North Bexley Local Care Network
Health Inequality Fund Programme

Breast and Prostate Cancer Screening Improvement Project

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Version 1	19.06.2026

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1 Executive Summary

Bexley's two-year cancer inequalities pilot (2024–2026), launched within the North Bexley Local Care Network (LCN), set out to address entrenched disparities in cancer incidence, mortality and screening uptake. North Bexley had long recorded a significantly higher cancer burden than the England average, with persistently lower participation in national cancer screening programmes compared with other parts of the borough. Higher levels of socioeconomic deprivation, greater ethnic diversity and the marked post-pandemic fall in breast screening uptake and urgent suspected prostate cancer referrals shaped the project's early priorities. Breast screening and prostate cancer awareness were therefore chosen as the initial focus areas, supported by evidence that residents of Black ethnicity face a higher risk of prostate cancer and more aggressive forms of breast cancer, making culturally tailored engagement essential.

During its first year, the programme concentrated on North Bexley, where BHNC and the Bexley Cancer CCPL developed and deployed a comprehensive suite of communication tools, including posters, digital assets and branded materials. These resources enabled consistent, cost-effective messaging across community settings and supported targeted promotion of Breast screening and PSA testing. In parallel, the project strengthened local capacity by training Bexley Community Champions to share cancer-awareness messages within their own networks, helping to normalise conversations about symptoms, screening and early presentation.

Community engagement quickly became a core driver of impact. Outreach was delivered at local events, community venues and through partnership working with Bexley Council's Public Health and Communications teams. This approach successfully extended reach into communities experiencing higher deprivation and historically lower screening uptake, ensuring that residents encountered accessible, culturally sensitive information in trusted settings.

The evaluation confirms that the programme has strengthened community awareness, improved understanding of screening pathways and enhanced the visibility of cancer-prevention messages across North Bexley. It has also built sustainable community capacity through trained volunteers and established a consistent, recognisable communications approach that can continue to support cancer awareness beyond the pilot period.

Data from the South East London Cancer Population Insights Dashboard, alongside screening data compiled by the Bexley Wellbeing Partnership, shows:

- A marked improvement in breast screening uptake in North Bexley.
- A significant rise in the number of residents with one or more PSA results.

These results demonstrate that the project's interventions have been effective in improving breast screening uptake and raising awareness of prostate cancer among high-risk groups.

By embedding community-centred engagement alongside clinical activity, the North Bexley pilot has contributed to reducing variation in cancer outcomes and supporting earlier presentation. The model developed through this work provides a strong foundation for continued efforts to tackle cancer inequalities and improve outcomes for North Bexley residents.

2 Background and Context

An overview of North Bexley

Bexley is organised into four Primary Care Networks (PCNs): North Bexley, Clocktower, APL and Frognal each PCN has a dedicated Health and Wellbeing Needs Profile.

Residents living in the most deprived 20% of Bexley experience shorter life expectancy than those in the least deprived 20%. The difference is 2.2 years for women and 5.2 years for men.

The North Bexley PCN spans seven wards, stretching from Thamesmead East in the west to Slade Green & Northend in the east.

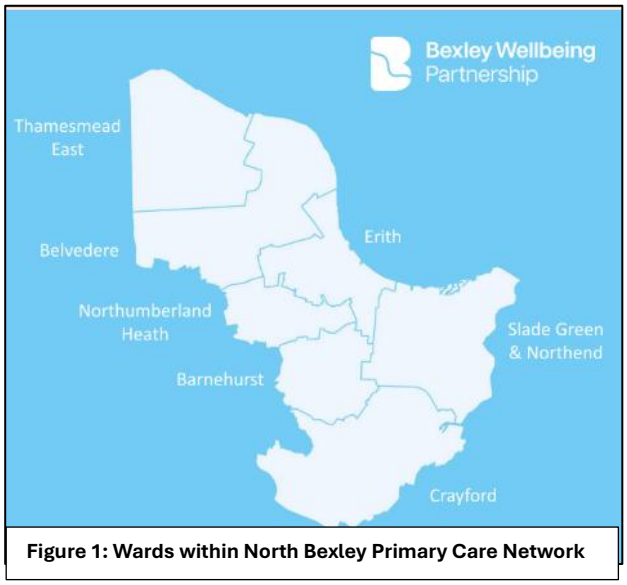


Figure 1: Wards within North Bexley Primary Care Network

North Bexley has a younger and more ethnically diverse population than other parts of the borough. By 2030, the area is expected to see growth in both young adults and working age residents, alongside increases in older adults, like wider borough trends. The Erith locality is projected to experience the largest population growth.

Deprivation and Health Inequalities

At the outset, around 44,400 people (44%) in North Bexley lived in the most deprived 20% of the borough, while only 1,643 people (1.6%) lived in the least deprived 20%.

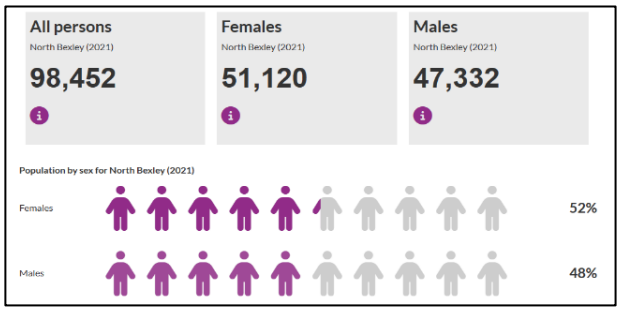


Figure 2: North Bexley's Gender Profile Chart

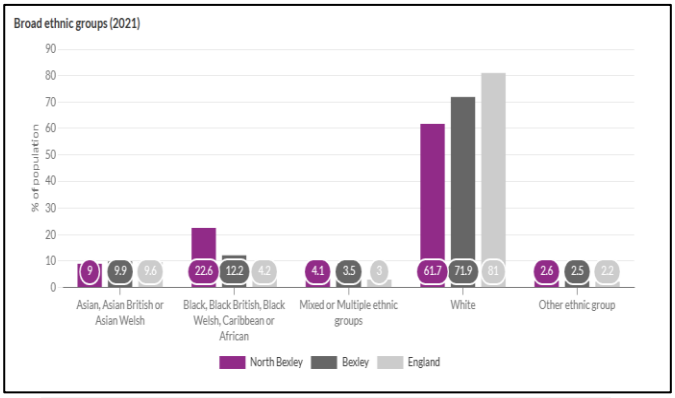


Figure 3: North Bexley's Ethnicity Profile Chart

North Bexley faced the greatest health inequalities in Bexley. It had the highest levels of deprivation, as measured by the Index of Multiple Deprivation (IMD), and included seven GP practices serving roughly 100,000 residents.

The IMD is based on seven weighted domains:

- Health Deprivation – 13.5%

- Income Deprivation – 22.5%
- Employment Deprivation – 22.5%
- Education Deprivation – 13.5%
- Crime – 9.3%
- Barriers to Housing and Services – 9.3%
- Living Environment – 9.3%

Bexley's average IMD score was 16.27, compared with the England range of 0.54 to 92.73 and a national average of 21.67.

The most deprived parts of Bexley were concentrated in the north, particularly Slade Green, North End, Thamesmead, Belvedere, and Erith.

Health and Wellbeing of North Bexley Residents

At the start of the project, residents in North Bexley experienced higher levels of acute health conditions than people living in other parts of the borough. The area had a particularly high prevalence of the Vital 5 health issues: hypertension, obesity (in both adults and children), smoking, depression, and diabetes. This highlighted a significant opportunity for targeted interventions to reduce these conditions, narrow health inequalities, and ease pressure on local health and care services.

Looking ahead to 2030, North Bexley was expected to see rising rates of hypertension, diabetes, cancer, dementia, and chronic obstructive pulmonary disease (COPD) if current trends continued. Obesity levels were also projected to increase more sharply here than in the rest of the borough, reflecting national patterns. Evidence indicated that a borough wide Obesity Strategy would be necessary to prevent further increases. Reducing obesity in both adults and children would help lower the prevalence of related conditions such as diabetes and cancer, although these benefits would likely emerge over a longer period.

A comparison of the three Local Care Networks in Bexley showed that North Bexley had:

- The largest non-white population, with African heritage being the most common non white background
- The highest proportion of residents who did not speak English
- Elevated levels of alcohol misuse, obesity, cancer incidence, and circulatory disease
- Higher rates of child poverty, overcrowding, income deprivation, older age poverty, unemployment, and Universal Credit claims

Overall, at the start of the project, North Bexley faced more complex and concentrated health and social challenges than the other two Local Care Networks.

Cancer Profile and Incidence Rates in North Bexley

At project initiation, there were significant cancer-related health inequalities in North Bexley, closely linked to the area's high levels of deprivation. Cancer profiles for the borough showed that screening uptake was notably poorer in this part of Bexley, contributing to worse outcomes.

The North Bexley LCN had substantially higher cancer incidence and mortality than other areas of the borough. Lung cancer was particularly elevated, reflecting the high prevalence of COPD locally. Prostate cancer rates were also markedly higher:

- Erith had a 59% higher incidence than expected if it matched England's age-specific rates
- Slade Green had a 43% higher incidence
- Overall, North Bexley's prostate cancer incidence was 21.1% above the England average

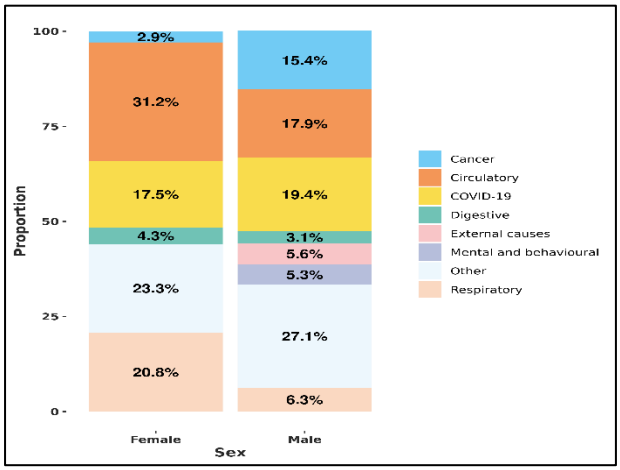


Figure 4: Death rates
Source: Office for Health Improvement and Disparities

Public Health data showed that the population served by the North Bexley LCN had significantly higher-than-average levels compared to England (England = 100):

- Deaths from all cancers (all ages): SMR 107.9
- Deaths from cancer under 75: SMR 109.3
- All-cancer incidence: SIR 106.5
- Prostate cancer incidence: SIR 121.1

	England Benchmark	Bexley	Clocktower	Frognal	North Bexley
Deaths from all cancer, all ages, standardised mortality ratio	100.0	97.8	93.3	93.3	**107.9**
Deaths from all cancer, under 75 years, standardised mortality ratio	100.0	97.8	90.7	92.9	**109.3**
Incidence of all cancers, standardised incidence ratio	100.0	**102.3**	99.6	100.9	**106.5**
Incidence of breast cancer, standardised incidence ratio	100.0	97.5	96.8	96.7	98.9
Incidence of colorectal cancer, standardised incidence ratio	100.0	98.1	103.0	97.2	93.5
Incidence of lung cancer, standardised incidence ratio	100.0	100.5	90.6	88.0	**124.9**
Incidence of prostate cancer, standardised incidence ratio	100.0	**123.4**	**123.6**	**125.6**	**121.1**

Higher than England
Significantly higher than England
Lower than England
Significantly lower than England

Figure 5: Bexley's Cancer Incidence Rates

These excess cancer deaths contributed to the shorter life expectancy seen among residents living in the most deprived 20% of Bexley, particularly men. People living with and beyond cancer in more deprived areas were also less likely to be diagnosed through the two-week wait (TWW) referral pathway. As with screening uptake, the more deprived the area, the lower the likelihood of receiving a TWW referral, suggesting later presentation and delayed diagnosis.

