

Greater Manchester Macmillan Cancer Support Workforce Event: Post Event Evaluation

Overview

The 'Greater Manchester Macmillan Cancer Support Workforce Event' took place on Thursday 19th October. The event aimed to support bridging the gap between primary and secondary care Cancer Support Workers (CSW) from across Greater Manchester (GM).

By way of background, the CSW Forum was established in May 2022 to provide peer-to-peer support and sharing best practice between CSWs from primary and secondary care. A key outcome from the forum was to build on newly formed network and create the first event to support communication and ultimately lead to better patient centred care.

Event attendees included CSW's, Cancer Nurse Specialists, Cancer Managers and clinical members of staff, from a variety of specialisms allowing stakeholders to connect and share best practice across care settings.

Learning Objectives

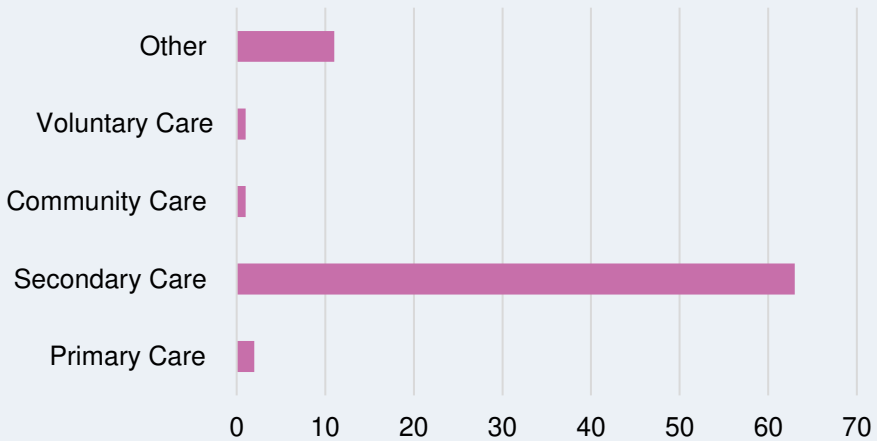
- Bring together CSWs from primary and secondary care to build communication links.
- Encourage peer-to-peer support channels.
- An opportunity for CSWs to develop networks and share best practice.
- Encourage training, education and development opportunities.

Delegate Statistics

- 68 delegates registered for the 'Greater Manchester Macmillan Cancer Support Workforce Event'.
- 54% of registered delegates completed the event evaluation survey.

Delegate Care Setting

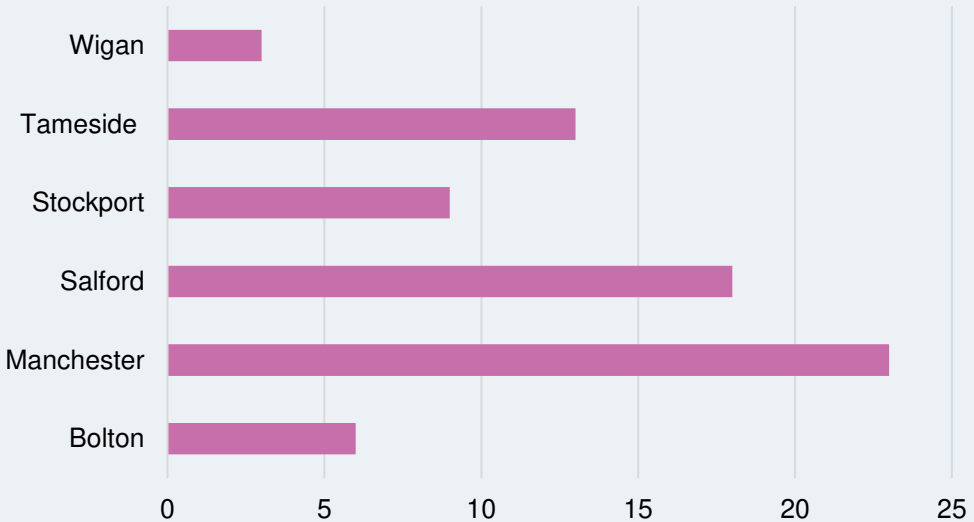
The below graph shows the variation in delegate care setting. 'Secondary Care' was the most represented' with delegates also noted from Manchester University NHS Foundation Trust, Trafford General Hospital and Royal Oldham Hospital.



Delegate Locality

The below graph shows a breakdown in delegate locality. Delegates were noted across a wide range of localities including Wigan, Tameside, Stockport, Salford, Manchester and Bolton. The locality with the highest representation at the event was Manchester.

5 delegates recorded their locality as 'Other'. These delegates either worked for nationwide organisations such as NHS England or did not specify their region of work.



Content Analysis

- 92% of delegates that completed the feedback survey stated they 'strongly agreed' or 'agreed' that the right subjects were covered at the right level.
- 100% of delegates that completed the survey stated they would recommend the 'Greater Manchester Macmillan Cancer Support Workforce Event' to a colleague.

