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**PRESENTED TO**  
MACMILLAN CANCER SUPPORT

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## BREAKING DOWN WALLS: BUILDING TRUST AND EQUITY IN CANCER CARE

### BACKGROUND

- Cancer inequalities persist in many communities.
- Mistrust, stigma and myths block early diagnosis and care.
- Can You C Me? builds trust through partnership and co-production.
- Lived experience drives cultural competence and system change.

### METHODS

- Built trust in community and faith spaces.
- Used Voices & Visions to capture lived experience.
- Co-produced films, conferences and resources.
- Delivered cultural competence training.
- Partnered with NHS, hospices and researchers.

### RESULTS

- 3,000+ people engaged, 350+ referrals supported.
- 85+ events, 240+ professionals trained.
- 250+ partnerships across health and community sectors.
- 3 major conferences uniting professionals and residents.
- Films with St George's now used in NHS training.
- Marcella's story → LED-candle "quiet spaces".
- Sophie's film → hospice training; now a trainee stoma nurse.
- Advised Royal Marsden trials to boost Black & Asian sign-up.
- Endorsed by South West London ICB; model expanding via West London Cancer Alliance.

### CONCLUSION

- Co-production breaks barriers and builds trust.
- Lived experience is changing how professionals work.
- Partnerships are improving access and equity.
- Recognised as a model for system-wide change.
- Sustained impact through collaboration and community voice.

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**MACMILLAN**  
CANCER SUPPORT

**CROYDON BME FORUM**

*Our Programme Poster that has been submitted to be displayed at Macmillan Professionals London Conference in November*



# 01

**KEY ACHIEVEMENTS**



# Key Achievements

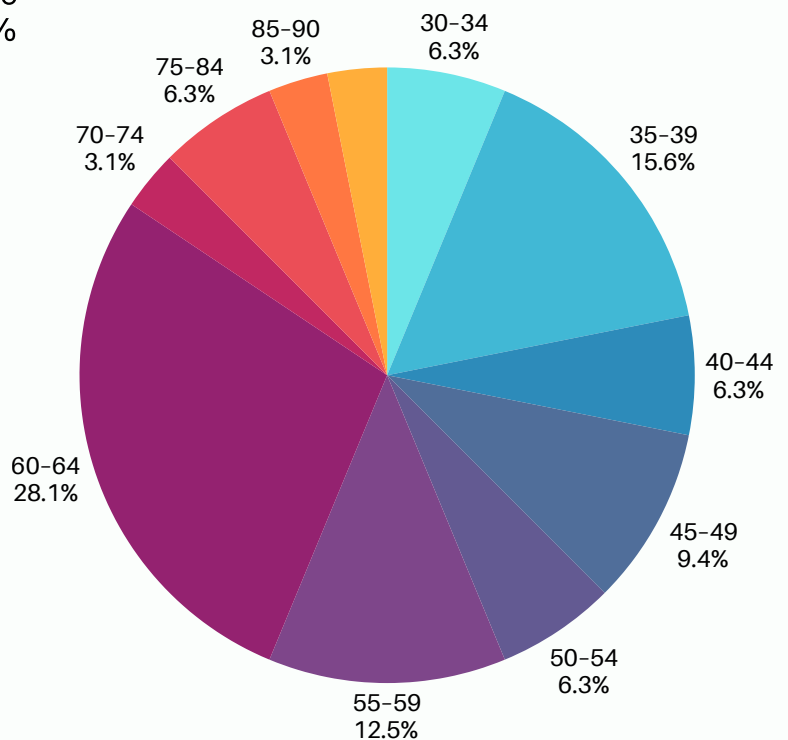
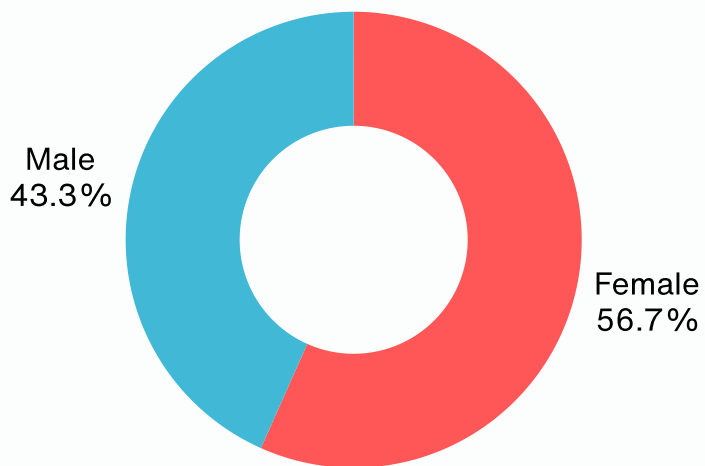
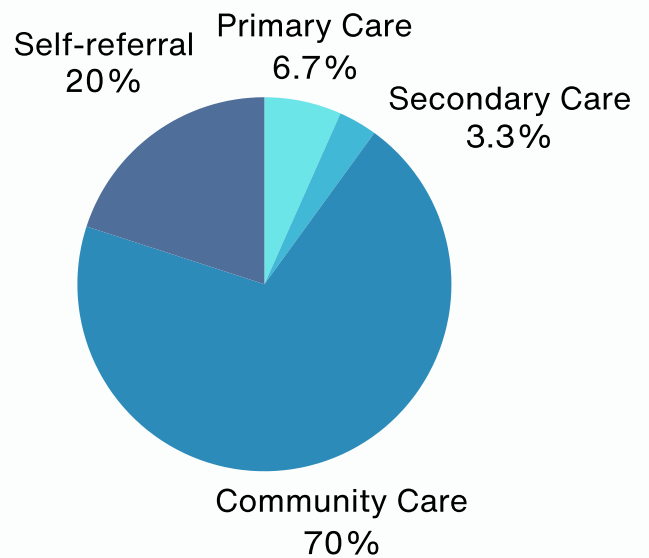
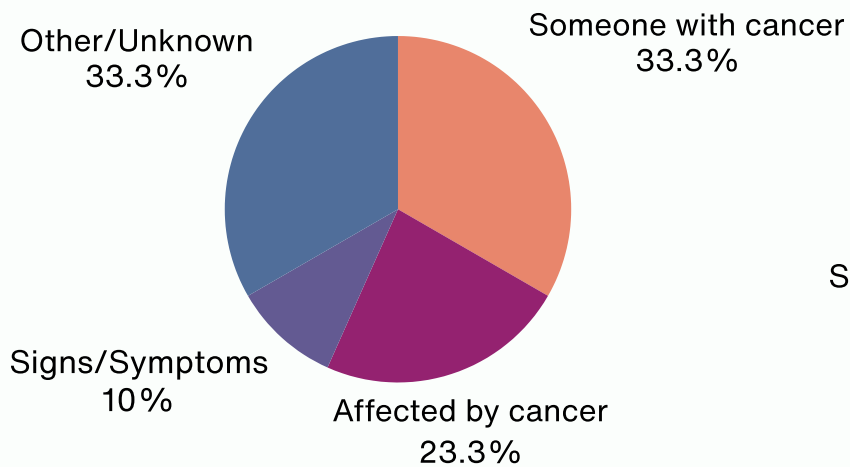
- Strengthened presence across all six South West London boroughs through consistent community engagement, outreach sessions and partnership meetings.
- Deepened collaboration with St George's Hospital, RM Partners and Pearldrop through the co-production of a new educational film on myths and barriers in cancer care, featuring lived experience advocates and clinical experts.
- Supported St George's Hospital Macmillan Coffee Morning, which raised an impressive £4,761.14 for Macmillan Cancer Support.
- Welcomed Gemma Peters, CEO of Macmillan Cancer Support, and George Plumptree, CEO of the National Garden Scheme, to a community-led Coffee Morning at Cromwell House, celebrating culture and connection with Global Women of Today.
- Hosted a community stencilling art workshop led by artist Felicity Prazak as part of the Cromwell House Coffee Morning, promoting creativity and inclusion.
- Partnered with Royal Trinity Hospice and SouthBank Alliance CIC to deliver a Health and Wellbeing Day at the hospice, welcoming Black and ethnically diverse communities into hospice spaces for the first time to build trust and understanding.
- Continued collaboration with Places Leisure, co-hosting a successful Macmillan Coffee Morning to raise funds for cancer support.
- We also had a stall at the Primary Care Cancer Conference: Improving Early Diagnosis, hosted by RM Partners
- Supported two residents in Richmond who sought medical advice following one of our awareness sessions, resulting in an early cancer diagnosis and timely treatment for both.
- Attended the Pineapple Club's Jamaica Independence Day celebration in Croydon alongside St Christopher's Hospice, raising awareness of hospice care through creative bracelet-making activities using Jamaican thread.
- Attended the care meeting held by RM partners
- Maintained a visible and accessible presence at community hubs and wellness centres across boroughs, offering walk-in support and information.
- Provided ongoing support to local leaders, volunteers and advocates to share feedback and strengthen the collective voice of people affected by cancer.

