

5.1.03 Cancer

Introduction: why is this important?

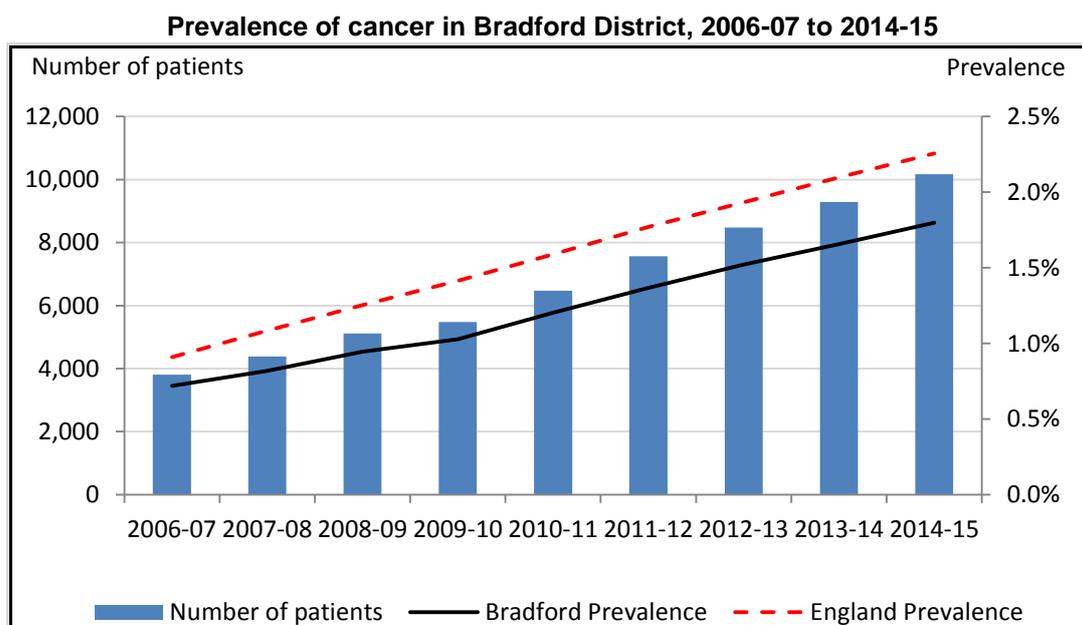
Cancer is one of the leading causes of mortality in the population and is one of the highest causes of death in people aged 75 and under. Much cancer is avoidable through a number of simple lifestyle changes. If diagnosed early outcomes from cancer, including survival, can be significantly improved for many.

Services are planned as part of the Yorkshire & the Humber Strategic Clinical Network (SCN) for Cancer and more locally, the Cancer Local Area Network. These are multidisciplinary, multi-agency networks of Clinical Commissioning Groups (CCGs), clinicians and provider trusts that serve to ensure that services delivered are of high quality, are safe and meet relevant National Institute of Clinical Excellence (NICE) Guidelines.

What do the facts and figures tell us?

Prevalence

Within Bradford District there are a total of 10,172 patients registered with cancer (2014-15). The prevalence and total number of patients with cancer has continued to increase year on year and this is a trend is expected to continue as the population grows and as more people survive for longer.

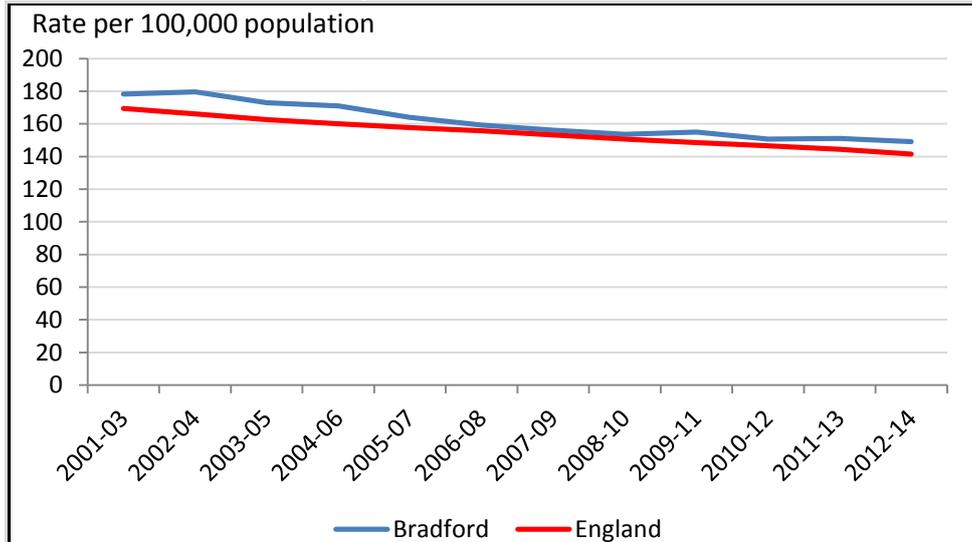


Source: Bradford Public Health Analysis

Mortality

There are approximately 500 deaths per year due to cancer in the under 75s. Although mortality rates have been falling, they are still above the average for England. In 2012-2014, the age-standardised mortality rate for cancer in the under 75's was 149.2 deaths per 100,000 population compared to the England average of 141.5 per 100,000 population.

