

**NHS LANARKSHIRE**

**NORTH COMMUNITY HEALTH PARTNERSHIP**

**NORTH EAST UNIT**

**Date of Report: September 2013**

**From: Karen Hunter, Service Manager NHSL – Bellshill Locality**

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**Subject: Update Report to the Local Area Partnership**

**Detecting Cancer Early (Bowel Screening)**

Detecting Cancer Early is a Scottish Government campaign with the aim of increasing by 25% the number of Scots diagnosed in the first stage of cancer by 2015.

- Ultimate aim is to improve cancer survival rates
- Initial focus on breast, bowel and lung cancer
- If successful it is estimated that the campaign could save an additional 300 lives by the end of 2016.
- Mass media campaign for Bowel Cancer Awareness took place in February 2013 and repeated in September/October 2013.

Bellshill has a bowel screening uptake rate of 42.2%, the lowest in Lanarkshire and well below the Scottish Government target of 60%.

We know from research that there are a few things that influence positive uptake, these are;

- Prior knowledge of test or screening
- Recognition of the benefits of screening
- Reminder letter
- Teaser letter
- Mailed educational material
- GP endorsement

Low uptake is being addressed through a range of activities including a national series of DCE bowel presentations aimed at primary care staff, mainly GPs.

Work is currently taking place to produce Quality and Outcomes Framework (a voluntary annual reward and incentive programme for GPs) for bowel screening to assist practices to target non responders. The first year is around planning what practices will do to target their non responders Year 2 is about putting action plans into place. Other activities locally in Bellshill include;

- Staff training (NHS, North Lanarkshire Leisure, Community Groups)
- Awareness raising at community health events
- DCE Bowel Roadshow's
- Recruiting & training bowel champions (volunteers who have experienced bowel cancer)
- Facebook (NHSL, NLL & SLL)

- Innovative work with North & South Lanarkshire Leisure
- Staff briefings
- Hospital television screens

#### **Street Soccer NL (16 July to 17 September)**

Street Soccer NL (SSNL) is a youth diversionary programme that has been successfully delivered across South Lanarkshire and is now being extended to North Lanarkshire. The 10 week programme targets young people 9 – 21 years that are classed as 'hard to reach' by taking the programme to centre of 'hot spot' areas identified by the police.

The programme is a multi-partnership diversionary initiative targeting 'hot spot' areas utilising a mobile football pitch as a tool to divert young people from antisocial behaviour, violence, and drug/alcohol misuse. The initiative also acts to encourage residents, parents and young people to create a sense of community spirit and wellbeing.

The Bellshill programme took place in the Tesco car park from the 16 July to the 17 September and attracted 20 to 30 young people most weeks. At the end of the 10 weeks all young people across North Lanarkshire attending Street Soccer NL are picked up in their area monthly to participate in Community Football League. The next 10 week programme for Bellshill will start spring 2014.

Focus groups were carried out with the regular attendees at the end of the programme and this will be combined with police statistics to produce a report which will be available in January 2014.

SSNL contributes to a number of themes detailed within the SOA including; community safety, health and wellbeing, lifelong learning and regeneration, and The Scottish Government national outcomes.

#### **Virgin Media Event (28 – 30 August 2103)**

Health Improvement supported Virgin Media, based at Strathclyde Business Park, Bellshill, to deliver a 3 day health event. The organisation employs 800 staff and HI staff engaged with an average of 200 people per day on a range of key topics such as Detecting Cancer Early, healthy eating, smoking and alcohol awareness and Sexual Health. Play Safe, Home Safe.

Positive outcomes from the event included the setting up of a weekly stop smoking service and a weekly food co-op being established.

#### **Alcohol Brief Interventions (ABI) Young People**

Lanarkshire continues to deliver evidence based Alcohol Brief Intervention training to staff working with young people enabling them to engage confidently and successfully with young people who are consuming alcohol. This training continues until March 2014 with three training sessions delivered to date.

#### **Better Bellshill Health Event, 9 August 2013**

Organised by Town Centre Activities Local and the NHS (Bellshill Health Improvement) and joint funded by the Bellshill and District Community Forum. Local people enjoyed a day of health and well being information and advice and children's entertainment to ensure there was something for everyone. Feed back from stall holders hailed it as a success and requested it becomes an annual event (full report presented by Community Forum).

### **Conclusions**

The LAP members are asked to note the content of this report for information.