

NHS NORTH WEST LONDON ICS - MESSAGE TO ALL NWL GP PRACTICES

16th October 2023

This cancer GP bulletin contains updates for GPs and their practice staff on the following:

BOWEL CANCER

- 1. London Bowel Screening Campaign running from 16th October 2023 – 3rd December 2023.**
- 2. Supporting patients completing FIT if symptomatic – webinars for primary care administrators and clinicians**

BREAST CANCER

- 3. Breast Screening Communications Toolkit.**

PAN LONDON CANCER ALLIANCES RESEARCH FELLOWSHIP

- 4. New round of 12-month cancer research fellowships - Deadline for submission is Monday 30th October 2023.**

CANCER EDUCATION

- 5. Tell us how you would like to receive Cancer Education!**
- 6. Lymphoedema – How to be aware of it and manage it in your role**
- 7. RMP Cancer Education Programme.**

BOWEL CANCER

BOWEL CANCER SCREENING CAMPAIGN – 16TH OCTOBER 2023 - 3RD DECEMBER 2023

FOR INFORMATION

- As part of the NHS 'Help Us, Help You' campaign, a bowel screening campaign will be running from **16th October 2023 - 3rd December 2023**.
- The campaign strategy to encourage participation in bowel screening will focus on:
 - **Normalising the behaviour of completing the home test kit** - Inform our audience of the test kit's purpose and show lots of people like them are taking the test (to increase relevance) while removing the awkwardness; and
 - **Addressing the barriers to taking action, including the inertia of this not being a priority**, the misperception that screening is only for those that are experiencing symptoms or family history of bowel cancer, and concerns about efficacy that it is difficult and messy to complete the screening home test kit.
 - **Removing the awkwardness of taking a poo sample with optimistic language, music and tone** - "your poo could save your life" encouraging enthusiasm towards the test;
 - **Reducing the efficacy concerns by demonstrating that it is quick and easy** to complete the test and only requires a 'tiny sample'; and
 - **Addressing inertia through giving practical advice**, with the headline: "put it by the loo, don't put it off"

The campaign will run across a range of avenues - TV, VOD, community radio, social media. The London campaign brief for bowel cancer screening includes a focus on the following multicultural audiences:

- Black African and Black Caribbean,
- Pakistani and Bangladeshi,
- Muslim (all groups)
- Eastern European (Polish and Romanian) and
- Orthodox Jewish

You may see an increase in patients asking about the Bowel Screening programme, or who may request a bowel cancer screening test. Patients should be encouraged to take up the screening offer, if in the eligible age cohort and can contact the Bowel Cancer Screening programme on 0800 707 60 60 to request a test.

SUPPORTING PATIENTS COMPLETING FIT IF SYMPTOMATIC WEBINARS FOR PRIMARY CARE ADMINISTRATORS AND CLINICIANS

FOR INFORMATION

- A webinar discussing the role of FIT and how administrative staff can best support patients took place on 19 September.
- Produced by GatewayC and supported by TCST, NHS England and the Greater Manchester Cancer Alliance Early Diagnosis Team, the webinar was attended by over 160 people from across England. Primary care specialists discussed the role of the Faecal Immunochemical Test (FIT) in early cancer diagnosis, the difference between screening and symptomatic FIT, how administrative staff can best support patients to complete and return a FIT, why samples are rejected and safety netting guidance.
- There was also a Q&A session at the end for attendees to ask questions.
- You can catch up with the webinar on-demand free here <https://bit.ly/3rHAo1u> (registration required).

A webinar for primary care clinical staff has been scheduled for 8 November 2023, 13:00 - 13:30. You can register [here](#).

BREAST CANCER

BREAST CANCER AWARENESS MONTH

LONDON BREAST SCREENING COMMUNICATIONS TOOLKIT

FOR INFORMATION

- The London Region Breast Screening Recovery Programme at NHS England has produced a [London Breast Screening Communications Toolkit](#), which sets out key messages on breast screening.
- It brings together a range of information and resources from various organisations to help inform health promotion and increase breast screening uptake across the region. The toolkit is designed for use by health and care colleagues and has been developed by breast screening services, cancer alliances and NHS England.
- Following the pandemic, **routine breast screening has since resumed** at all London breast screening units from September 2020, with services open and back to normal operational capacity. System partners are asked to encourage women to come forward and not delay when invited for their screening appointment.

