

CROYDON CANCER CONFERENCE 2022



CAN YOU CME?

THE CROYDON CANCER CONFERENCE 2022

Evaluation Report



MACMILLAN
CANCER SUPPORT



CAN YOU COME?

THE CROYDON CANCER CONFERENCE 2022

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INTRODUCTION

The Croydon BME Forum organised a conference entitled 'Croydon Cancer Conference 2022 – Can You C Me?'

The conference aimed to address racial disparities within cancer support, raise the voices of marginalised communities and emphasise the importance of healthcare equality.

Attendees joined talks with panels of guest speakers and workshops on living with cancer.

Topics included:

- The impact of cancer on finances
- Ethnic disparities within cancer
- Cancer and loss
- Afro hair and cancer
- Breast cancer
- Speakers and workshop hosts were a mixture of healthcare professionals and those with lived experience of cancer.

Information on where to access advice and support for individuals who have received a cancer diagnosis and their families & loved ones was also provided. This was fulfilled through signposting during the workshops and stalls from various organisations being present during the event.

CAN YOU C ME?

THE CROYDON CANCER CONFERENCE 2022

Approximately 40 people provided feedback and every single person answered “yes” to the question ‘Do you feel more empowered in your cancer care and support after attending the conference?’



WHAT WE DID

The funding was provided by Macmillan after a successful bid was submitted by Croydon BME Forum. The funding was approved approximately six weeks before the date of the event (29th November 2022).

To ensure successful delivery of the project, a steering committee met weekly which consisted of staff and volunteers. To ensure the steering committee was guided by those working in the field of cancer and those with lived experience, the main project leaders also met and consulted with medical professionals, speakers and the event hosts.



MARKETING

The marketing process was started by creating a name and logo for the conference. After consultations with staff within the Croydon BME Forum and other external organisations, the name 'Can you C Me?' was agreed upon and the logo was designed.

Social Media

The event was advertised on all of the Croydon BME Forum's social media channels (Twitter, Instagram, TikTok and WhatsApp). The campaign continued throughout the 6 weeks lead up to the conference.

Instagram post:

934 Views
876 Accounts
493 Follower Accounts
383 Non-Follower Accounts

Twitter:

324 impressions
1041 profile visits

Facebook:

481 people
18-24 - 2.1% women 0% men
25-34 - 10.0% women 1.5% men
35-44 - 23.7% women 3.4% men
45-54 - 22.2 % women 3.4% men
55-64 - 10.0% Women 3.2% men



NOW CROYDON

Now Croydon are an organisation who advertise the events taking place in the borough. They were contacted and paid to promote the conference. They did this through creating an animated version of the original poster for use on their Twitter, Instagram and Facebook social media channels. They also placed a banner in two of their newsletters.

The results of this advertising campaign are stated below:

Total impressions = 29,200

Total click throughs = 1,600

Eventbrite

Tickets were both allocated and marketed through the use of Eventbrite.

162 orders

62% signed up via Eventbrite

Emails

Invitations to already established contacts were sent out via email. The emails provided information and an explanation of the aims/objectives of the conference.

