

# Engaging and Championing the Public

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# Start with People: A Readers panel

Who are we?

Cheshire and Merseyside Cancer Alliance (CMCA) host the Health Inequalities and Patient Experience (HIPE Team).



- We support patient and carer experience in cancer care across Cheshire and Merseyside, ensuring that patient voice is at the centre of service design and improvement.
- The HIPE team, made up of 5 team members, produce groundbreaking programmes of work, challenging inequality and placing patient voice at the heart of everything we do.

# Readers panel



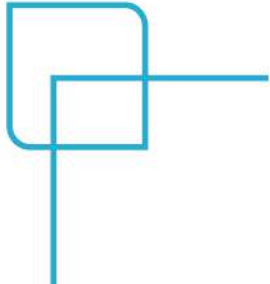
Health inequality is the **unfair** and **avoidable** differences in care that specific groups in our communities' experience.

To really understand **everyone's** experience, we need to listen to **everyone's** experience.

Start with People's main principle is that without diverse patient voices **nothing will change!**

## Readers panel

A group of people with experience of the patient journey, aiming to be as diverse and representative of the local population as possible.



# Roadshows

We took Cheshire and Merseyside Cancer Alliance (CMCA) out on the road.

We invited members of the public to become Patient and Carer Representatives.



## Roadshow Recruitment

- **2022** - 19 Patient Representatives recruited
- **2023** - 23 Patient and Carer Representatives recruited

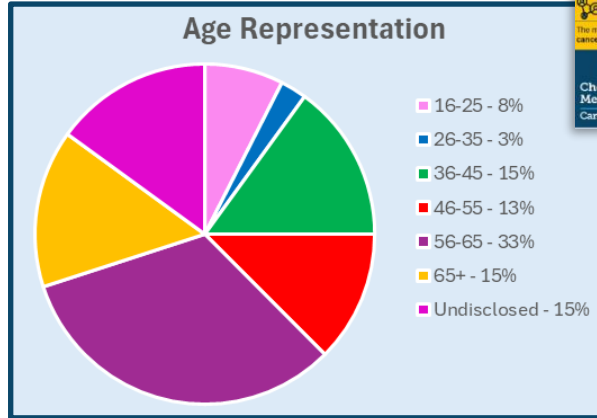
**Our aim is to recruit a further 30 Patient and Carer Representatives during our 2024 roadshows.**

- **43** Patient Representatives, 10 recruited since March 2024. (The patient representative group numbers increase and decrease over the year due to changes in personal circumstances and ill health.)
- **Cancer representation** – mostly breast patients, but seeing an increase in other areas
- **30** Readers Panel members.
- **Storytellers** – 8 Patient Stories recorded in 2024 so far, with 4 more currently awaiting recording sessions.



## Readers Panel

**Over 30** documents, leaflets, websites, mobile phone applications, video scrips and more have been reviewed by the Readers Panel since 2022



ROADSHOWS		Cheshire & Merseyside Cancer Alliance	
<b>8</b>	Roadshows across Cheshire, Merseyside and Isle of Man, focusing on areas of inequality within each trust geography.	<b>3</b>	patient stories collected so far
<b>25,411</b>	More than 284 interactions with the public and representatives from community organisations.	<b>8</b>	patient representatives recruited
<b>25,411</b>	Number of people reached via social media.		
FINDINGS		<b>64%</b>	of respondents knew 4-6 benefits of cancer screening
<b>74%</b>	of respondents said they would attend a Lung Health Check if they were invited. However, more information is needed.		
	Most discussed themes about cancer screening services: Increase Awareness, Better Access to Appointments, Better Education.		
	Out of the 6 locations visited Isle of Man was the only place where more negative patient experiences were reported.		
	All locations expressed their concern that younger people have a lack of knowledge with cancer screening.		
	Prevention and early detection tests (i.e. NCCIGalsin trials) were praised by the respondents.		
EVALUATION		<b>100%</b>	Of facilitators felt taking part in the roadshow benefited their role.
	Cheshire and Merseyside Cancer Alliance		
	Agreed the roadshows have been extremely worthwhile for CMCA.		
	Majority of facilitators would encourage to attend a HPE Roadshow.		

