

Cancer Information Hub Evaluation



**April 2019 -
March 2020**

About

The Cancer Information Hub opened on October 30th, 2017. Based in the Moor Market in Sheffield City Centre it aims to help educate and inform people about a range of issues concerning cancer and to promote the support and services available to people affected by cancer in Sheffield.

The Hub is open every weekday from 10 am till 4 pm and there is no need to make an appointment. The Hub can be used in a variety of ways including for general information and specific support and advice. It has a dedicated staff member who is available to help people access the information available and provide advice and support.

A wide range of information leaflets are provided to stock the Hub by a number of organisations including Macmillan Cancer Support, Cancer Research UK, Prostate Cancer UK and many local organisations. Information is available in a variety of languages and we also stock easy read leaflets and publications.

Cavendish Cancer Care is the lead partner for the Hub and is responsible for employing the Hub

coordinator and managing the Hub on a day-to-day basis. Cavendish Cancer Care has completed the data analysis and evaluation of the Cancer Information Hub.

This evaluation reports on the work of the Hub from 1st April 2019 to 31st March 2020.

Thank you to Age UK Sheffield, Cavendish Cancer Care, Macmillan Cancer Support, Sheffield City Council, Sheffield Clinical Commissioning Group and Weston Park Cancer Support Centre for supporting this project.

How we collected data

Since the Hub opened a variety of methods have been trialed to capture information about who is using the Hub and the impact it has.

Due to the drop-in nature of the Hub, asking visitors to provide feedback, such as in the form of a questionnaire, is not appropriate and proved a deterrent to people accessing the Hub. Information in this report has therefore been collected by staff observations recorded after each visit to the Hub.





Case Study

The Hub often supports people who are experiencing anxiety while waiting for test results, diagnosis and treatment.

A visitor to the Hub told us he was waiting for some cancer test results. He told us he was experiencing anxiety and mental health issues.

We talked about how he was feeling and practical steps he could take such as asking his GP to contact him with the results via phone call rather than waiting for a letter and asking if they could give a clear idea on when he may get his results. We discussed the support available to help him manage his anxiety such as IAPT, Flourish, Cavendish Cancer Care and his support workers.

When he left he told us he was grateful for the opportunity to talk and took some free resources and leaflets.

He came back to visit the Hub and confirmed he had received a cancer diagnosis. He had a treatment plan which he was comfortable with and the clarity had galvanised him. He's since called into the Hub a couple of times to tell us how his treatment is going.

We regularly meet people who are struggling with their mental health and wellbeing. After three years of operation we have an extensive knowledge of organisations to signpost visitors to and receive positive feedback from individuals who find the information we give them really valuable.

When was the Hub used?

