



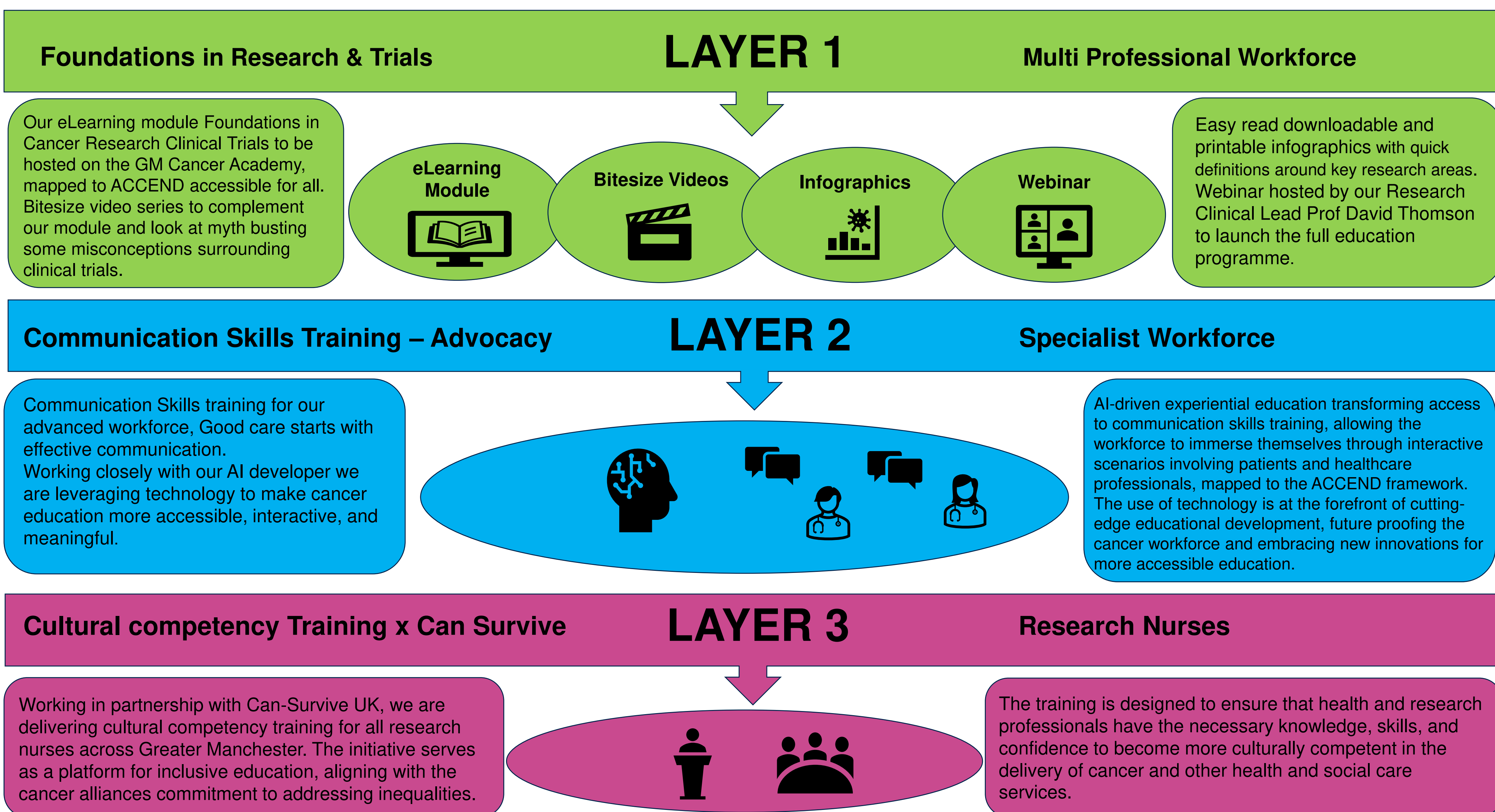
**BRIDGE - Broadening Cancer Research Participation and Diversity through a Greater Manchester Cancer Education Programme –**  
**Siobhan Doherty – Research Education Project Manager**  
**Prof. David Thomson – Research Clinical Lead Claire Goldrick – Research Pathway Manager**

**Introduction**

The importance of research in improving patient outcomes and healthcare quality in Greater Manchester is essential to deliver the ambitions outlined in the NHS Long term plan. A review conducted at The Christie NHS Foundation Trust found that only 5% of patients participated in trials, with notable underrepresentation of minority ethnic groups. To support understanding workforce needs, the workforce and education programme at the Greater Manchester Cancer Alliance conducted a survey that was distributed widely across Greater Manchester to assess the current knowledge of cancer research and clinical trial opportunities, and the confidence in communicating these to patients. Outcomes identified the need to upskill the workforce to increase clinical trial participation. The project successfully secured funding to deliver a three-tiered education programme that will be hosted on the Greater Manchester Cancer Academy.

**Methodology**

The education programme will be delivered with a three-tiered approach. Each layer directed at a different level of the cancer workforce to ensure equity in delivering and upskilling in response to the identified workforce need.



**Impact & Outcomes**

Improved knowledge, confidence & understanding among the workforce of how to speak to patients about research and clinical trials ♦ Advanced Comms Skills for specialist cancer workforce ♦ Cultural Competency Training for research workforce ♦ Increased proportion of patients from ethnic minority communities participating in cancer research trials ♦ Sharing of learning beyond GM ♦ Education around research linked to ACCEND ♦ Improved survival outcomes and treatment personalisation for patients ♦ Reduced health inequalities ♦ Improved models of care