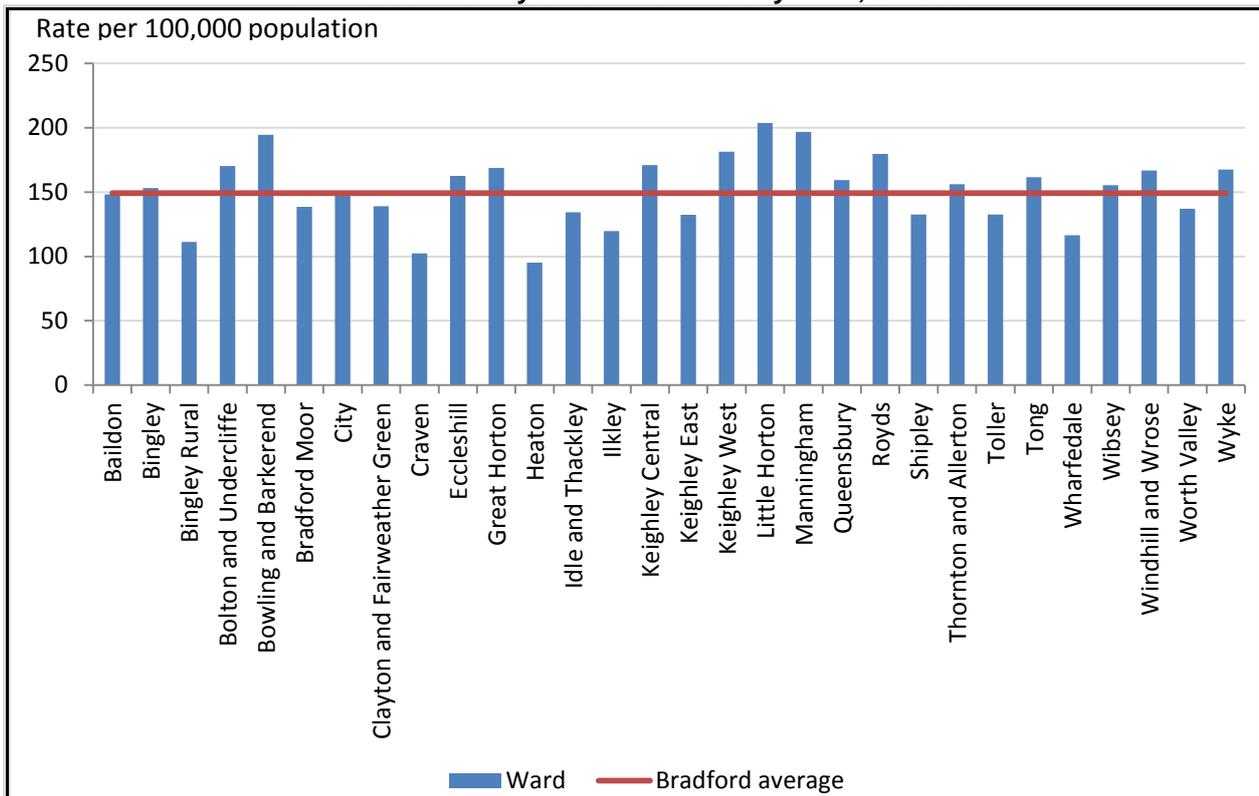
Under 75 mortality rate from cancer, 2001-03 to 2012-14



Source: Public Health Outcomes Framework

Under 75 mortality rates from cancer vary throughout the District, with higher than average directly age-standardised mortality rates seen in wards including Little Horton, Manningham and Bowling and Barkerend. Wards which have below district average rates include Heaton, Craven and Bingley Rural.

Under 75 mortality rate from cancer by ward, 2012-14



Source: Bradford Public Health Analysis

Cancer Screening Coverage and Uptake

Cancer screening coverage for cervical, bowel and breast cancer are low within Bradford District, with annual coverage falling for both cervical and breast cancer in the last 6 years.

