CAN YOU ME? THE CROYDON CANCER CONFERENCE 2024

"Beyond Statistics: Humanising Cancer Care for BME Patients and their loved ones."

EVALUATION CROYDON REPORT | 3RD JULY



FUNDED BY



MACMILLAN RM Partners
CANCER SUPPORT RM & SWI London Cancer Alliance
NW & SWI London Cancer Alliance

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INTRODUCTION



DATE: Wednesday 3rd July 2024

"Beyond Statistics: Humanising Cancer Care for BME Patients and

their loved ones"

EVENT DURATION: 10am – 5pm

VENUE: St Mary Conference Centre, 70 Wellesley Road, Croydon, CRO

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ABOUT THE PROJECT:

A conference aiming to address racial disparities within cancer support, raise the voices of marginalised communities and emphasise the importance of equality in healthcare.

THEME:

This conference was led by the 'Can You C Me?' team, a project collaboration between Macmillan Cancer Support and Croydon BME Forum. The conference aimed to address racial disparities within cancer support, an area that requires more attention according to documented evidence.

According to the British Journal of Cancer, Black people are more than a third less likely than White people to be diagnosed with cancer via screening in England. This research highlights stark disparities, showing that Black people are 38% less likely to be diagnosed via screening compared to White people. Cancer rates vary by race and ethnicity, revealing significant discrepancies between different groups. It was imperative for minority ethnic communities to understand these differences and inequalities in cancer. Addressing these disparities not only improves regular screening and early diagnosis but also highlights the need to fill gaps in policy and practice.

While there have been significant strides in cancer diagnosis and treatment, these achievements are not equally distributed. At the Croydon BME Forum, we continue to raise awareness of long-term health conditions, provide appropriate community-led interventions, and champion the voices of those with lived experiences.

Thank you for attending, and we hope to see you at the next conference.

ABOUT THE PROJECT

In November 2022, Macmillan Cancer Support and Croydon BME Forum partnered to deliver a conference in Croydon to explore the disparities in cancer care and support. The event was so well received that it led to the formation of this collaborative initiative. The project aims to improve healthcare outcomes for Black and ethnic minorities affected by cancer across six South West London boroughs: Croydon, Merton, Sutton, Wandsworth, Richmond, and Kingston.

We are a dedicated team of four: Saffron, the project manager, and three coordinators—Zak, Michael, and Nadia—who each oversee initiatives in two boroughs. Our primary goal is to address racial disparities in cancer support, amplify the voices of marginalised communities, and promote equality in cancer healthcare and support services.

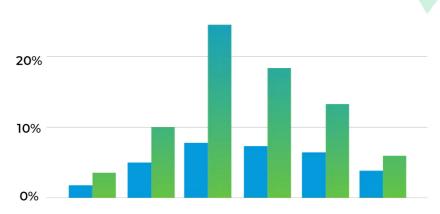
We are committed to engaging with key stakeholders, including medical and healthcare staff, community leaders, workers, organisers, advocates, and service providers. By understanding and addressing health inequalities in cancer care for Black and Minority Ethnic (BME) communities, we aim to support organisations in making a significant impact on cancer and community services.

We also aim to upskill and train healthcare professionals and those who serve our community, based on knowledge we obtain from the community directly within our boroughs.

