mar.

Stephanie Virginia

Croydon library and museum

Discussed potential collaboration with head of culture leisure and libraries services with their new health and wellbeing project, to raise more awareness.





Wandsworth & Sutton

28 Mar.	Ravi Vyas	Development Manager	WCA
06 Mar.	Helen Ricketts	Macmillan Physiotherapist	St Georges Hopsital
06 Mar.	Caitlin Harvey	Head Of Nursing	St Georges Hopsital
06 Mar.		Bridging Minds Connecting Black and Asian Minority Ethnic people	
07 Mar.	Sarah Cooke	Deputy Director	Healthwatch Wandsworth Assemble GP Appointments
21 Mar.			Roehampton Network online
18 Mar.	Elizabeth Oddono	Doddington-Rollo Estate Drop in service	
20 Mar.		Wandsworth Voluntary Action Forum	







4 Mar.	Lesley Tyson, Core 20 Advisor	Core 20	Project info and overlaps5
5 Mar.	Jenny Strickland, Lead Wellbeing Coordinator	Health in your hands	Project intro
6 Mar.	Kim Wu	Hong Kong Refugees	Cancer awareness Training
6 Mar.	Firoozeh Fattahi, CAB operation Manager	САВ	Project Intro
6 Mar.	Karin Sieger, <i>Psychotherapist</i>	Self employed	Project info
7 Mar.	Dr Atin Goel, Dr and Cancer lead Kingston	Rose park Surgery	Project Info and referral system
8 Mar.	Ann Cox, Operations Director	Kingston GP Chambers	Project info and Referral system
11 Mar.	Firoozeh Fattahi, CAB Operation Manager	САВ	Poster and leaflet drop off
13 Mar.	Richmond Membership, All PCN's in Richmond Borough	All PCN's in Richmond Borough	Presentation of project to all PCN managers and GP's
21 Mar.	Sinead Clothe, Operations Manager SWL	Maggies	Project Intro
25 Mar.	Shazia, Trustee and CEO	Safreena	Project Intro







Public Engagement Events







Public Engagement Events

Thursday 15th February 2024 Anerley Town Hall Valentines Special Event 200 attendees



Friday 16th February 2024

Anerley Town Hall

Janet a Clarke – Community Conversations



Wednesday 6th March 2024 Kingston Library Hong Kong Refugee Event 45 attendees



Tuesday 12th March 2024
Fairfield Halls
Making Every Contact Count – Community
Health Day



Saturday 16th March 2024 Croydon BME Forum, Wellness Centre Women's Event

65 attendees





Tuesday 19th March 2024 Croydon BME Forum, Wellness Centre <u>Macmillan Launch Event</u>

65 attendees



Thursday 21st March 2024

Croydon BME Forum, Head Office

Cancer Awareness Coffee Morning



Wednesday 27th March 2024 Wandsworth Town Hall Macmillan Launch Event 35 attendees



Wednesday 20th March 2024 Socco Cheta, South Norwood Cancer Awareness Event 20 attendees



Every Friday
Commonside Community
Development Trust, Merton
Hub

25 attendees



Every Thursday Legacy Youth Zone, Croydon Hub 20 atte<u>ndees</u>

















Client Case Studies

Joyce, 83, who self-referred to us in Croydon, has a daughter with a terminal diagnosis and severe mental health issues. The client is also the main carer for her grandson who is also has mental health issues. The entire family were in need of support and direction.

"I feel much better now, and I know you are all here for us all"

"Thank you so much for your help, Saffron, and the rest of the team."

A client who was in desperate need of financial assistance and was not aware of the benefits she was entitled to such as Personal Independence Payments and the Macmillan Grant, was referred into us whilst she was going through treatment for Womb cancer.

"Thank you for helping me with the travel expenses."

"You are all the best."













Learning Sessions

Our team has been actively preparing for the forthcoming quarter by orchestrating two successful launch events, one in Croydon and another in Wandsworth. These events served as pivotal platforms to unveil our project, articulate its necessity, and outline our strategic roadmap. The engagement was palpable, yielding invaluable feedback, excerpts of which are highlighted below.

19th March - Croydon

27th March - Wandsworth

65 attendees 35 attendees

Notable Guests

- Jason Perry Mayor of Croydon
- Robyn Jenkins, Anton Morgan Thorne, Rachel Waddon, Sue Hopson, Emma Hammett – Macmillan Cancer Support
- Jeff Thompson Cancer Don't Let it Win
- Estelle Le Galliot Macmillan Centre and Personalised Care Manager, Croydon University Hospital
- Lorna Jones CEO Caring for Hair
- Phoebe Jeffery Macmillan Community Cancer Link Worker (Croydon), Enable
- Stephen Daws Service Manager Projects, CAB Wandsworth
- Sabrina Jarret African Caribbean Leukaemia Trust (ACLT)
- Beena & Amjid Asian Resource Centre Of Croydon (ARCC)
- Ibiyemi Sadare Senior Clinical Trials
 Practitioner and CRP Engagement Lead
 South London, Croydon University Hospital