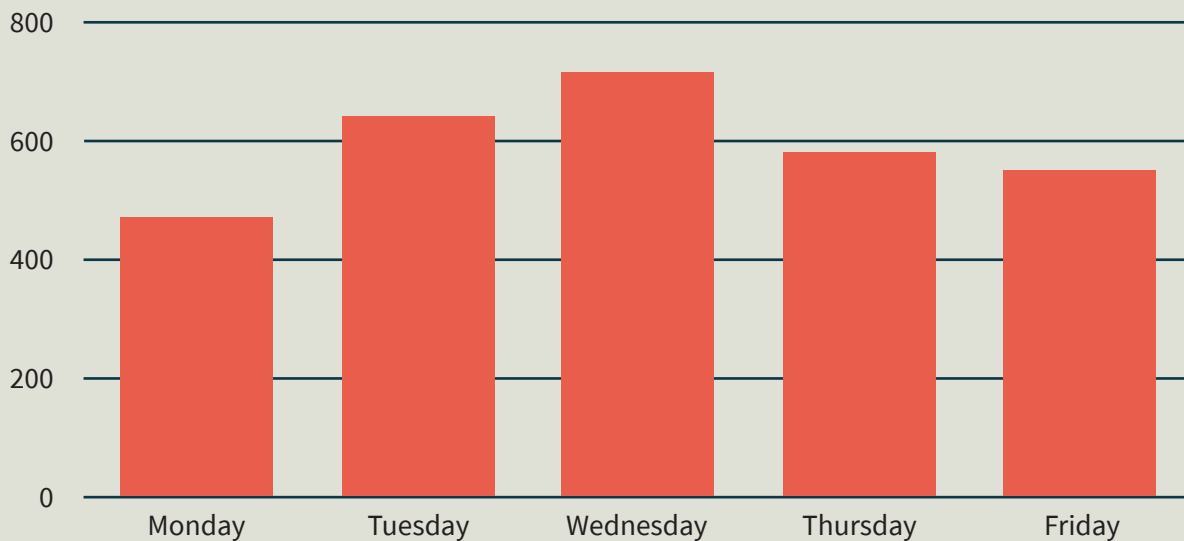
Total visits

From 1st April 2019 to 31st March 2020 we recorded a total of 3,128 visits to the Hub. This is slightly more than the similar period last year when there were 2,990 visits to the Hub.

During this period the Hub was open for 229 days and therefore on average, over 14 people visited the Hub each day.



Visits by day

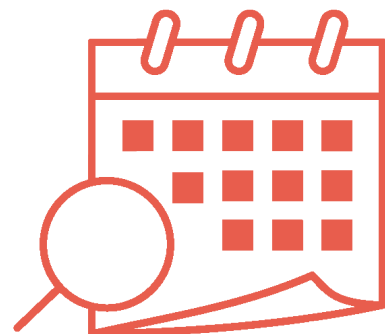


Visits by month

Throughout the 12 month period the Hub was open the most visits were recorded in October when 467 people visited the Hub.

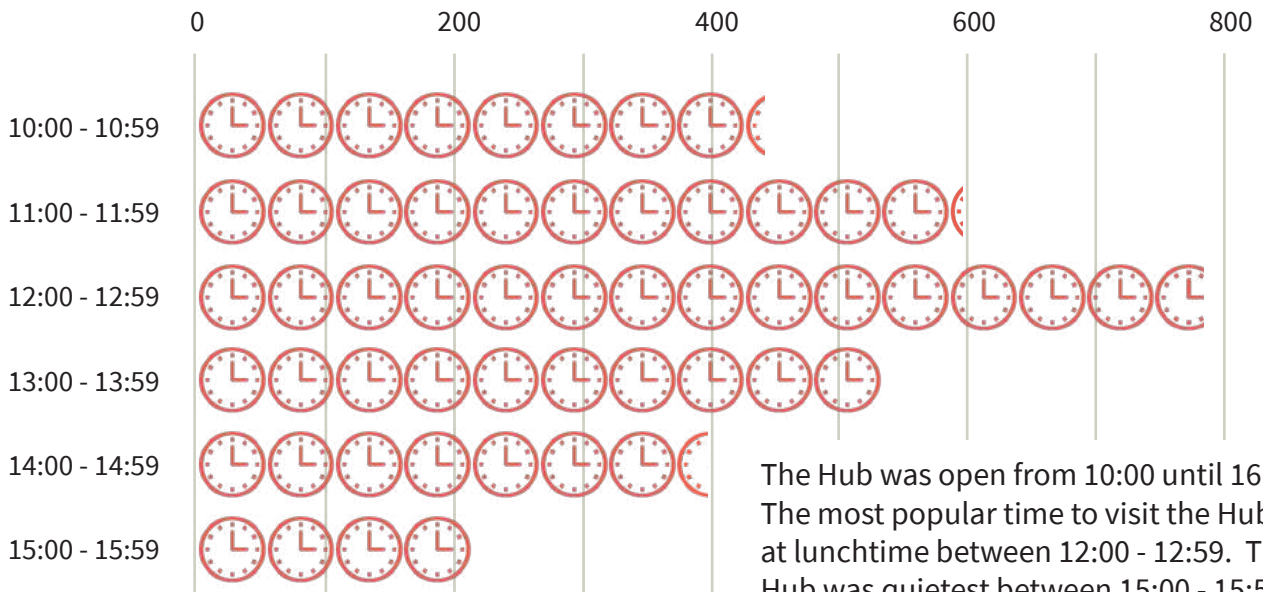
March was the quietest month with 122 visits. Due to the Covid19 pandemic, the Hub was only open for 11 days during March 2020.