MARKETING

MEN 28.00%WOMEN 72.00%

30%



SOCIAL MEDIA



10 posts 62 likes 1129 accounts reached 26 New Accounts



9 Posts905 Reach49 Engagement



200 Orders 84.8% through Eventbrite



884 Reached over 4 WhatsApp Groups



11 posts 28 Retweets 1624 Impressions

TIME	TOPIC	wно
9.30 – 10.15		
10.15 – 10.25	Welcome	Anthony King & Andrea Tshiban- gu (Hosts)
10:25 – 10.35	Welcome Message	Andrew Brown – CEO Croydon BME Forum
10.35 – 10.40	Introduce 'Can You C Me? Project	Jason Perry - Elected Mayor of Croydon
10.40 – 10.50	Can You C Me - Croydon BME Forum	Saffron Shadbolt, Macmillan Cancer Support and Wellbeing Programme Manager / Zak Miah & Michael Samuel Project coordinators
10.50 – 11.00	Macmillan Cancer Support	Christine Young Macmillan Partnership Quality Lead & Emma Hammett - Macmillan Engagement Lead
11.00 - 11.05	RM Partners Introduction	Candy Brown RM Partners
11.05 – 11.10	Introduction	Anthony King & Andrea Tshibangu (Hosts)
11.10 – 11.20	Cancer referrals in Croydon and What's changed in the last two years	Baljit Vohra - Macmillan Lead Cancer Nurse
11.20 – 11.30	Blood Cancer 'It's Beyond the Stats'	Orin Lewis OBE - Co-Founder & CEO of the African

TIME	TOPIC	WHO
11.20 – 11.30	Blood Cancer 'It's Beyond the Stats'	Orin Lewis OBE - Co-Founder & CEO of the African Caribbean Leukaemia Trust and Chair of the NBT
11.30 – 11.45	BREAK/ VISIT STALLS	
11.45 – 11.55	Breast Screening and Breast Cancer in the BME community	Charmaine Case - Breast Clinical Nurse Specialist
11.55 – 12.05	Bowel Cancer and The Screening Programme	Lisa-Lyna Ofosu-Asare - Health Improvement Specialist
12.05 – 12.15	Cancer- related Afro Hair Loss	Lorna Jones - Certified Trichologist
12.15 – 12.25	Community Action at St Christopher's	Malcolm Gill - Croydon Community Coordinator
12.25 – 12.40	How my situation became my motivation	Petrina Kamara and daughter, Farrina - Lived experience
12.40 – 12.50	Positivity after Cancer	Valerie Betts - Lived experience
12.50 – 13.00	Breast Cancer; A Blessing in Disguise	Nicola Delsol - Lived experience
13.00 – 14.25		
14.25 – 14.30		Anthony King & Andrea Tshibangu(hosts)
	LUNCH/ VISIT STALL	. S (1hr25 minutes)

TIME	TOPIC	WHO
14.30 – 15.00	Panel Discussion and Q&A	1. Charmaine Case 2. Nicola Delsol 3. Orin Lewis 4. Petrina Kamara 5. Farrina 6. Judith Mbaire
15.00 – 15.25	Workshops Part 1	1. Lisa-Lyna Ofosu-Asare, St George's Hospital - Barriers to Partaking in Bowel Cancer Screening 2. Malcolm Gill - St Christopher's - Anticipatory Loss Workshop 3. Patricia Williams, Cancer Black Care - Finding Your Joy 4. Croydon CAB, South West London - Macmillan Benefit Advice service
15.40 – 16.05	Workshops Part 2	1. Lisa-Lyna Ofosu-Asare, St George's Hospital - Barriers to Partaking in Bowel Cancer Screening Part 2 3. Malcolm Gill - St Christo- pher's - Anticipatory Loss Work- shop 3. Lorna Jones, Caring for Hair - Cancer-related Afro Hair Loss 4. Croydon CAB, South West London - Macmillan Benefit Advice service
16.05 – 16.10	Feedback form Completion	Andrea Tshibangu (host) Lorraine Chang-Edwards - Croydon BME Forum - Cancer Awareness programme Manager

TIME	TOPIC	WHO
16.10 – 16.25	Reflections	Lorraine Chang-Edwards - Croydon BME Forum - Cancer Awareness programme Manager
16.25 – 16.45	Raffle prizes and Thank You	Saffron, Zak and Michael - Can You C Me Team
16.45 – 16.50	Poem	Petrina Kamara - Lived experi- ence
16.50 – 17.00	Closing Thank you	Paulette Lewis MBE, Former Nurse, Chair Croydon BME Forum
	Networking & Music	





NAME: Charmaine Case

JOB TITLE: Breast Screening Clinical Nurse

Specialist

BIO: Charmaine Case RGN, BSc. Works as a Breast screening CNS with the South West London Breast Screening Unit. The role is to support the clients, advise GPs and encourage uptake of Breast Screening. She was involved with NHS England 'Be Clear on Cancer' targeting the Black and Ethnic minority groups like using churches social media and radio interviews. She previously worked with the Macmillan Breast CNS patients for 15 years. On 5th July 2023 She was awarded the lifetime achievement for 40 years of Nursing and pastoral care support for International Nurses at the NHS Parliamentary Awards and went to a reception at 10 Downing Street the same day.

