



# Public Engagement

Improving the Cancer  
Journey

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In partnership with

**MACMILLAN  
CANCER SUPPORT**

Glasgow City  
**HSCP**  
Health and Social Care Partnership

**Improving the Cancer Journey (ICJ)** is a multi-agency approach to care that improves the outcomes for people affected by cancer. This is achieved through early intervention, holistic needs assessment, and care planning.

### Our Aim

*To listen and co-produce a support plan that considers individual needs, preferences, expectations, and values. Shifting from ‘what is the matter with you?’ to ‘what matters to you?’. Whilst also ‘shifting the balance of care’ and ‘enabling independent living for longer’.*



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# Public Engagement from Inception

## The Beginning

- Macmillan's Long Term Condition Team (income Max) clients identified needs around practical, physical, Housing, and emotional support that the team were unable to meet
- *Catherine's Story* – engaged strategic buy-in, creating momentum for a partnership proposal to Macmillan

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In 2014, GCC commissioned the University of St Andrews to provide recommendations for what the ICJ programme could look like in Glasgow.

Interviews held with senior managers from across different sectors identified the importance of strategic leadership, overcoming differences in organisational culture, and measuring outcomes.

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Concerns were raised within Health around non-clinical staff providing a cancer support service. This led to the commissioning of further research, led by NHS Greater Glasgow & Clyde, to test the idea of conducting Holistic non-clinical support in a community setting.

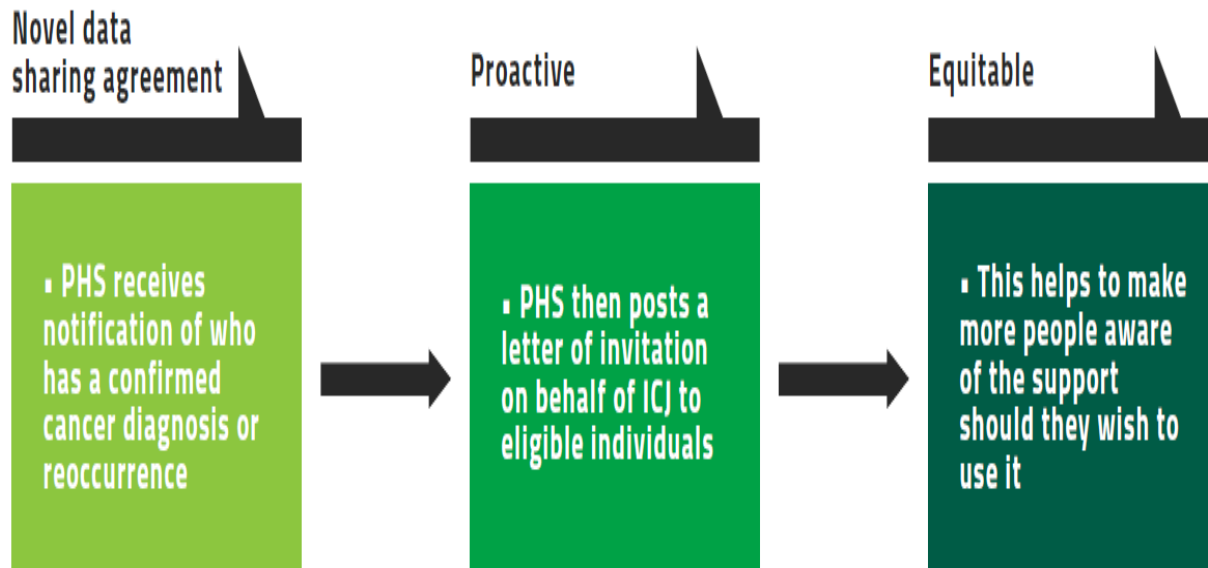
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After **consulting with 100** people affected by cancer, it was noted that there was **unanimous** support for nonclinical professionals to provide an ICJ-style service.

This evidence helped to alleviate concerns raised by some health professionals over which professions are most suited to conduct an HNA.

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# Equitable Access for Glasgow Citizens



Since 2016 ICJ has been working in partnership with Public Health Scotland.

An innovative referral protocol with NHS/ Public Health Scotland and ICJ was created which sends a letter of invitation to all eligible individuals within Glasgow offering the service. This is one of the most unique features of ICJ, using shared data across services to proactively offer support.

- This means ICJ does not rely on **word of mouth** or for individuals to seek it out.