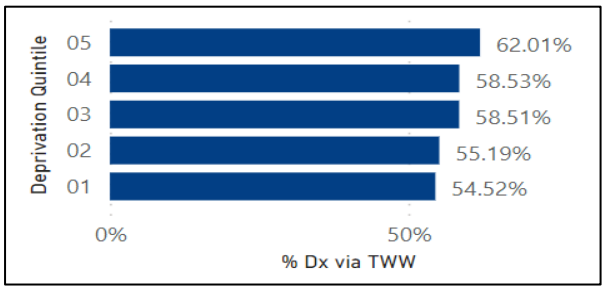


Figure 6: Diagnosis from Two Week Wait Referral Rates
Source: South East London ICS, from EMIS Enterprise

At the start of the project, breast-screening uptake was significantly below national standards. The operational target was 80%, yet screening uptake across North Bexley practices ranged from 47% to 65%, with an overall LCN uptake of 56.7% the lowest in the borough. Across Bexley as a whole, uptake ranged from 56.7% to 67.1%, still well below the 80% standard.

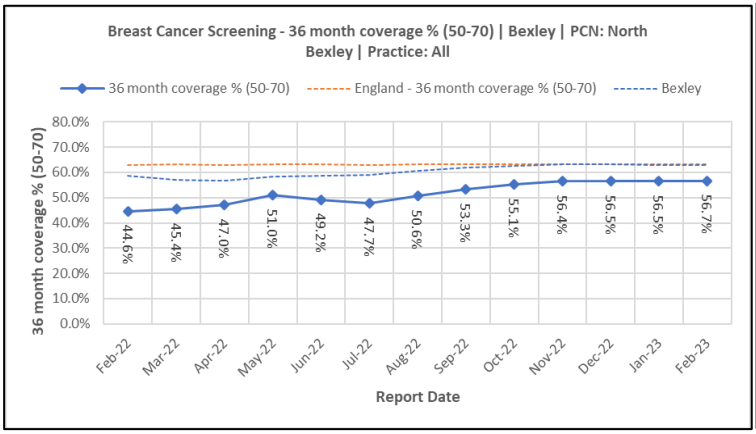


Figure 7: Breast Cancer Screening, 36-month coverage % (50-70 years) All North Bexley Practices

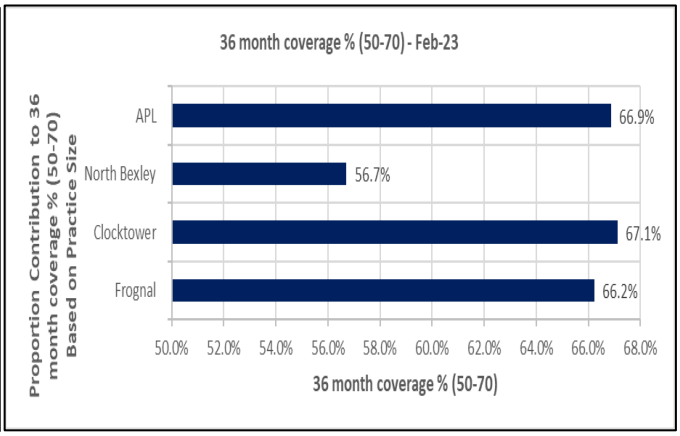


Figure 8: Breast Cancer Screening, 36-month coverage % (50-70 years) Local Care Network Comparison

Prostate Cancer in North Bexley

Residents of North Bexley faced a particularly concerning picture in relation to prostate cancer at the start of the project, due to both the area's high deprivation and its demographic profile. Black men were at significantly greater risk than other groups, with 1 in 4 developing prostate cancer in their lifetime, compared with 1 in 8 among other ethnicities, and 1 in 12 men dying from the disease. They were also more likely to experience earlier onset, more aggressive forms of cancer, higher mortality, and reduced access to timely treatment, often facing longer waits between diagnosis and care. North Bexley's age specific incidence rate (SIR 121.1) was substantially higher than the England average (100), underscoring the urgency of addressing this issue locally.

Deprivation was strongly linked to poorer health outcomes and shorter life expectancy. In North Bexley, where ethnic minority communities were more concentrated, these groups were more likely to experience socioeconomic barriers that contributed to poorer health outcomes, including:

- Higher levels of low income and employment instability
- Lower educational attainment
- Reduced access to healthcare and screening
- Greater exposure to environmental and social stressors

These structural factors, combined with cultural stigma and fear surrounding cancer, often discouraged some Black men from seeking help early or discussing symptoms with family and friends. Taken together, these issues made prostate cancer a particularly significant and urgent health inequality challenge for North Bexley, where deprivation, demographic profile, and systemic barriers intersected to create a higher risk environment for late diagnosis and poorer outcomes.

3 Aims and Objectives

Aim

The North Bexley Cancer Inequalities Pilot set out to increase awareness of breast and prostate cancer screening and improve uptake among underserved groups by embedding a community-centred, culturally sensitive approach within one of the borough's most deprived areas. Through targeted communications, trained Cancer Community Champions, and a sustained programme of grassroots engagement, the pilot worked to reduce longstanding inequalities in early diagnosis and strengthen trusted, community-based conversations about cancer. By normalising discussions around breast screening and PSA testing, building local capacity, and creating clear, accessible pathways to screening, the programme helped address barriers faced by residents with lower health literacy and limited engagement with traditional health services. This foundation of trusted relationships, consistent messaging, and visible community presence has proven vital in tackling disparities and supporting earlier presentation across North Bexley.

Objectives

The programme aimed to deliver targeted outreach across North Bexley's most deprived neighbourhoods, engaging residents through community events, workplaces, and trusted local settings to maximise reach and relevance. A core objective was to equip Community Champions with the training and resources needed to confidently share screening information and signpost residents using QR-code links and accessible materials. Alongside this, the pilot sought to support GP practices in managing increased screening enquiries generated through outreach activity, ensuring smoother pathways into breast screening and PSA testing. By increasing the number of residents accessing screening information and strengthening awareness among Black men, women aged 50–70, and those with limited English, the programme worked to reduce longstanding inequalities and ensure that high-risk and underserved groups were better informed and more empowered to participate in cancer screening. Importantly, these efforts were designed not only to improve immediate engagement but also to build long-term sustainability and foster a cultural shift in how local communities understand, discuss, and act on cancer screening.

4 Methodology

The project used a **community centred, multistrand approach** designed to reach underserved groups, strengthen local partnerships and embed cancer awareness within everyday community settings. Delivery combined targeted outreach, culturally tailored engagement, capacity-building through Cancer Community Champions, and coordinated communications across digital and physical channels. Activity was shaped by local insight, deprivation data and lived experience, ensuring that interventions were relevant, accessible and responsive to the needs of North Bexley residents.

4.1 Community Outreach

A programme of community outreach events was delivered across North Bexley and the wider borough to raise awareness of breast and prostate cancer, share information, and engage residents in conversations about screening. Events were selected based on footfall, demographic relevance, and alignment with the project's aim to reach underserved communities.

October 2024

Howbury Friends Health & Wellbeing Event – 30 November 2024

Location: St Augustine's Church Hall, Slade Green

At this vibrant community event, our outreach team engaged residents in meaningful conversations about breast and prostate cancer awareness as part of a wider programme of wellbeing activities. The lively, friendly atmosphere created a natural space for people to pause between activities, ask questions and explore information relevant to their own health.

Over the course of the session, we spoke with 26 residents, representing a broad mix of ages, from under 18s to those over 65 and a diverse range of ethnic backgrounds, including White, South Asian, Black, East Asian, Eastern European and mixed-heritage attendees. Most discussions centred on breast cancer (18 conversations) and prostate cancer (6 conversations), with others seeking general cancer or wellbeing advice.