SOCIAL: www.london-breastscreening.org.uk



NAME: Lisa-Lyna Ofosu-Asare **JOB TITLE:** Health Improvement Specialist for the Bowel Cancer Screening Centre

BIO: Lisa-Lyna Ofosu-Asare is a Health Improvement Specialist for Bowel Cancer, based at St Georges Hospital. Lisa-Lyna has a passion for all things cancer related, and has been working in cancer for the last 9 years. She is an advocate for healthy lifestyle choices and works (both in the community and alongside Health Professionals) on raising awareness about Bowel Cancer, their signs and symptoms and eligible people that can take part in the screening programme.



NAME: Lorna Jones JOB TITLE: Tricologist

ORGANISATION: Caring for Hair Tricology

Clinic

BIO: Lorna Jones is a qualified Trichologist from the International Association of Trichologists, with clinical training across Australia, South Africa, Washington, and the UK. She runs the London-based clinic Caring for Hair, specialising in hair loss and scalp issues. A published author and international speaker, Lorna also leads the UK CCCA support group under the US-based Scarring Alopecia Foundation. To support those with Afro-textured hair experiencing cancer-related hair loss, she founded C & Hair.

SOCIAL: Instagram: careforc_hair

X (Twitter): @Candhair

Website:www.caringforhair.org/cancer-and-hair Tiktok: careforc_hair Linkedin: caringforcandhair



NAME: Malcolm Gill

JOB TITLE: Croydon Project coordinate

ORGANISATION: St 's Hospital

BIO: I work in the Community Action Team as the Project Coordinator on the Croydon Death Literary project were we develop a vast range of significant partnerships with community groups and organisations, whose members often face multiple health inequalities, helping them to improve their skills and confidence to have important conversations about death, dying and loss.



NAME: Orin Lewis OBE

JOB TITLE: Co-Founder and CEO

ORGANISATION: (ACLT) African Caribbean

Leukaemia

BIO: Orin Lewis OBE is the co-founder (alongside his partner Beverley De-Gale, OBE) and CEO of leading UK blood cancer charity, the ACLT (African Caribbean Leukaemia Trust). ACLT was founded in June 1996, after Orin and his partner Beverley received the devastating news that their 6-year-old son Daniel De-Gale needed a lifesaving stem cell transplant in order to win his 3-year battle against leukaemia.

SOCIAL: Instagram:

https://www.instagram.com/acltcharity/

JOB TITLE: Co-Founder and CEO

Facebook:https://www.facebook.com/acltcharity/?lo-

cale=en_GB

X (Twitter): https://twitter.com/acltcharity?lang=en

Website: www.aclt.org



NAME: Baljit Vohra

JOB TITLE: Registered Nurse, Clinical Care

Nursing

BIO: Baljit is currently the Lead Cancer Nurse for Croydon HealthServices and has worked with Cancer patients for 22 years.

Her qualifications are as follows: BSc (Critical care Nursing), Dip Cancer Nursing, Non-medical prescriber and MSc in Health Policy.



NAME: Petrina Kamara
JOB TITLE: Lived Experience

BIO: Petrina Kamara was diagnosed with breast cancer in August 2020 right in the middle of the pandemic. However, the diagnosis did not deter her pursuit to continue their studies while going through cancer treatments, to qualify as a Chartered Surveyor. She has used her experience with cancer to support others either directly and via Macmillan, The Health Show and Prostrate Cancer UK. She has recently started Af rica Cancer Support (ACS), an organisation that is committed to demystifying the taboo around cancer in the African Community by raising awareness to minimise the risks of premature death.



NAME: Nicola Delsol
JOB TITLE: Lived Experience

BIO: Since my diagnosis in September 2023, it's inspired me to do more public & inspirational speaking. Having had such an extraordinary journey over the last 10 months, I feel compelled to share my journey of change & to push the message of not to wait for a diagnosis to make changes. I want to raise more awareness of breast cancer in younger people and that it doesn't mean it's a death sentence but rather a time to inspire.



