

Community engagement events with Macmillan Cancer Support

Who?

The Jo's Cervical Cancer Trust Manchester Public Health Engagement Coordinator (PHEC) and Macmillan Facilitator met to discuss ways of joint working in order to have better engagement with BAME women and to improve cancer outcomes.

How?

The Macmillan Facilitator planned several cancer information and listening events, and the PHEC was invited to attend these events to lead sessions on cervical screening. There was input from other health professionals at these events, including a clinical nurse specialist focusing on breast cancer awareness and the Be Well adviser promoting healthy eating.

These events were planned with community group organisers and widely advertised through various community networks. Macmillan Cancer Support also provided catering which further enticed women to attend.

Event at Burnage Buddies South Asian Group



Outcomes

5 joint awareness sessions were delivered across Manchester targeting Pakistani, Bangladeshi, Kurdish and Black African communities speaking to over 190 women. Events were held in various community venues and mosques.

Cervical screening talks generated frank and open discussions with women. These events provided women with a safe and comfortable environment to discuss things freely, ask any questions in their community. HPV myths and facts were discussed as were cultural barriers.

Visual aids were used to allow for different learning styles and to generate discussion and interpreters were utilised where needed. Feedback from one organiser, the Ethnic Health Forum, said, "The event generated a lot of discussion and helped to dispel cultural myths. 40 women attended today and were very engaged in both talks and were empowered. Their levels of awareness increased and are likely to attend screening when next invited."

There should be more of these events on a regular basis to remind us and new women into the country. Education is so important otherwise people will rely on their cultural beliefs and not change for the better."

- An attendee from Khizra Mosque

"It was a good awareness event learning about both cancers, we got all the awareness we needed in one event which I think works best for communities."

- An attendee from the Kurdish women's group