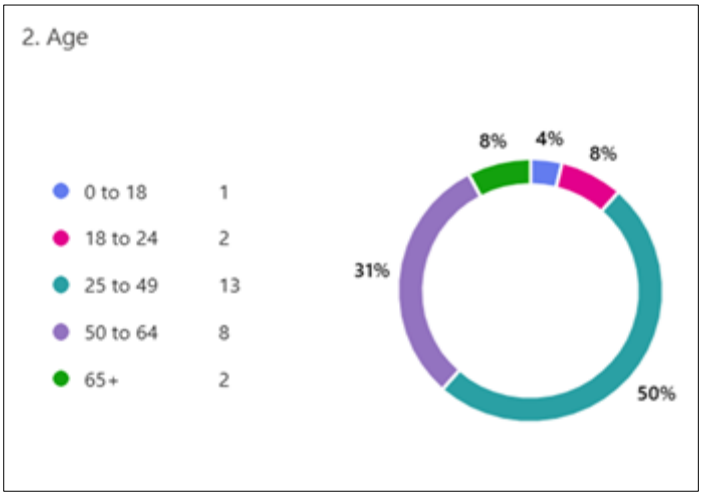


Figure 9: Event age Profile Chart

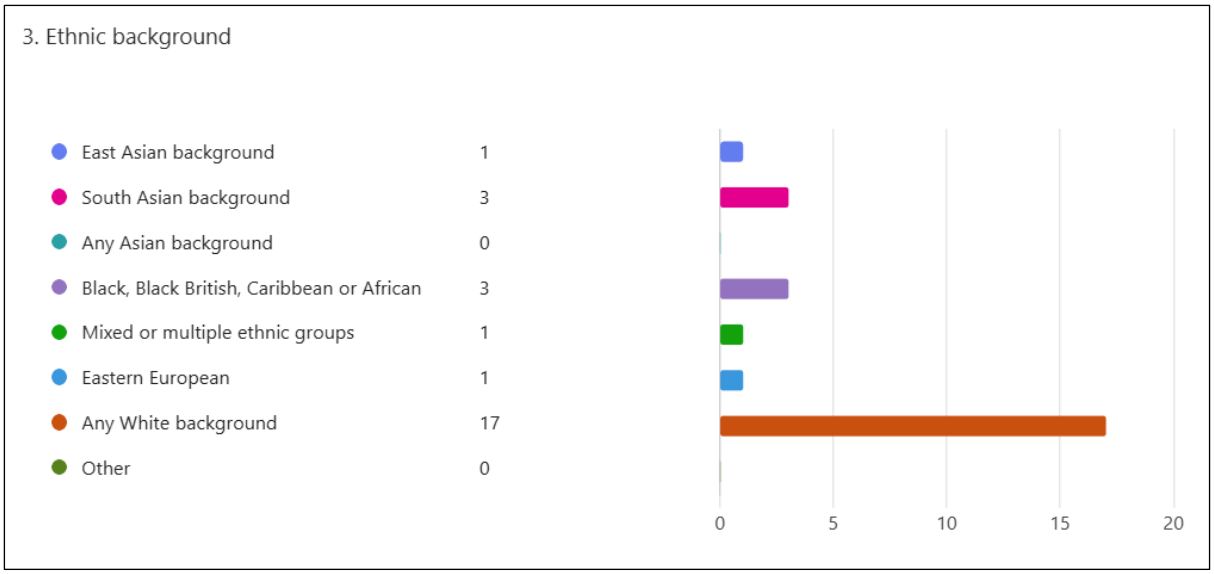


Figure 10: Event Ethnic Profile Chart

All participants chose to take resources, including breast cancer booklets such as 'Know Your Breast' and 'Reducing Your Risk', prostate cancer Z cards and test information cards, SELCA care cards, and many participated in demonstration tools like the breast model.

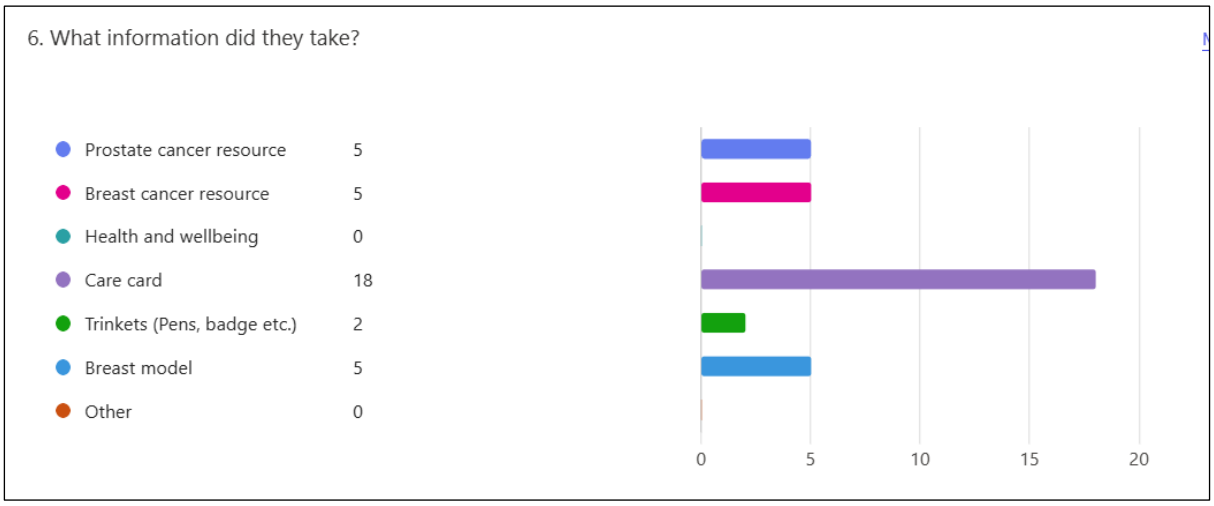


Figure 11: Event resource distribution Profile Chart

The steady flow of engagement reflected both the accessibility of the setting and the community's appetite for clear, practical health information. By being present alongside local services and partner organisations, we were able to reinforce key messages around early detection, screening pathways and local support options, helping residents feel more informed, connected and confident in taking steps to protect their health.



Figure 9: Howbury Friends Health & Wellbeing Event Poster

February 2025

Ageing Well Event– 04 February 2025
Location: Sherwood house, Erith

At the Ageing Well event, we delivered a focused presentation on breast and prostate cancer awareness as part of Orbit's programme of monthly events designed to support the wellbeing of residents aged 55 and over. The session created a calm, supportive space for older attendees to learn about early signs, screening pathways and risk factors, and to ask questions relevant to their own health. We also highlighted the local primary care services, such as Riverside Surgery and Erith Health Centre, to ensure residents knew where to seek screening advice or follow-up support within their own community.

We also collected feedback forms to understand the impact of our session. Ten residents took part: 7 aged 65+, and a mix of White and Black attendees.

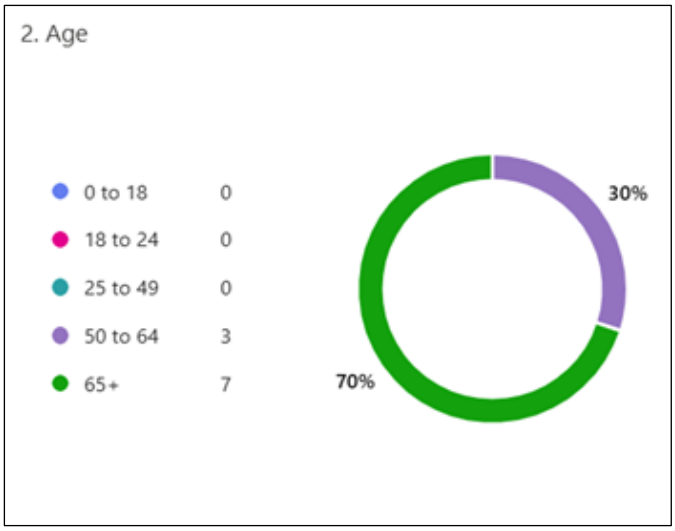


Figure 10: Ageing Well Event Age Profile Chart

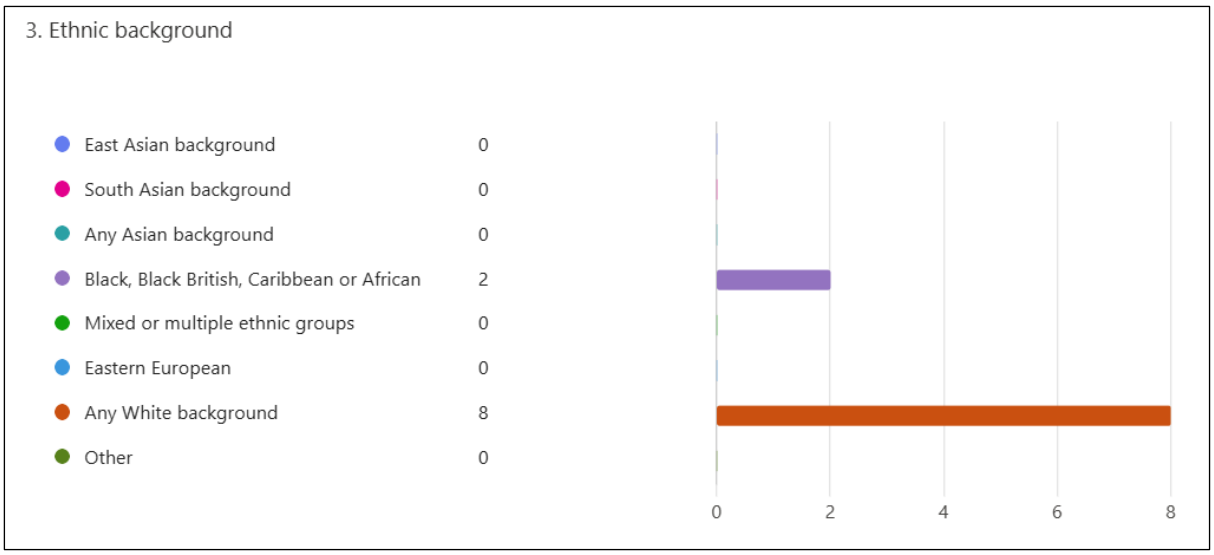


Figure 11: Ageing Well Event Ethnic Profile Chart

With all participants rating the session positively, including four describing it as excellent. Most felt the presentation was the right length, that they were able to contribute to discussions, and six reported learning something new. All attendees took resources, including prostate and breast cancer information and SELCA care cards. Comments such as "Very good. I enjoyed it and can meet many friends" and "Very good talk" reflected both the value of the information and the welcoming atmosphere. Our contribution added an important cancer-awareness component to an event designed to help older residents stay informed, connected and confident in managing their health as they age.

May 2025

Welling Football Club Family Day – 25 May 2025
Location: Welling United Football Club

The Family Day event provided a lively community setting where we were able to engage residents of all ages, creating a relaxed environment for conversations about breast and prostate cancer awareness. Several of the Champions trained through the project also took part, using the opportunity to practise their skills and speak with attendees in an informal, approachable way. Their involvement helped create a peer-led atmosphere, with conversations flowing naturally as families moved through the event. This collaborative presence strengthened visibility of the project and extended its reach to residents who may not typically engage with health information in formal settings.

Engagement levels were strong, with 61 residents taking part in conversations: 38 men and 23 women, most aged 50–64, a key screening demographic. The majority identified as White British, with smaller numbers from South Asian and Black backgrounds.

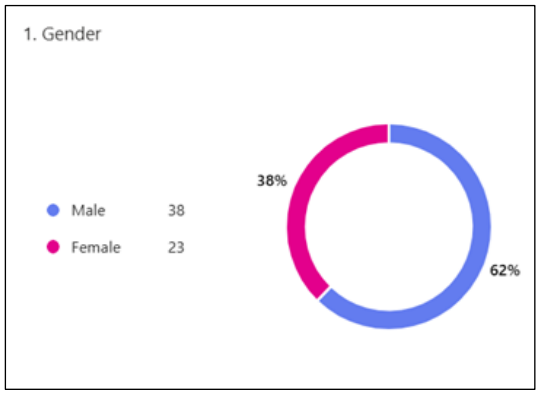


Figure 12: Welling Football Club Family Day Age Profile Chart

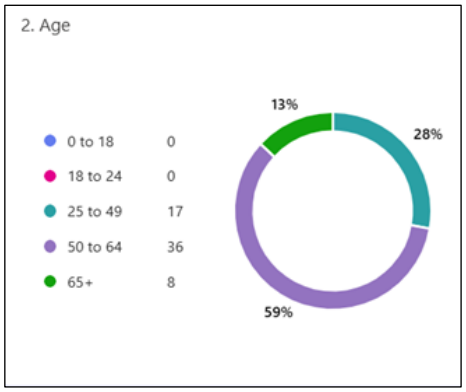


Figure 13: Welling Football Club Family Day Ethnic Profile Chart

Discussions covered prostate cancer, breast cancer and general wellbeing, and 58 attendees took resources, most commonly SELCA care cards and prostate cancer information, including 20 'Test for Prostate Cancer' cards. Breast cancer materials were also accessed, including the Know Your Breast booklet and family-history information.

