

# THIS VAN CAN...

## Empowering local communities: The “ThisVanCan” Experience.

An awareness campaign and mobile case finding project for black men and other high-risk individuals for developing prostate cancer.

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### Background

- 1 in 8 men in the UK will be diagnosed with prostate cancer in their lifetime.
- Black men are twice as likely to develop prostate cancer, with 1 in 4 black men in the UK being diagnosed.
- Historically, it's thought that black men are less likely to engage with healthcare services for multifactorial reasons.
- We know that many men may be unaware of their prostate cancer risk and therefore not seek advice when appropriate.

### Aim

- To inform local communities about prostate cancer risk in black men and those with a significant family history.
- To provide mobile clinic appointments across Greater Manchester with the opportunity for PSA blood testing and prostate cancer counselling.
- Our target audience were black men >45 years and men with a significant family history of prostate, breast or ovarian cancer.



### Mobile Clinic

- Over six months (May 2023 – October 2023) we ran a clinic based on mobile unit staffed by two clinicians. These clinicians were a Urology Consultant or Trainee and/or a Urology Cancer Nurse Specialist alongside a phlebotomist.
- We visited all ten locality areas of Greater Manchester with additional time spent in areas known to be densely populated with our target audience.
- All appointments were pre-booked.
- Clinic appointments included prostate cancer risk counselling and the offer of a free PSA blood test.
- We arranged telephone follow-up and referral to their local hospital trust for further investigation if required.

### Methodology

#### Primary Care Engagement

- Our project steering group included primary care representatives and user involvement.
- We ran a number of primary care educational events via Gateway C to educate General Practitioners on prostate cancer risk.
- We used data from the primary care networks to create a “heatmap” to identify areas in GM that were high density for our target audience focus our project efforts.

### Communications & Public Engagement

- Campaign featuring three real case study voices.
- Feedback on communications materials from community members (via our partners at CAHN, Can Survive UK, BHA for Equality, Prostate Cancer UK and GMCA patient representatives).
- Dedicated website [www.thisvan.co.uk](http://www.thisvan.co.uk)
- 3000 leaflets & 750 posters distributed by VCSE and locality stakeholders.
- 27 pieces of national and regional media coverage including Channel 4's Steph's Packed Lunch, Talk Sport and Legacy FM and BBC Radio Manchester.
- Multifaceted social media campaign.
- Appearance at Manchester Caribbean Carnival.
- Bus stop and roadside advertising at 30 sites.



### Results

- 781 clinic appointments offered across six-month campaign (19.3% rate non-attendance).
- 630 attended appointments resulted in 550 PSA blood tests from at risk individuals (372 black men, 178 men with family history).
- PSA was elevated in 8.8% of black men, with nine prostate cancer diagnoses (2.4% diagnosis rate; 1.9% clinically significant disease/ CPG2 or higher).
- PSA was elevated in 5.1% of men with family history, with four prostate cancer diagnoses (2.2% diagnosis rate, 1.7% clinically significant /CPG2 or higher).
- Prostate cancer was also found in three men that attended the van, that had no significant risk factors.
- Overall prostate cancer was found in just under 3% of patients that attended the van. This is a figure higher than other comparable series.
- The mobile clinic received excellent feedback; 98.8% would recommend the service to family and friends.
- During the project we recorded 10,000 visits to our webpage and over 4,000,000 social media impressions.

### Conclusions

- ThisVanCan was an innovative mobile case finding project for individuals with increased risk of developing prostate cancer across Greater Manchester.
- We observed comparatively high rates of prostate cancer diagnosis and clinically significant disease when compared with population-based screening projects.
- Significant legacy remains in terms of prostate cancer awareness in groups of at-risk men, empowering them to seek healthcare advice.

