

Breast cancer awareness

Project details

Full project title: 'Painting Stroud Pink' Breast awareness in Gloucestershire - Increasing the early detection and diagnosis of breast cancer

Sponsor: NHS Gloucestershire was awarded funding from NAEDI

BSMC team: [Katie Collins](#) and [Stella Warren](#)

Project summary

Background

Breast cancer is the most common cancer in the UK. The rate of new cases of breast cancer in Gloucestershire (particularly in Stroud) is significantly higher than the rest of England, and is increasing.

NHS Gloucestershire was awarded funding from NAEDI for a campaign to increase early diagnosis breast cancer in Stroud. The project was delivered with support from BSMC, [Uscreates](#), [the Cobalt Unit](#) and the Stroud community.

The research

The project team worked with volunteers across Stroud to pioneer a co-created, community led approach to promote breast awareness.

The campaign included the following three strands of work:

- Engagement with primary care to reduce delays in onward referral
- A community engagement programme
- Marketing communications and PR activity

The primary target audience for this intervention was women who lived in the district of Stroud and within this group, women not routinely invited for screening (aged 30-47 and over 70) and those groups identified as less likely to self-examine (i.e. women from lower socio-economic groups, minority ethnic communities and single women).

What we did:

- Held "Ladies' Lounge" pop-up beauty salons across Stroud to get to know the local community, recruit volunteers and create a buzz about the project
- Recruited 32 volunteers through the Ladies' Lounge and word of mouth, and provided training run by a local cancer prevention charity
- The volunteers held workshops to develop action plans for their local area, and hit the streets in May to build support for the campaign through their social networks
- In June, they launched 'Painting Stroud Pink' – high street events aimed at spreading the breast awareness message

Behaviour change objectives:

- For women to check their breasts regularly for changes
- For women with possible early signs of breast cancer to visit their GP
- For women to self-refer for screening (if over 70) and attend screening appointments

The co-creation element of the project had its own set of specific goals:

- To empower local women to take a leading role in the development and delivery of the campaign
- To mobilise social networks and relevant community groups to help with disseminating messages and information
- To encourage peer-to-peer messaging and advocacy
- To work towards embedding a sustainable approach to engaging with this audience on health and lifestyle issues and the dissemination of information and advice (medium-to longer term)

Results

Conclusions, recommendations and learnings for commissioners and providers:

- Spend time with the community. Community engagement initiatives are only as successful as the relationships you create.
- Find out what's already working well in the community. Where do people go? Who do they listen to? Find out what works and build on it.
- Be prepared to give up control. If you want the community to get behind the project, you need to trust them to take control. After all, you're asking them to give up their time.

Publications

View the [Painting Stroud Pink](#) project brochure and read the Guardian article, [Cancer campaigns make a healthy noise](#), for information about the project.

Watch a video about the project:

https://www.youtube.com/watch?feature=player_embedded&v=m2n2yj3s2CU