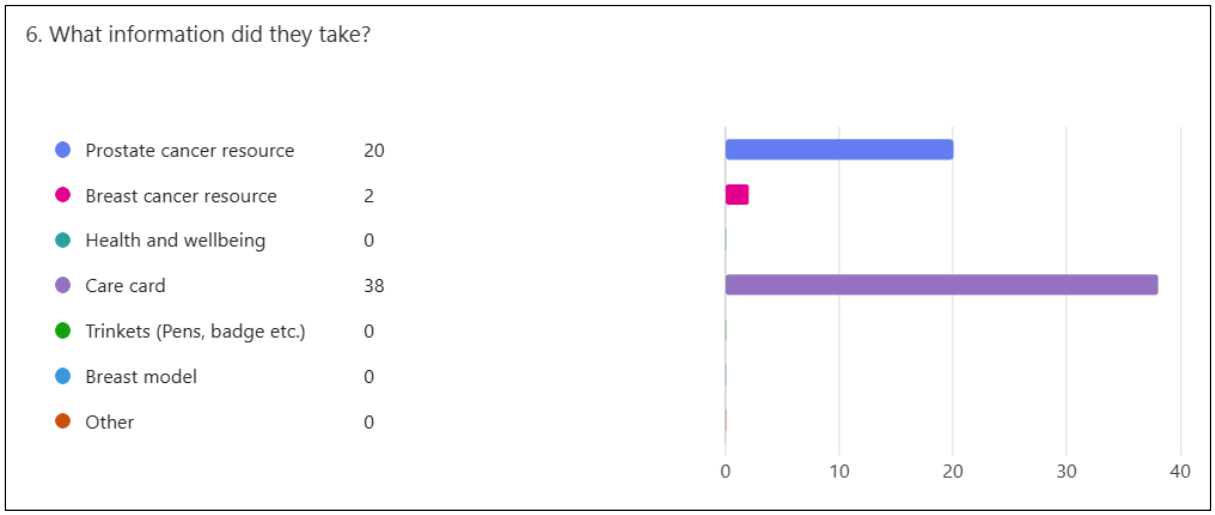


Figure 14: Welling Football Club Family Day Resource Distribution Profile Chart

This high-footfall, family-focused environment provided an ideal platform to embed cancer awareness messaging within a much-loved local event, ensuring our project was visible, accessible and integrated into a wider programme designed to bring the community together.





Figure 15 & 16: Welling Football Club Family Day Promotional Posters

July 2025

Carers' Event – 9 July 2025
Location: Bexley Holiday Inn

This event provided an important opportunity to engage directly with unpaid carers, many of whom face practical and emotional barriers to prioritising their own health. The setting allowed for calm, one-to-one conversations where carers could ask questions, share concerns and take away information tailored to their circumstances. Several attendees noted that they rarely have time to attend health appointments or seek advice, making this outreach particularly valuable in raising awareness of screening and encouraging early presentation.

Engagement data from the day shows that 10 carers took part in conversations: 8 women and 2 men, with the majority aged 65+, reflecting a group often at increased risk of delayed help-seeking. Attendees represented a mix of ethnic backgrounds, including South Asian, Black and East Asian carers.

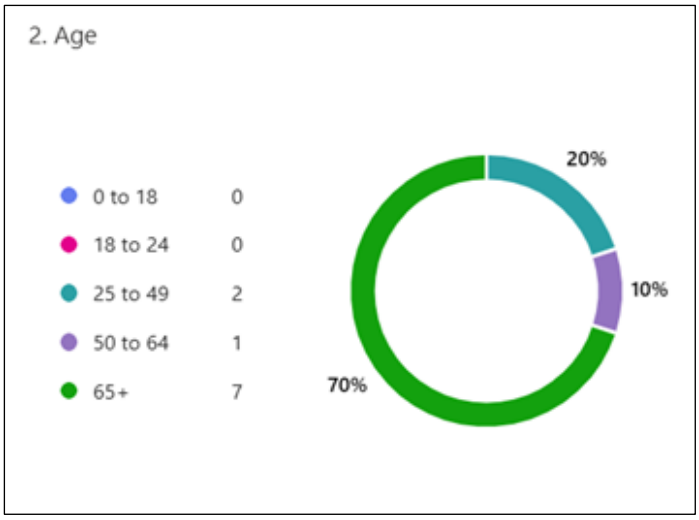


Figure 17: Carer's Event Age Profile Chart

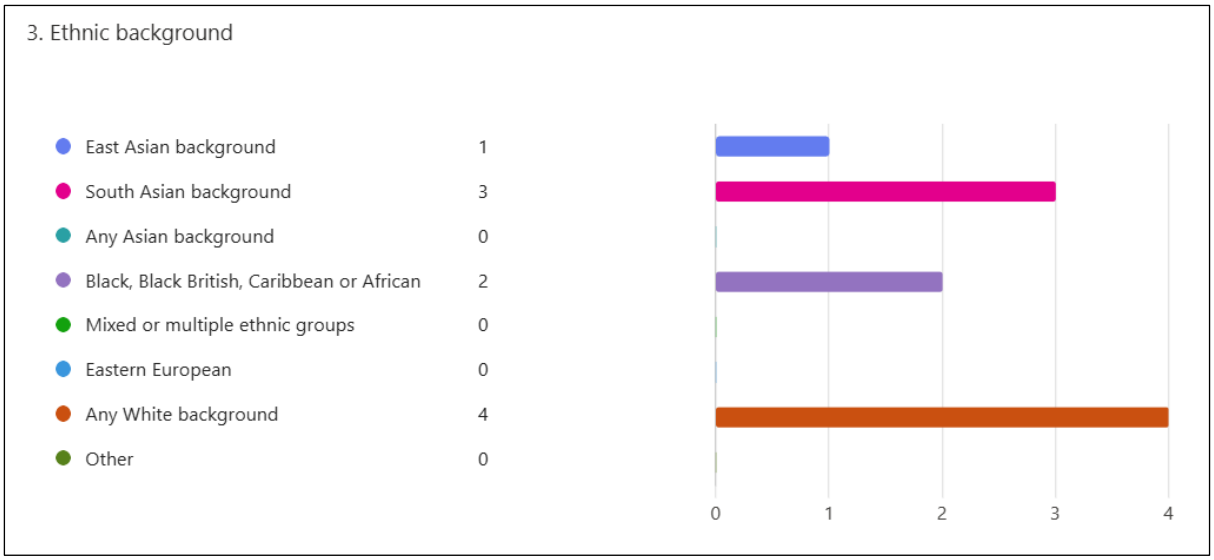


Figure 18: Carer's Event Ethnic Profile Chart

Discussions covered prostate cancer, breast cancer and general cancer awareness, and all 10 participants took resources, most commonly SELCA care cards, alongside prostate cancer materials such as PSA booklets, Z-cards and 1-in-8 risk cards. Breast cancer information was also accessed, including Know Your Breast booklets and risk-reduction materials.

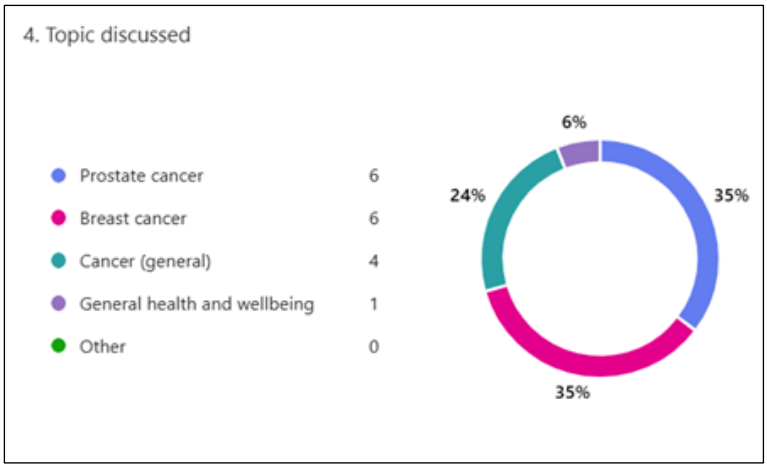


Figure 19: Carer's Event Discussions Profile Chart

Held as part of the Bexley Carers Partnership event at the Holiday Inn in Bexleyheath, the day offered carers a chance to recharge with free refreshments, a buffet lunch, wellbeing activities and access to advice from local organisations. A dedicated exhibition highlighting the experiences of unpaid carers added a reflective space that acknowledged the pressures many attendees face. This supportive environment helped build trust and created space for meaningful conversations about cancer awareness, ensuring carers could receive clear, accessible information and feel more confident about considering their own health.





Figure 20 & 21: Welling Football Club Family Day Promotional Posters

South Asian Health & Wellbeing Fair – 29 July 2025

Location: Council Chamber, Bexley Civic Offices

The fair brought together a wide range of community groups and health partners, creating a welcoming space for South Asian residents to explore wellbeing topics relevant to them. We were supported by three of our trained Champions, including our Super Champion HS, who is of South Asian background and has lived experience of breast cancer. Her presence enabled culturally sensitive and highly relatable conversations about cancer awareness. HS's involvement was particularly impactful, as many attendees connected with her personal insight

and felt more comfortable asking questions about screening pathways, symptoms and common misconceptions. This peer led, community centred approach helped build trust, making it easier for residents to engage openly and take away resources tailored to their needs.

Across the day, 14 residents engaged directly with us, most of whom were women, with attendees spanning ages 25–49, 50–64 and 65+. Although the event was centred on South Asian Heritage Month, the audience reflected the wider diversity of Bexley, including South Asian, Black, White and mixed-heritage residents.

