

Community Health Information Session on Bowel and Prostate Cancer Screening Awareness: 7 November 2022

Naima Adan, Maria Piggin. On behalf of the NIHR Imperial Biomedical Research
Centre.

Correspondence: publicinvolvement@imperial.ac.uk

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Background

The Imperial Patient Experience Research Centre (PERC) is a core facility of the Imperial Biomedical Research Centre (BRC) that has been established to improve healthcare experiences for patients, their families, and healthcare professionals. One of PERC's key areas of focus is on public involvement and engagement in healthcare research. The centre provides advice, guidance, and support to researchers on involving the public in research and has been successful in establishing relationships with underrepresented and under-served communities in Northwest London.

PERC recognises that involving a diverse range of patients and members of the public in research is essential for ensuring that research is relevant, meaningful, and useful for improving healthcare experiences and outcomes for all. PERC's efforts to establish relationships with underrepresented and under-served communities in North West London have been crucial in engaging a more diverse range of patients and members of the public in research. By working closely with these communities, PERC is aiming to ensure that research is tailored to their specific needs and priorities, and that their voices are heard in healthcare decision-making.

Approach and purpose

Healthwatch Brent (HWB) carried out a survey in the Brent area, with the aim of better understanding the way the residents felt about health screening. The results demonstrated that 68.18% of the public who took the survey did not know what types of health screenings were available to them from the NHS. 54.17% of the responses stated they did not attend appointments, as they did not know what screenings were available. Furthermore the residents who took part felt that they did not have enough information about testing/screening for prostate cancer (20%), bowel cancer (17.8%) and abdominal aortic aneurisms (22 %) (see Appendix 7). As a result, PERC and HWB co-produced an event with the aim of giving the residents of Brent a better understanding of the health screening/testing processes for prostate and bowel cancer, and where to seek further support. As abdominal aortic aneurism testing is undertaken by an external third party to the NHS we only focused on cancer screening for this event.

Event overview and agenda

The event was held in the Chalk Hill Community Centre in Brent on 7th of November 2022. The hall was open to the public and registration started from 5:30pm with refreshments and drinks being catered by an independent café based in the community centre. There were hot drinks and sandwiches served.

There were information stalls (see Appendix 2) at the event coordinated by Healthwatch Brent from different organisations that offered support and research for prostate and/or bowel cancer within the Brent community.

There were Imperial researchers/clinicians present who wore white t-shirts with the Imperial BRC logo so they were identifiable to the community and had name badges saying what health area their research covered so attendees would know who they were speaking to.

The session was split into two sections, 1) bowel cancer screening and 2) the prostate cancer testing with Q&As after each session (see Agenda at Appendix 1). The prostate cancer session had an introduction by someone with lived experience of the disease. This was followed by clinicians and specialists speaking about the disease, how the testing/screening worked, and what would follow if the results were positive.

The speakers for the event were:

Bowel cancer

- Benzeer Siddique - Health Improvement Specialist, presented NHS Bowel Screening program.
- Andrew Prentice– St Marks Health Improvement Lead, presented NHS Bowel Screening program.

Prostate Cancer

- Alfred Samuels (a patient advocate for prostate cancer). Alfred was known to both PERC and Healthwatch Brent.
 - Dr Shah - Consultant Urologist in diagnostics and therapeutics for prostate cancer at the Imperial College Healthcare NHS Trust, presented on prostate cancer testing in the NHS.
 - Ivan Adzawoloo-Andersson - Advanced Nurse Practitioner (Urology) at Imperial College Health Trust, also presented on prostate cancer testing in the NHS.
 - Heather Bhola-Stewart- Advanced Nurse Practitioner (Urology) at Imperial College Health Trust, presented Prostate Cancer testing with the NHS, and what different courses of treatment would look like if the results of the test was positive.
1. Imperial BRC branded tote bags were left on chairs for members of the public. The tote bag contained:
 - A pen
 - A VOICE flyer
 - A card to write questions or comment to be handed up in the Q&A
 - A feedback form for completion and deposit into boxes on way out

People were asked to write on Post-it notes about “Tell us what matters to you about bowel cancer and prostate cancer?”. Unfortunately we did not receive any feedback on this wall. We provided colouring in materials for children on a table at the back of the hall however no children attended the event.

The PERC stall had the option for people to sign up to the PERC Mailing list.

Attendee recruitment

The event was attended by 12 members of the public from a range of backgrounds (see **Appendix 6**) for demographics of those who attended.

A flyer (see Appendix 3) (with a QR code to the Eventbrite registration page) was created and displayed around the community centre where the event was held, and Healthwatch Brent shared the event using their community networks in Brent. The PERC team shared the event with their mailing list. No demographics were collected during registration. 55 people registered to attend on Eventbrite.

Outcomes of Event

Although there were limited members of the public in attendance, PERC made important community connections with organisations including:

- Brent Health Matters; Work in collaboration with Health and Social care services, voluntary sector services and voices from communities in Brent to reduce health inequalities.
- Harrow Association of Somali Voluntary Organizations; an independent not- for -profit organisation that is dedicated to supporting ethnic minority residents in Harrow.

- Somali Advice and Forum of Information (SAAFI); multi award winning community based organisation set up by British-Somali mothers in Brent from refugee background for positive integration.

Engaging with these organisations has resulted in improved relationship building within the Brent community. Following this event PERC was invited as guests, speakers, and stall holders to several other events within the Brent community such as sessions on diabetes, mindfulness and wellness, breast cancer, Brent autism awareness event, health educators day, carers rights day and international women.

At the event, we also established a new community relationship by connecting with a community leader from the Emmanuel Parish Church. As a result, PERC received an invitation to participate in a subsequent event on January 29th, 2023, which focused on raising awareness about prostate cancer within the Afro/Caribbean community and PERC is currently seeking to facilitate further health literacy sessions with this community.

Feedback forms

The feedback about the event was collected via a feedback form (see Appendix 4), and the results were collated (see Appendix 5/6).

The majority (7/12) of attendees had an excellent experience at the event. Some (4/12) attendees rated their experience as good, and one rated it as average.

All attendees responded “Yes” when asked if they would be interested in attending similar events in the future.

The list of healthcare topics provided as topics for future sessions suggests that attendees are interested in a variety of healthcare issues. Menopause and women's health, cancer prevention and education (including breast, testicular, penile, and prostate cancer), nephron/kidney disease, heart disease, diabetes and mental health, Vitamin D, gut health, and digestive issues were among the topics mentioned. These findings may be useful in determining the direction of future health literacy sessions, as they reflect the concerns and interests of the audience.