NAME: Valerie Betts JOB TITLE: Lived Experience

BIO: Valerie is a Prison Officer.

My greatest achievement so far apart from giving birth to two beautiful children, is beating breast cancer twice. I First got diagnosed in 1996 and fourteen years after I was diagnosed again for the second time. My greatest aspiration is to help raise awareness of breast cancer and how to stay healthy and positive. For the past Eight years I have been running cancer charity events to raise funds in supporting different cancer organisations.



WORKSHOPS

Session 1	Organisation	Name of Workshop	Paragraph
Lisa-Lyna Ofosu Asare	St George's Hospital	Bowel Cancer and The Screening Programme	During this session we will discuss what bowel cancer is, raise awareness of risk factors and the early signs/symptoms which should prompt someone to book a GP appointment. We will also clarify the screening process, with particular emphasis on how to use a home testing kit.
Malcolm Gill & Ella Newman Greaves	St Christopher's	Anticipatory Loss workshop	This workshop will be focusing on anticipatory loss that can emerge following a cancer diagnosis.
Patricia Williams	Cancer Black Care	Finding Your Joy	This workshop explores the themes of pleasure, desire, and play, focusing on what brings joy, allowing oneself to dream, and the importance of embracing one's inner child to foster creativity. Participants will engage in various exercises, including mirror work and crafting positive affirmations, culminating in an empowerment walk where they display affirming words that resonate with them.

WORKSHOPS

Session 1	Organisation	Name of Workshop	Paragraph
Alicia Joseph	Southwest London Macmillan Benefit Advice Service	Benefit Advice Service – What do we do?	Learn about the South West London MacMillan Benefit Advice Service, including what we do, who we help, and how to access our support. This workshop is for patients, caregivers, family, friends, and professionals. Objectives include raising awareness, explaining our services, fostering connections, andeducating on our mission. Join us to gain valuable insights and hear case studies demonstrating our impact.























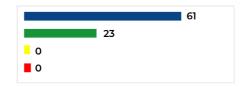






How would you rate your overall experience of the conference?

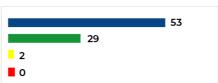
- Good 23
- Poor 0
- Fair 0
- Poor 0



1. Speakers

How would you rate the quality of the speakers and their presentations?

- Excellent 53
- Good 29
- Fair 2
- Poor 0



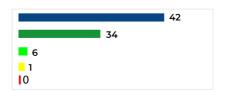
3. Which speaker did you find most impactful, and why?

- All 23
- Orin Lewis 11
- Lorna Jones 1
- Andrew Brown 1
- Lisa-Lyna 5
- Charmaine Case 5
- Malcolm 5
- Hosts 3
- Dr Judith 1
- Nurse Baljit 1
- Petrina and Farrina (Lived Experience) 4
- Nicola (Lived Experience) 4
- Valerie (Lived Experience) 5

4. Workshop

How effective and informative did you find the workshops?

Excellent - 42 Good - 34 Average - 6 Fair - 1 Poor - 0

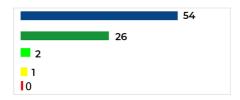


5. Venue and Facilities

How would you rate the venue and facilities?

Excellent - 54 Good - 26 Average - 2 Fair - 1

Poor - 0



6. Where did you find out about our conference?

Word of mouth - 19

Poster in community - 7

Through work - 5

Previous Wandsworth launch event - 2

Mailing Event - 15

Croydon BME Forum Wellness Centre – 19

WhatsApp group - 2

Can You C Me Team events and direct contact - 6

Pineapple club – 1

C and Hair (Lorna Jones) conference - 2

EventBrite - 1

By Phone - 1

Inside Croydon - 1

Andrew Brown - 1

Age Concern - 1

My Church – 2

Goldsmiths College Poster – 1

7. Inclusivity and Representation

Do you feel the conference effectively addressed racial disparities and amplified the voices of marginalised communities?