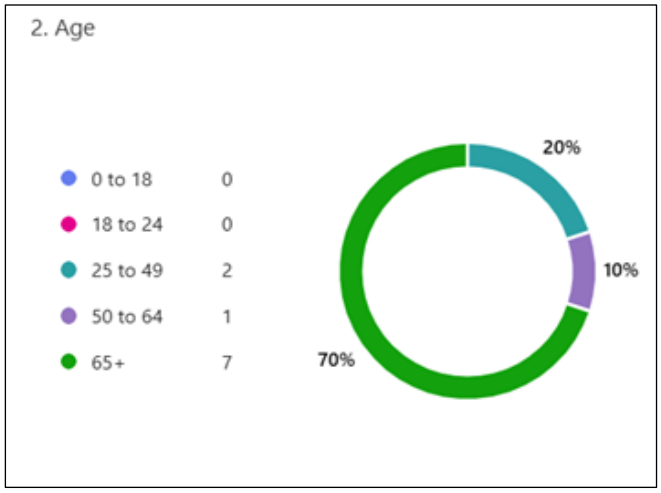


Figure 22: South Asian Health & Wellbeing Fair Age Profile Chart

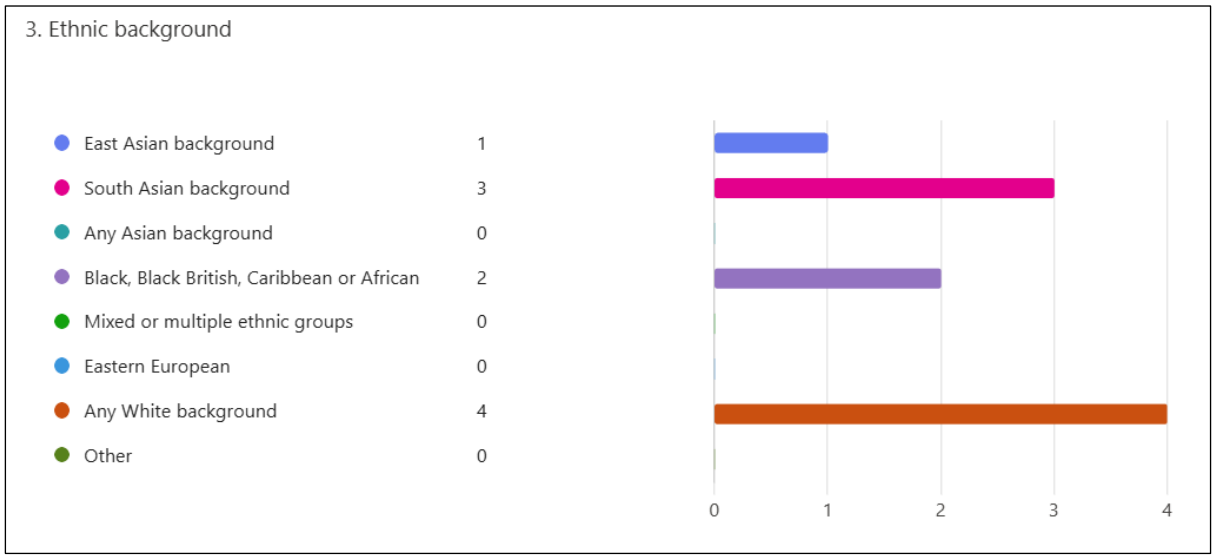


Figure 23: South Asian Health & Wellbeing Fair Ethnic Profile Chart

Conversations focused mainly on breast cancer and prostate cancer (three discussions each), alongside general well-being. Engagement was strong, with 13 attendees taking resources. Breast cancer materials were particularly popular, especially the Know Your Breast booklets (7) and risk reduction guides. While prostate cancer information, such as the Know Your Prostate leaflet, Z cards and the leaflet for Black men, was also taken. Several attendees additionally picked up SELCA care cards and Bexley Magazine, showing a broad interest in accessible, practical health information.

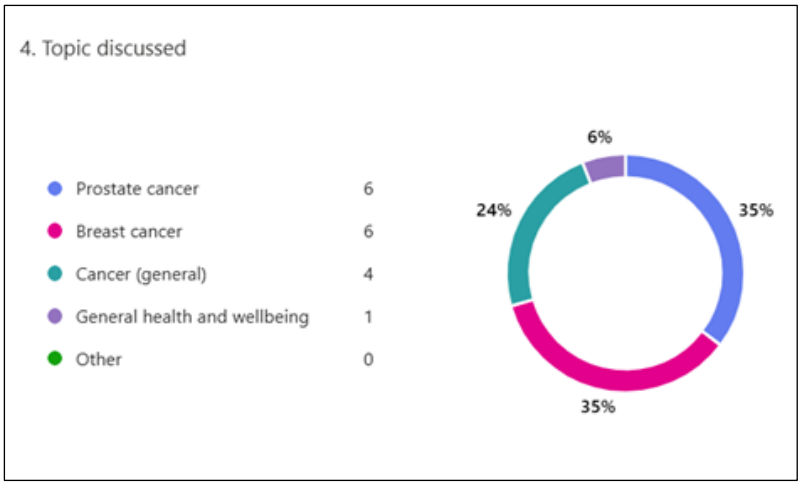


Figure 24: South Asian Health & Wellbeing Fair Discussion Profile Chart

Held as part of the South Asian Heritage Month celebrations, the event combined cultural activities with practical health information, giving residents the chance to meet local GPs and primary care colleagues from across Bexley and discuss any health concerns in a familiar, supportive environment. A marketplace of wellbeing stalls opened the day, followed by a panel discussion featuring local GPs, pharmacists and health professionals speaking about issues affecting South Asian communities. This structure created natural opportunities for us to connect with attendees, reinforce key cancer-awareness messages and ensure residents left with clear, culturally relevant information to support their health and wellbeing.



Figure 25: South Asian Health & Wellbeing Fair Promotional Poster



Figure 26: South Asian Health & Wellbeing Fair Picture (Staff and Community Champions)



Figure 27: South Asian Health & Wellbeing Fair Picture (Resource Display)

BHNC Outreach – 30 July 2025

Location: Broadway Shopping Centre

This outreach session allowed us to connect with a wide cross-section of residents in a busy, everyday setting. The open layout of the shopping centre encouraged spontaneous conversations, with many people stopping to pick up leaflets or ask quick questions while going about their day. The visibility of the stand helped normalise discussions about cancer awareness, and the informal environment made it easier for individuals to engage without feeling pressured or singled out.

Across the day, we engaged with 76 residents, the majority of whom were women, with a broad age range from 18–24 through to 65+, including a particularly strong response from those aged 50–64 and 65+. The footfall reflected the diversity of the local area, with residents from South Asian, Black, White, East Asian and mixed-heritage backgrounds stopping to speak with us.

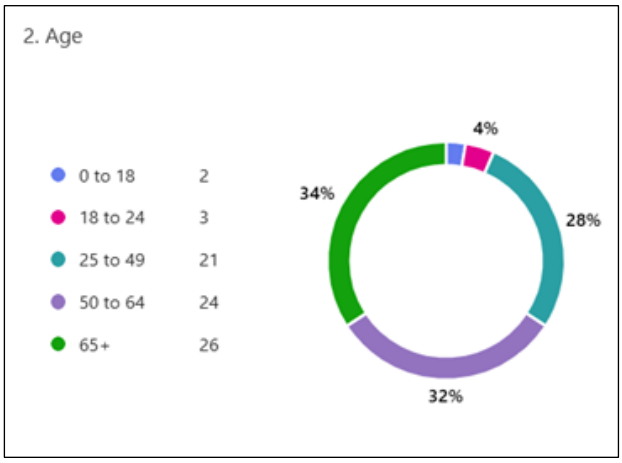


Figure 28: BHNC Outreach Day Age Profile Chart

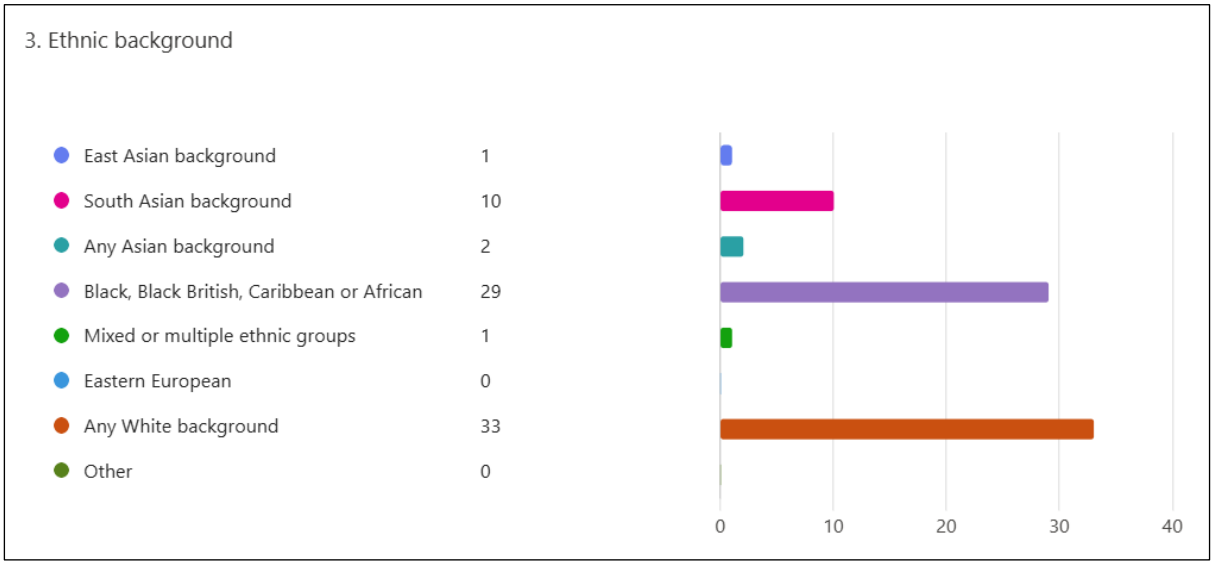


Figure 29: BHNC Outreach Day Ethnic Profile Chart

Most conversations centred on general health and wellbeing, with some residents raising questions about prostate cancer. Engagement with resources was exceptionally high, with all 76 that spoke with us taking materials. Popular items included SELCA care cards (75), breast cancer information (16) and prostate cancer resources (11), particularly the SELCA leaflets for both breast and prostate cancer. A small number also took Bexley Magazine and branded merchandise items.

