

# Addressing health inequalities in cancer care

A poster by the Macmillan Cancer Information and Support Service at North Manchester General Hospital

**NHS**  
Manchester University  
NHS Foundation Trust

**MACMILLAN**  
CANCER SUPPORT

## Who are we and what do we do?

Tom

We are Macmillan Cancer Information and Support Professionals.

Our job is to provide high quality information and support to people affected by cancer.

We are also health literacy champions. This means we have done a lot of training to help make our information easier to understand for everyone.

Health inequalities are unfair and avoidable differences in health across groups of people. We try to tackle these issues through the work that we do.

You will see some of the examples of how we do this on this poster.

Alison

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## Did you know?

In the UK, around 10% of adults read at, or below, the level of an average 9 year-old.

National Institute for Health and Care Research (2022)

4 in 10 adults in the UK struggle with how health information is written.

NHS Digital (2023)

In some parts of North Manchester, life expectancy is almost 10 years lower than in other areas of our city.

Office for National Statistics Census (2021)

## What are we doing to help tackle health inequalities?

### Personalised information and support

We do not believe in a one-size-fits-all style. We ask our clients how they like to take information in and whether or not they struggle with reading, writing or using a computer.

We do our best to give people information and support that is suited to their needs.

Here's how we do this:

- Offering easy-read booklets, containing images and larger text
- Giving written information in other languages
- Giving smart phone users a list of trusted apps
- Sending people links to Soundcloud and YouTube for audio books and videos
- Helping people on computers and smart phones to use websites and fill in forms
- Using interpreters for people who do not speak English



### Community outreach

We have visited many places across North Manchester in order to try and reach people that might not be able to access the hospital, such as:

- No. 93 Wellbeing Centre (Harpurhey)
- Blackley Hub
- Tesco (Cheetham Hill)
- Khizra Mosque (Crumpsall)
- Simpson Memorial Hall (Moston)
- Lakeside Cafe (Blackley)
- J7 Health Centre (Blackley)
- Harpurhey Market
- Libraries (various)

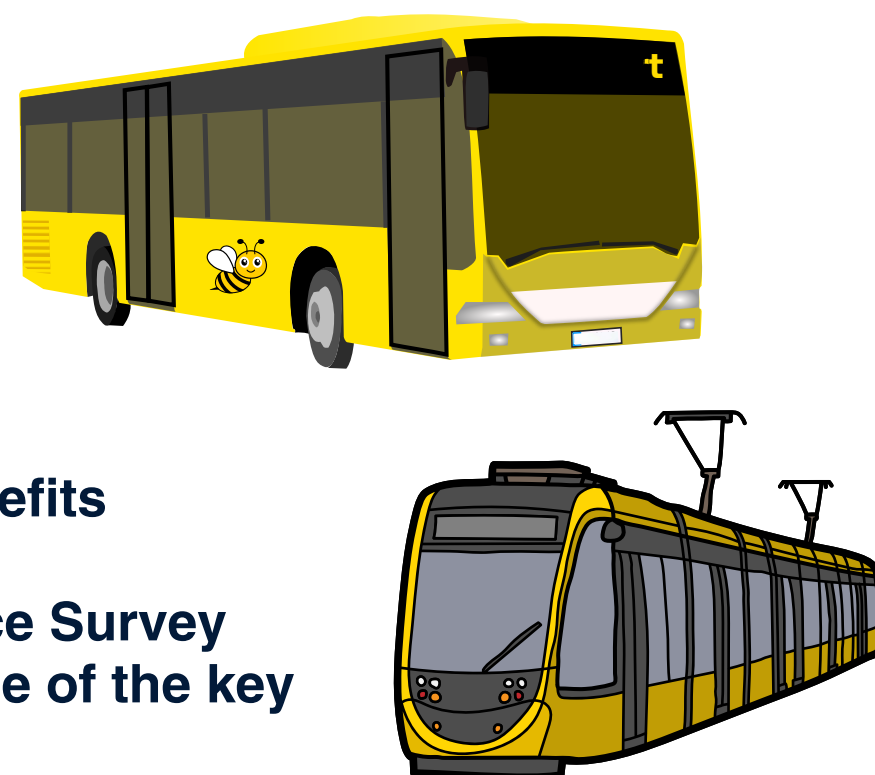


### Travel and transport

For many years, we have supported our patients with:

- Grants for transport costs
- Referrals to volunteer driver services
- Support with claiming travel costs for patients on benefits

The results of the 2022 National Cancer Patient Experience Survey (NCPES) showed that access to travel and transport is one of the key concerns of our clients



### Benefits advice

If you find reading or writing hard, it can make filling in benefits claim forms a stressful task.

Our Macmillan benefits advisor, Linda Rigby, helps patients with forms face to face in her office, over the telephone or via email.



### LGBTIQ+



We signpost people to 'Live Through This', a charity that supports lesbian, gay, bisexual, trans and intersex communities affected by cancer.

They offer a range of support, including online support groups in partnership with Maggie's Cancer Centres.

We also stock a range of information written for LGBTIQ+ groups.



### Ethnic and minority communities

Data shows that some minority ethnic and religious groups do not access our support as often as White British people.

We work closely with cancer support groups, charities and health organisations from these communities.

Our aim is to get better or more 'culturally appropriate' support for these people. It also helps to improve our own understanding of what their needs might be.

We work closely with:

- North Manchester Inclusion Partnership
- Can-Survive UK
- Chai Cancer Care
- Caribbean and African Health Network
- Cancer Care Diaspora
- Across Ummah
- A Rock of Zion church



### Continuing professional development

We are passionate about improvement. As well as being Health Literacy Champions, we have also completed these courses:

- Equality, Diversity and Inclusion
- Learning Disability and Autism Awareness
- Mental Health Awareness
- ACAS - Thinking About Reasonable Adjustments
- Frontline Worker Energy Training
- Henshaws - Visual Impairment Awareness
- SHINE - Young Persons Cancer Support
- ConnectEDCare - EDI in Cancer Care
- An introduction to Neurodiversity
- Cultural Competency Training



### Accessibility statement

This poster has been designed using accessibility guidance from NHS Digital, Home Office Digital and Health Literacy Matters. We have tried to design it in a way that is easy to read for as many people as possible.

If you think we can improve, we want to hear from you. Talk to us in person, call 0161 604 5244 or email [mft.macmillancentrenorthmanc@nhs.net](mailto:mft.macmillancentrenorthmanc@nhs.net)