# Readers panel – Recruitment & Support



We endeavour to have a diverse group of Patient and Carer Representatives in our team and have many individuals with different life experiences and from protected characteristic groups such as:

young adults, people with disabilities, individuals of different races, different cultures and people with different sexual orientations



# How We Have Embedded Patient Engagement into CMCA Projects



- Created a Patient and Public Involvement Policy



- Trained all CMCA on the above Policy



- Developed a Patient Involvement Expenses Policy

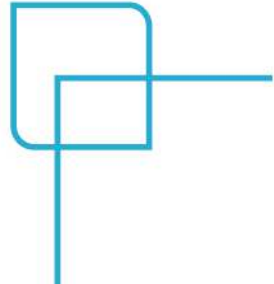
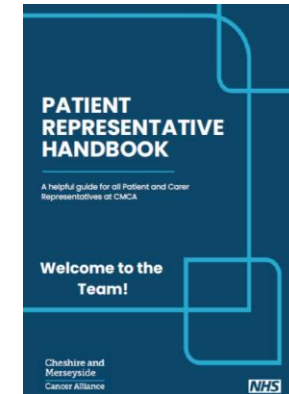


- Provide updates in wider CMCA team meetings



- Patient Engagement embedded into PMO process

- Created a Patient Representative Handbook



# Our Database - RAG system



We hold a **secure database** which contains details of all our Patient and Carer Representatives.

This database includes demographic information, links to signed documents, current roles and engagement activities, along with a **RAG system** which we use to monitor levels of engagement.

**Green** – The individual is currently an active member of the team and is taking part in activities

**Amber** - At times, people may need to take a step back from engagement activities due to ill health or other commitments

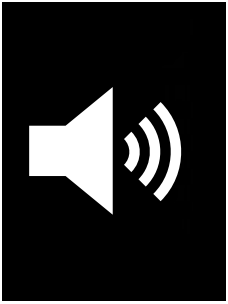
**Red** – Individuals may decide to withdraw from being a Patient and Carer Representative as their circumstances have changed

We ensure we build a **positive relationship** based on **understanding and trust**. We maintain **regular contact** with our Patient and Carer Representatives and keep an **open line of communication** to ensure they feel they can **speak up** about changes to their circumstances.



# Impact

Claire, CMCA Patient Representative



“We need cancer services and care to give hope to **people who have been diagnosed** with cancer- I have had great treatment, but we need to make sure everybody has great treatment.”

Micheal CMCA Patient Representative



Rita, CMCA Patient Representative

“Hearing a ‘patients voice’ improves care overall and can also gently remind our amazing staff why they wanted to work in the NHS in the first place.”

“It’s important to have a patient representative as it gives patients a voice on changes that effect the patient.”

Keith, CMCA Patient Representative

“Sharing a patient journey can feel daunting at first, but the team at the Cheshire and Merseyside Cancer Alliance have been **empathetic, kind** and **supported me** every step of the way. Knowing that **my words can help** others in some way gives me hope and **helps me to heal.**”

Jo Williams, CMCA Patient Representative





# Impact

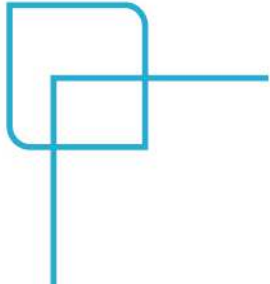


Our host Clatterbridge Cancer Centre now use our Readers Panel to review all patient facing documentation.

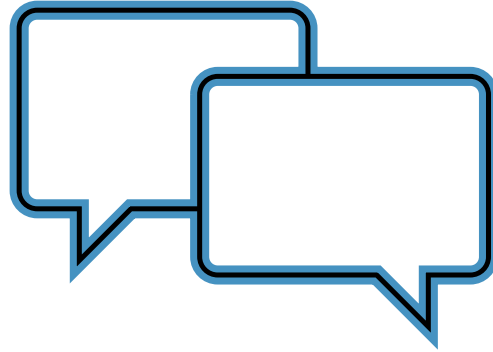
Macmillan local information app has been reviewed and adjusted by the Readers Panel.

All Cheshire & Merseyside FIT documents for new bowel screening tests reviewed by our Readers Panel.

Co-produced patient led survey, now in pilot phase across Trusts.

- The HIPE team showcased their Readers Panel work to the Royal College of Physicians (RCP) this year along with a Readers Panel member. This recording will be shared on the RCP website.
  - Patient Engagement team are co-producing a communications toolkit with patients, carers, support groups and LCNs as part of the 2024-25 Cancer Experience of Care Improvement Collaborative (CIC).
  - CMCA Patient Representative Rita Doyle was interviewed on BBC North West Tonight, talking about her cervical cancer diagnosis and the importance of cervical screening.
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# Thank you



Please do get in  
touch

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