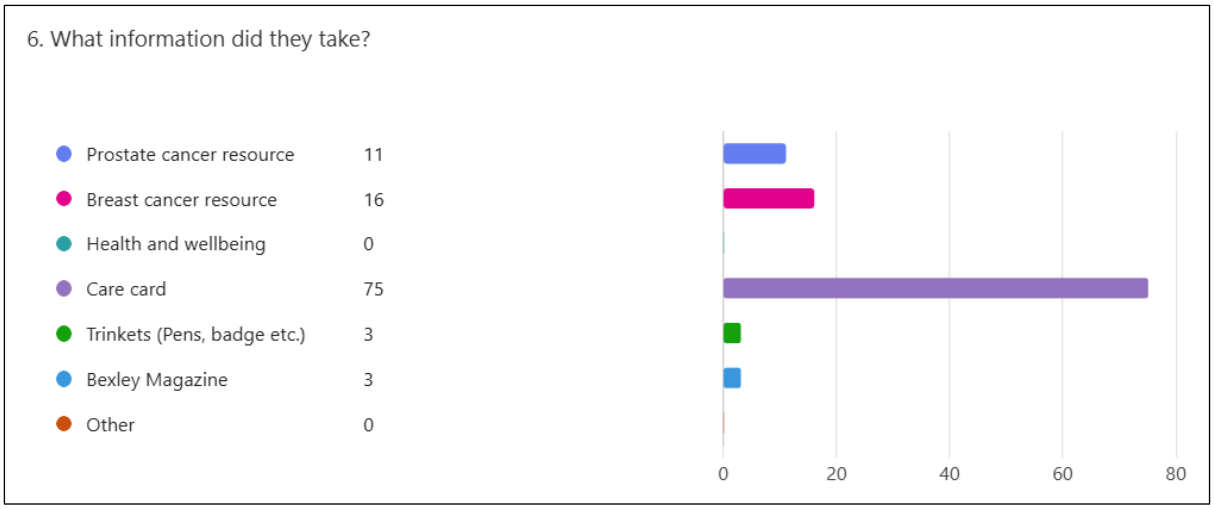


Figure 30: BHNC Outreach Day Resource Distribution Profile Chart

The combination of high visibility, easy access and a relaxed public setting made this session particularly effective for reaching people who may not typically attend community events or health-focused activities. It allowed us to deliver brief but meaningful interactions, raise awareness at scale and ensure residents left with clear, accessible information to support their health.

October 2025

Black History Month Event – 23 October 2025
Location: The Family Hub, Erith

This celebration brought together local residents, community groups and partner organisations to highlight culture, heritage and wellbeing within Black communities. Our involvement provided a valuable opportunity to hold focused conversations about cancer awareness, particularly around the higher risk of Prostate cancer among Black men, an especially important topic in Erith, North Bexley. Many attendees engaged with the stand to learn more about symptoms, screening pathways and early detection, and the event's warm, community-led atmosphere helped make these discussions open, relevant and accessible.

Across the event, 12 residents engaged with us directly: predominantly women, with attendees spanning ages 18–24, 25–49, 50–64 and 65+. The audience reflected the diversity of the local area, including Black African and Caribbean residents (7), as well as White and Asian attendees. Most conversations centred on general cancer awareness (12), with some residents seeking more specific information on Prostate cancer and Breast cancer.

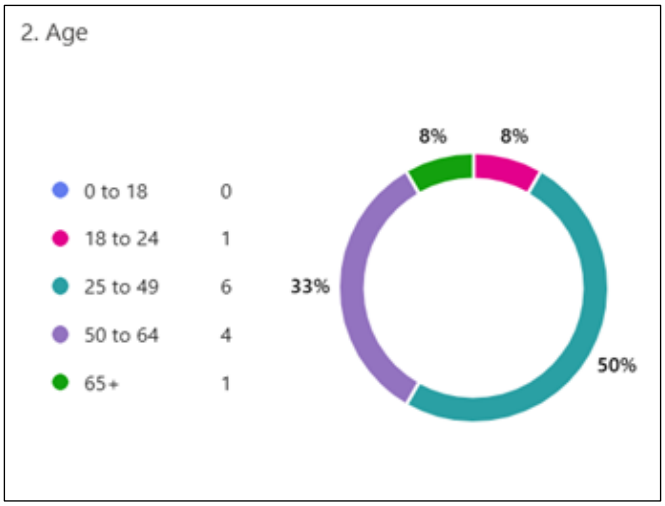


Figure 31: Black History Month Event Age Profile Chart

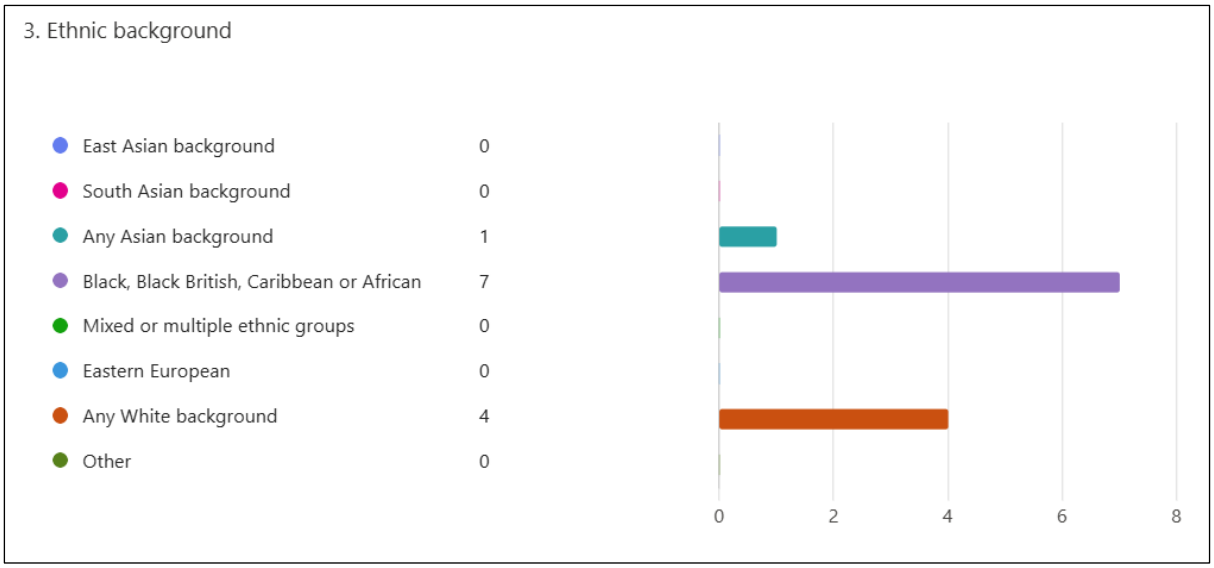


Figure 32: Black History Month Event Ethnic Profile Chart

Engagement with resources was strong, with all 12 attendees taking materials. Popular items included SELCA care cards (10) and a range of branded merchandise, which helped draw people into conversation. Cancer specific resources were also well received: Prostate cancer information (3), including the Information for Black Men booklet, PSA booklet and Z cards. Breast cancer resources (2), including Know Your Breast and family history materials. Bowel cancer information (2), particularly the Facts About Bowel Cancer card.

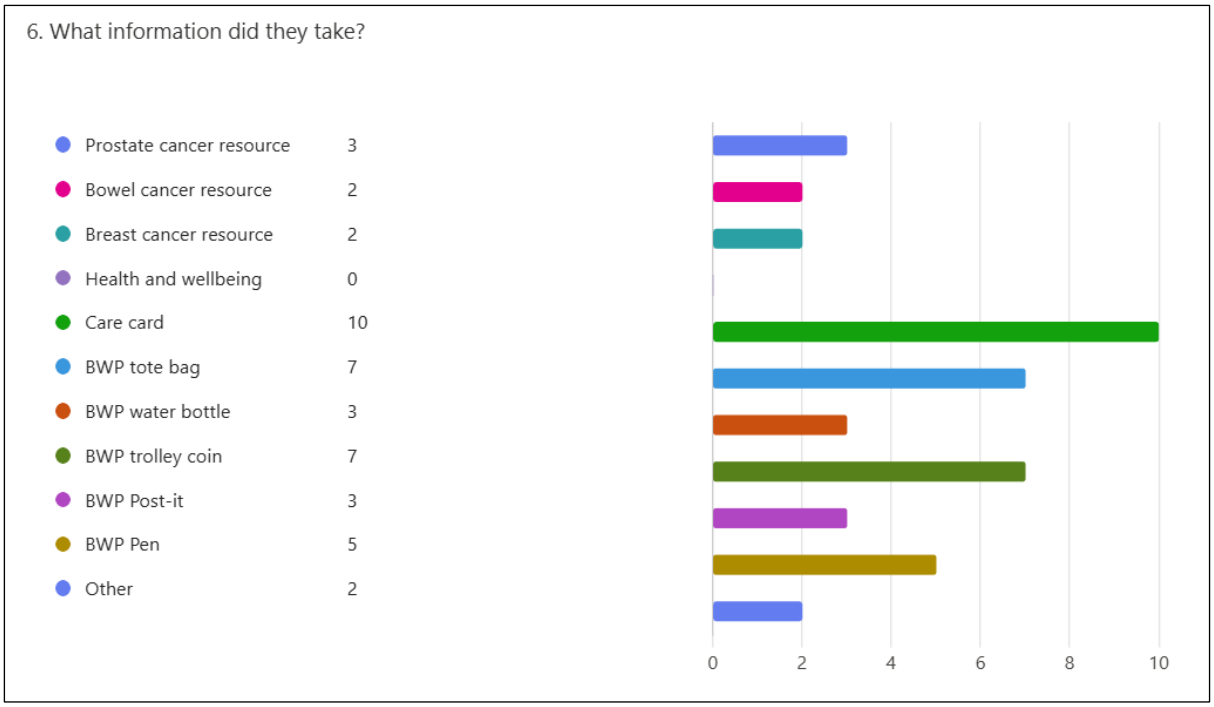


Figure 32: Black History Month Event Resource Distribution Profile Chart

Held as part of the borough's Black History Month programme, the event was delivered in partnership with the Staying Together team and the Bexley Wellbeing Partnership. The day featured a presentation and discussion on culture and intergenerational relationships, cultural food tasting, health checks, information stalls and opportunities for residents to network. This structure created natural touchpoints for meaningful engagement, allowing us to speak directly with attendees in a relaxed, culturally affirming environment. Our presence ensured that residents left with clear, accessible information tailored to their needs, helping to strengthen cancer awareness and early-detection confidence within the local community.