Learnings

The turnout for the event was limited in numbers. There was a National Rail strike on the day, and the weather was cold with heavy rain which may have impacted the attendance levels. Very few Imperial prostate cancer and bowel cancer researchers attended which would have been a good opportunity for them to engage with the public. There was also a technical difficulty with the sound system during the session which affected the sound quality of the presentations and meant the video of the bowel cancer patient could not be played. The video will be shared on PERC's social media channel.

Appendix 1 – Agenda

5:30pm: Doors open, food served, stands open

6-6:05pm: HWB/PERC complete introductions for the event

6:05-6:10pm: Person with lived experience of bowel cancer speaks

6:10-6:25pm: St Marks presents on bowel cancer and screening

6:25-6:40pm: Q&A for bowel cancer screening

6:45-6:50pm: Person with lived experience of prostate cancer speaks

6:50-7:05pm: Imperial College NHS Trust presents on prostate cancer testing

7:05-7:20pm: Q&A on prostate cancer

7.20pm-8pm: Opportunity for attendees to mingle with presenters and clinicians, and visit stalls

Appendix 2 - Stall holders

2. Brent Health Matters
3. ORCHID (prostate cancer charity)
4. Healthwatch Brent
5. Patient Experience Research Centre (Imperial College)
6. St Marks Hospital
7. North West London CCG
8. Macmillan

Appendix 3: Event Poster


The following poster was used to advertise the event.



Appendix 4: Event Feedback form

Imperial College London






FEEDBACK FORM -
Healthwatch Brent and
Imperial Cancer Awareness
Event - 7 November 2022



Prefer to provide your feedback online?
Scan above

Please complete the questions below or scan the QR code to access the online feedback form

1. How would you rate your experience at this event? (please circle)

Very bad Bad Average Good Excellent

2. Would you attend future events like this just for your community? (please tick)

Yes No I don't know

3. What other healthcare topics would you like to hear about at future sessions?

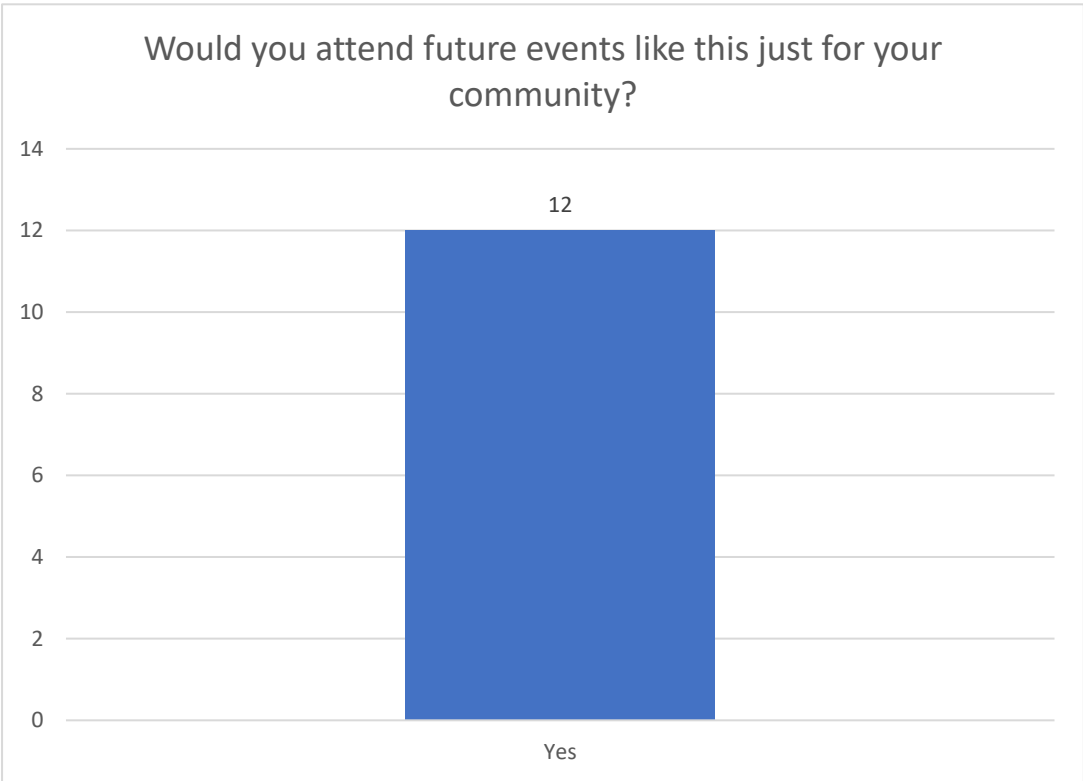
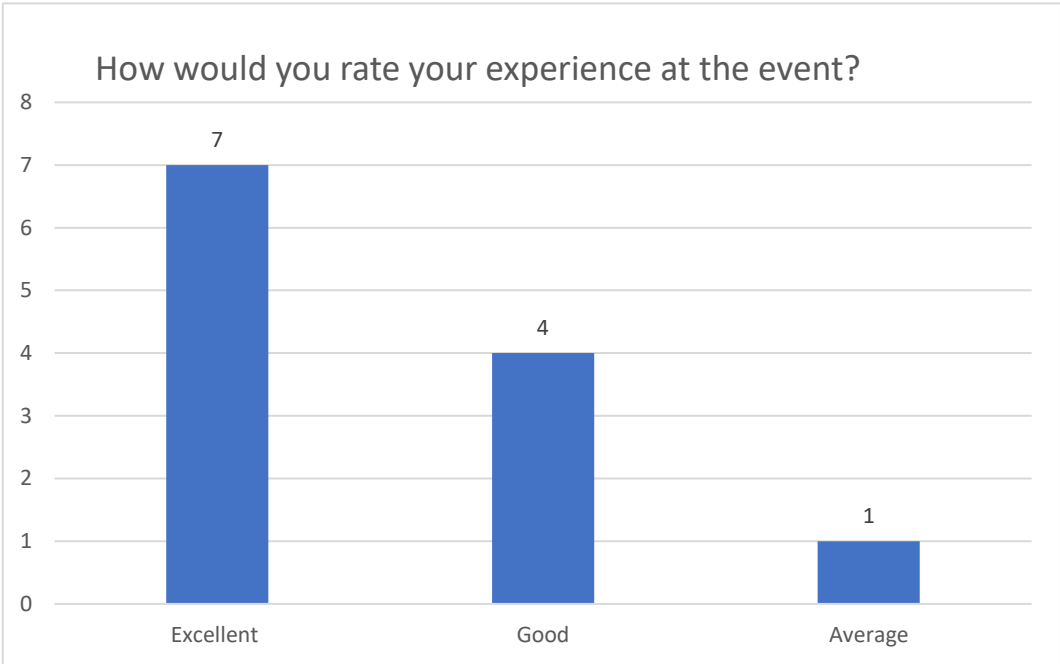
I am also happy to share my...