October

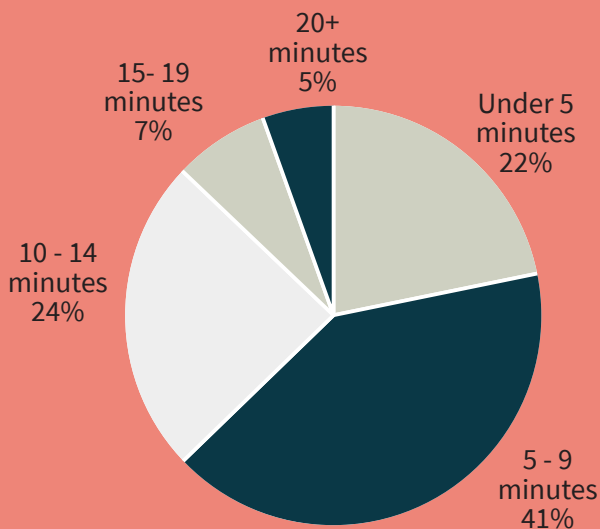


When was the Hub used?

Time of day



Length of visit



The majority of visits were between 5 - 9 minutes long. Just under a quarter of visits were up to 14 minutes long and a small proportion were for over 20 minutes.

Repeat visits

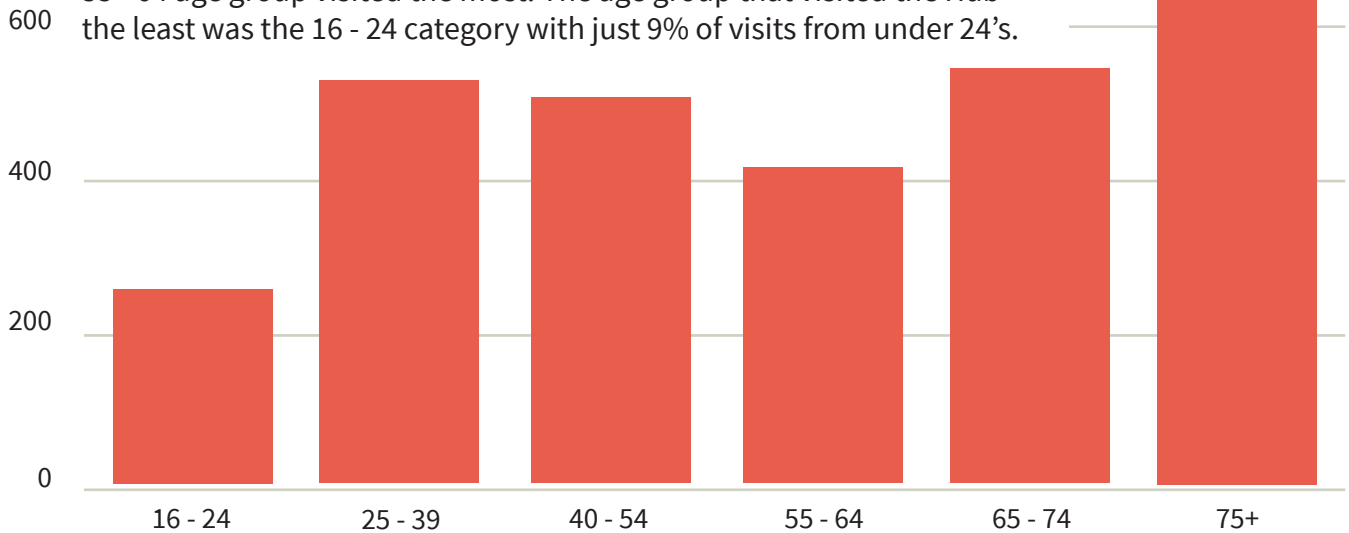
19%
were repeat visits

Some people visited the Hub more than once. Regular visitors to the market built relationships with staff and volunteers and would call in repeatedly for support, information and advice. 19% of visits were recorded as repeat visits from people who had previously used the Hub.

