

**Social Capital Workshop**  
**“Communities Working Together To Beat Cancer”**  
**Southampton**  
**9<sup>th</sup> October 2018**

**Workshop Summary**

**Background to the Wessex Social Capital Project**

The Wessex Cancer Alliance is developing a new project across four areas (Southampton; Portsmouth, Fareham and Gosport; the Isle of Wight and Dorset), with the aim of using people’s existing social networks and community resources to raise awareness of cancer and encourage them to seek support early. The presentation gives more information about this concept and what this initiative is.



Microsoft PowerPoint  
97-2003 Presentation

These are examples of similar projects:

- Cancer Champions - Manchester
- Be Cancer Safe – North Derbyshire, South Yorkshire & Bassetlaw
- Cancer Champions – Humber, Coast & Vale Cancer Alliance

The purpose of the workshop was to help shape this project and its approach with key people working in communities in Southampton. The workshop participants were told there would be funding of approximately £35,000 in Southampton to support this work, and the outcome of discussions would help shape the project.

**Summary of the discussion**

The workshop participants showed a real interest in the idea of working in communities to raise awareness of cancer and encourage them to seek support early. Discussions with the group identified the following complementary approaches that could be taken:

1. Developing training/ awareness sessions and appropriate resources for a network of community volunteers to raise awareness of cancer
2. Offering grants to community groups to create or hold activities to enable these conversations to take place in a place and way that is suitable to them.

Everyone who came to the workshop shared a wealth of experience and knowledge of working in Southampton’s diverse communities. They provided lots of ideas and contacts for existing initiatives. Many in the room felt they and/or their organisations would like to participate when the

project is up and running. Organisations were encouraged to come forward if they would consider delivering the overall project.

## **Views/Thoughts of Participants**

A number of key themes came out of discussions that need to be considered in developing the project. They are:

### ***We need to work with and enable Southampton's vibrant, active community sector***

Many of the people at the workshop were community reps or people working in communities. They know and understand the value of working with and in communities to reach people where they are, and work with them to create their own solutions; building on existing activities, social connections and resources in communities. Participants were supportive of the idea to raise awareness of cancer; highlighting where to go if someone has concerns and to talk about healthy lifestyles.

Participants shared a lot of local useful resources and ideas about how best to share messages and engage with communities, particularly those who are isolated or experience barriers to accessing traditional health services, including:

- Utilise existing media, including community radio, journalists, social media, etc.
- Go to existing or host events using celebrations, music, film, theatre, food, etc.
- Make films or theatre pieces for local communities in different languages, e.g. the 'We make Southampton' films or the local African community theatre company
- Use existing the 'We make Southampton' or the CCG buses for drop in services, road shows, etc
- Create Pop Up shops for education sessions
- Hold screening parties
- Utilise taxi companies as drivers are out and about and access all communities, all people 24/7-365
- Engage children's charities and initiatives, such as the Duke of Edinburgh volunteering project, Youth Cancer Trust, University of Southampton's Lifefab to create young people friendly resources, take the messages into schools or create young people's volunteering projects

Small grants could be an effective way of facilitating local community groups to do some of these activities themselves. Some participants have had a positive experience of getting grants and using them in this way for other initiatives. It works best when it is a simple process.

### ***Go to people, don't expect them to come to you***

A lot of the suggestions above highlight the need to go to people. Many people, for a variety of reasons, don't access services so it is important to go to where people live, work and gather. Other places that were recommended to target were local shops and facilities, places of worship, and where people work (e.g. taxis) can be good places to engage. Community and faith leaders can provide the necessary leadership and facilitate access to communities too.

### ***Engage in the right way to build trust***

Southampton's communities are diverse and varied. Whatever resources or training are developed they need to be engaging, e.g. by offering health checks, using props or equipment; be accessible<sup>1</sup> and culturally appropriate. These could be developed with community groups or leaders to ensure that any barriers are overcome.

Participants highlighted that there needs to be a connection and good relationship before bringing up health awareness. This suggests that it would be both helpful to train and provide community representatives to do the awareness raising, as well as offer grants so it can be done in a way that is most appropriate for the community.