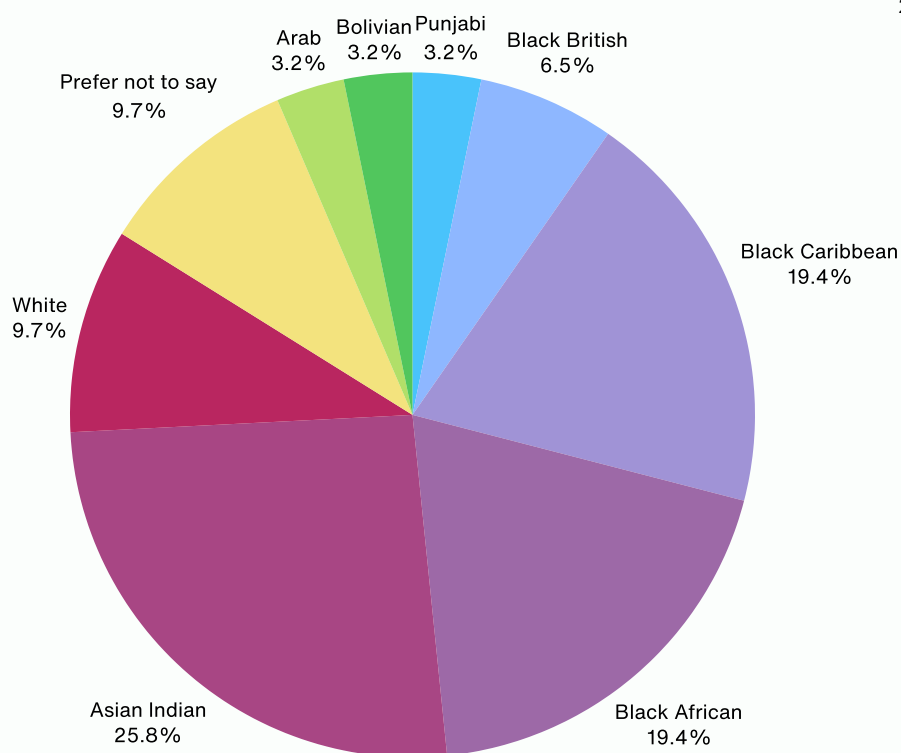
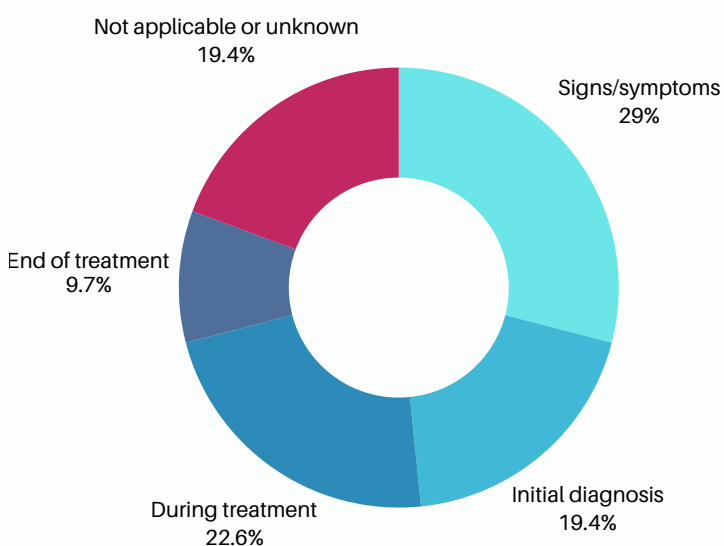
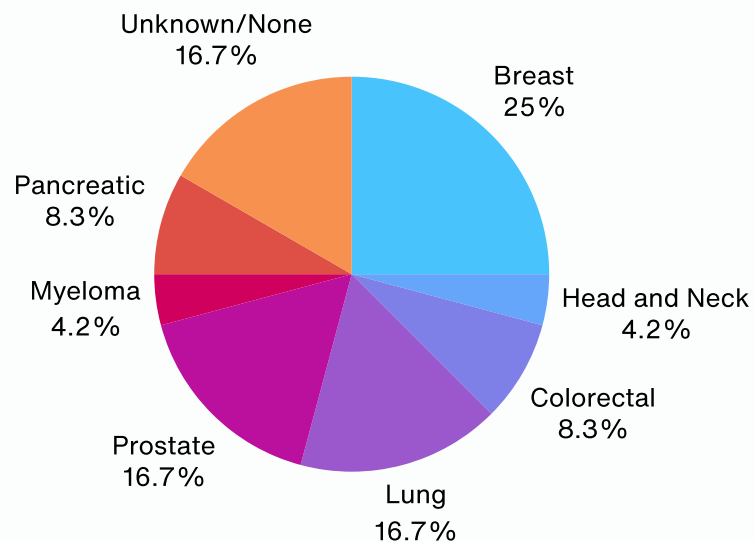
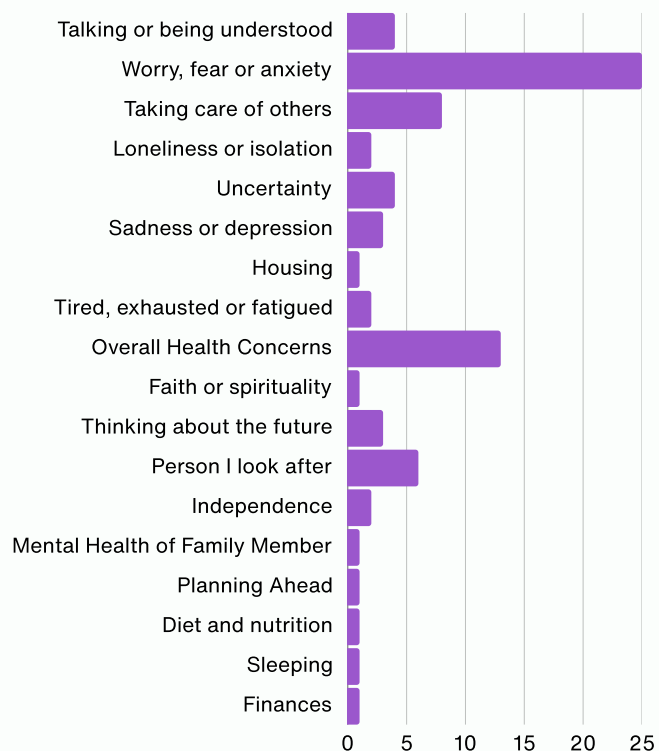