ATTENDANCE

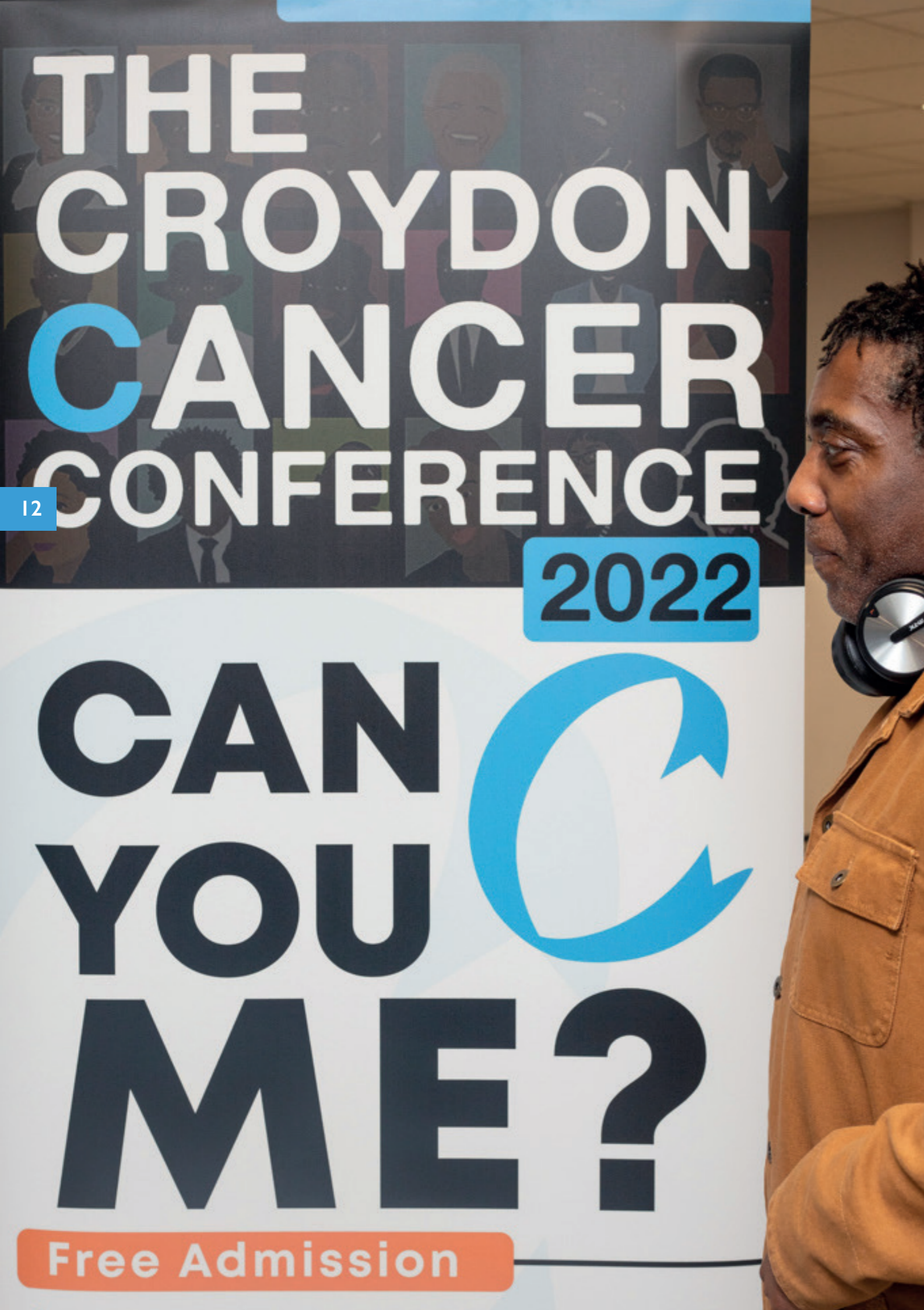
Attendance figures exceeded the expectation of 150 people, with approximately 200 people attending on the day.

Feedback

Feedback provided stated

- Hosting the conference at the weekend or
- Use a hybrid model

The latter would have increased accessibility for those working and those who could not attend due to health reasons.