### ***Talking about cancer can be difficult***

Talking about cancer can be difficult in any circumstance. There are people out in communities who may be reluctant or fearful of talking to formal health services, or they don't know who to ask if they have concerns. It can also be easier to talk to someone on the outside a family or friendship group.

Training people who are confident, empathetic and actively listen to raise awareness in a 'safe' way could help. People who have these conversations will need to be sensitive to those you do not want to talk about it at all. They will also need some support themselves, so that they can ask questions and share their experiences etc.

It also comes down to how resources to support these conversations are developed. One particular issue came up about older parents of adults with learning disabilities needing to have a conversation about their futures.

There also needs to be effective signposting to appropriate health and support services.

### ***GP practices and screening programmes need to be on board***

Participants highlighted the fact that GPs practices and screening programmes need to be aware that more people may approach them with concerns, if there is greater awareness of the signs and symptoms of cancer. It is particularly important that people have a positive experience at this point as they are likely to go back to their communities and tell others.

The Wessex Cancer Alliance already links with the Public Health Screening Programme and is undertaking some further education with GPs. They will raise this with all the relevant partners as something that needs to be reiterated.

---

<sup>1</sup> E.g. languages, meet the Accessible Info Standard, to men and women, for children and young people as well as adults etc

## **Questions from participants at the workshop**

Participants at the workshop raised a number of interesting questions. The Wessex Cancer Alliance has provided some answers as far as they currently know them below:

### **Q. How it does work/what does the model look like?**

**A.** This is being designed via workshops with local communities. One model, developed elsewhere in the country, provides individuals and groups with training and builds their confidence to talk about cancer, raise awareness of signs and symptoms, promote cancer screening and engagement with health services within their communities. The other suggestion we will look to include for Southampton is to offer grants to local organisations, following the workshop discussion.

### **Q. Is the Wessex Cancer Alliance running this or are you looking for group/groups to run this?**

**A.** The Cancer Alliance will fund this initiative across Hampshire, the Isle of Wight and Dorset. The Alliance will look for an organisation or a partnership of organisations across these areas to administer this work on our behalf.

### **Q. How can my organisation access grants or funds to support cancer awareness with our communities?**

**A.** There will be a simple process set up for individuals, community groups, or organisations to bid for a grant/funds to support engagement work within their communities. This will be managed by the administering organisation.

### **Q. Is this a tender process?**

**A.** No

### **Q. What does the volunteer have to do and what support do they get?**

**A.** A volunteer will need to attend a training session to help provide them with the necessary knowledge to support them to have conversations around cancer. They will be provided with resources to support this. There will also be a network/forum established to provide support and advice. This will be managed by the administering organisation.

### **Q. How do we offer training for different cultures/languages?**

**A.** We will make this part of the brief for the administering organisation to consider as the training is developed and rolled out. We will be able to see from the different types of groups and activities that the training reaches whether this is being successful.

### **Q. How can I support this around my existing work/day job?**

**A.** There are a number of ways you can do this and these might develop as the project develops. Firstly, it would be really helpful if we can update you with progress and you can tell other people about it. If they are interested do put them in touch with us at XXXX.

When the project is up and running you may wish to become a trained volunteer or know others who do. Or you may wish to apply for a grant to do some work in this area, whether it is to hold a conversation at an existing event; make a film, radio programme or create another resource to share key messages with your community; or some other creative idea.

**Q. How do I know GPs will support this?**

**A.** The Wessex Cancer Alliance will communicate with GPs and the screening programmes so that they are aware of this work and that they will support more people coming forward to have checks. If we get feedback that this isn't working as the project gets underway we will raise it with all the relevant people.

**What are the next steps?**

The Wessex Cancer Alliance will be holding workshops in the other areas between now and the end of November to help shape the ideas further.

From this a project specification will be created and the Alliance will be looking for an organisation or organisations who can help deliver the project. This will likely to be from April 2019 and it will be developed by that organisation(s) from then.

The Wessex Cancer Alliance will write to everyone who came to the workshops again in December to let them know what progress has been made and when they can next expect an update.