02

CLIENTS

# Client referrals





# 03

## KEY SERVICE ENGAGEMENT ET EVENTS

# Croydon



## From Conversation to Connection: How St Christopher's Is Listening to South East London's Communities

Partnering with groups like the Pineapple Club, the hospice's Community Action team is opening up honest conversations about culture, spirituality, and end-of-life care



A brand-new project designed to deepen communities' understanding of St Christopher's and its awareness and consideration of their cultural needs and wishes, and a newly formed relationship with a local community group, are just the latest illustrations of the hospice's commitment to achieve these goals through the ongoing work of its Community Action team.

Developing close ties with **Pineapple Club**, a **Black Caribbean/African** community group in nearby Anerley, and running the first of what they hope will be many community-based conversations addressing cultural and religious rituals and traditions, the Community Action team hope they're on the way to better reflecting the needs of the diverse population of South East London.

This quarter in Croydon was centred on strengthening community relationships and being visibly present for those in need. We continued to keep in close contact with key partners across the borough and met with Croydon Almshouses to explore opportunities for deeper collaboration and tailored support for residents affected by cancer. Our presence at the Wellness Centre remained a vital touchpoint, offering walk-in support and compassionate guidance to individuals seeking advice or reassurance. Among those we supported was an asylum seeker undergoing chemotherapy, who had no access to money or clothing, a stark reminder of the inequalities we aim to address through practical, person-centred care.

We also attended the Pineapple Club's Jamaica Independence Day celebration, where we reconnected with our partners from St Christopher's Hospice, whom we had previously introduced to the group to raise awareness about end-of-life care. Together, we hosted an interactive activity making bracelets using Jamaican thread, creating a warm and inclusive space for conversations about hospice care, wellbeing, and the Can You C Me? programme.