SCHEDULE OF THE DAY

TIME	ACTIVITY	WHO
9.30	Registration/ visit stalls	
10.00	Welcome	Lee Townsend & Anthony King (hosts)
10.05	Welcome Message	Andrew Brown – CEO Croydon BME Forum Anton Morgan-Thorne for Macmillan Engagement Manager for London, Southeast and East of England, Macmillan
10.10	Welcome Message	Alisa Flemming, Croydon Civil Mayor
	Plans for Croydon	Jason Perry, Executive Mayor of Croydon
10.20	Ethnic Disparities	Baljit Vohra, Macmillan Lead Cancer Nurse
10.30	Cancer Doesn't Discriminate	Panel Discussion: Dr John Babbitt, Dellasia Avorkliyah, Luke John (LJ) Madalura, Sean Baker
11.15	BREAK/ visit stalls	
11.40	Short film	Digital Story, introduced by Lee
11.50	Workshops - part 1	1. Lorna Jones, Caring for Hair 2. Prostate Cancer, Errol McKellar MBE, Jeff Thompson, Advance Nurse Practitioner/Clinical Nurse Specialist -Kris and Annette 3. Breast Cancer – Dr Marlene Ellis, Clinical Nurse Specialists - Gloria and Kate
12.40	LUNCH/ visit stalls	
13.40	Short film	Digital Story, introduced by Lee
13.50	Croydon BME Forum – Cancer Awareness Project	Lorraine Chang-Edwards, Project Lead
14.00	Workshops - part 2	4. Bowel Cancer – Lisa-Lyna Ofusu-Asare, Health Improvement Specialist 5. Cancer & Loss: Understanding Bereavement and Compassionate Chats Malcolm Gill, St. Christopher's Hospice 6. Information, Advice & Guidance, Macmillan
14.50	Plenary session	
15.00	Keynote speaker	Judith Neptial – From Me to You
15.20	Raising Your Voice Toolkit	Macmillan Team
15.50	BREAK/ visit stalls	
16.15	Short film	Digital Story, introduced by Lee
	Cancer Champion Lifetime Achievement Award	Andrew Brown – CEO Croydon BME Forum
	Address the participants and Raffle	Emma Tingley, Head of Partnership for London, Southeast and East of England, Macmillan
	Feedback	
	Thank you	Paulette Lewis, Former Nurse, Chair Croydon BME Forum
	Special Guest	Roger Samuels
17.00	CLOSE	



SPEAKERS

Dr Marlene Ellis

Professional copywriter who supports online black businesses. Founder of Black Breast Cancer website providing books, movies, documentaries, podcasts and testimonial links for people of African heritage impacted by breast cancer.

Lisa-Lyna Ofosu-Asare

Health Improvement Specialist for Bowel Cancer at St George's hospital. For over 7 years Lisa-Lyna has been raising awareness around the importance of people taking part in their Bowel Cancer Screening Tests.

Babbin John

Consultant urologist in Croydon and St George's Hospitals. Qualified in 2012 after gaining the Royal College of Surgeons Fellowship, then pelvic cancer trained at Leeds Teaching Hospitals.

Baljit Vohra RN

BSc (Critical care Nursing), Dip Cancer Nursing, Non-medical prescriber and MSc in Health Policy. Baljit is currently the Lead Cancer Nurse for Croydon Health Services. She has worked with Cancer patients for 22 years.

Lorna Jones

Certified Trichologist, hair loss and scalp specialist, qualified from the International Association of Trichologists. Set up her own clinic, Caring for Hair, in London where she is now based.





SPEAKERS

Luke John (LJ) Madalura

Aspiring podcaster, content creator and motivational speaker helping young people of today learn the effects of cancer, understand themselves and how to navigate the world we live in.

Judith Neptial

Award winning social entrepreneur determined to eliminate healthcare inequality for black African and Caribbean people who faced cancer.

Errol McKellar MBE

One of Prostate Cancer UK's top ambassadors, he is fronting the Stronger Knowing More campaign to promote PSA testing for black men. Errol also raises prostate cancer awareness as a Go Dad Run ambassador.

Dellase Avorkliyah

Diagnosed with breast cancer back in 2019, Dee has used her personal experience to raise awareness and promote testing within the young black community. She has supported several campaigns and has been featured in the UK Cosmopolitan.

Jeff Thompson

Jeff was diagnosed with prostate cancer in 2018. Having recovered after a near-death experience, he advocates for more psychological and physical care for black men after prostate cancer diagnosis.