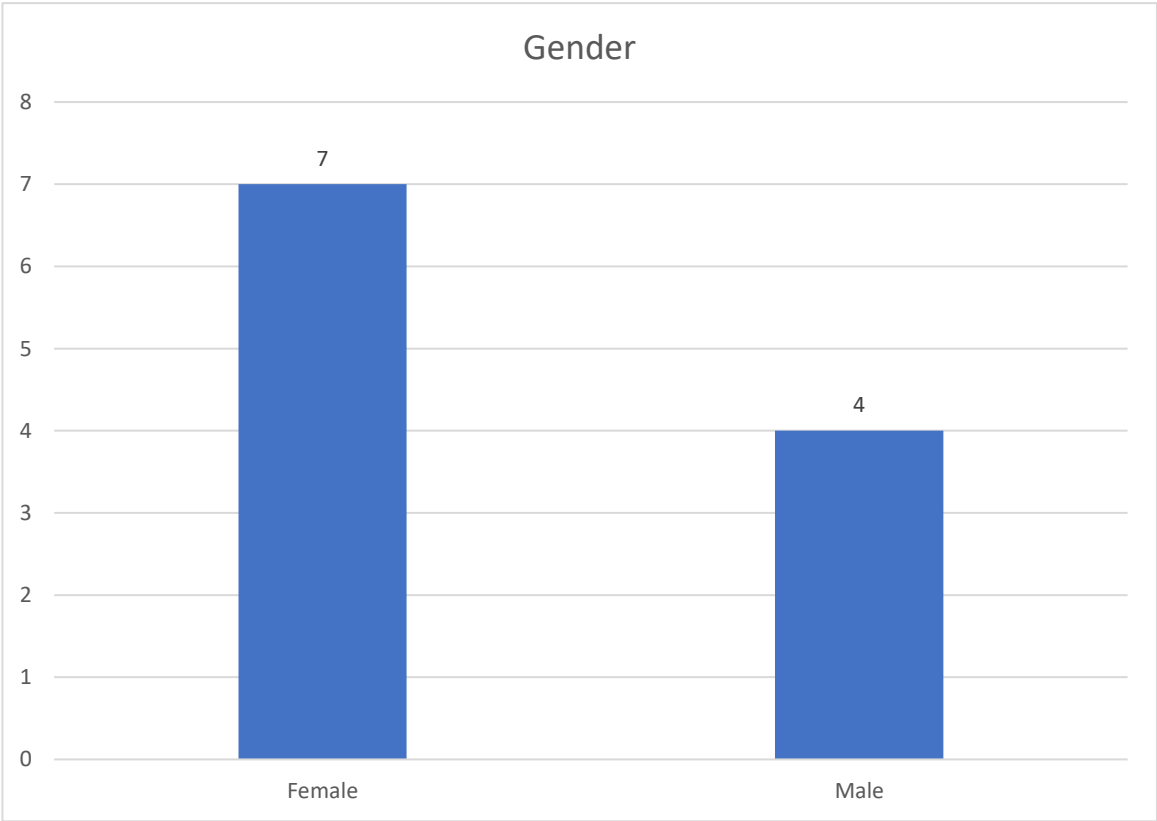
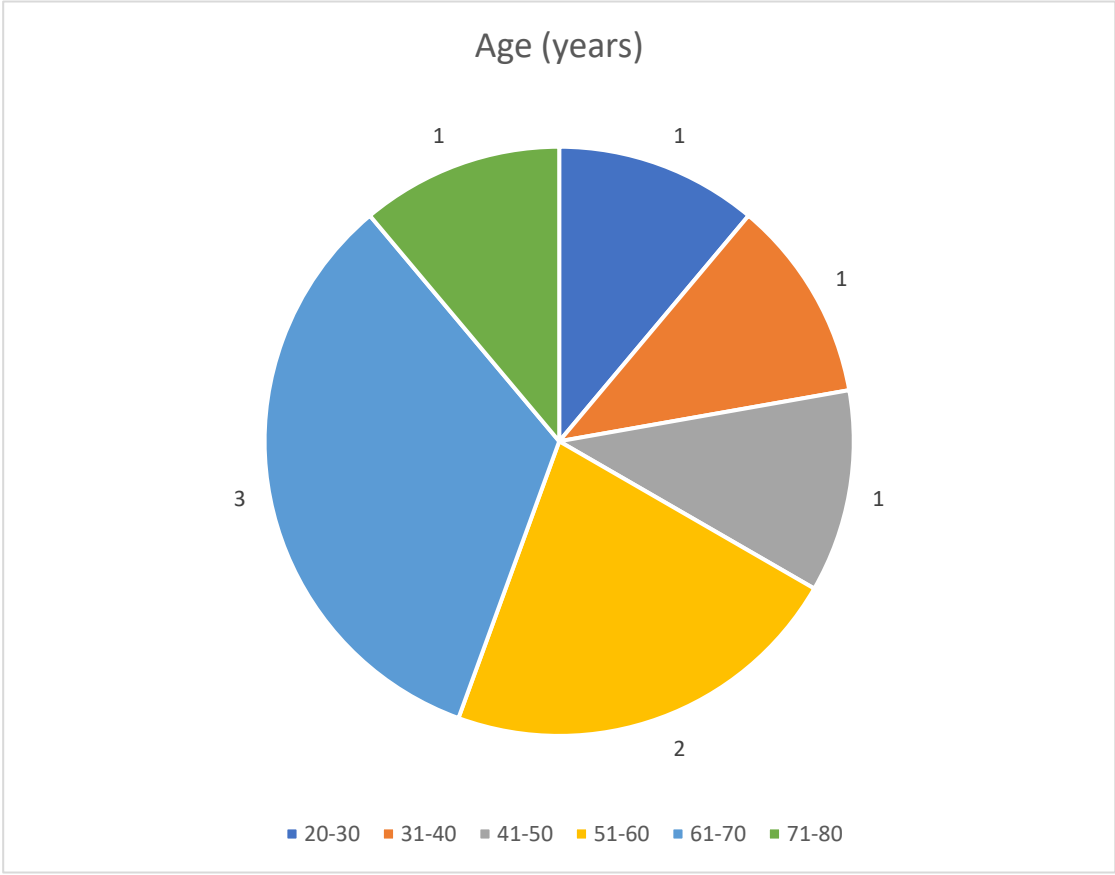
age...	No, thanks <input type="checkbox"/>	Sure, it's: <input type="text"/>
ethnicity...	No, thanks <input type="checkbox"/>	Sure, it's: <input type="text"/>
gender...	No, thanks <input type="checkbox"/>	Sure, it's: <input type="text"/>
postcode... (first section only)	No, thanks <input type="checkbox"/>	Sure, it's: <input type="text"/>