Who used the Hub?

Age

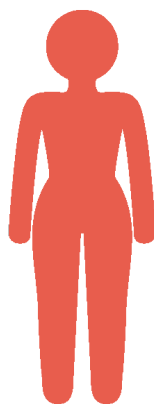
The age group that visited the Hub the most was 75+ with 24% of all visits from this group. This is a change from the previous year when the 55 - 64 age group visited the most. The age group that visited the Hub the least was the 16 - 24 category with just 9% of visits from under 24's.



Gender



Male
44%

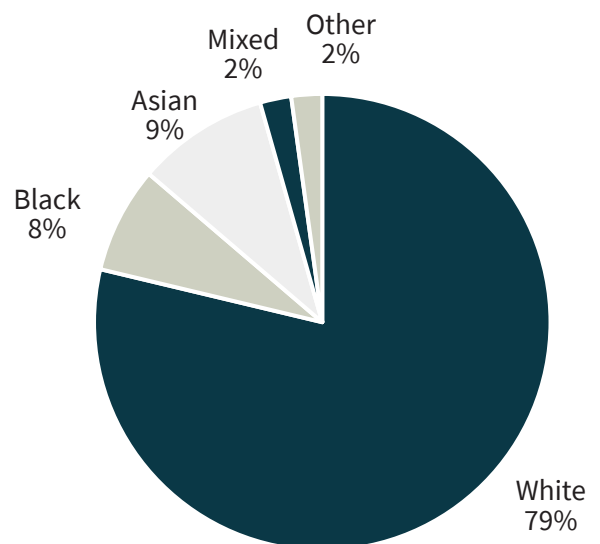


Female
56%

The majority of people visiting the Hub were female with 56% of visits by females and 44% by males.

These are similar proportions to those recorded between April 2018 - March 2019.

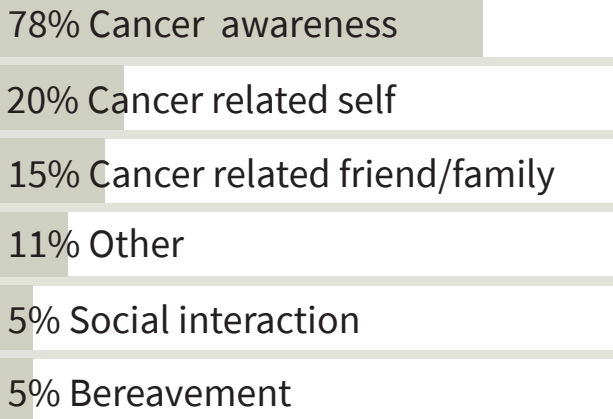
Ethnicity



21% of visitors to the Hub were recorded as from black, asian and minority ethnic groups (BAME). Last year 30% of visitors were recorded as BAME. Sheffield City Council reports that 19% of Sheffield's population are from BAME groups and so the Hub is still seeing a high percentage of BAME visitors.

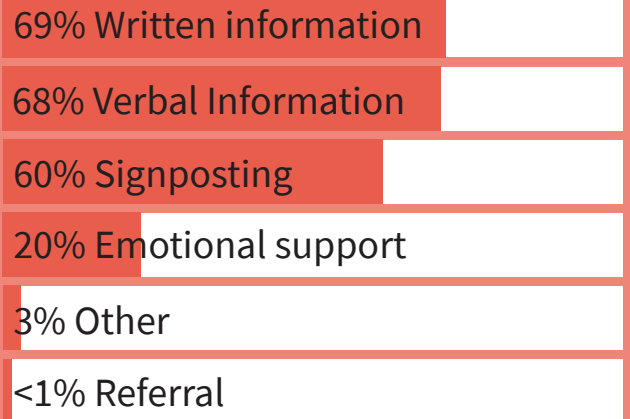
How was the Hub used?