Figure 32: Black History Month Event Picture (Staff and Event Display)

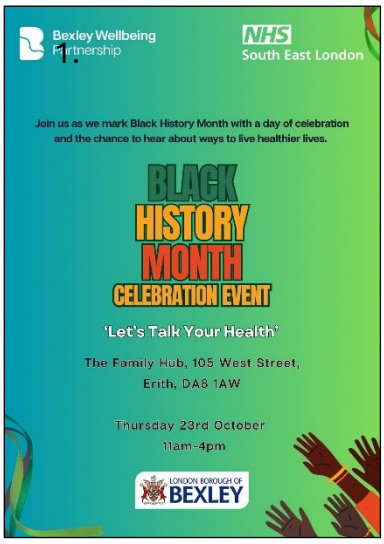


Figure 33: Black History Month Event Promotional Poster

Howbury Friends Family Day – 29 October 2025

Location: St Augustine's Church Hall, Slade Green

This half-term family event provided an important opportunity to engage residents in one of the most deprived areas of north Bexley, where trusted, local, community-based outreach is essential for improving awareness and early presentation. The lively, child-focused setting brought together parents, grandparents and guardians, creating natural moments for conversations about cancer awareness while children took part in activities. The team spoke with adults across different age groups, sharing key messages about screening, early detection and symptom awareness. A range of resources and branded materials were handed out, helping families take information home and continue conversations beyond the event. The friendly, community-led atmosphere made it easy for residents to approach the stand, ask questions and reflect on their own screening needs, reinforcing the value of being present in familiar, everyday spaces.

Across the day, 29 residents engaged with us, the majority of whom were women, with most adults falling within the 25–49 age group (16 people, 55%). The event also reached older adults aged 50–64 and 65+, as well as several young people under 18 who attended with family members. The audience reflected the local population, with residents from White, South Asian, Black African/Caribbean, and mixed-heritage backgrounds taking part.

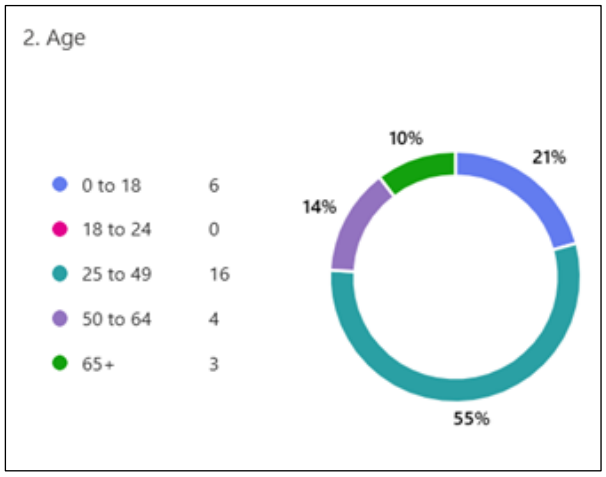


Figure 34: Howbury Friends Family Day Age Profile Chart

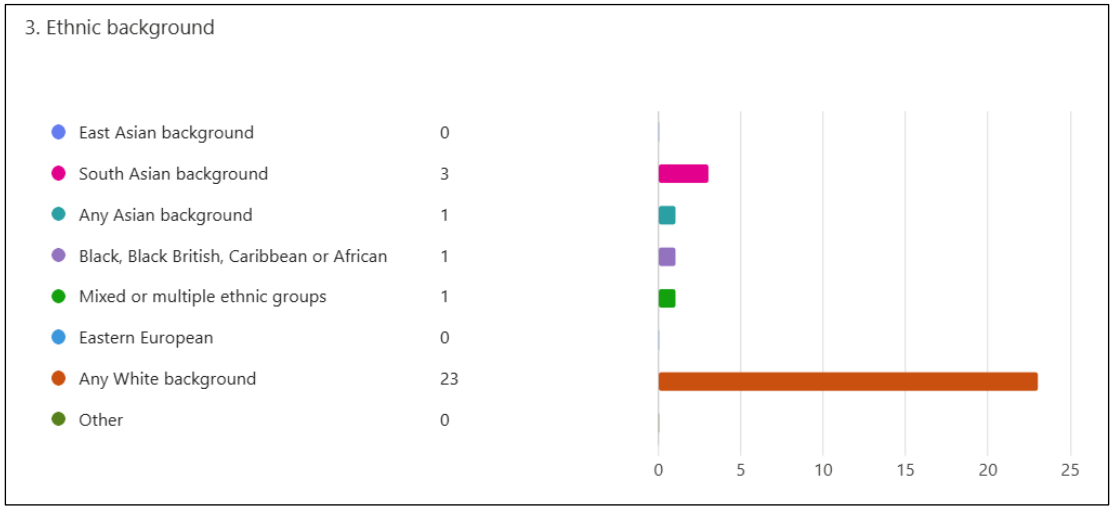


Figure 35: Howbury Friends Family Day Ethnic Profile Chart

Conversations covered a wide range of topics, including general cancer awareness (11), breast cancer (7), hypertension (3), bowel cancer (2) and prostate cancer (1). Engagement with resources was extremely strong, with all 29 attendees taking materials. Popular items included: SELCA care cards (16) and branded merchandise: tote bags (10), water bottles (10), trolley coins (21) and pens (12). Cancer-specific resources were also widely taken: Prostate cancer information (5), particularly Know Your Prostate Z-cards and the Information for Black Men booklet. Breast cancer information (6), including Know Your Breast booklets and family-history materials. Bowel cancer information (3), including booklets and the Facts About Bowel Cancer card.

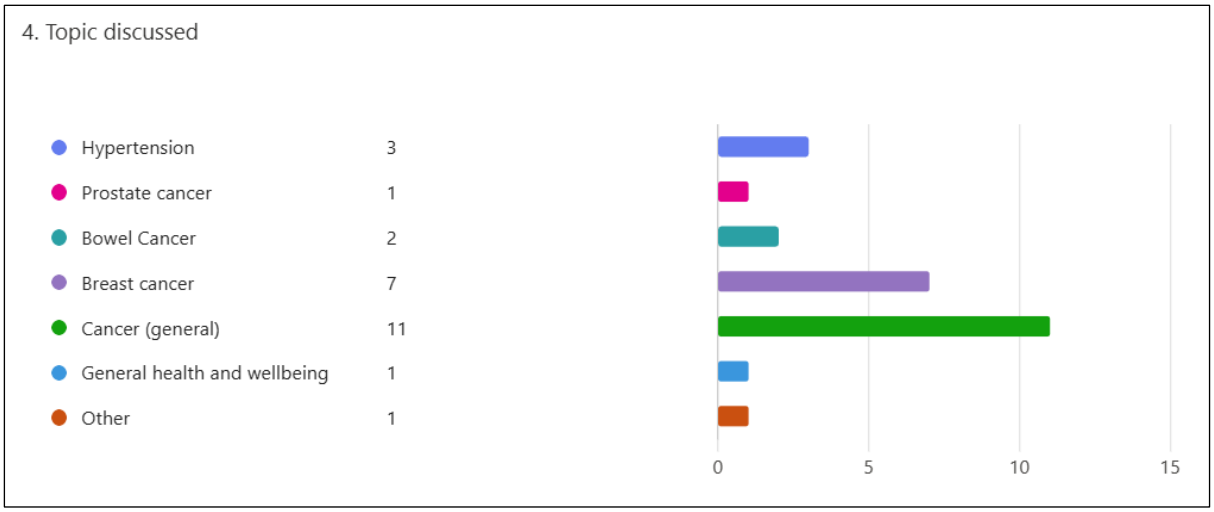


Figure 36: Howbury Friends Family Day Discussion Profile Chart

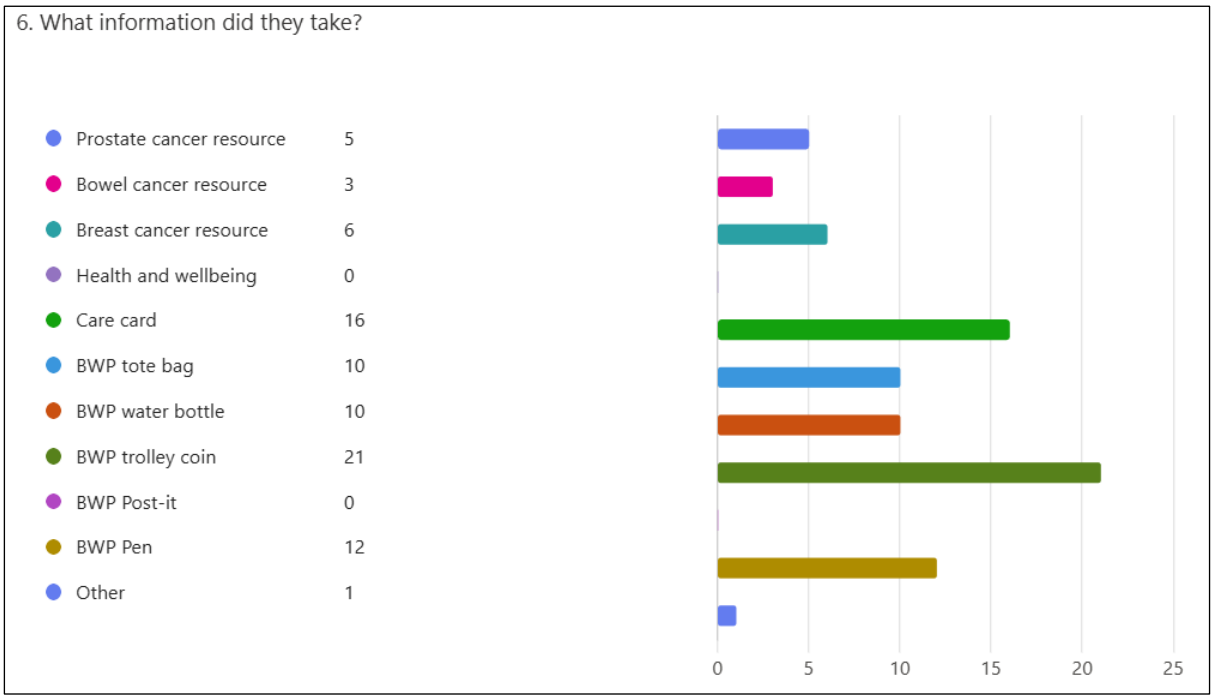


Figure 37: Howbury Friends Family Day Resource Distribution Profile Chart

The combination of a high-footfall family event, a trusted local venue and a relaxed, informal atmosphere made this outreach particularly effective. It enabled meaningful conversations with residents who may not typically attend health-focused events, ensuring that key cancer-awareness messages reached families in a way that felt accessible, relevant and easy to act on.

November 2025

Lunch And Learn Cancer Screening Awareness Event – 19 November 2025

Location: Belvedere Community Centre

This community focused session brought together Punjabi women from the Belvedere Asian Women's Group for an accessible and culturally relevant discussion on cancer awareness. Many attendees were women aged **50 to 70**, placing them directly within key breast-screening age groups. Delivering the session in both **English and Punjabi** ensured that everyone could follow the information comfortably and ask questions in the language they preferred, helping to build trust and encourage open conversation.

