

# Cancer Rehabilitation Ambassador Project: Implementation of Recommendations in South East London.

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### Introduction

One in four people experience poor health or disability during or after cancer treatment, with many reporting long-term physical and psychological symptoms<sup>1</sup>. As the population ages, over 73% of those living with cancer will be over 65 years old and often managing additional comorbidities<sup>2</sup>. Cancer rehabilitation plays a vital role in maintaining quality of life, requiring Allied Health Professionals (AHPs) across all care settings to feel confident and equipped to meet the needs of people with cancer. However, awareness of and access to cancer rehabilitation services remain limited.

In 2021–2022, a deep-dive review was undertaken to explore the cancer rehabilitation landscape in South East London (SEL) and identify barriers to implementation. The resulting **Cancer Rehabilitation Ambassador (CRA) Report outlined recommendations** including:

- Enhance education, training, and development opportunities for non-cancer specialist AHPs,
- Foster collaboration across specialist and non specialist services
- Increase visibility of cancer rehabilitation

Ultimately to improve access to, and the quality of, cancer rehabilitation across SEL.

This poster describes the activities to support implementation of these recommendations

### Methods

#### Inputs

- Previous Pan-London scoping reports and recommendations (e.g. TCST, Drew & Dowling)
- Cancer Rehabilitation Ambassador Implementation Lead
- Multi-professional Steering Group
- Cancer Rehabilitation Ambassador Report (SELCA 2022)**

### Activities

- Stakeholder communications and engagement
- Share and Learn Webinars Series
- Introduction to Cancer Rehabilitation Face-to-Face Study Days
- Cancer Rehabilitation Support Line Pilot
- Cancer Rehabilitation Information Sessions
- Input into wider regional and national training initiatives (e.g. ACCEND, COP)

### 1. Cancer Rehabilitation Support Line Pilot & Cancer Rehabilitation Information Sessions

Based upon feedback from stakeholders the Cancer Rehabilitation Support Line Pilot & Cancer Rehabilitation Information Sessions were set up. This provided advice, signposting and acted as a networking link between cancer specialist and non cancer specialist services.

### 2. Cancer Rehabilitation Study Days

Through collaboration with Lewisham and Greenwich Trust (LGT), Macmillan funding was secured to host two in-person study days: "Introduction to Rehabilitation for Patients with Cancer".

Figure 3. Cancer Rehabilitation Study Day



### Figure 2. Cancer Rehabilitation Support Line Flyer

### 3. Cancer Rehabilitation Awareness Video

A short video was created to increase awareness of Cancer Rehabilitation for both patients and professionals. It details what cancer rehabilitation is, who can benefit from cancer rehabilitation and how to find out more information. It features patients, who explain in their own words, how cancer rehabilitation has helped them through their cancer journey. The video can be accessed on the SELCA website or through scanning the QR code.



Figure 5. QR code for Cancer Rehabilitation Video

### Figure 4. Cancer Rehabilitation Video

### Cancer Rehabilitation Share and Learn

Free lunchtime webinar events

Join our series of interactive webinars to refresh your knowledge and build confidence in managing patients with cancer

What's on offer?

Education  
Introductory teaching on topics that have been selected by Allied Health Professionals in South East London  
Group Discussions  
Facilitated group discussion to share experience, challenges and successes.  
Panel Discussion and 'Ask the Expert'  
Chance to meet our expert panel of professionals and ask your questions

\*REGISTRATION IS REQUIRED FOR EACH SESSION\*

- Thursday 25th January 12.00-13.00  
Facilitating rehabilitation for patients with cancer related fatigue
- Thursday 22nd February 12.30-13.30  
Talking to patients with cancer
- Wednesday 13th March 12.30-13.30  
Rehabilitation with palliative cancer patients

A great opportunity to network with colleagues, link in with other teams and share experience.

Figure 6. Cancer Rehabilitation Share and Learn Flyer

### Results

Implementation activities have demonstrated results in the following areas:

#### Knowledge and Confidence

- Two study days (2023, 2024) reached 70 AHPs, with evaluations showing improved knowledge, confidence, and awareness of resources.
- 98% of attendees at share and learn webinars strongly agreed or agreed that they felt more confident/reassured in supporting cancer patients following the webinar
- Improvement in confidence scores

- Pre and Post Study day 4.5 → 8
- Pre and Post Share and Learn Webinars 5.5 → 8.2

### Table 1. Share and Learn Topics and Attendance

Share and Learn Webinar	Att. (est)
<b>Session 1</b> 25/11/2023 Facilitating rehabilitation with patients with cancer related fatigue	40
<b>Session 2</b> 22/02/2023 Talking to patients with cancer	44
<b>Session 3</b> 13/03/2023 Rehabilitation with palliative cancer patients	44
<b>Session 4</b> 26/06/2024 'Where can I find help for my patient?' Signposting to support for patients with cancer in South East London	28
<b>Session 5</b> 04/09/2024 Physical activity and cancer	50
<b>Session 6</b> 13/11/2024 Nutrition and cancer	40
<b>TOTAL:</b>	<b>246</b>

#### Visibility and Awareness of Cancer Rehabilitation

- Engagement in educational events has been positive with webinars reaching approx. 246 health care professionals to date (Table 1).
- Although originally targeted at AHPs, other professional groups were keen to engage in webinars including care coordinators and social prescribers working in primary care. (Table 2)
- News pieces, cancer rehab video, support line pilot and cancer rehabilitation information sessions have all received positive feedback. The cancer rehabilitation video has over 150 views to date.

#### Sustainable Forum for Learning and Relationship Building

- Positive feedback from facilitators and presenters at webinars
- Evidence of 2 way conversations about cancer rehabilitation and shadowing opportunities

### Conclusion

Educational initiatives, peer support mechanisms and multimedia resources have been well received and effectively improved visibility of cancer rehabilitation for patients and professionals as well as knowledge, confidence and networking between teams. Wide professional engagement in the share and learn webinar series speaks to the recognition of the relevance of cancer rehabilitation training across different roles and the value of continuing to offer inclusive, multi-professional training opportunities.,

Ongoing work should focus on sustaining training, strengthening collaboration between specialist and non-specialist services, and embedding rehabilitation within the cancer care pathway to reduce inequalities and improve long-term outcomes.

### Table 2. Professional Engagement across Webinars

Profession	No.
Physiotherapist	71
Occupational Therapist	30
Dietician	12
Speech & Language Therapist	10
Therapy Assistant	12
CNS/ ANP	25
Lymphoedema Practitioner	10
Care Coordinator or Social Prescriber	39
Other	37

### References

- Macmillan Cancer Support. *Cancer statistics fact sheet* [Internet]. 2025. Available from: Macmillan.org.uk.
- Macmillan Cancer Support (2012) *People living with cancer: Macmillan Cancer Support analysis of cancer prevalence data*. Available at: [https://www.macmillan.org.uk/images/people-living-with-cancer\\_tcm9-283689.pdf](https://www.macmillan.org.uk/images/people-living-with-cancer_tcm9-283689.pdf) (Accessed: 28 August 2025).