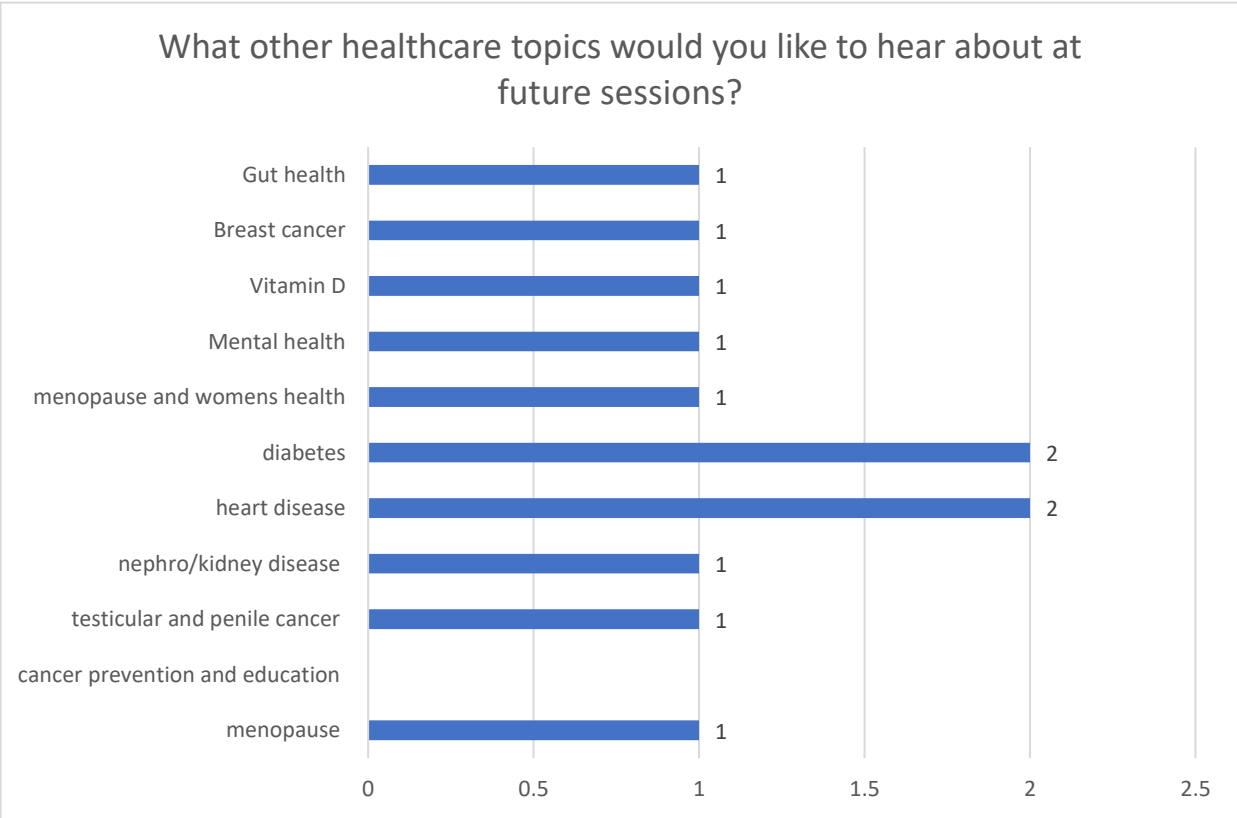
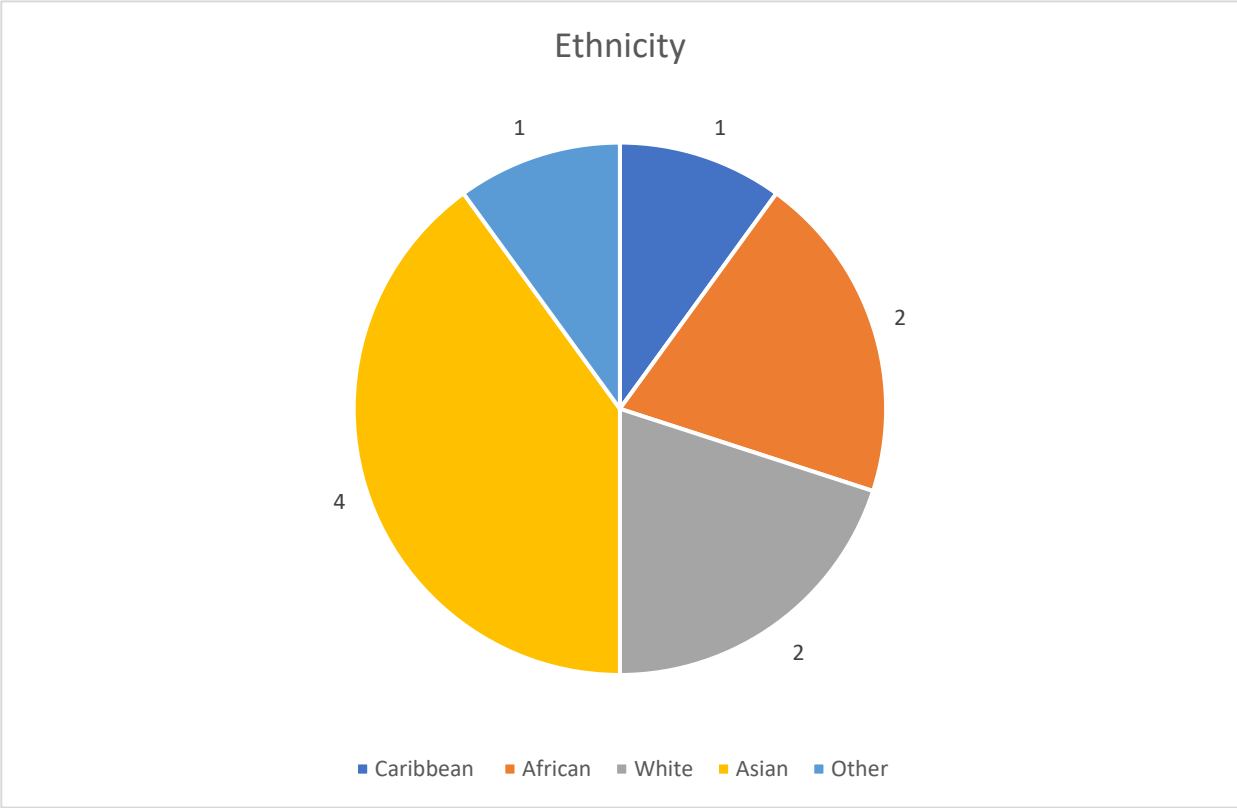
Interested in hearing about future opportunities to hear about healthcare topics? Ask us how!