- Juliana Annan Mayor of Wandsworth
- Councilor Simon Hogg Leader of Wandsworth Council
- Kemi Akinola Deputy Lead of Wandsworth Council and lead on the voluntary sector, business engagement and culture
- Councilor Aydin Dikerdem Cabinet lead for Housing
- Yvonne Beadle Macmillan Cancer Support
- Lorna Jones CEO Caring for Hair
- Stephen Daws Citizens Advice Wandsworth
- June Pilgrim-Ndure Community engagement network
 - Kayla Halls Healthwatch Wandsworth
- Mallory Jordan Transforming Cancer Services Team NHS
- Leoni Brown EMHIP Wandsworth
- Helen Ricketts Macmillan Physiotherapist, St Georges Hospital, NHS
- Caitlin Harvey Macmillan Head of Nursing for Cancer, St Georges Hospital, NHS





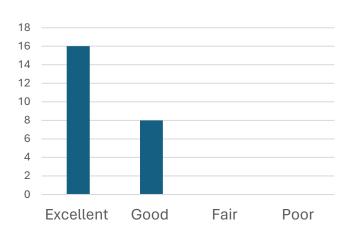


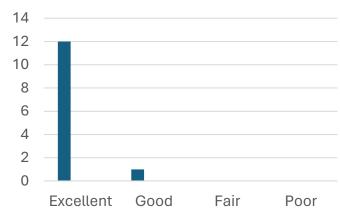
Croydon

Wandsworth

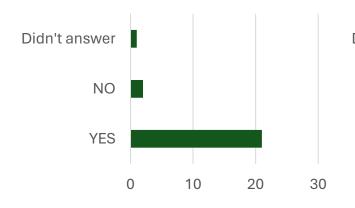
Overall Experience

How would you rate your overall experience of the launch event?





Do you feel you know more about the 'Can You C Me?' Cancer Project and it's aims?





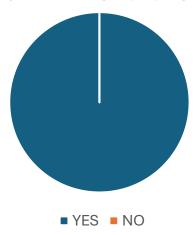




Croydon

Wandsworth

Would you contact the Macmillan Team at Croydon BME Forum for support or to refer someone to us for cancer support in the future?





Additional Comments

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

"I really enjoyed the event and feel I know a lot more about the project and enjoyed listening to the speakers and learned some interesting information that would be useful to some people I know."

"Very good."

"Thank you for the great launch event, it would be great to take the information to different community events."

"All the speakers were exceptionally very good with their subject matter."

"They were very explicit about what they are doing to help people who need help."

"Wonderful."

"Answered a lot of questions."

"Great event."

"You are doing excellent work, thank you."

"Very organised, fully signposted."

"Excellent launch – so pleased that I came."

"Good start to a very exciting and well needed project and partnership."

"Well done to all in Macmillan and Croydon BME Forum Team."







Launch Events Feeback

[20/03, 09:18] Member of Croydon BME Forum: "Thank you for Can you C me project launch video and picture today at Croydon BME Forum Wellness Centre in the Whitgift Centre.

I am glad that I was able to attend launch of this new project which will be supporting individuals and families living with cancer in six South London boroughs. I was happy to see one of my church sisters there. We can share with other brothers and sisters"

[20/03, 14:56] Macmillan Professional: "I just wanted to pop you an email to say thank you so much for having me yesterday! It was such a lovely atmosphere and a really wonderful event to be able to attend. I'm really excited to see what happens with this project."

[20/03, 13:00] Hear Us – Croydon "It was great learning about the Can You C Me project yesterday and chatting about ways our organisations can work together in the future – particularly how I can ensure minoritized peoples' voices are represented in our mental health Campaigns. I will be back in touch about adding a booth for Hear Us at the Croydon Cancer Conference.

I look forward to following along the progress of your project and hearing about your findings!"

[27/03, 15:02] Healthwatch Wandsworth: "It was lovely attending the Can You C Me Project launch today. The work you all are doing is truly inspiring.

I am sending my colleagues a brief write up of the event-they may mention this incredible project in our communication channels."













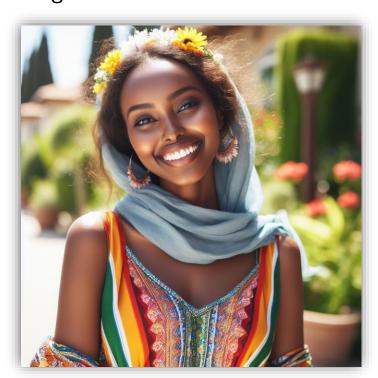


Looking Ahead

In the upcoming quarter, our efforts will be dedicated to furthering our outreach and collaboration with a diverse array of organisations, individuals, and stakeholders throughout the six South West London boroughs.

Central to our agenda will be the strengthening of our steering group, hosting focused discussion groups, and commencing the rollout of learning sessions tailored for both professionals and community members alike.

An exciting highlight on our calendar is the inaugural conference scheduled for July 3rd in Croydon, which we anticipate will be a resounding success.



Next quarter April – June 2024

More outreach across the communities

Strengthening our steering group and having our first meeting

> Hosting focus groups within our six boroughs

Rollout of learning sessions to professionals and general public

> July 3rd Croydon Cancer Conference

More poster and leaflet drop offs

Ensure local communities are aware of support available via coordinator presence at their local hubs







Thank you.



Saffron Shadbolt

Macmillan Cancer Support and Wellbeing Programme Manager

Michael Samuel

Sutton & Wandsworth
Macmillan Cancer
Support and Wellbeing
Coordinator

Zak Miah

Kingston & Richmond
Macmillan Cancer
Support and Wellbeing
Coordinator

Ebado Ibrahim

Croydon & Merton
Macmillan Cancer
Support and Wellbeing
Coordinator