PAN LONDON CANCER ALLIANCES RESEARCH FELLOWSHIP

DEADLINE FOR SUBMISSION IS MONDAY 30TH OCTOBER 2023

- Now in its 8th year, the Pan-London Cancer Alliances Research Consortium is pleased to announce a **new round of 12-month cancer research fellowships** for 2023/24. We are now calling for potential supervisors to submit fellowship project proposals.
- The potential areas of focus for the projects are:
 - **Earlier diagnosis:** with a focus on access into **primary care and/or diagnostics**, or increasing uptake into cancer screening programmes from a population or place-based approach. Also including aspects of improving detection of recurrent cancer and/or surveillance strategies of the high risk.
 - **Cancer inequalities:** exploring variations in all aspects of cancer care throughout the patient journey, including screening, treatment and supportive care.
 - **Personalised care of people living with and beyond cancer:** optimisation of patient management during and after cancer treatment to improve quality of life and clinical outcomes, including multi-morbidity reviews and generation of evidence base for the cancer care reviews.

For more information and detailed guidance and proposal template: [Call for pan-London research fellowships 2023/2024 - RM Partners](#)

If you have any questions, please contact rmpartners.research@nhs.net.

Deadline for submission is Monday 30th October 2023.

CANCER EDUCATION

TELL US HOW YOU WOULD LIKE TO RECEIVE CANCER EDUCATION!

FOR INFORMATION

- RM Partners wish to develop a comprehensive package of cancer education to support both clinical and non clinical primary care staff members.
- We would like your feedback to understand the following:
 - How you prefer to access cancer related education
 - What specific cancer topics you would like to receive.
- Your feedback will be important in designing a programme that will best support your cancer education needs.

The survey link for providing your feedback is:

<https://www.smartsurvey.co.uk/s/5OW2ZG/>

LYMPHOEDEMA – HOW TO BE AWARE OF IT AND MANAGE IT IN YOUR ROLE

FOR INFORMATION

- Guy's Cancer Academy is holding an online event on **Wednesday 8th November between 5 – 6:30pm**, to gain insight into lymphoedema, its risk factors and symptoms, and the crucial role you can play in managing it.
- This training is ideal for the following groups:
 - GPs
 - Practice nurses
 - Pharmacists
 - Allied health professionals (AHPs)

Register your place on:

<https://us02web.zoom.us/join/register/tZEvdUChqzkiHdf5Opr-KIUIGk995S33BZX8#/registration>

Lymphoedema – How to be aware of and manage it in your role	
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Lymphflyer.pdf

WEST LONDON PRIMARY CARE EDUCATION FREE OPPORTUNITIES

Educational Event	Targeted Audience	Training Dates	How to register / access
<p>Primary Care Cancer Education Programme (across 2 years)</p> <p>Programme to support:</p> <ul style="list-style-type: none"> • GP Practices and PCN teams in identifying early signs of cancer. • Working as a team to support people living with cancer, meet PCN DES and QOF QI requirements. <p>Delivered by Red Whale</p>	<p>This course is open to the following PCN staff members:</p> <p>GPs, PAs, Advanced Nurse Practitioners, Practice Nurses, PCN Pharmacists, PCN Paramedics, PCN First Contact, Physiotherapists, PCN Social Prescribers</p> <p>Any other role supporting patients with long term conditions</p>	<p>On Demand Training available to access!</p>	<p>www.gp-update.co.uk/RMP2</p> <p>enter discount code PCCEP21RMP</p>

CANCER WEBINAR PROGRAMME - [West London Primary Care Webinars - YouTube](#)

Date	Time	Topic	Host (s)	Video recording / joining link
12th August 2021	12:30 – 1:30	Urology <ul style="list-style-type: none"> • Overview of Urological Cancer & the Pandemic • Prostate Cancer • Bladder Cancer 	Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners. Mr Manit Arya, Consultant Urology, Charing Cross Hospital & Imperial College Healthcare NHS Trust, London Mr Giles Hellowell, Consultant Urological Surgeon, Imperial College Healthcare NHS Trust, London	Watch the session here
17th November 2021	12:00 - 1:15	Lung <ul style="list-style-type: none"> • Impact of Covid-19 on referrals for Lung Cancer • Covid-19 vs Lung Cancer • Local RMP Pilots • Improving referral management for Lung Cancers • Case studies • Q&A 	Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners. Dr Susannah Bloch, Acute Respiratory Consultant at Imperial and Lung Clinical Pathway Lead at RM Partners	Watch the session here
14th January 2021	12:00 - 1:15	Haematological Cancers <ul style="list-style-type: none"> • Improving Referral Management for Haematological Cancers • Case Studies 	Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners. Dr Anastasia Chew, Haematology Consultant, Chelsea and Westminster Hospital NHSFT Dr Akila Danga, Consultant Haematologist, Hillingdon Hospitals NHSFT	Watch the session here
9th February 2022	1:00 – 2:00	Lower GI <ul style="list-style-type: none"> • Improving Referral Management • FIT 	Dr Bushra Khawaja, GP Cancer Lead – Hillingdon Dr Alistair Myers, Consultant Colorectal Surgeon Specialty Lead for General Surgery and Urology,	Watch the session here