NIHR | Imperial Biomedical Research Centre Thank you for your feedback! Imperial College Healthcare **NHS** NHS Trust

Appendix 5: Attendee feedback







Appendix 6: Attendee demographics

Table 1: Demographic characteristics provided in feedback forms (N=12)

Characteristics	n (%)
Age (in years)	Mean (range)
53 (25-80)	
Age groups (in years)	
18-24	0 (0.0)
25-34	1 (10.0)
35-44	0 (0.0)
45-54	1 (10.0)
55-64	3 (30.0)
65 – 74	2 (20.0)
75+	2 (20.0)
Prefer not to say	1 (10.0)
Gender	
Female	6 (60.0)
Male	3 (30.0)
Prefer not to say	1 (10.0)
Ethnic group	
White	3 (30.0)
Black/African/Caribbean/Black British	2 (20.0)
Asian/Asian British	2 (20.0)
Mixed/Multiple Ethnicity	1 (10.0)
Other	2 (20.0)
Postcode (first section only)	
HAU	1 (10.0)
HA7	2 (20.0)
NW6	1 (10.0)
HA7	2 (20.0)
HAO	1 (10.0)
HA9	2 (20.0)

Appendix 7: Health Screening information survey feedback (with Health Watch Brent)

theadvocacyproject | Health screenings information survey

Default Report

Explore the data behind your survey responses. Gain a better perspective of your survey data and uncover insights for further planning.

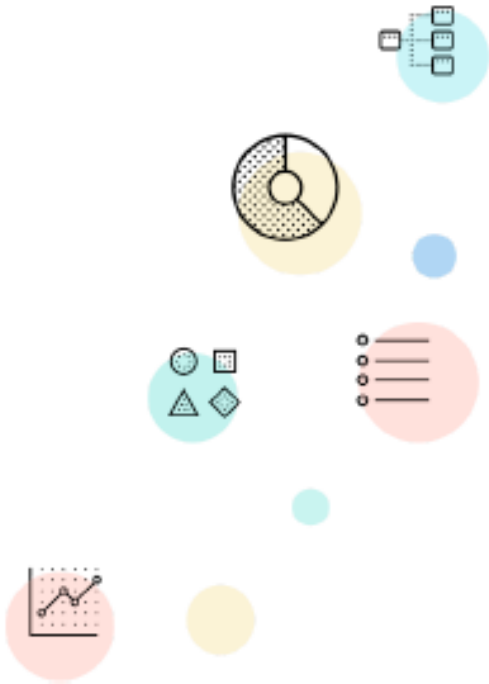
 Visited
89

 Started
23

 Avg. Time to Complete
3m

 Completed
23

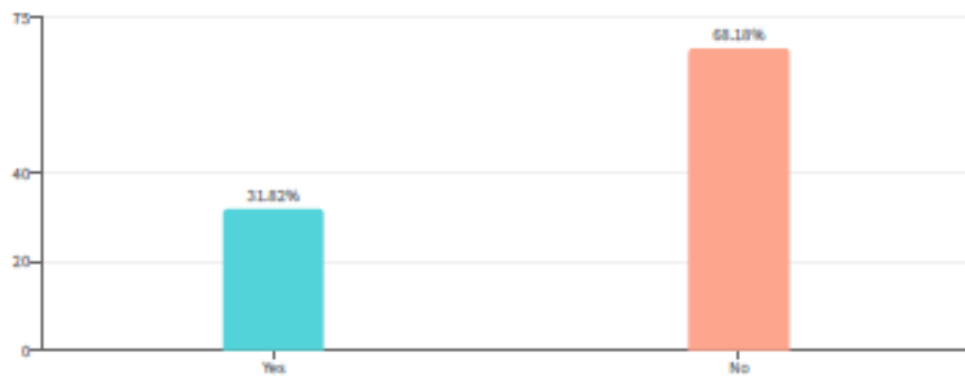
 Completion Rate
100.00%



QUESTION 01 | YES OR NO

Do you know what types of health screening are available to you from the NHS?

Answered: 22 Skipped: 1

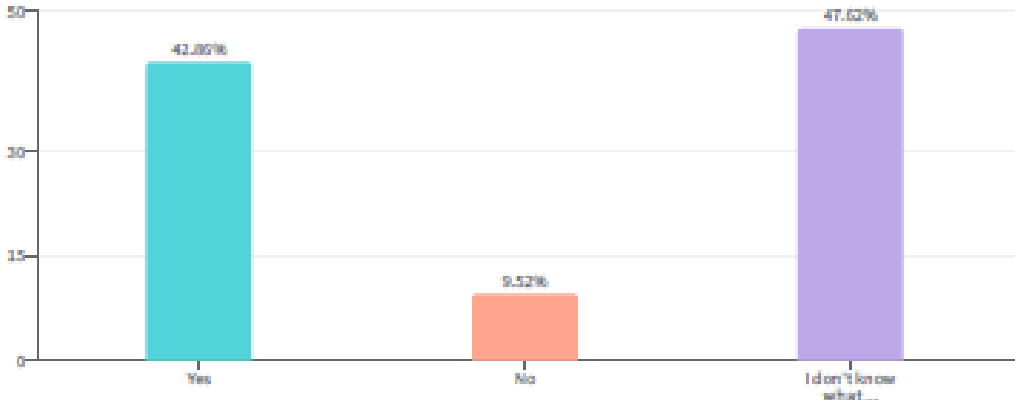


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	7	31.82%
No	15	68.18%

QUESTION 92 | MULTIPLE CHOICE

Do you attend the screenings recommended for your age and gender?