We had a stall at the opening of Croydon BME Forum's Head Office, a huge achievement for our organisation as we secured our first owned building.

Alongside this, we deepened our connections with Croydon University Hospital, engaging with teams to identify ways of enhancing culturally responsive practice, and began discussions with local GP surgeries about delivering upskilling sessions for staff. In addition, Purley Masjid reached out to request a dedicated awareness session for their community, reflecting the growing trust and recognition of our work within Croydon's diverse faith networks.



# Merton



In Merton, this quarter focused on partnership development, community engagement, and early planning for the upcoming Merton Cancer Conference. We met with Wimbledon Guild to explore collaboration on long-term condition support groups and culturally tailored counselling services, particularly for Black and Asian communities and for individuals who find it difficult to leave their homes. These discussions marked an important step toward improving local access to emotional and practical support.

We also delivered a Cancer Awareness and Listening Session with the Merton Goans Senior Citizens Association; a local community group representing residents of Goan heritage, whose culture blends Indo-Aryan, Dravidian, Indo-Portuguese, and Austro-Asiatic influences. The session provided a safe, inclusive space for members to share their thoughts, feelings, and recommendations on cancer care within local NHS systems, and what they would like to see change. It concluded with a light exercise session and the distribution of Macmillan booklets and Can You C Me? tri-fold leaflets, including Easy Read and translated materials, ensuring accessibility for all participants.

Alongside this, we began venue scoping for the forthcoming conference and informed key partners of our plans, inviting them to take part in co-designing the event to ensure it reflects local needs and voices. We also continued to expand our network of community and healthcare connections across the borough, including establishing a promising new relationship with a local pharmacist keen to collaborate on future awareness and education initiatives.

# Wandsworth



This quarter in Wandsworth was defined by extensive partnership-building and planning for future community-led initiatives. We met with the Research Lead and the Head of the Macmillan Cancer Centre at St George's Hospital to explore opportunities for collaboration and integration of our work into local research and clinical education. We were also invited to connect with the Clinical Psychologist at St George's to attend the South West London Cancer Psychological Clinical Forum, helping strengthen links between psychological care and community support.

We also proudly supported the St George's Hospital Macmillan Coffee Morning, which raised an incredible **£4,761.14** for people affected by cancer. The event brought together staff, patients, and community partners in a powerful display of unity and compassion, and provided a valuable opportunity to promote our shared message of equitable and culturally sensitive care.

Beyond the hospital, our local presence has grown significantly. We reconnected with the community leader of the Doddington and Rollo Estate to begin planning our upcoming Macmillan Cancer Coffee Morning, and welcomed a Macmillan Trustee to visit one of our drop-in hubs at Roehampton Library, offering valuable insight into our community-facing approach. We also initiated plans for a future event at Mushkil Aasaan in Tooting, working closely with the EMHIP Hub Manager to shape health and wellbeing activities tailored to local needs.

In addition, we met with the South Bank Alliance to discuss a forthcoming health and wellbeing event, and continued to liaise with Wandsworth Council on multiple fronts; including Children's Services, to ensure children are supported when a parent or grandparent is affected by cancer. Further meetings were held with the Council's Healthy Communities Project Officer and the Leisure, Sports and Physical Activity team to explore joint initiatives for residents living with or beyond cancer. Finally, we strengthened ties with the Library Manager at Wandsworth Town Library to plan future public drop-in sessions, and met with a senior GP from Putneynead Group Practice to discuss a collaborative wellbeing event.

Together, these actions are helping to embed the Can You C Me? programme across Wandsworth's health, community, and faith networks, ensuring more residents feel seen, supported, and connected to care.

## Macmillan Coffee Morning

An Incredible £4,761.14 Raised Across the Trust!

Tue, 14 Oct 2025 11:30 | 1 min read | 71 Views | 1



Recently, teams across the Trust came together for a series of coffee mornings in support of Macmillan Cancer Support – and thanks to everyone's generosity and enthusiasm, we raised an amazing **£4,761.14**!

From delicious cakes to warm cups of coffee and plenty of good conversation, it was a fantastic way to unite for a great cause. A huge thank you to **The Macmillan Team**, **The Medical Records Team**, and **The Occupational Therapist Team** for hosting the events.

We were lucky to have support from **The Little Ark Team**, **The Caring for Hair Team**, **Hair Reborn**, and **The Croydon BME Team**, as well as our wonderful **Macmillan Volunteers Mrs Patel and Jan**, and members of the **Voice Core Group – Ana, Jenny and Sue**.

A special shoutout goes to our incredible **Support Workers** who made the day possible: **Melanie, Sofia, Rosemary, Starr, Liena, Peachy, and Tosin** – your hard work and dedication were truly appreciated.

**The Medical Records Team** absolutely smashed their cake sale, **doubling** their previous fundraising total! Led by **Hina, Beverley, Misbah, Dortota, Harry** (our star salesman), and **Tracey** (our star baker), their efforts were nothing short of inspiring.

We also want to give a huge thank you to **Massey and Hannah**, whose support was instrumental in making the day such a success.

Whether you helped on the stall, bought a slice, or simply joined us for a chat – thank you.

# Sutton



This quarter in Sutton saw continued growth in community visibility and partnership development. We met with the Regional Ambassador for 5K Your Way, a national initiative promoting movement for those living with and beyond cancer, to explore collaboration opportunities and joint events that encourage physical activity, wellbeing, and peer connection. Across the borough, our team has maintained a strong presence at both new and existing community hubs, including Sutton Central Library, where we continue to offer drop-in support, signposting, and awareness-raising conversations with local residents.