YES - 81

NO - 3

8. What topics or issues would you like to see covered in future conferences?

- Cancer and neurodiversity 1
- What support systems can be put in place for families 14
- More personal stories 2
- Expand into other areas outside of SWL 1
- How to access quick treatment 1
- NHS issues and how they are planning to overcome them 2
- Blood transfusion information 1
- More on Breast cancer 1
- More on bowel cancer 2
- More on blood cancer 4
- Information on skin cancer 1
- Information on Prostate cancer 3
- Information on Pancreatic cancer 1
- Do's and don'ts after a diagnosis 2
- Mental Health support 4
- Where to access counselling 8
- Confidence building after a diagnosis 1
- What support is there for young children when their parents have cancer 11
- Black men 4
- Next conference to have more time 1
- Diabetes and cancer 1
- More black professional contributions 1
- Power of attorney information 1
- Childhood and young adult cancer 5
- Representative from Macmillan to talk about the support they offer people 3
- Racial trauma support 1
- Other charities coloration and information 1
- Healthy eating information 1
- Employment law 1
- Private healthcare providers presence 1

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9. Future Events

Are there any specific aspects of the event that you think could have been better?

- If yes, please give details.
- More time 12
- Lighting too bright to see slides 1
- Lady talking about hair not clear in delivery 2
- Tables too close together 3
- Extend event to cover 2 days 2
- More time for workshops, wanted to attend more than 1 6
- Make food service quicker 2
- Prostate cancer info 1
- Neurodiversity and cancer information 1
- Young and old carers information 2
- Sickle cell and cancer information 1
- More breaks 1
- Not running out of food 1
- Toilets working better 1
- Nothing, it was a pure success 1
- More Q & A time 2
- Too cold in the room 1
- More water made easily available 1
- There was too much chatting during presentations very distracting disrespectful and irritating – 1
- I feel that a set time could have been allocated for attendees to engage with the stalls / stallholders – 1

10. Additional Comments

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

- "The conference was helpful and informative"
- "Today's event was very educational"
- "Useful information for cancer patients to seek support and help from Macmillan"
- "It would have been useful to have a microphone for the workshops"
- " Maybe some breaks for some individual opportunities to meet other delegates.
 This could be done after workshops."
- " Today's conference was very educational thank you"
- "A well-organised event. Can't wait for the next one"
- "Excellent day. Not to be missed, hope there will be more next year."

- "This event gave the audience an opportunity to speak candidly about their concerns in a safe environment. A truly inspirational day."
- "The conference was well presented, and I enjoyed every aspect of this day, Not leaving without the others. Good food and plenty. Thank You all."
- "Very good well executed brill MC"
- "Very informative day"
- "All topics very informative, all different types of cancer explained well"
- "An absolutely fantastic event found out so much valuable information.
 All in all, a fantastic event."
- "Enjoyed the day"
- "Well organised excellent speakers both professional and individuals. Well done."
- "Room too crowded Great male MC who brought balanced humor to serious issues.
 Be mindful of inappropriate jokes"
- "Thanks to the organizers / well Done"
- "Down to Earth / Facing Reality / Inclusive!"
- "It was an informative and inspirational event."
- "Great MC who got the audience engaged and turned what could be a sad time for some, in leaving feeling happy and inspired from testimonials. and learn about the support system out there in the community"
- "I would defiantly continue to attend the next"
- "I was very happy to attend the conference it was an amazing experience."
- "It was very well put together, so informative in a great space that represented those who are affected by cancer within the BME community"
- "Thank you so much to BME forum I think you are doing so much a wonderful thing for our community"
- "The hospitality refreshments and lunch were excellent."
- "I was happy to be here."
- "Include SE as well as SW areas"
- "Feeling hopeful/ learning sharing space/ Fantastic event well done"
- "Good presentations all round. Thank You. Cancer Black Care workshop was encouraging and inspiring"
- "Next a conference on neuro diversity and racism in schools"
- "Once again what a wonderful and informative event. BME keep up the good work you're doing our community"