Answered: 21 Skipped: 2

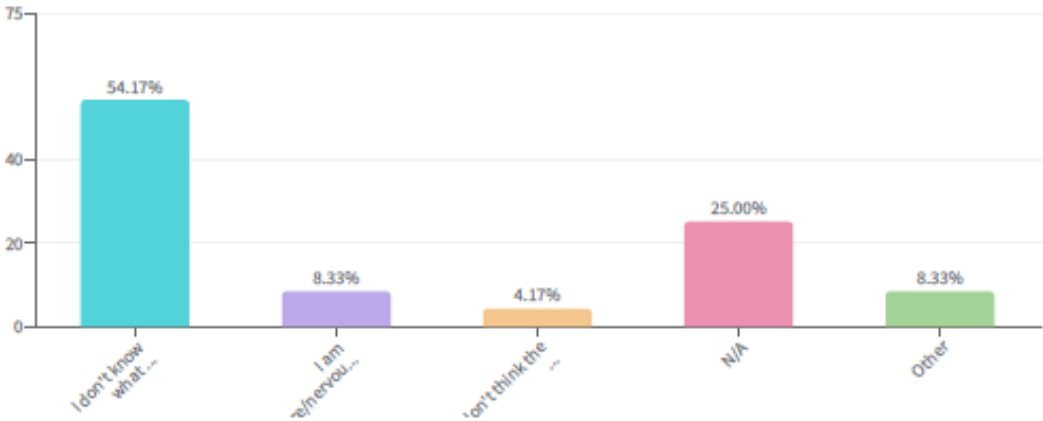


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	9	42.86%
No	2	9.52%
I don't know what screenings are available	10	47.62%

QUESTION 03 | MULTIPLE CHOICE

If you don't attend, what are the reasons for this? (You may choose multiple reasons)

Answered: **23** Skipped: **0**

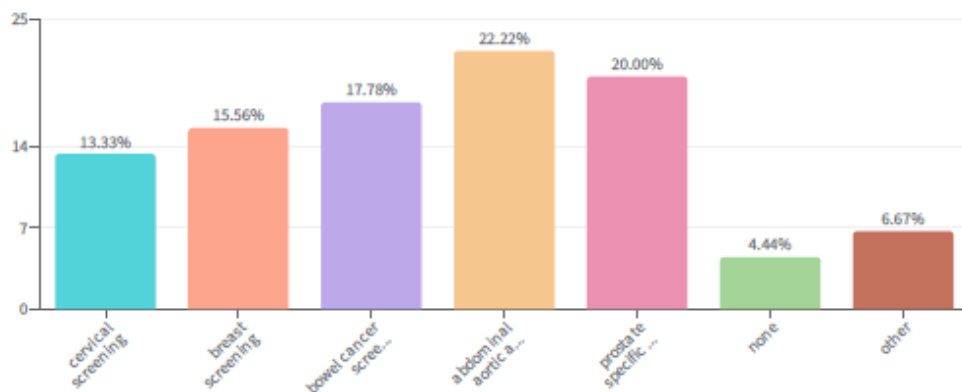


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
I don't know what screenings are available	13	54.17%
I am unsure/nervous about what the tests would involve	2	8.33%
I don't think the screenings are necessary	1	4.17%
N/A	6	25.00%
Other	2	8.33%

QUESTION 05 | MULTIPLE CHOICE

Which of these areas would you like more information about?
(You may choose multiple options)

Answered: **21** Skipped: **1**

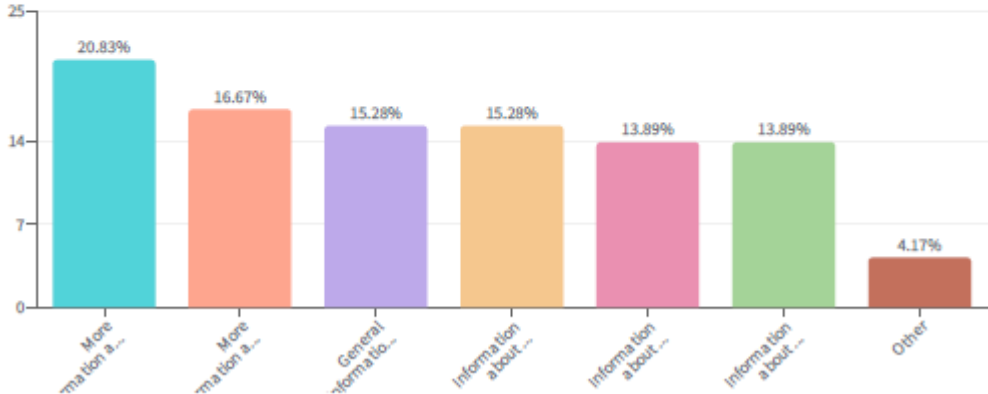


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
cervical screening	6	13.33%
breast screening	7	15.56%
bowel cancer screening	8	17.78%
abdominal aortic aneurysm (AAA) screening	10	22.22%
prostate specific antigen (PSA) screening	9	20.00%
none	2	4.44%
other	3	6.67%

QUESTION 07 | MULTIPLE CHOICE

What type of information would you like about health screenings? (You may choose multiple options)

Answered: 22 Skipped: 1

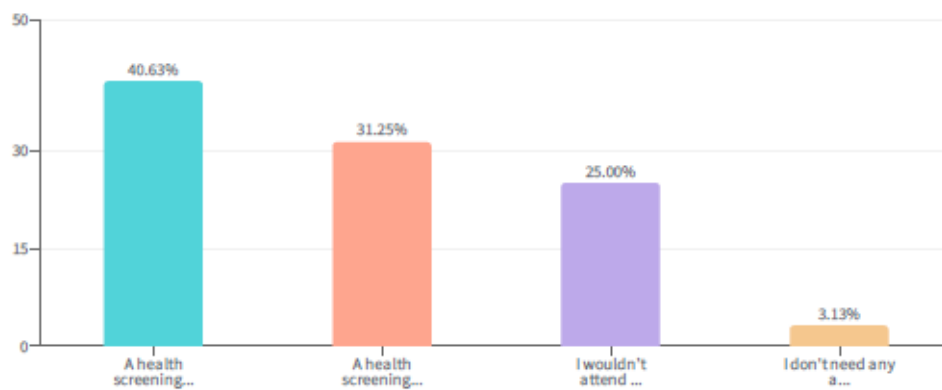


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
More information about what is available for my age/gender	15	20.83%
More information about what is available for my family	12	16.67%
General information about what happens during screenings	11	15.28%
Information about how to book a screening	11	15.28%
Information about what happens during a particular screening	10	13.89%
Information about screenings for particular conditions	10	13.89%
Other	3	4.17%

QUESTION 10 | MULTIPLE CHOICE

What type of information would you find useful?

