

GM Colorectal Pathway Board Whole-System Stakeholder Event: Creative Inclusion of the Patient Voice

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In February 2024, we led a one-day whole-system event for professional stakeholders from across the Greater Manchester health and social care system in collaboration with the GM Cancer Academy. The purpose of the event was to showcase the work of the Colorectal Pathway Board; raising the profile of colorectal cancer in GM; sharing the vision for the future; and to celebrate key successes in the diagnosis, treatment, care and support of patients.

To continue to keep education free at the point of access for our workforce we are reliant on pharmaceutical sponsorship which comes with a set of ABPI standards that we must adhere to. With this in mind, we were unable to invite patient and carer representatives to the event. Despite this, we creatively interspersed the patient voice throughout the day without a physical presence of patient and carer representatives.

1. Event Planning Committee

We had a patient and carer representative on the small event planning group who helped shape the programme for the day.

2. Patient Poetry

A selection of the poems 'book-ended' the event, recited by Dr Roger Prudham. The poetry was taken from the book 'In Our Words' which is a collection of poems written by patients and carers who attend the Maggie's Creative Writing Group in Manchester.

The Group tutor loaned us some copies of poetry for display on the day.

3. Patient Video

With the support of the GM Cancer Communications Team, a pre-recorded video formed part of the introduction to the day.

The patient representative and former bowel cancer patient spoke of his journey from opening the FIT test through to recovery.

4. Patient Art Exhibition

We hosted a small patient art exhibition on the day. We were keen for this exhibition to be reflective and expressive of colorectal cancer patient experiences in terms of diagnosis, treatment and care.

We had space to showcase paintings, photography, drawings, and literature produced by colorectal cancer patients.

Through our CNS network we had several patients express interest in this with 10 pieces displayed on the day of the event.

5. Patient & Carer Feedback

The last session of the day featured a presentation led by a couple of CNSs and Cancer Support Workers and was entitled, 'What the CNS means to me...'

To support this item, with the support of our CNS community, we gathered impactful audio clips from colorectal cancer patients describing the role of the CNS in their cancer experience.

The presentation also featured some redacted photographs and thank you notes that CNSs have received from patients in appreciation.

Through the support of colleagues, we were able to creatively intersperse the voice of patients and carers throughout the event. This enriched the day with pertinent thought-provoking insight to compliment the clinical content of the programme.