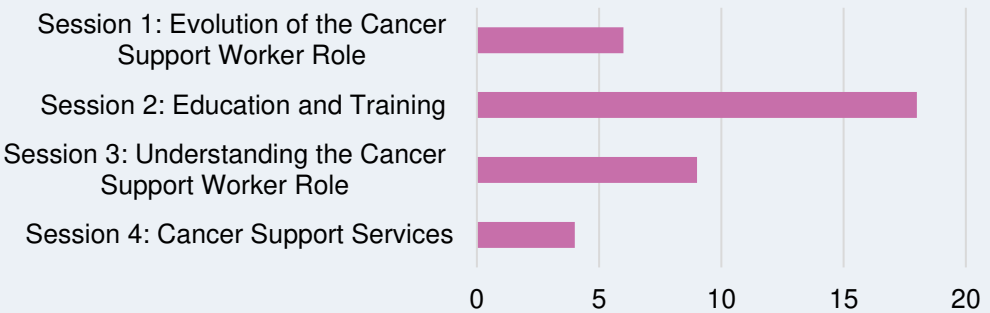


Event Rating

The 'Greater Manchester Macmillan Cancer Support Workforce Event' was rated 4.7/5 overall. The rating was consolidated by additional delegate reasoning, some of which is listed below.

- "I now know of many training and development opportunities I can access in my role to provide a better service for patients and widen my knowledge."
- "I particularly valued hearing from John Gale about the ACCEND programme, whilst I had previously looked at the information on the website it made it more real and relevant."
- "Clear information, good organisation, interesting speakers, a lot of information about progress in the care of cancer patients."

What Session Was a Highlight for You?



Session 2: Education and Training received the most votes (n=18) whilst Session 4: Cancer Support Services received the least amount of votes (n=4).



What Did You Learn That Will Impact Your Practice/Patient Care?

- “How to access the new Macmillan Learning Zone and what is available to enhance my learning.”
- “The importance of effective, clear and supportive communication and establishing strong relationships with our patients and their families.”
- “It was good to learn about the training opportunities available to staff and I will be encouraging the support workers within my team to access these.”
- “How the ACCEND framework can be used to evaluate and improve my practice.”
- “It was good to learn about the training opportunities available to staff and I will be encouraging the support workers within my team to access these.”
- “The services offered to patients to ensure they don't feel alone throughout their pathway and can connect with other patients experiencing similar struggles and battles.”

Additional Comments

- “I really hope that there will be future events like this going forward.”
- “Speaking with others in the same job role has given me confidence to provide the best care for the cancer services.”
- “Thank you for letting me be part of such a knowledgeable event and experiences of team with other services from different trust.”



Workshop Outcomes

A workshop featured on the agenda in the afternoon session which saw delegates identify the current challenges preventing communication and discuss possible solutions as show below.

Current Challenges Preventing Excellent Communication

Communication barriers:

- Office noise preventing clear communication.
- Digital literacy barriers.
- Use of language and jargon can be confusing for both staff and patients.
- Poor verbal and non-verbal communication.
- Lack of communication between CSWs in primary and secondary care.

Education & Training barriers:

- New systems requiring staff training and delaying other activities.
- Time to complete continued professional development.
- Accessibility to training resources and equipment.

Environmental barriers:

- Workforce pressures related to increase stress and anxiety.
- Financial pressures.



Solutions to Prevent Poor Communication

Communication:

- Tailoring communication appropriately.
- Face to face meetings to problem solve.
- Develop a system for all care sectors to communicate effectively. For example, streamlined approach referring patients to and from primary and secondary care.
- Avoid using jargon.
- Listen to patients and staff feedback.

Education & Training:

- Utilise Cancer Support Forum to provide peer to peer support, share best practice and training resources.
- GM CSW Forum to link in with GM Cancer Voices Community to ensure the patient voice feeds into the forum.

Environment:

- Use patient feedback to support departmental improvements.
- CSWs to link in with GM networks such as GM Cancer Personalised Care Delivery Group to share current challenges and solutions.
- Link in with specific CSW roles to provide a collaborative approach to problem solving.
- Promoting CSW roles across GM to aid understanding of the variation in roles.

Following the workshop, delegates created a 'pledge' to support them in their roles going forwards. The pledge would provide a reminder after the event to do something differently in their workplace to create a positive change, and in turn, feed into the GM Cancer Academy ePortfolio when writing their reflections on the event.



Conclusion

The purpose of the event was to provide the opportunity for CSWs to build communication channels between primary and secondary care and share best practice. The outcomes identified the need for seamless communication and promotion of the support workforce across GM to widen understanding of all roles.

Throughout the day, various talks were delivered on evolution of CSW roles, training and education developments in GM and nationally, cancer services to signpost patients to and detailed discussions held during the workshop.

In conclusion, the event was successful and highlighted the next steps for CSWs.

Points for Further Education

The workshop highlighted further education and training is required for the Cancer Support Workforce. This has been significantly supported by NHS England, GM Cancer Academy and Macmillan Cancer Support Learning Hub. Please see below for references and useful links:

NHSE ACCEND Hub, [Aspirant Cancer Career and Education Development programme \(ACCEND\) - elearning for healthcare \(e-lfh.org.uk\)](#)

GM Cancer Academy, [Greater Manchester Cancer Academy - The Hive for Cancer Education \(gmcanceracademy.org.uk\)](#)

Macmillan Cancer Support Learning Hub, [Education and Training | Healthcare professionals | Macmillan Cancer Support](#)