Answered: **23** Skipped: **0**

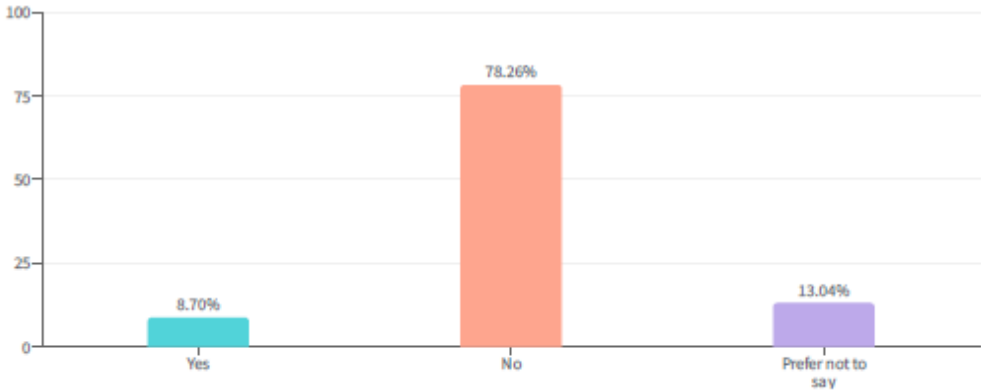


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
A health screening information event in person	13	40.63%
A health screening information event online	10	31.25%
I wouldn't attend an event but would like more information such as a flyer	8	25.00%
I don't need any additional information	1	3.13%

ABOUT YOU 4 Questions

QUESTION 11 | MULTIPLE CHOICE
Are you a carer?

Answered: **23** Skipped: **0**



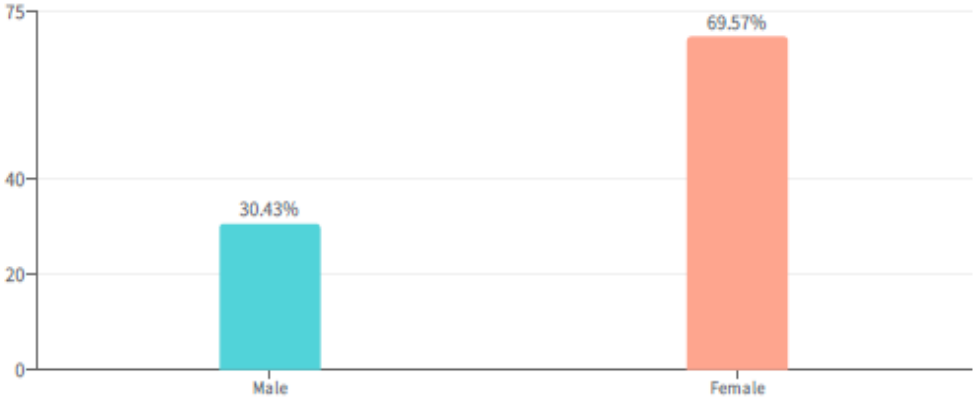
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	2	8.70%
No	18	78.26%
Prefer not to say	3	13.04%

ABOUT YOU

QUESTION 12 | MULTIPLE CHOICE

What gender do you identify as?

Answered: 23 Skipped: 0



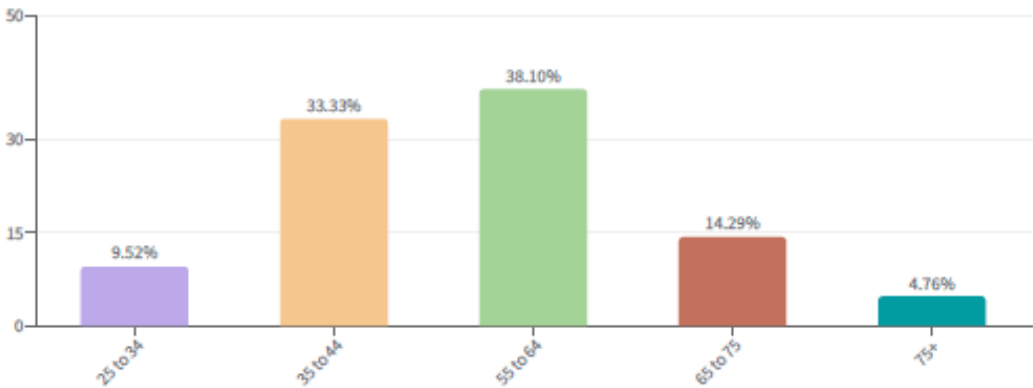
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Male	7	30.43%
Female	16	69.57%

ABOUT YOU

QUESTION 13 | DROPDOWN

What is your age group?

Answered: **21** Skipped: **1**



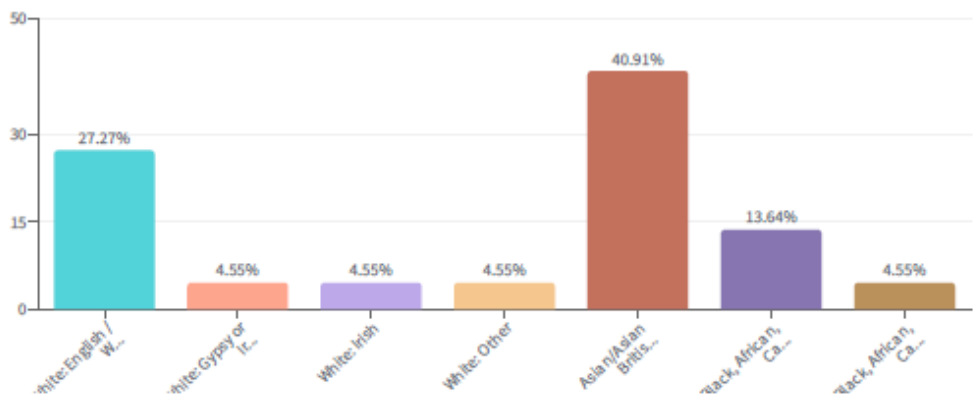
ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
25 to 34	2	9.52%
35 to 44	7	33.33%
55 to 64	8	38.10%
65 to 75	3	14.29%
75+	1	4.76%