We also began connecting with several new GP surgeries that we had not previously engaged, discussing opportunities for upskilling sessions and joint outreach to strengthen cultural competence among practice staff. These discussions aim to plug existing gaps in awareness and ensure equitable access to cancer information and support. Alongside this, we have been scoping venues and exploring ways to host small community engagement events in partnership with local voluntary groups, ensuring our visibility and relationships across Sutton continue to expand.

# Kingston



In Kingston, this quarter focused on consolidating partnerships and advancing new collaborative projects that strengthen holistic cancer care. We continued working closely with Places Leisure to support the rollout of their new cancer pathway, connecting them with a range of local organisations, health professionals, and community venues where referrals can begin to take shape. As part of this partnership, we also supported the Macmillan Coffee Morning held at the Malden Centre, where the team successfully raised funds for Macmillan Cancer Support and engaged local residents in conversations about wellbeing, community connection, and early cancer awareness.

Alongside this, we met with Primary Care Network (PCN) leads and senior doctors from several practices and health centres to discuss how our learning from community engagement can inform early diagnosis, recovery, and equitable access to support. Our regular presence at local hubs has allowed us to engage directly with residents, listening to their experiences and gathering insights about what they would like to see change within the healthcare system. These conversations are shaping our recommendations and ensuring that lived experience continues to drive service design.

Building on the success of our previous Kingston Cancer Conference, we have also been developing a new initiative with the Korean community in New Malden, co-designing culturally tailored wellbeing and information sessions that reflect their specific needs and preferences. In addition, we have been exploring opportunities with mental health and faith-based organisations to strengthen wraparound support for people affected by cancer, particularly those navigating isolation, cultural barriers, or language challenges.

Kingston remains a leading borough for partnership innovation and co-production, with growing interest from both statutory and voluntary sectors in embedding our model of culturally responsive cancer care.

# Richmond



This quarter in Richmond, our work focused on strengthening relationships with local health and care partners and deepening our presence across the borough. We continued our collaboration with Princess Alice Hospice, working closely with their Head of Equality, Diversity and Inclusion and newly appointed community engagement staff to align efforts around outreach and culturally responsive support. Members of their team also joined us at our recent Macmillan Coffee Morning hosted with Places Leisure, where we explored shared opportunities to better connect hospice services with diverse local communities.

Alongside this, we met with senior doctors and Primary Care Network (PCN) leads to discuss joint initiatives, including future upskilling sessions for healthcare professionals and strategies to plug gaps in awareness and access to early diagnosis support. We also began exploring co-branded events with local voluntary organisations to raise visibility of cancer services and promote equity in palliative and end-of-life care.

Two men who attended one of our recent awareness sessions in Richmond went on to have PSA tests shortly afterwards and were both diagnosed with prostate cancer. Thanks to early testing and timely referral, they are now receiving appropriate treatment and support.

In addition, we've been engaging with local wellbeing networks and community hubs to map out potential venues for outreach activity, ensuring Richmond residents, particularly those from underrepresented backgrounds, can access information, emotional support, and trusted spaces to talk about cancer. These efforts are laying the foundation for a more connected, compassionate, and inclusive approach to cancer care across the borough.

# Gemma Peters and George Plumptre Join Our Community for a Macmillan Coffee Morning at Cromwell House



On Friday 26 September, Global Women of Today, in partnership with the Can You C Me? project, hosted a vibrant Macmillan Coffee Morning at the Community Hub, Cromwell House in Battersea. The event brought together local residents, healthcare professionals and community leaders to celebrate culture, raise vital funds for Macmillan Cancer Support and highlight the importance of community connection in cancer care.

Among the special guests were Gemma Peters, CEO of Macmillan Cancer Support, and George Plumptre, CEO of the National Garden Scheme. They spent the morning meeting residents, listening to lived experiences and learning about the collaborative grassroots work taking place across South West London.

Before the Coffee Morning began, Gemma, George and the Can You C Me? team visited the Doddington Estate Community Garden, a beautiful half-acre urban green space maintained by local residents. Guided by Melissa, Chair of the Residents' Committee, they toured the herb garden, vegetable patches, fruit trees and a flourishing fig tree, and admired a vibrant pumpkin display that captured the spirit of autumn.

The atmosphere at Cromwell House was warm, lively and full of energy, a true reflection of Caribbean hospitality. Guests enjoyed delicious home-baked goods, music and uplifting conversations that celebrated both culture and compassion. A special thank you goes to Gemma Peters for her thoughtful homemade gingerbread cupcakes, which were enjoyed and admired by everyone. The event not only raised funds but also showed how culturally sensitive spaces can encourage open and honest conversations about cancer.

Adding a creative flourish to the day, local artist Felicity Prazak led a hands-on community stencilling workshop, where attendees collaborated on an artwork symbolising unity and hope. The completed piece will be unveiled at Battersea Park Library on 28 October 2025 at 6:00pm, celebrating the community's creativity and collective resilience.

A heartfelt thank you goes to Marcia Patterson and the Global Women of Today team for their inspiring leadership and hospitality, and to Gemma and George for joining us. The day was a joyful reminder that when communities come together over coffee, culture and conversation, powerful things happen. Barriers are broken, connections are built and hope is renewed.

Special thanks to:



# Breaking Barriers: Co-Producing Our Next Film with St George's Hospital and community voices



The Can You C Me? team has continued its powerful collaboration with the community, St George's Hospital, RM Partners and Pearldrop Productions to co-produce the next film in our educational series. This new instalment focuses on breaking down myths and barriers that prevent people in diverse communities from accessing timely support and trusting healthcare services.