...‘Do you feel more empowered in your cancer care and support after attending the conference?’
“YES”

WORKSHOPS

Afro Hair and Cancer

Lorna Jones

We will explore what happens to hair that has been affected by cancer treatment including looking at how it grows, what can happen during hair loss and how to manage this.

Breast Cancer

Dr Marlene Ellis and Croydon Health services NHS Trust

We will look at the profile of black women with breast cancer from a global, social and cultural perspective in order to think through how to engage with our doctors and what we can do for ourselves.

Prostate Cancer

Errol McKellar MBE, Jeff Thompson, Kris and Annette - Cancer Advance Nurse Practitioners

We will briefly touch on how an early diagnosis is important and the screening process for this. We will also discuss local services and support available and highlight the benefits of men accessing these, once a diagnosis has been made.

Bowel Cancer

Lisa-Lyna Ofosu-Asare

During this session we will discuss what bowel cancer is, raise awareness of risk factors and the early signs/symptoms, which should prompt someone to book a GP appointment. We will also clarify the screening process, with particular emphasis on how to use a home testing kit.

Cancer & Loss: Understanding Bereavement and Compassionate Chats

Malcolm Gill, St. Christopher's Hospice

We will look at what loss is and how we might experience it; we will also explore different types of loss. Everyone will have an opportunity to speak freely or ask questions about death, dying and loss in a safe confidential space.

Information, Advice and Guidance Workshop

Macmillan Team

No question is a silly question. This workshop will be open for everyone to ask questions to the Macmillan team, including finance, benefits and grants



DEMOGRAPHICS

A varied group of people attended the conference. All attendees were aged 18 and over. The age range was wide-ranging, which emphasises the impact cancer has on all age groups. The majority of attendees were from Black and Minority Ethnic Communities, as it aimed to address racial disparities within cancer support.

There was a fairly even split between those attending who had received a cancer diagnosis and those who were there as a carer/loved one/healthcare professional of someone with lived experience of cancer.

ATTENDEES FEEDBACK

As part of the evaluation process, attendees were asked to provide their feedback at the end of the event. Forms and a Mentimeter questionnaire were designed to capture relevant information that could be used to design future conferences.

Approximately 40 people provided feedback and every single person answered “yes” to the question ‘Do you feel more empowered in your cancer care and support after attending the conference?’

A common theme throughout the feedback was togetherness and connection. The conference provided an opportunity for those with a diagnosis of cancer to share their experience with others within the community. This resulted in important discussions regarding diagnosis, treatment and changes that need to be made within cancer support.

We were made aware of at least three people who had recently received a cancer diagnosis receiving support and guidance through speaking to the various organisations present at the event.

23

Which one word would you use to describe the event?

Informative

Inspirational

Needed

Educational

Necessary

Motivating

Powerful

Fantastic

Innovative

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**I travelled from West London today.
It was well worth the travel.
I would come again.”
“Let’s do this again.”**



Another common theme through the feedback is the demand for another conference. Lots of attendees commented on wanting more time available to extend the workshops and for further discussions to take place.



STEERING GROUP FEEDBACK

"The conference really highlighted all the inequality."

It would have been useful to ask the attendees for suggestions on action that could minimise the disparities. Then we could have taken three actions from the conference and then given feedback on progress next year at the follow up event."

"I feel more empowered and I could support myself, family and friends with further information if need be."

"Hearing about the statistical data around the disproportion makes me feel more able to make wiser choices and signpost people to get support when needed."

"A weekend conference may have made the conference better."



STAFF FEEDBACK

Staff feedback was extremely positive, with the team praising how well the conference turned out.

“I think the range of speakers selected gave interesting insights into areas I had no idea about. I could see a majority of people found it interesting too. Everyone in the hall seemed really engaged.”

“Well organised, insightful, they haven’t been to any event such as this and on the whole enjoyable.”

“The panellist and speakers were informative and related to a lot of people.”

