

Rebrand and refresh: 'Your Voice' update (2)

June 2023

In October 2022, we released the results of the 'Your Voice' review, a series of interviews, focus groups and surveys which were designed to help us to understand how we can further strengthen our work with people affected by cancer through our User Involvement programme. You can find more information about this on our website.

One of the recommendations of this review was to rebrand and refresh our current User Involvement programme. This document will set out some more detail on this recommendation, how we have used your feedback and the resulting changes to our programme identity.

Why are names changing?

You told us that some people found the terms used in our programme confusing. You asked us to use simpler language throughout our programme to reduce barriers and make things more accessible.

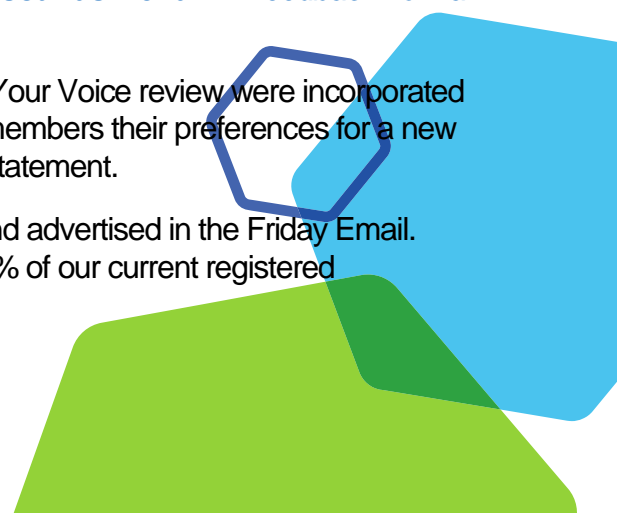
Page 61 of the Your Voice report demonstrated that **72% of those who completed the survey wanted the name of the programme to be changed** (from a group of 138 respondents including current members, potential future members and other stakeholders).

"It is a bit long winded, the Cancer User Involvement Programme, it sounds very jargony and it sounds a bit boring, it's not going to grab your attention." – Feedback from a Potential Member (p.60, Your Voice report)

"I don't even know what to call myself. Whenever I am in a meeting I say something different every time but I never say service user representative. It just sounds weird." – Feedback from a Current Member (p.62, Your Voice report)

In order to act on your feedback, the recommendations from the Your Voice review were incorporated into a questionnaire, which asked our existing user involvement members their preferences for a new volunteer name, new programme name, and refreshed mission statement.

The survey was live for three weeks from 23rd December 2022 and advertised in the Friday Email. Seventeen members responded to the survey (approximately 20% of our current registered



membership). This feedback was then combined with the detailed feedback received from the 'Your Voice' focus groups, interviews, online community and surveys.

Survey results were analysed and comments/themes included:

- *The volunteer name needs to represent both patients and carers in a way that distinguishes them from one another*
- *The use of the word 'community' in the programme name sounds inclusive across a wider segment of patients and carers, and also aligns with the small communities*
- *The use of the word 'voices' in the programme name was commented on positively, and also aligns with NHS England's Patient and Public Voices Partners*
- *The volunteer and programme names need to be used consistently to avoid any confusion*
- *The mission statement should reference that patient and carers influence change, rather than just share their experience, to improve services and experiences of people affected by cancer*
- *The mission statement should include the need to hear from communities*

Thank you to everyone who took the time to share their views on this with us.

Our new names and mission statement

Your feedback was taken on board and the proposals were used to shape the updated volunteer name, programme name and mission statement.

New volunteer name	Patient and/or Carer Representative	Consistent name to help to communicate the role in a clear way to others
New programme name	GM Cancer Voices Community	Replaces 'User Involvement Programme', using public-friendly language and representing the diverse range of individuals and groups we work with
New mission statement	We involve people in how cancer services are designed across Greater Manchester. We do this by connecting patients, carers and communities with ways to share their experiences, have their say, and influence change. This impacts how cancer services are designed, delivered and evaluated. By representing real voices, we work together to improve the lives of people affected by cancer.	This is a new addition to help us describe our aims of working together in partnership, in a clear and simple way.



We believe these refreshed names and statements achieve the objectives set in the 'Your Voice' recommendations to create a clear, accessible and distinctive programme which is inclusive of patients and carers. It also provides a simple explanation of our purpose.

What happens next?

We know that there may be different views on these changes but we hope the new names will help you to feel more confident when explaining your role to others, and help us to better explain and advertise our programme in a clear and consistent way, enabling us to engage better with healthcare professionals, potential new members, and anyone who may interact with our programme.

We will start to use these terms consistently across our projects and programmes and are updating our website and other materials to reflect this.

Above all, the most important thing about our community is the impact we make as a collective. As one of our survey respondents said: ***"What we say is probably more important than what we are called."***

We'd like to thank all of our Patient and Carer Representatives and everyone that engages with our community for your continued support as we work to improve the outcomes and experiences of people affected by cancer.