Why people visited the Hub



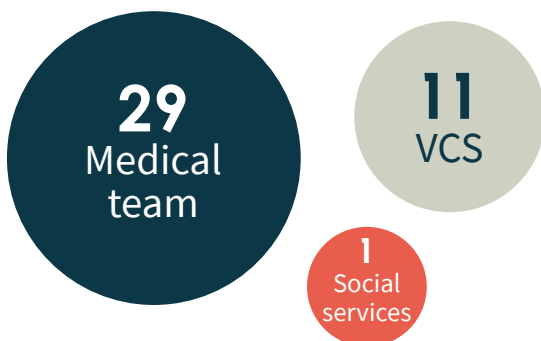
To receive information and advice around general cancer awareness, including maintaining a healthy lifestyle and identifying early signs and symptoms of cancer, was the most common reason people visited the Hub. We also saw a lot of people who wanted to discuss their cancer diagnosis or that of their family or friends.

Outcome of visits



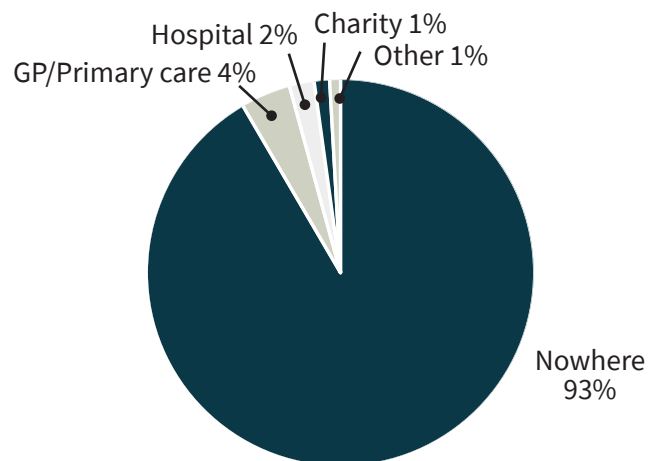
The majority of people that visited the Hub took away written information including on specific types of cancer, coping with the symptoms of cancer and cancer treatment and information on healthy lifestyles. A similar number also received verbal information and over half of visitors were signposted to other services.

Referral/Follow on



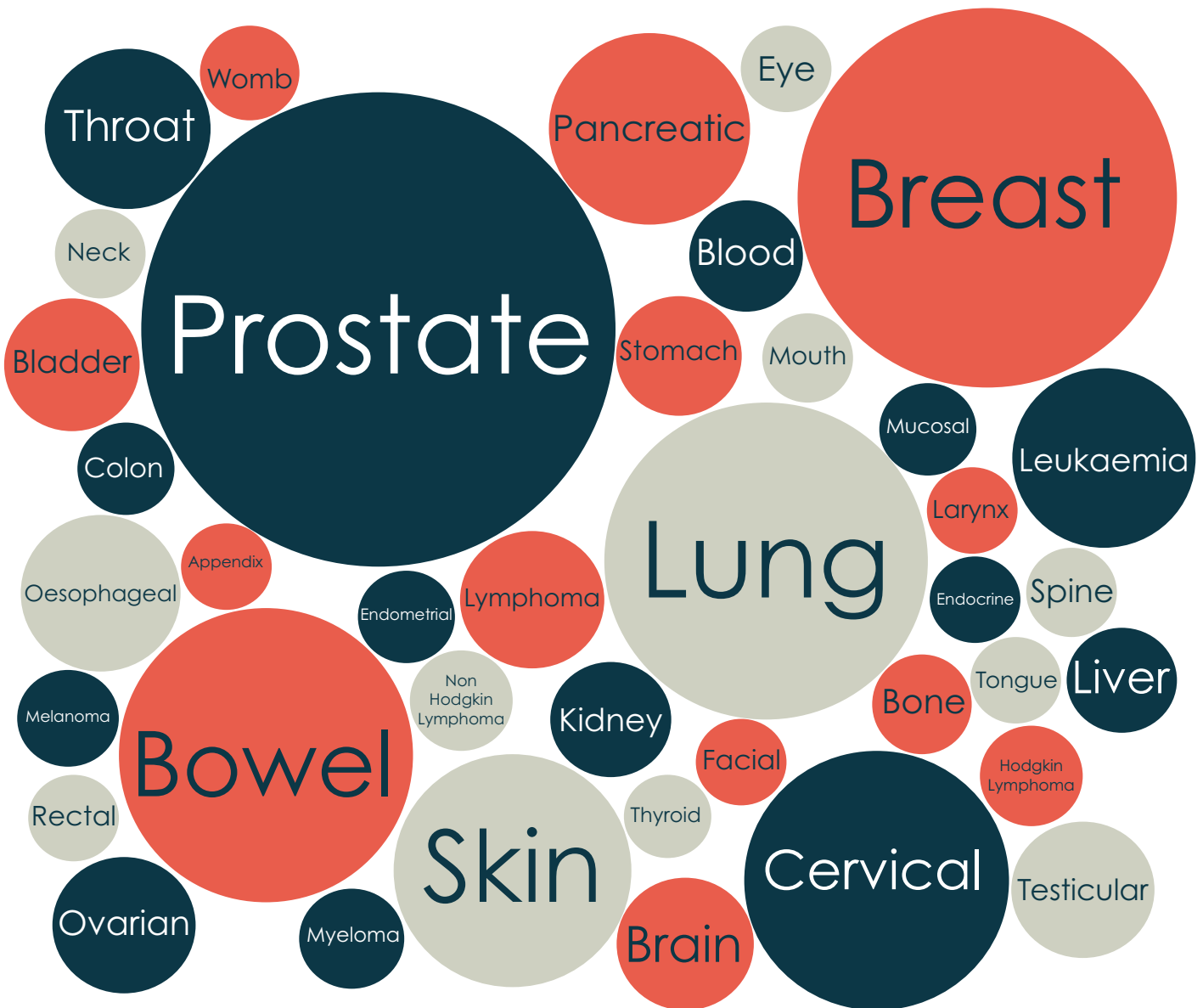
The majority of visitors are signposted to other organisations, however, there are occasions when Hub staff will support the visitor to have a conversation or make an appointment with a statutory or voluntary organisation. The Hub made direct referrals to other organisations for 41 people.