		<ul style="list-style-type: none"> • Case Studies • Support available and resources for Primary Care 	Hillingdon and Mount Vernon Hospitals, Chair of Colorectal Cancer Working Group, RM Partners	
3rd March 2022	1:00 – 2:15	<p>PCN DES and National Screening programmes</p> <ul style="list-style-type: none"> • PCN DES for Early Cancer Diagnosis • PCN Requirements • Hints and Tips to support delivery • Screening programmes • Current screening uptake improvement interventions 	<p>Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners</p> <p>Dr Baldeep Syan, GP Cancer Lead – Hammersmith and Fulham</p>	Watch the session here
5th April 2022	1.00 – 2.00	<p>Personalised Cancer Care</p> <ul style="list-style-type: none"> • Holistic Needs Assessments • Treatment Summaries • ‘What Matters to you?’ 	<p>Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners</p> <p>Katherine Malhotra, Personalised Care Clinical Lead for RM Partners</p> <p>Janice Minter, Lead Cancer Nurse Chair for RM Partners.</p>	Watch the session here
17th May 2022	1:00 – 2:00	<p>Rapid Diagnostic Centres (RDCs)</p> <ul style="list-style-type: none"> • Update on RDCs available in NWL and improving access to RDCs • Case studies to support best practice 	<p>Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners</p> <p>Dr Baldeep Syan, GP Cancer Lead – Hammersmith and Fulham</p>	Watch the session here
28th June 2022	1:00 – 2:00	<p>Gynaecology</p> <ul style="list-style-type: none"> • Improving Referral Management • Case Studies 	John Butler, Consultant Gynaecological Oncology Surgeon, Chair of Gynaecology Cancer Working Group, RM Partners	Watch the session here

		<ul style="list-style-type: none"> Support available and resources for Primary Care 	Dr Lyndsey Williams, GP Cancer Lead for Brent and Ealing	
14th July 2022	1:00 - 2:00	<p>Cancer Hot Topics Prostate Cancer: .Approach to take in delivering this aspect of the DES and what support is available to assist you.</p> <p><u>Use of FIT for suspected colorectal cancer:</u> Clarification of when FIT should be dispensed, the referral pathway and how practices and PCNs can track how patients FIT results are received and entered into patient notes.</p>	<p>Dr Abhijit Gill, NWL Primary Care Cancer Clinical Director for RM Partners</p> <p>Dr Maria Wallace, GP Cancer Lead for Wandsworth.</p> <p>Hasan Qazi, Consultant Urologist at St George's University Hospital, Chair of Urology Cancer Working Group, RM Partners</p>	Watch the session here .
14th September 2022	1 – 2pm	<p>Breast Cancer</p> <ul style="list-style-type: none"> Improving Referral Management Case Studies Support available and resources for Primary Care 	<p>Nicky Roche, Consultant Breast Surgeon, Royal Marsden Hospital, Chair of the Breast Cancer Working Group</p> <p>Jason Lee, Consultant Breast and Reconstructive (Oncoplastic) Surgeon, Clinical Lead for the Breast Service at London North West University Healthcare NHS Trust</p>	Watch the session here .
26th October 2022	12 -2pm	<p>The Good Smear Taker – supporting nervous and anxious patients</p> <ul style="list-style-type: none"> Understanding the anxieties that patients 	<p>Gill Burgess, Lead Nurse for the Croydon cervical screening clinics for nervous and anxious women</p> <p>Marianne Wood, Colposcopist and Hysteroscopist at St Georges</p>	Watch the session here .

		<p>have around HPV, the screening process and how to respond to these.</p> <ul style="list-style-type: none"> • Top tips and communication skills in handling and managing nervous patients in the treatment room. • Develop a greater understanding on the Colposcopy process to support conversations with patients. 		
Wednesday 20th September 2023	1 - 2pm	<p>West London Cancer Update</p> <ul style="list-style-type: none"> • An update to changes to 2ww/FDS and PCN DES • Background to cancer detection via primary care and key data sources • An overview of primary care cancer detection programme and including next steps • Information on Rapid diagnostic centres (RDCs) and NG12 criteria 	Dr Thomas Round (Research Clinical fellow for RM Partners) and Dr Lucy Sneddon (SWL Primary Care Clinical Lead)	Watch the session here

		<ul style="list-style-type: none">• Information on resources and education opportunities		
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