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- "Thank you to staff and organization. Well presented."
- " Great forum very informative"
- "Host was very entertaining, and food was good. Very informative, encouraging"
- "Good event overall"
- "Thank you for organizing a conference it was a wonderful event."
- "Room was too cold for me. Great conference but too much crammed into one day.
 I am not well and was exhausted by the end. Had to use public transport and was
 told there was No parking on site."
- "Please do this every year"
- "All great need more time"
- "Overall very eventful conference, well attended, information well presented. Met some nice caring people."
- "Good speakers topics were apt / Improvement in the media system microphone could be more efficient"
- "Well done BME very interactive program / The master of ceremony, music, food good."
- "Variety of hospital involvement."
- "loved Orin/ Petrina her family Sandra survivors spoke eloquently about their life experience / Anthony the MC was funny"
- "Improve hospitality . Active welcome team to sign post attendees no matter their arrival time. Was very grateful for signage directing guests to venue."
- "very interesting and stimulating . Conference very good organization. Excellent team work and feedback form"
- "Would have hoped to go to more than one workshop. Also not enough time"

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SUCCESS

- 1. Networking with Key Partners: The conference facilitated collaboration among key organisations, including Maudsley, Westminster and Chelsea, St George's, University College London, Croydon University Hospital, ARCC, Kingston Hospital, West Middlesex Hospital, and Maggie's. Dignitaries such as the Mayor of Croydon, local councillors, and trustees of SWL organisations were also in attendance.
- 2. New Connections: The event established new relationships with organisations like Black Cancer Care, Prostate Cancer UK, and South East Cancer Help Centre.
- 3. Attendee Demographics: The conference attracted 250 attendees, with an even split of 50% professionals and 50% community members.
- 4. Positive Feedback: Attendee feedback highlighted that the majority found the conference highly informative and valuable.
- 5. Emotional Support: On the day, at least 10 individuals received 1:1 emotional support, with follow-up support plans put in place.
- 6. Post-Conference Impact: The conference significantly raised project awareness across all six boroughs and beyond, with attendees travelling from as far as Watford and High Wycombe.
- 7. Gaining Knowledge: Many attendees mentioned how they gained a lot of knowledge and insight from the guest speakers and workshops. They appreciated being able to speak to the speakers and healthcare professionals individually and afterwards.

ACTION

1. Increase Networking Time:

Allocate more time at the next conference for networking opportunities between all attendees.

2. Support Follow-Up:

Follow up with attendees who requested support.

3. Partnership Development:

Follow up with stakeholders and professionals to explore partnership opportunities.

4. Website Upgrade: Upgrade our website and direct more traffic through it.

5. Resource Distribution:

Deliver materials to help professionals address health inequalities and amplify the voices of marginalised communities.

6. Upskilling and Training Commitment:

We aim to upskill those who serve our community by tailoring training to community-specific data, aiming to break down barriers and ensure equitable cancer care and support for all.















































ACKNOWLEDGEMENT AND THANK YOU

Our sincerest thanks to Croydon's Elected Mayor, Jason Perry, for attending the 'Can You C Me?' conference. We deeply appreciate the dedication of the staff, volunteers, and CEO at Croydon BME Forum—without your efforts, this event would not have run so smoothly.

A heartfelt thank you to our lived experience speakers, Nicola, Valerie, Petrina, Farrina, and Adrian, for your courageous participation and for sharing your lived experiences. Your contributions were vital in raising awareness and highlighting the gaps in cancer healthcare and support for Black and minority ethnic communities.

We also extend a special thank you to our professional speakers, stallholders, and workshop facilitators, who helped raise awareness of cancer services and the support available within the community. A big thank you to our hosts, Anthony King and Andrea Tshibangu, for guiding the event with such skill.

A massive thank you to Macmillan Cancer Support for funding this essential 3-year project in partnership with Croydon BME Forum, exemplifying Macmillan's mission to address these gaps in cancer healthcare and support.

Thank you to our supportive community for helping us to publicise and raise awareness of this project and this year's Croydon Cancer Conference. And, of course, our deepest gratitude to all those individuals who have experienced a cancer diagnosis or have lived experience of cancer, formaking the sacrifice to attend and support the event

Lastly, a huge thank you to my 'Can You C Me?' team, Michael Samuel and Zak Miah, for your unwavering support in planning and executing this event from start to finish.

I look forward to seeing you at the next one.

Saffron Shadbolt

Macmillan Cancer Support and Wellbeing Programme Manager

Get in touch with the 'Can You C Me?' team:

macmillanteam@bmeforum.org www.canyoucme.org

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