



Greater Manchester Cancer
Academy
Colorectal

Colorectal Stakeholder Event: Post Event Evaluation

Overview

The event was a celebratory day, sharing good practice and innovations in patient care across the patch, particularly raising the profile of colorectal cancer in Greater Manchester, shining a light on all of the excellent work underway across the system. This was the first colorectal specific event for at least 5 years, and the first at the scale of 100+ delegates.

It is recognised that improvements in colorectal cancer care are the ‘sum of parts’ and so the team were keen to acknowledge the whole pathway at the event from prevention and early diagnosis of disease through to treatment and beyond.

The event offered some creative features throughout the day including a patient video, a professional poster exhibition; a patient art exhibition including poetry boards; and industry exhibitors.

Learning Objectives

- To showcase the work of the Colorectal Pathway Board
- To raise the profile of colorectal cancer in Greater Manchester
- To share the vision for the future
- To celebrate key successes in the diagnosis, treatment, care and support of patients

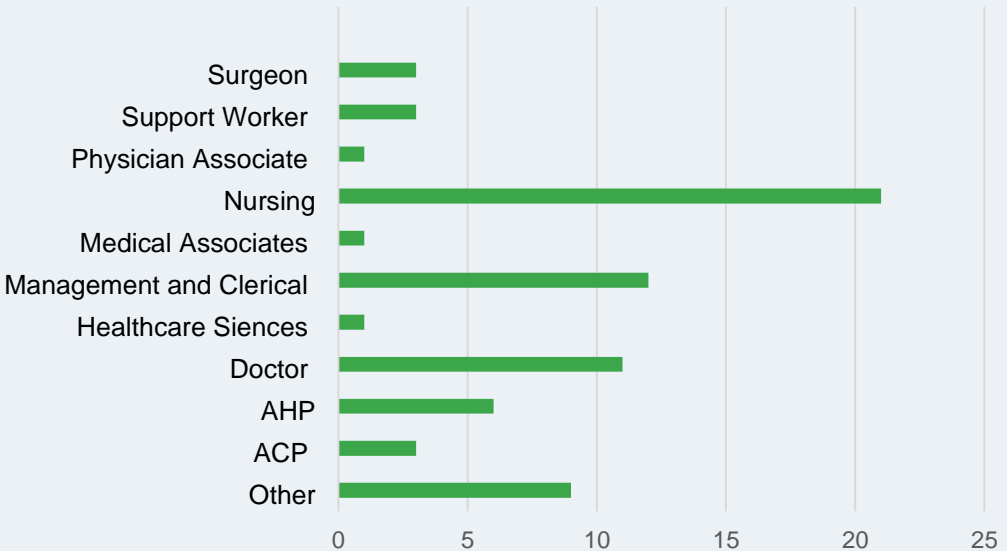


Delegate Statistics

- 125 delegates attended the Colorectal Stakeholder Event
- 29% of attendees completed the event evaluation survey

Delegate Demographic

The below graph shows a breakdown of delegate professional grouping. The most represented professional group at the event was 'Nursing'. 'Doctors', 'Management & Clerical' and 'Allied Health Professionals' also had high levels of representation.