**Thank you!**

We would like to thank everyone who took part for their ideas, questions and enthusiasm.

## Appendix 1: Workshop Agenda

**Social Capital Workshop**  
**“Communities Working Together To Beat Cancer”**  
**9<sup>th</sup> October, 9.30am – 1pm**  
**Grand Harbour Hotel, West Quay Road, Southampton, SO15 1AG**

### Agenda

Time	Subject	Speakers/Facilitator/s
9:00 – 9:30	<b>Arrival &amp; Refreshments (teas, coffees &amp; pastries)</b>	
9:30 – 9:35	<b>Welcome &amp; Introductions</b>	Michelle McInnes
9:35 – 9:50	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Aim of today’s workshop &amp; what we are trying to achieve</li> <li>• What is Social Capital</li> <li>• Why we are doing this</li> </ul>	Michelle McInnes
9:50 – 10:15	<b>Introducing existing Social Capital Initiatives</b> <ul style="list-style-type: none"> <li>• Be Cancer Safe - North Derbyshire, South Yorkshire and Bassetlaw</li> <li>• Cancer Champions – Manchester</li> </ul>	Michelle McInnes
10:15 - 10:40	<b>Views around the room</b> <ul style="list-style-type: none"> <li>• Your thoughts on social capital?</li> <li>• What’s already going on in your area?</li> </ul>	All
10:40 – 11:00	<b>Break – refreshments provided</b>	All
1100 - 1225	<b>Table Group Work</b>  <i>This part of the workshop will be for you within your groups at your tables to set out and design a social capital approach for your local community area.</i> <ul style="list-style-type: none"> <li>• Identifying charities and community groups that could support the delivery social capital</li> <li>• Identify local community areas that you feel would benefit from this initiative</li> <li>• List your ideas for best engagement methods, i.e. what, who &amp; how</li> <li>• How do you think training/resources could be developed/delivered in your area</li> </ul>	Groups
12:25 – 12:45	<b>Feedback</b>	Groups
12:45 – 13:00	<b>Summary, Next Steps and Close</b>	M McInnes

## Workshop participants

Who	Role	Organisation
Caroline Verlaine	Project Manager	Wessex Cancer Alliance
Michelle Mcinnes	Assistant Commissioning Manger	Southampton CCG
Rob Radford	Early Detection Transformation Lead	Wessex Cancer Alliance
Stephanie Witts	Senior Admin	Wessex Cancer Alliance
Sue Newell	Project Manager	Wessex Voices
Cait Allen	CEO	Wessex Cancer Trust
Annie	Manager	Community Care in Southampton
Arzoo Iqbal	Community Lead	West Itchen Community Trust
Michael Baker	Deputy Director	Public Health England
Imogen Higgs	Development Worker	SVS,SHL, Health Watch
Nick Glover	Operations Officer	Duke of Edinburgh Awards
Velma Scott	Community?	WICT
Abdoulie Sanneh	Community Organiser Chair Co-ordinator Member	West Itchen Community Trust The United Voice of Africa Association IKAAN The Gambia Society
Angela Bennett	Founder	Basingstoke Breast Cancer Self Help
KathWoods-Townsend	Sabbatical officer	University of Southampton
Jill Ghanouni	Engagement Officer	SCCCG & Public Health
Claudia Murg	Local Journalist	We Make Southampton
Emma Leatherbarrow		Help and Care
Alex ?	Community Development	WICT
Michelle Chesters	Early Detection Clinical Lead	Wessex Cancer Alliance
Rob Chambers	Senior Commissioning Manager	Southampton CCG
Peter Humphries	Volunteer	Cancer Services Partnership
Nicola Duffield	Quality Improvement Lead	Wessex Cancer Alliance
Linda Lawless	Service Manager	Carers in Southampton
Sarah Woods	DMCI Project Manager	Macmillan/Dorset Cancer Partnership
Lynda Walton	Member	Holyrood Residents Association
Liz James	Support Agent	Basingstoke Breast Cancer Support
Ivy Chee	Member	Chinese Association
Hanifa Babai	Secretary	Afgan Women's Association
Joe Charters	Volunteering Senior Manager	Macmillan