To shape the film, we began by engaging directly with communities across South West London, collecting real data and insights about the misconceptions and barriers people face when navigating the healthcare system. These ranged from fears about diagnosis and treatment, to cultural beliefs, stigma, and communication challenges that often lead to delayed help-seeking.

In a dynamic co-production process, lived experience advocates took the lead by voicing the questions and concerns they hear within their own communities, while healthcare professionals and subject-matter experts responded on camera to address each myth with empathy, clarity and evidence-based understanding. The result is a deeply human and informative film that brings both sides of the conversation together, fostering honesty, trust and learning.

The film is now in post-production and will be released soon. Once launched, it will be embedded within St George's Hospital's staff training and intranet, ensuring that its messages about cultural competence and inclusive care reach professionals across the Trust. It will also be shared widely through our community partners, conferences and social media channels, helping to open up vital conversations and raise awareness on how to break down barriers between communities and healthcare.

Through this partnership, Can You C Me? and St George's are continuing to demonstrate how storytelling, co-production and compassion can come together to create lasting change in the way care is understood, delivered and experienced.

Special thanks to: Nicola, Mrs Patel,



# Opening Doors, Building Trust: Health and Wellbeing Day at Royal Trinity Hospice



On 1 October 2025, the Can You C Me? project partnered with Royal Trinity Hospice and SouthBank Alliance CIC to host a special Health and Wellbeing Day at the hospice's beautiful grounds in Clapham Common. The event marked an important step in welcoming Black and ethnically diverse communities into the hospice for the first time, to learn about the wide range of support available beyond end-of-life care and to share that message of reassurance within their own networks.

The day began with a seated fitness session led by Martine from SouthBank Alliance CIC, followed by a mindful wellbeing discussion focused on emotional expression, community care and self-compassion. Representatives from Can You C Me? shared the project's mission to reduce health inequalities and build trust between communities and healthcare systems. Lucy from Royal Trinity Hospice introduced the hospice's holistic services, including art sessions, mindfulness walks and volunteer opportunities, showing that the hospice is a place for living well, not only a place for end-of-life support.

After the sessions, attendees shared lunch, explored the hospice grounds and took a guided tour of its peaceful gardens. Many said the atmosphere was calm, hopeful and welcoming, very different from what they had imagined. Conversations were open and heartfelt, and several attendees said they now felt confident talking about hospice care and would encourage others in their communities to seek support earlier.

Feedback was very positive. Participants said the event had changed their perceptions and created a real sense of belonging. For many, it was the first time they had felt truly comfortable visiting a hospice. The day strengthened community connections and showed how culturally sensitive engagement can break down stigma and build trust.

Looking ahead, Can You C Me? and Royal Trinity Hospice plan to build on this success with more open days, community tours and wellbeing sessions. Together, we are continuing to bridge the gap between communities and hospice care, creating understanding, acceptance and connection through compassion and collaboration.

Special thanks to:



# 04

## COMMUNITY AND SYSTEMS CHANGE



## Impact and Learning

As part of our ongoing evaluation, Macmillan Cancer Support set out a series of reflective questions to help assess the impact of the Can You C Me? programme. These questions explore how effectively we are amplifying lived experience, strengthening partnerships, building trust, and reaching communities that have traditionally been underrepresented in cancer care.

The following section summarises our responses to these questions, drawing on evidence, feedback and examples from across all six South West London boroughs.

### **Are we amplifying lived experience in a way that influences understanding and practice?**

Lived experience sits at the centre of our work and is shaping how professionals think, behave and deliver care. From the beginning, the Can You C Me? programme has ensured that people affected by cancer, particularly from Black and ethnically diverse communities, are not only listened to but that their experiences drive change.

We have embedded lived experience speakers into major conferences, panels and events, giving authenticity and humanity to professional conversations. Their voices have prompted reflection and practical changes across hospitals and community organisations.

Our Voices and Visions forms continue to capture feedback from residents across all six boroughs, helping to identify both good practice and areas for improvement. These insights are shared directly with service providers, who have used them to strengthen communication, outreach and patient support.

Through our partnership with St George's Hospital and RM Partners, we co-produced a series of filmed case studies that bring real stories into NHS staff training. These films are now part of professional development programmes, helping staff reflect on compassion, cultural awareness and communication.

Our advocates are also influencing national conversations, presenting to Macmillan Trustees and leadership teams to shape thinking around equity and inclusion. Their contributions demonstrate that lived experience is not an add-on but a vital form of expertise that drives change across the health system.



## **Are our partnerships with health and care providers and voluntary organisations helping to make services more culturally inclusive?**

Our partnerships are helping to make services more inclusive, responsive and reflective of the people they serve. Working with hospitals, hospices and voluntary organisations, we have focused on embedding cultural competence within everyday practice.

Our collaboration with St George's Hospital has produced training resources that combine lived experience with clinical education, helping staff to deliver care that respects identity and cultural difference.

Partnerships with Royal Trinity Hospice, Princess Alice Hospice and St Christopher's Hospice have helped to open their doors to new audiences. Events such as the Health and Wellbeing Day at Royal Trinity Hospice gave participants the opportunity to explore hospice care as a place of support and wellbeing, not just end-of-life care.

Through our partnership with Places Leisure, we are supporting a new cancer pathway that links health, wellbeing and community activity. This has created more accessible and culturally relevant routes into recovery for local residents.

We have also introduced organisations to one another to strengthen collaboration, such as connecting St Christopher's Hospice with the Pineapple Club, which has enabled open conversations about care in a trusted cultural setting.

Across all these partnerships, inclusion is no longer seen as a separate initiative but as a measure of good quality care.

## **Are we breaking down stigma and improving trust in cancer support among BME communities?**

We are breaking down stigma and rebuilding trust through open, consistent and culturally sensitive engagement. Across all six boroughs, we have created safe spaces for conversation in familiar environments such as masjids, churches, community centres and local festivals.

