Our Message

Screening - be aware of what screening you are entitled to, and the importance of attending screening, know about the opt-in for bowel and breast screening, take up your cancer screening and encourage others to go.

Awareness - know your own body, be aware of the signs and symptoms for bowel, breast, cervical, lung and prostate cancers and watch out for any changes in your body, recognising if something is different for you.

Fast - if you feel that something is wrong, or have friends or family members with symptoms, act fast and go to see your GP.

Early - for the best outcome, it’s always better to get an early diagnosis to your symptoms or an early response to your screening. An early diagnosis is your best chance of survival.

How Be Cancer SAFE Works

Project Worker or Project Volunteer

Spokes to

Member of the general public, listens, agrees to pass on the messages (as above) and as such becomes a Cancer Champion

Friends, Family, Colleagues etc. of the Cancer Champion, learn about Be Cancer SAFE messages.

Background

Be Cancer SAFE is a social movement across South Yorkshire, Bassetlaw and North Derbyshire funded by the Cancer Alliance. These areas have low uptake of cancer screening and high rates of late diagnosis. The focus was on the five cancers: breast, bowel, cervical, lung and prostate. The aim was to normalise conversations about cancer, which were being held around cancer and increase awareness. This was done by creating Cancer Champions, who took on a micro volunteering role to pass on the Be Cancer SAFE message. The original target was to recruit 1560 Barnsley Cancer Champions, this was exceeded and reached 2644. We estimate the 2644 Cancer Champions in Barnsley have committed 2 hours on average each and spoke to, passing on the message onto an average ten people each. This equates to 5288 hours volunteer time.

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More Information:

Website—www.varotherham.org.uk/be-cancer-safe/
Facebook—Be Cancer Safe - Rotherham Barnsley
Twitter—BeCancerSafe_RB
Where We Have Been
During our first year the team have attended 399 different events, at various places across Barnsley. This has included the following:
- 20 coffee mornings,
- 54 community venues,
- 32 stalls at events,
- 34 hairdressers,
- 56 local shops,
- 22 pubs and
- 17 Working Men’s Clubs.
We have worked with Barnsley Council, Barnsley CVS (VAB), Healthwatch Barnsley, Morrisons, Reds in the Community, Refugee Council, Royal Mencap and Tesco. While we have worked in every area of Barnsley and have Cancer Champions from each area, our primary focus (targeted areas) has been on the electoral wards of Dearne North, Dearne South, Stairfoot and St Helens.

WHO ARE THE BARNSLEY CHAMPIONS

Yellow—under 100 champions, Orange—100-199 champions, Pink—Over 200 champions

 targeted and Non-
Targeted work

Gender of
Champions

BME, LD, LGBT+

WHAT OUR CHAMPIONS DO AND SAY

What people are telling us:
- Unaware of opt-in for bowel and breast screening, after they reach upper screening ages.
- Confusion over HPV vaccine, with young women thinking they do not need to be screened, if they have been vaccinated as they cannot develop cancer.
- Confusion over the usefulness/availability of PSA testing.
- People don’t want to talk about lung cancer or do not think that it is relevant to them. There is ‘I don’t smoke’ attitude to lung cancer.
- Some people (particularly BME and LDD) find screening letters hard to read and understand.
- There is sometimes a difficulty/a long wait, to get GP and screening appointments. People can also believe they many struggle to get an appointment so do not attempt to book one.
- Some people are put off bowel screening due to the process of having to provide 3 samples, however the introduction of FIT should have an impact on this.
- Reasons for screening non-attendance: not sexually active, in a gay relationship, having the same partner for a long time, feel certain areas of the body are private, painful, embarrassing, feel not at risk (feeling well - young and healthy), do not want to know, inconvenience (no family planning option and limited extended hours provision), and personal grooming (hairy legs).

Changes People are Making
- Growing awareness of the opt-in - people are telling us that they are taking this up and encouraging friends to do so.
- Information is being taken for partners, family members, friends etc. in order to start conversations with them.
- Information on prostate cancer is being taken by women and breast and cervical cancer is being taken by men.
- Leaflets are being passed on and feedback is being given that people have seen Be Cancer SAFE material around town.
- People are keen to learn about self-checks, once they are made aware of the value and are aware of what to look for.