In 2015, the percentage of eligible women aged 53-70 screened adequately within the previous 3 years for breast cancer was 69.9% in Bradford District, compared to 75.4% for England. For cervical cancer, the percentage of eligible women screened adequately within the previous 3.5 or

5.5 years (according to age) was 71.9% compared to 73.5% for England. Bowel cancer screening uptake for those who were screened within the previous 2½ years was 54.6% in Bradford District, compared to 57.1% for England

Cancer screening coverage: Cervical, bowel and breast cancer, 2010-2015

Year	Cervical cancer		Breast cancer		Bowel Cancer	
	Bradford	England	Bradford	England	Bradford	England
2010	74.7%	75.5%	73.8%	76.9%	-	-
2011	74.5%	75.7%	73.6%	77.1%	-	-
2012	74.0%	75.4%	72.0%	76.9%	-	-
2013	72.3%	73.9%	71.1%	76.3%	-	-
2014	72.3%	74.2%	70.1%	75.9%	-	-
2015	71.9%	73.5%	69.9%	75.4%	54.6%	57.1%
Change: 2010-2013	-2.4%	-1.6%	-2.7%	-0.6%		

What strategies, policies and best practice have been developed locally and nationally?

National

In 2015 the Independent Cancer Taskforce published their cancer strategy for England, 'Achieving World Class Cancer Outcomes 2015-2020'. The strategy includes a series of initiatives across the patient pathway. These emphasise the importance of earlier diagnosis and of living with and beyond cancer in delivering outcomes that matter to patients.

The Public Health Outcomes Frameworks include a number of indicators in relation to cancer, which include:

- Public Health Outcomes Framework Indicator 4.05. Under 75 mortality rate from cancer
- Public Health Outcomes Framework Indicator 2.20i. Cancer screening coverage – breast cancer
- Public Health Outcomes Framework Indicator 2.20ii. Cancer screening coverage – cervical cancer
- Public Health Outcomes Framework Indicator 2.20iii. Cancer screening coverage – bowel cancer

Local

Both CCGs have cancer work plans and recognise the need to work in partnership. A screening improvement plan has been written in response to declining uptake.

What challenges have been identified in a local context?

The following pieces of work have been identified as priorities to address the current needs and gaps in service provision:

Awareness and early diagnosis

The SCN and the Government continue to lead the development of work across all cancer services designed to increase the awareness of the public of the signs and symptoms of cancer and to increase the proportion of cancers diagnosed at an earlier stage. This work includes primary care service improvement, clinician education and public awareness campaigns.

Network agreed pathways

The CCGs are working with providers to ensure adherence of pathways and, where variance exists, identify reasons for this. An example of this would be the urology pathway, which will be compared with actual care delivery and any gaps addressed. The aim of this work is to ensure equitable access to services. Additional work currently underway is the redesign of the lung cancer pathway, which will ensure patients are seen in a timely manner and subsequently will

shorten the patient journey, while still allowing the patient sufficient 'thinking time' on their treatment choices.

Electronic referrals

To enable fast track referrals to be made from a central place which will include appropriate information for the patient on the pathway of treatment/care they may encounter. This also includes the introduction of an electronic system called Patient Pathway Manager. This aims to share information across providers of care to ensure a joined up approach and speedy transfer of patient information.

Pathways into contracts

Once standard pathways are agreed they will form part of future contracts with providers which will enable monitoring of performance.

What do our stakeholders tell us?

More patients are living with and surviving cancer, and are able to take more of an active role in how they wish to manage their care.

We are hearing that more referrals are being made on the back of the awareness campaigns and that more patients may be being diagnosed earlier. However, more evidence about the effectiveness of the early awareness and diagnosis in terms of survival outcomes is required.

Recommendations: What do we need to do? How do we ensure this remains a priority?

The National Strategy sets out six strategic priorities for the next five years:

- To spearhead a radical upgrade in prevention and public health
- To drive a national ambition to achieve earlier diagnosis
- To establish patient experience as being on a par with clinical effectiveness and safety
- To transform the approach to support people living with and beyond cancer
- To make the necessary investments required to deliver a modern high quality service
- To overhaul processes for commissioning, accountability and provision – this includes the establishment of cancer alliances

We need to work with partners to implement the screening action plan which covers work with priority groups, awareness raising regarding screening and immunisation, communication with all stakeholders, the importance of an evidence based approach, further work to explore how services could be made more attractive, the use of innovation such as social marketing and training for a range of people including health professionals and the public.

Raising awareness of cancer symptoms and screening programmes across the district is important for diagnosing cancer at an early stage. This needs to be done by building upon local and national campaigns, through community engagement and support for those who want to deliver screening information and through further work with those GP practices which have poor screening uptake.

Pieces of work which aim to do this include an on-going piece of work with Bradford Council and Bradford Talking Media to develop a DVD for patients which focuses on Bowel and Cervical Screening and a public health campaign for the cancer screening programmes will be run in April across all pharmacies in West Yorkshire.

References

National cancer strategy https://www.cancerresearchuk.org/sites/default/files/achieving_world-class_cancer_outcomes_-_a_strategy_for_england_2015-2020.pdf