“The majority of people were interacting in all workshops and asking important questions during main hall activities and workshops in breakout rooms.”

“It would have been good to organise the follow-up sessions in advance to be done at the Wellness Centre.”

The event was very well organised.

“Lunch needed to be arranged differently – took too long to hand food out.”

“Look at staff requirements and exactly what they need to do on the day.”

“Time for workshops needs to be a bit longer, less rushed, it is a heavy topic.”



RECOMMENDATIONS

Workshops should have been allocated more time, as many people stated the workshops were rushed and they felt they would have benefited from having further time to participate in the discussions being had.

Follow up workshops with facilitators and speakers should have been organised in advance of the conference. These would have been held in the Wellness Centre.

Attendees should have been asked for suggestions on actions to minimise ethnic disparities within healthcare. Three actions would have been taken from these and feedback provided/updates given during next year's conference.

Technology should have been relied on less regarding gathering feedback. The Wi-Fi and attendee demographic meant using Mentimeter was not as effective as it had the potential to be. Next time enough physical feedback forms would be printed for all those attending the event.

Separate evaluation forms for each workshop would be created to gather specific feedback on those.

Food timing would be better. Food took too long to hand out. Two buffet serving stations could have been more efficient.

A staff rota could be created in advance. This would ensure every member of the team knew their role/responsibilities for the day.



SUCCESSES

1. Number of attendees.
2. Attendees left feeling positive and empowered.
3. Information gained was invaluable.
4. Excellent and informative speakers/workshop hosts.

ACTION

1. Macmillan toilet card scheme partnerships to be strengthened. This will be done through raising awareness of the scheme with both those living with cancer and corporate partners who should be allowing those with a card to access their facilities.
2. Organise further follow-up workshops. A session on the topic of breast cancer with Dr Marlene Ellis and a loss and bereavement/compassionate chats session have both already been organised and are taking place at the beginning of 2023.
3. Coordinate a further 'Can You C Me?' conference in 2023.
4. Continue the partnership working with all of the organisations involved in the conference, to ensure the work continues and further action is taken to address racial disparities within cancer support, raise the voices of marginalised communities and emphasise the importance of equality in healthcare.
5. Increase in the diversity of images used in Macmillan literature/leaflets.

Cancer Conference Acknowledgement

Sincerest thanks to Civic Mayor Alisa Flemming and Elected Mayor Jason Perry, for attending the CanyouCme Cancer Conference event. Our deepest appreciation to the Staff and Volunteers at Croydon BME Forum, who without you, this event could not have run smoothly.

Thank you to Norbury Manor High School, Croydon Council Staff and Croydon NHS Staff, for making time and sharing their expertise and knowledge with us. A special thank you, to all the speakers who shared their personal journeys, Special Guests, and Stall Holders, for taking the time to attend and participate in this meaningful cause.

A special thank you to Macmillan Cancer Trust and the Macmillan team for funding and supporting this amazing cause, without your support, this conference would not have been possible.

Thank you to our supportive community for helping us to publish and raise the awareness and of course a special thank you to those individuals, who have a diagnosis or a lived experience of cancer, who made the sacrifice to attend and or support the event.

Lastly, a special thank you, to our two hosts, Anthony King and Lee Townsend.



Andrew Brown
Chief Executive

DO YOU CME?

CROYDON CANCER CONFERENCE 2022

CONFERENCE

to address racial disparities within
the voices of marginalised communities
importance of equality in healthcare.

Wednesday
30th
November 2022

Report Written by Kayleigh Foster
Community Partnership Co-ordinator

CAN YOU ME?

THE CROYDON CANCER CONFERENCE 2022

Address:

Croydon BME Forum
56A Mitcham Road, Croydon, CR0 3RG

The Wellness Centre:

1st Floor Whitgift Centre, Croydon, CR0 1LP

Croydon Health and Wellbeing Space:

Unit 1101-1102 Whitgift Centre, Croydon CR0 1TY

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