Our myth-busting sessions have addressed topics such as hospice care, screening and traditional remedies in a way that respects culture while promoting understanding. At the Pineapple Club Jamaica Independence Day event, we worked alongside St Christopher's Hospice to start conversations about care and wellbeing in a positive, community-led space.

Our advocates and team members speak with openness and empathy, using language that connects rather than alienates. Translated and easy-read materials ensure that information is accessible to all. Feedback from our Voices and Visions forms shows growing confidence among residents to talk about cancer, seek advice and attend screenings. People are increasingly viewing cancer care as something that belongs to them, not something to fear.

Through presence, consistency and trust, we are replacing silence with dialogue and fear with understanding.



## **Are our partnerships with health and care providers and voluntary organisations enabling them to break down stigma and improve trust in cancer support among BME communities?**

Our partnerships are giving health and care providers the tools and understanding they need to build trust with communities that have historically felt excluded.

Collaboration with Royal Trinity, Princess Alice and St Christopher's Hospices has created opportunities for professionals and residents to meet in person through open days, tours and conference sessions. These experiences have broken down myths and helped staff appreciate the cultural and emotional factors that shape people's perceptions of care.

Work with Places Leisure has shown that wellbeing and recovery can take place in community settings as well as clinical ones. This approach has encouraged providers to meet people where they are and adapt services to reflect local culture and context.

By connecting organisations such as St Christopher's Hospice and the Pineapple Club, we have helped to open genuine two-way dialogue between professionals and the communities they serve. Providers are learning directly from these interactions and adjusting their approach accordingly.

The result is more open communication, stronger relationships and a deeper sense of shared purpose between health professionals and local people.

## **Are we reaching under-represented groups within BME communities more effectively?**

Over the past 20 months we have made real progress in reaching people who were previously underrepresented in cancer awareness and support. This has been achieved through trust-building, cultural understanding and consistent presence.

Our engagement with South Asian communities has grown through our work with the Goans Senior Citizens Association in Merton, where we explored issues around communication, family support and emotional wellbeing. We provided translated and easy-read Macmillan and Can You C Me? resources to help extend the learning into homes and families.

In Kingston, we have continued to engage the Korean community in New Malden following our conference earlier this year. This ongoing work focuses on co-designed wellbeing sessions that reflect language, diet, spirituality and family traditions.

Our outreach with the Somali community has already led to direct action, with several participants booking screening appointments for the first time and encouraging their relatives to do the same. In Richmond, one resident's decision to visit their GP after attending our session resulted in an early cancer diagnosis, showing the real-world impact of this work.

This reflects the wider context highlighted in The Guardian article from December 2024, which reported that Black patients in England are less likely to feel supported in hospital care. Our work is actively helping to close this gap by ensuring communities are informed, empowered and confident in seeking help.

Across South West London, a greater mix of people are now attending our sessions and sharing their stories. Those who once felt unseen are now part of shaping the conversation about cancer and care.



## **Are our partnerships with health and care providers and voluntary organisations enabling them to reach under-represented groups within BME communities more effectively?**

Our partnerships are helping health and care providers to build lasting relationships with communities that have often been underrepresented in health and research.

By working with Primary Care Networks, pharmacists and GP surgeries, we have supported professionals to adapt how they communicate and design outreach based on feedback from our focus groups and Voices and Visions data. This has led to more effective engagement and improved confidence among practitioners.

Hospices such as Royal Trinity, St Christopher's and Princess Alice have used our approach to sustain connections with faith groups and community leaders, embedding inclusion into their ongoing outreach rather than relying on one-off events.

Our involvement in the PRADA II and BELIEVE research studies has also helped address underrepresentation in clinical research. By supporting recruitment and engagement among Black and minority ethnic participants, we have helped ensure that research outcomes reflect the communities they are meant to serve.

These collaborations are helping organisations to apply inclusive principles in real, practical ways. The shift we are seeing is from outreach to relationship building, from awareness to shared action, and from consultation to co-production.