Where else?



It is important to note more than nine out of ten people visiting the Hub told us they would not have sought information or support from elsewhere indicating that the Hub has become an important place for people to access information.

What did we talk about?



Types of cancer

Many of the people who visited the Hub talked to us about a specific type of cancer. We noted the types of cancer that visitors identified. Over the year we had conversations about 39 different types of cancer which is an increase from last year when we discussed 29 different cancer types. Like last year the type of cancer most frequently discussed was prostate cancer which we recording speaking to 301 people about. This means that we discussed prostate cancer in about 10% of all Hub visits. The second most frequently discussed cancer was breast cancer (158 people) followed by lung cancer (72 people). We saw an increase in discussions around lung cancer as a result of the Hub's lung awareness sessions.



Case Study

A mother whose child had cancer treatment when they were very young visited the Hub. She told us that her child now experiences mobility difficulties because of the long-term effects of the cancer treatment. Their current home isn't suitable for the child's needs and they are experiencing issues getting the adaptations they need which is affecting the child's wellbeing.

We talked to her about Sheffield Carers and explained they could offer support on a range of issues. She took their contact details and felt getting in touch with them first was less daunting than approaching social services.

She also took Shelter's helpline number to help her navigate the council's rehousing system as she felt her choices were limited and might mean moving away from her child's supportive school. We also shared information about Weston Park Cancer Support Centre's helpline and therapies available from Cavendish Cancer Care for her and her child.

After we had talked she told us she was so relieved to have someone to listen to the whole scenario and that she wasn't aware of some of the services we signposted her to.

This story reminds us that cancer can impact on people and their families a long time after treatment has ended. The long-term impacts can often not be about the cancer diagnosis itself but can affect all aspects of life. It is important that Hub can provide information and signposting to visitors to key organisations like Shelter.

Awareness events

Throughout the year the Hub took part in awareness events. Engaging in these events brings a new focus to the Hub, creates interest and engages other traders in the market.