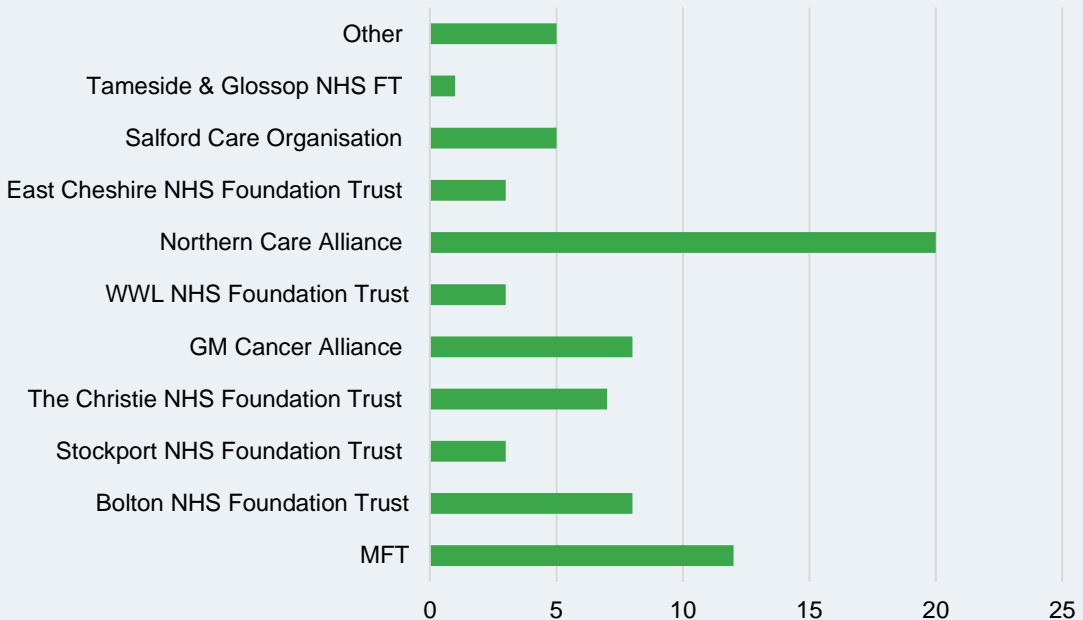


The event saw representation from a variety of care settings. The highest represented care setting was Secondary Care (44%) delegates were also noted from Primary Care and Community Care settings.



The below graph shows the breakdown of delegate's place of work. The Colorectal Stakeholder Event attracted delegates from a variety of workplaces across Greater Manchester and beyond.

The workplace with the highest representation at the event was the 'Northern Care Alliance NHS Foundation Trust'. Delegates were also noted from 'Manchester University Teaching Hospitals NHS Foundation Trust', 'Bolton NHS Foundation Trust' and 'The Christie NHS Foundation Trust'. 5 delegates were from workplaces categorised as 'Other'. These delegates worked at NHS England, in the charity sector and in GP Surgeries.



Content Analysis

42% of delegates who completed the event evaluation survey stated that they 'strongly agreed' that the right subjects were covered at the right level. Furthermore, 44% of delegates voted that they 'agreed' the right subjects were covered at the right level.

How will this event help you professionally in improving service delivery of Colorectal Cancer Care in Greater Manchester?

Delegates highlighted several ways that the learning from the event will help them improve the delivery of their service. The following areas were highlighted:

- “The event highlighted areas of inequalities in service delivery and specified actions to tackle them.”
- “The event supported links to wider colorectal services and opportunities to work together to improve screening uptake.”
- “The event gave me a greater awareness of the treatment pathway.”
- “I have increased awareness of prehabilitation services available to patients.”
- “I have a greater understanding of the challenges our patients face.”
- “It’s given me a broader understanding of the terminology referred to in meetings. I’m a new manager and the use of abbreviations can often lead to misunderstanding.”
- “Increased awareness of bowel cancer screening programmes within Greater Manchester.”



Event Rating

Delegates scored the Colorectal Stakeholder Event an overall average rating of 4.5/5. Additionally, 100% of delegates who completed the event evaluation survey said that they would recommend the event to a colleague. This rating was consolidated by additional delegate reasoning, some of which is listed below.

- “There was a good mix of presentations on the day. I also really liked the posters and the patient representative contributions.”
- “There were excellent presentations and a variety of topics, there was something to suit everyone. It was good to have patient recognition through artwork and poetry - a strong reminder of why we all do what we do.”
- “The event gave a good view of all aspects of the pathway. I learned what happens before patients get to me.”
- “Great speakers and a good breadth of subjects including the whole MDT. Good networking opportunity and felt very collaborative.”

Points for Reflection

The evaluation survey asked delegates to specify any areas they would like to see included in future colorectal pathway board events. A breakdown of the areas specified is shown below.

- The impact of colorectal cancer treatment on sexual relationships and intimacy
- Focus on gut microbiome, diet and exercise
- A continued focus on reducing health inequalities
- Inclusion of the role of diagnostic support services in these pathways rather than just the clinical picture.
- Increased focus on research within the colorectal cancer pathway
- The continuation of patient involvement.



Conclusion

The aims of this one-day whole-system event were to raise the profile of colorectal cancer in GM; share the vision for the future; and celebrate key successes in the diagnosis, treatment, care and support of patients. The varied programme attracted a broad spectrum of health and care professionals, offering something for everyone. The day saw over 120 professionals attend to learn about good practice and innovations in patient care across Greater Manchester and East Cheshire.

Through the support of colleagues, the team were able to creatively intersperse the voice of patients and carers throughout the event. This enriched the day with pertinent thought-provoking insight to compliment the clinical content of the programme.