# ICJ Patient Reference Group



The ICJ patient reference group (PRG) has been a vital part of ICJ delivery and development.

The aim is to ensure that decisions are not 'top-down' with little regard to their impact on the individual, but to foster a culture that identifies gaps in knowledge and processes

*Significant decisions around service delivery and development have been made in collaboration with the PRG:*

- Redesign the PHS invitation letter
- Co-design of all promotional materials
- Redesign exit survey
- Macmillan @Glasgow Life Volunteer project
- Support the development of new ICJ services across Scotland

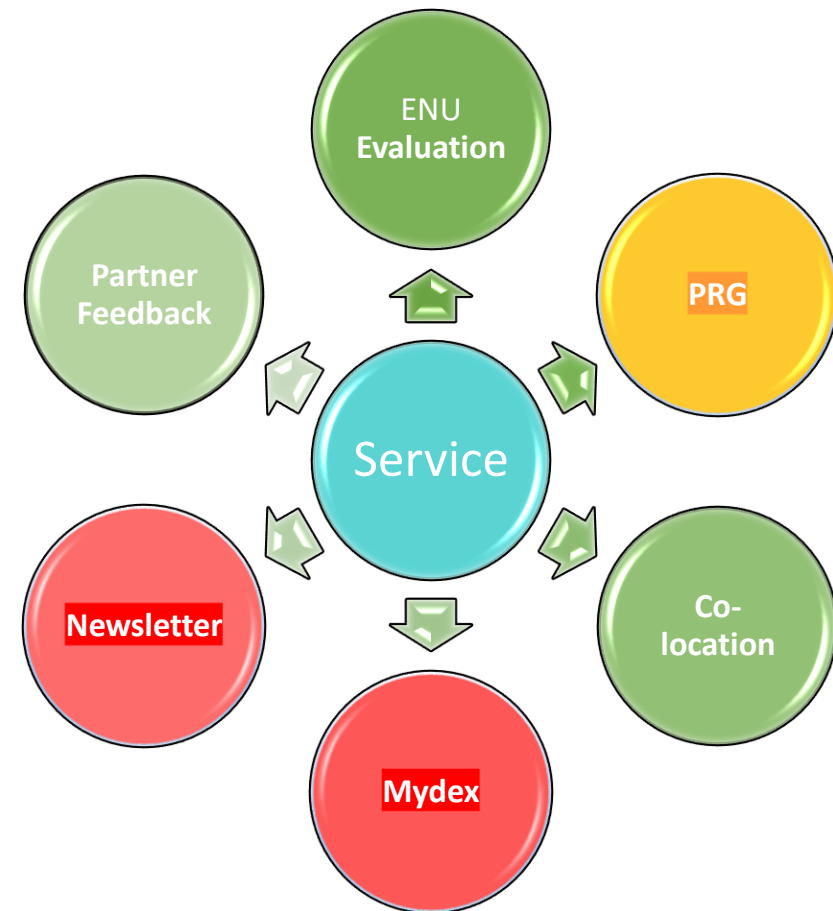
It was agreed at the ICJ board meeting that the patient reference group will play a more active part in shaping service by joining the Board on an operational basis.

*"I joined the PRG after receiving fantastic support from my ICJ link worker. I got PIP, a blue badge, and a parking bay outside my home. My husband said he got his wife back as we were able to do the simple things again, like going to the cinema, shopping, and visiting family. I have gone from not leaving the house to doing presentations for ICJ, supporting the set up of new services and PRG groups and I have even met Prince Charles! It really has changed our lives."*

**ICJ Client**

# A Service that Listens, Responds, and Changes

ICJ has committed to embedding engagement at the core of its service delivery. However, it would be fair to say not everything has been successful or sustainable.



# What's Next



ICJ has and will continue to commit to a 'cycle' of engagement and public involvement –working inclusively and in partnership with people, communities, stakeholders, and healthcare professionals. Our aim is to create a service that listens and *'works with' rather than 'does to'* the people of Glasgow.

In the same way that our service is holistic, responsive, and evolves with the needs of the **person**, we use the same method to flex and reshape the ICJ service as a **whole**.

Work in progress:

- Creation of a new PRG – National Approach
- PHS Letter > *work through a proposal to use internal data held within primary care*
- Better utilisation of Social Media
- Create Joins with Glasgow Helps, HSC Connect, NWD, and other holistic support/case management services

But it won't end here....