April and May 2019 • Stay Safe in the Sun

Throughout April and May we specifically spoke about sun safety. We engaged visitors to the Hub and Moor Market in discussions about sun safety and distributed cards and leaflets. We spoke a lot to workers from the building sites near to the Market when they came into the market for breakfast.

We discussed with the Sheffield City Centre Ambassadors how they were staying safe in the sun while they are working in the city centre. The Ambassadors also call regularly at the Hub to receive updates on our work so they can signpost people who are out and about in Sheffield, to the Hub if they need support.



November 2019 • Lung Health Awareness

The Hub took part in Lung Health Awareness Day in November. We displayed Lung Health leaflets from the Roy Castle Lung Cancer Foundation, Macmillan and local support groups. Practical both for patients and carers the leaflets were very popular with Hub visitors. We promoted the awareness day via our social media channels and reached out to respiratory consultants in the area so they could share the information with their staff and patients. A Consultant from the Northern General dropped into the Hub when in town, for a chat and to see the Hub in action. He kindly arranged for two Lung specialist nurses to come to the Hub for a short but focused drop-in. We hope to make this an annual event and offer slots in advance to help people take advantage and bring their questions.



January 2020 • Cervical Cancer

In January we shared information with visitors from Jo's trust and other organisations to promote awareness of cervical cancer. One visitor we spoke to told us she had refused the HPV vaccine for her children because she felt the information she received didn't give enough detail for her to make an informed choice. After speaking with Hub staff and discussing the benefits of the vaccine she told us she was going to request the vaccine for her children from her GP.



What's next?

The Covid19 pandemic only impacted the last few weeks of the year covered in this report. However, at the time of writing it is important to acknowledge how the crisis has affected the Hub and our plans for the future.

Before the pandemic, our priority was to increase the accessibility and greater community knowledge of the Hub, with the aim of ensuring more people had information on cancer awareness, prevention and screening.

The key objectives are,

- To increase the reach and encourage uptake of services by signposting people to the appropriate local providers/organisations.
- Provide information and support regarding health and wellbeing.
- Increase capacity to engage and enable effective communication with people in deprived areas and/or hard to reach groups to promote access to person centred support, tailored to meet individual needs and to help address the inequalities of health in the city.
- Build on effective links already established within the BAME community.
- Develop and facilitate a peer-to-peer support offer.
- Work collaboratively with other organisations across the City.

- Promote access to a range of self-management options to support people with their health and wellbeing.
- Effectively promote and increase the health of local communities.

The Moor Market was closed during the first national lockdown but has been open during subsequent lockdowns for essential traders. The Hub has opened when restrictions permitted.

When the Hub has been closed we have used this time to establish links with other organisations across the city. This has helped increase the knowledge base of the Hub across Sheffield. We will also be working with key departments in the CCG to promote their work regard long-term conditions that also impact on people diagnosed with cancer, e.g. mental health and dementia.

The impact of Covid19 and the related restrictions has led us to start to consider how we could improve access to information by being more active online. The third national lockdown starting on 5th January 2021 has accelerated this work. We are now working on replicating the work of the physical information Hub with a Virtual Online Hub and hope that this will complement the work of the physical Hub post Covid19.





Case Study

Throughout April and May we promoted Stay Safe in the Sun with a targeted display at the Hub. We also distributed leaflets around the market to people in the café area and specifically tried to reach people with children and grandchildren.

A woman in her late fifties came to visit the Hub as she was concerned about a mark on her head. Her friend, who was with her, was also worried about a mark on her hand.

The lady asked the Hub staff member to look at the mark on her head as she could not get to their GP for it to be checked.


The staff member explained that they were not medically trained but encouraged her to make an appointment with their GP. We reassured her that they would not be wasting anyone's time and that asking for it to be looked at was absolutely the right thing to do.


She came back to the Hub to update us and told us that the mark had been removed and she had been checked for any other problem areas. She was very pleased that she had had the mark checked and treated and grateful for the staff members encouragement to make that happen.


Visitors regularly ask the Hub staff medical questions. The staff will always clearly state that they are not medically trained but will always encourage visitors to speak to their GPs or signpost them on to the relevant organisations.

Contacts

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