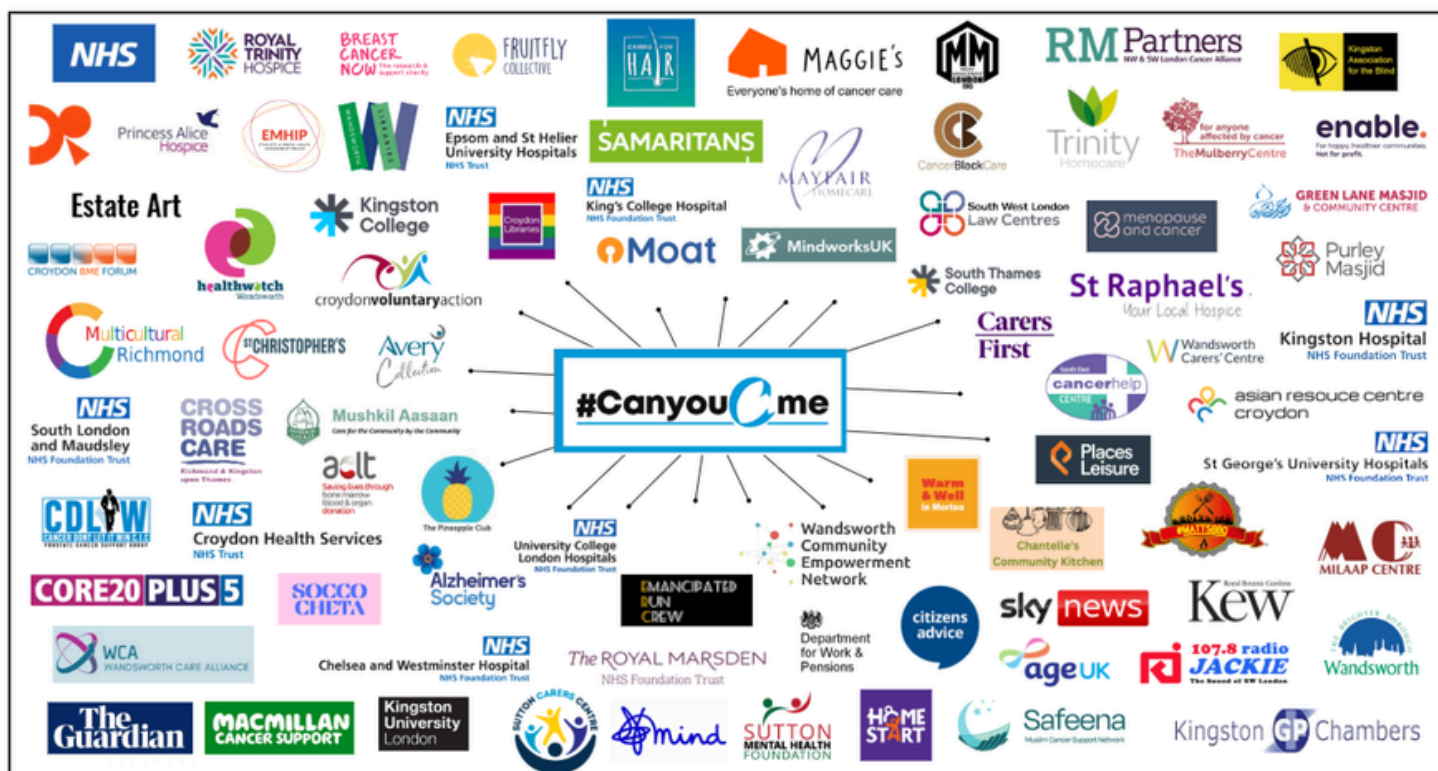
# Our Key Partners and Network

Our network continues to expand as we connect with new partners across health, research and community sectors. The organisations shown here reflect some of the newest members of the Can You C Me? family, joining us in our shared commitment to equity and inclusion in cancer care.

NEW!



CANCER RESEARCH UK





05

LOOKING AHEAD

# Looking Ahead

Next quarter  
Oct - Dec 2025

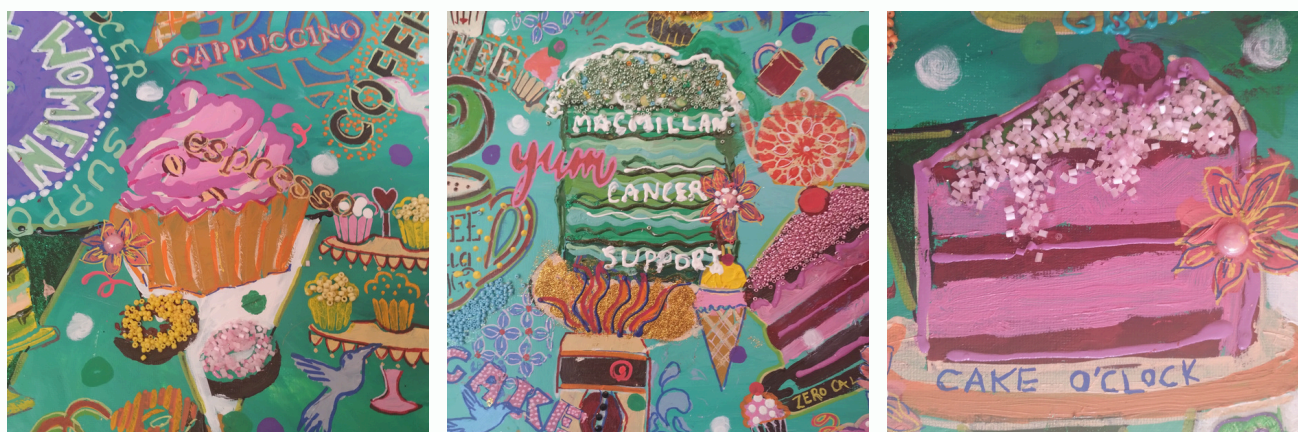
As we move into the final quarter of the year, our focus will turn to reflection, consolidation and preparation for the year ahead. Over the coming months, we will be collecting and analysing data from across all six boroughs to capture outcomes, feedback and learning from the past twelve months. This will inform the development of our 2025 Annual Report in January, highlighting progress, impact and future priorities.

We will also begin securing a date and venue for our next Can You C Me? Cancer Conference, building on the success of previous events to bring partners, professionals and community voices together once again to share learning and celebrate collaboration.

A key highlight of the next quarter will be the delivery of a major community awareness session at Purley Masjid, developed in partnership with local faith leaders. This event will focus on breaking down myths about cancer, encouraging screening and strengthening trust between healthcare providers and the Muslim community.

Alongside this, we will continue our regular engagement across all boroughs, supporting community events, collecting Voices and Visions feedback, and maintaining strong relationships with our NHS, hospice and voluntary sector partners.

As the year draws to a close, our aim is to capture the full picture of what has been achieved through partnership, lived experience and community connection, and to use those insights to shape the next phase of the programme's growth in 2026.



*These photos show the community stencilling masterpiece created during the Battersea Coffee Morning, where Gemma Peters, George Plumptre and local residents each contributed. The finished artwork will be unveiled at Battersea Park Library on 28 October at 6:00 pm, and everyone is warmly invited to attend.*

**The Can You C Me? programme is delivered by Croydon BME Forum in partnership with Macmillan Cancer Support.**

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Zak Miah, Coordinator for Richmond & Kingston  
Michael Samuel, Coordinator for Wandsworth & Sutton