ABOUT YOU

QUESTION 14 | DROPDOWN

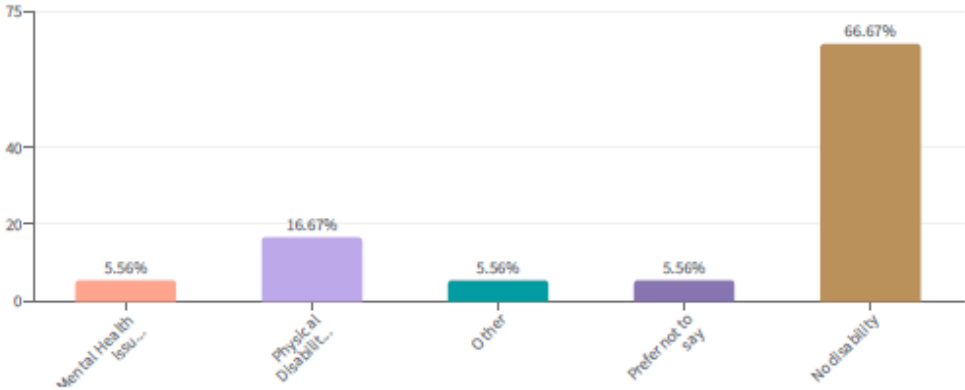
What is your ethnicity?

Answered: **22** Skipped: **1**



ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
White: English / Welsh / Scottish / Northern Irish / British	6	27.27%
White: Gypsy or Irish Traveller	1	4.55%
White: Irish	1	4.55%
White: Other	1	4.55%
Asian/Asian British: Indian	9	40.91%
Black, African, Caribbean, Black British: African	3	13.64%
Black, African, Caribbean, Black British: Caribbean	1	4.55%

QUESTION 15 | DROPDOWN
Do you consider yourself to have a disability?
Answered: 18 Skipped: 0

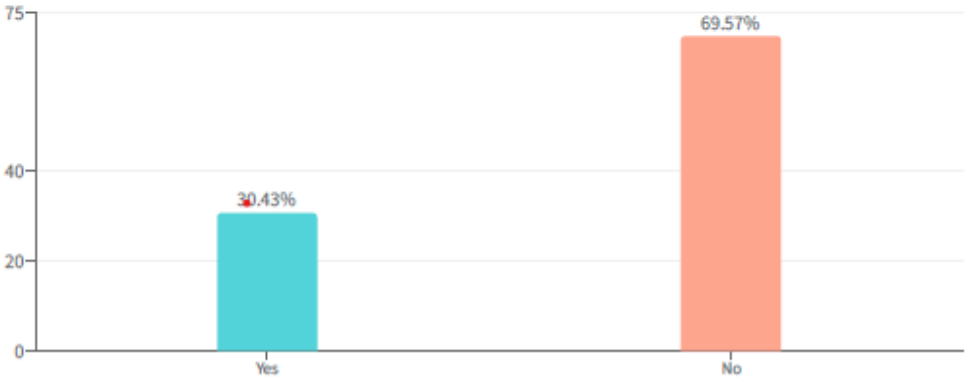


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Mental Health Issue	1	5.56%
Physical Disability	3	16.67%
Other	1	5.56%
Prefer not to say	1	5.56%
No disability	12	66.67%

QUESTION 17 | MULTIPLE CHOICE

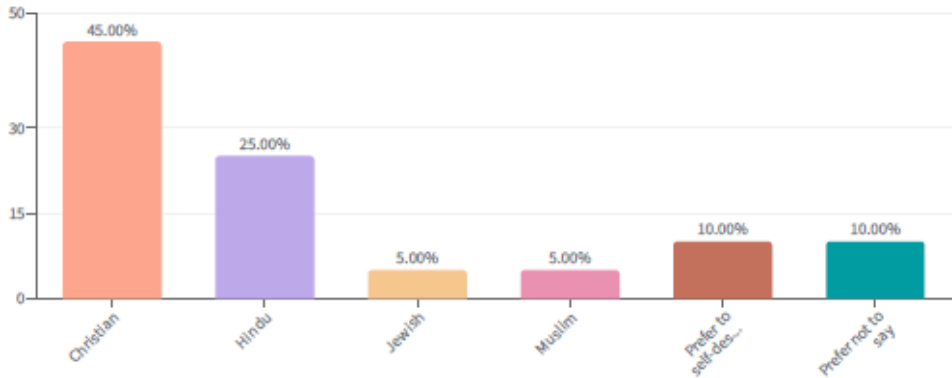
Do you consider yourself to have a long-term condition or health and social care need?

Answered: **23** Skipped: **0**



ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	7	30.43%
No	16	69.57%

QUESTION 18 | DROPDOWN
What is your religion?
Answered: 20 Skipped: 2

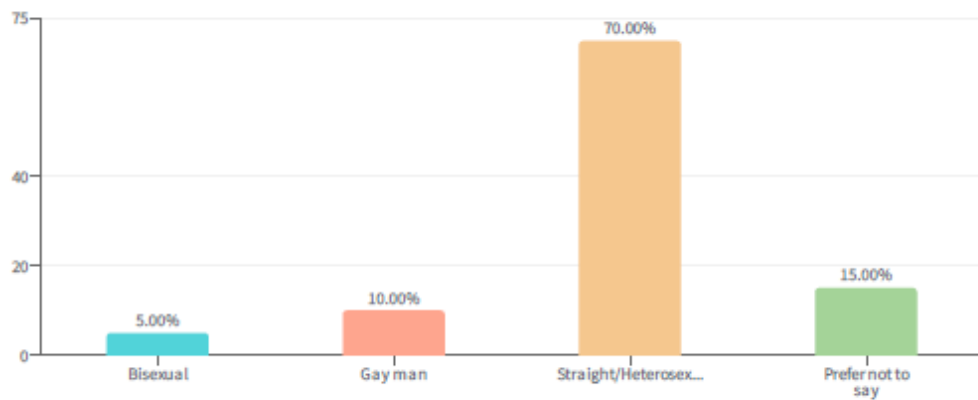


ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Christian	9	45.00%
Hindu	5	25.00%
Jewish	1	5.00%
Muslim	1	5.00%
Prefer to self-describe	2	10.00%
Prefer not to say	2	10.00%

QUESTION 19 | DROPDOWN

What is your sexual orientation?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Bisexual	1	5.00%
Gay man	2	10.00%
Straight/Heterosexual	14	70.00%
Prefer not to say	3	15.00%