The atmosphere was warm and welcoming, supported by the provision of **traditional South Asian food**, which helped create a familiar environment where women felt at ease to stay, talk and share their experiences. Attendees engaged with a range of **translated resources, leaflets and branded materials**, taking information home to share with family members and their wider community networks. The session also included a dedicated **Q&A**, where women asked thoughtful questions about symptoms, screening pathways and how to book appointments.



Figure 38: Lunch And Learn Cancer Screening Awareness Event Picture (Cultural Refreshments)

This engagement demonstrated how culturally tailored delivery can make cancer-awareness conversations more accessible, relevant and meaningful for communities who may not engage with mainstream health-promotion activities.

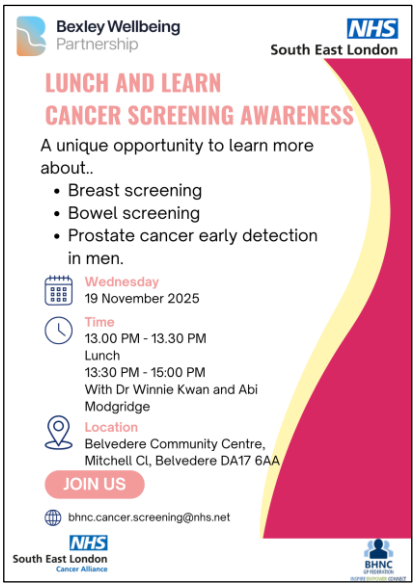


Figure 39: Lunch And Learn Cancer Screening Awareness Event Promotional Poster



Figure 40: Lunch And Learn Cancer Screening Awareness Event Picture (Event Display)



Figure 41: Lunch And Learn Cancer Screening Awareness Event Picture (Event Display and Staff)



Figure 42: Lunch And Learn Cancer Screening Awareness Event Picture (Event Attendees)

March 2026

Lunch And Learn Cancer Screening Awareness Event 2 – 18 March 2026

Location: Belvedere Community Centre

We returned to the Belvedere Asian Women's Group to deliver a larger cancer-awareness session following their request for a second event, reflecting the strong engagement and trust built during our previous visit. A total of 43 South Asian women, all aged 50–70, attended the session, making this one of our highest-engagement community workshops to date.

The presentation was delivered in both Punjabi and English, with Punjabi NHS screening videos incorporated throughout to support understanding and ensure accessibility for women with limited English proficiency. The session covered breast, bowel and prostate cancer, with translated materials available for all topics. To address the challenges, we faced previously in collecting feedback due to language barriers, we created a bespoke bilingual English–Punjabi feedback form, which was distributed to all attendees.

Feedback from the session was exceptionally positive. All 43 women identified as South Asian, and the session received an average rating of 4.79 out of 5 for overall informativeness. Other key scores included:

- 4.16 out of 5 for presentation length
- 4.13 out of 5 for ability to contribute to discussions
- 4.45 out of 5 for learning something new
- 4.61 out of 5 for the venue
- 4.55 out of 5 for refreshments

Additional comments were overwhelmingly appreciative, with responses such as “There should be more programs like this,” “Very helpful,” and “All of the information was very useful and well explained.”

This session demonstrated the impact of culturally tailored, language-appropriate cancer-awareness work. By delivering information in Punjabi, using translated resources and creating a safe, familiar environment, we were able to engage deeply with a group who may otherwise face barriers to accessing screening information. The strong feedback and request for further materials highlight the ongoing need for this approach within the community.



Figure 43: Lunch And Learn Cancer Screening Awareness Event 2 Picture (Event Display)



Figure 44: Lunch And Learn Cancer Screening Awareness Event 2 Picture (Cultural Refreshments)



Figure 45: Lunch And Learn Cancer Screening Awareness Event 2 Picture (Event Participants)

Summary of Outreach Delivery

Across the project period, outreach activity enabled meaningful engagement with a wide range of communities, ensuring that cancer awareness and screening messages reached residents who are often underserved or disproportionately affected by health inequalities. Champions and outreach staff connected with families, carers, South Asian communities, Black communities, older adults, and residents living in areas of high deprivation, creating opportunities for open conversations about cancer, early detection and the importance of screening.

Events were strategically located across the borough, with a deliberate emphasis on North Bexley, where screening uptake is historically lower, and health inequalities are more pronounced. By positioning activities in community hubs, faith settings, local shopping centres and high footfall public spaces, the programme ensured that information was accessible to residents who may not routinely engage with healthcare services.

This targeted, community-based approach helped build trust, reduce barriers and normalise conversations about cancer within communities that have traditionally faced challenges in accessing screening. Through consistent presence, culturally sensitive engagement and the use of accessible resources, the outreach programme strengthened awareness, supported informed decision-making and contributed to narrowing the gap in screening inequalities across Bexley.

4.2 Distribution of SELCA Breast Screening and Prostate Awareness Posters

A total of **230 SELCA Breast Screening and Prostate Awareness Posters** were distributed across North Bexley and neighbouring areas to maximise visibility and reach. While the core focus remained on North Bexley, reflecting local screening priorities and higher levels of deprivation, distribution was intentionally extended into surrounding locations where residents from North Bexley regularly travel, shop, work and socialise. This ensured the most effective engagement and visibility, placing screening messages in the everyday environments where people are most likely to notice and act on them.

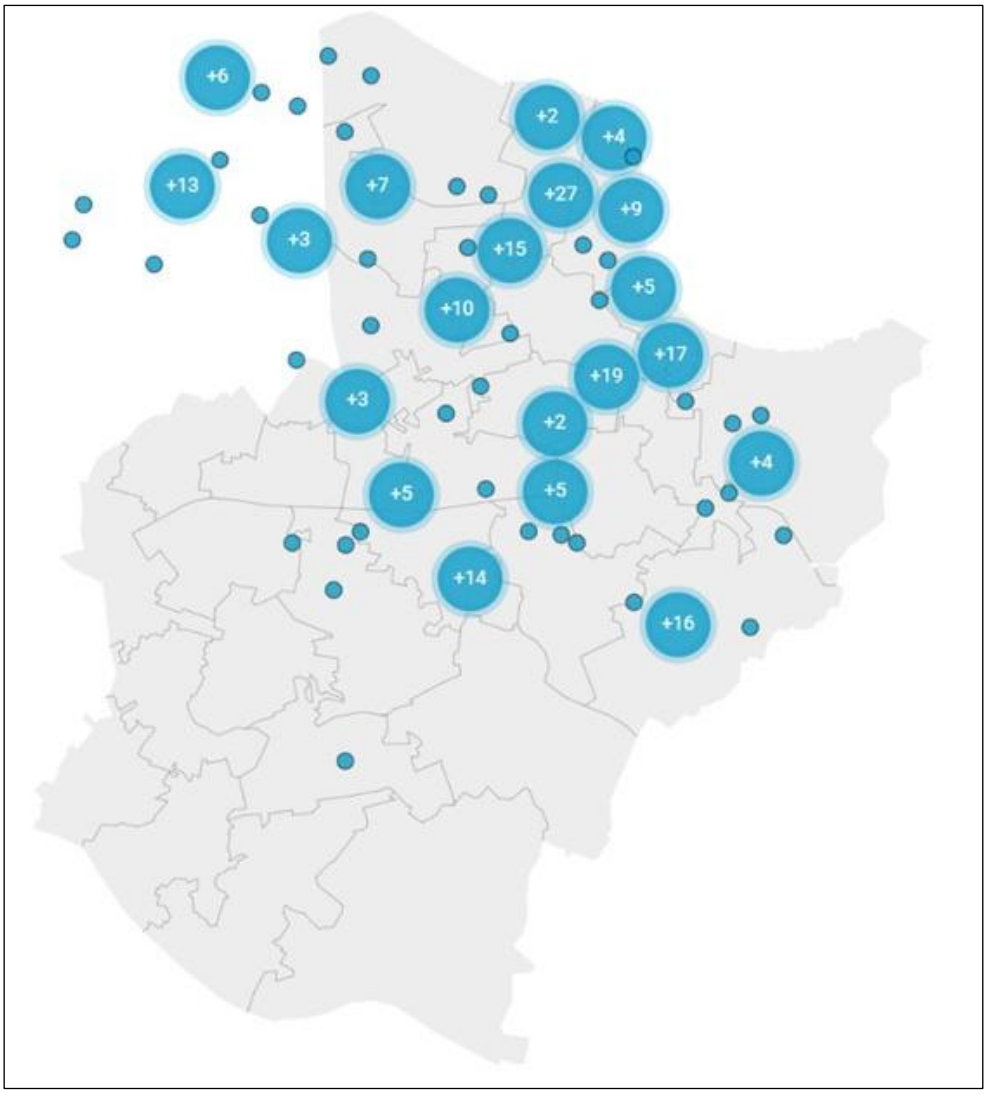


Figure 46: SELCA Poster Distribution Map



Figure 47: SELCA Poster Display Image (Abbey Wood Methodist Church)

Posters were placed in:

- **All North Bexley GP practices** (across all sites)
- **Pharmacies and opticians**, supporting opportunistic health messaging
- **Workplaces**, including **industrial employers in Belvedere and Erith**, to reach men who may be less likely to engage with traditional health promotion
- **Healthcare sites**, including health centres and Oxleas locations

- **Community venues**, such as libraries and leisure centres
- **Places of worship**, with a particular focus on **churches serving Black communities**, supporting targeted engagement for groups at higher risk of prostate and breast cancer
- **Personal service businesses**, including **barbers, hairdressers and tattoo studios**, to reach men in informal, trusted settings
- **Small and medium enterprises (SMEs)**, including charities and local businesses, to broaden community-level visibility

This targeted distribution strategy ensured that screening messages were visible in high-footfall**,** trusted**,** and culturally relevant settings. By combining a strong North Bexley focus with strategic placement in neighbouring areas, the campaign supported a community-centred approach to improving awareness and uptake among priority groups.

4.3 Community Champions

The project uses a tiered Community Champions model to support targeted engagement across North Bexley. Alongside the wider group of Champions, a smaller group of **"Super Champions"** was established to help co-develop the project, shape the delivery plan and agree outcomes. This approach ensures the programme is grounded in lived experience, community insight and cultural understanding.

Super Champions Model

The Super Champions bring deep connections to underserved communities and play a key role in tailoring engagement to local needs. We held regular meetings with them throughout the project to review progress, sense-check our approach and ensure that delivery remained culturally appropriate, community-led and responsive to emerging insights.

Their involvement strengthened the programme by:

- Providing real-time feedback on messaging, materials and outreach methods
- Helping identify priority locations and groups for targeted engagement
- Supporting delivery at events and acting as trusted community voices
- Ensuring the project remained rooted in the lived experiences of local residents

This model created a strong foundation for meaningful, community-centred engagement across North Bexley.

Super Champion MH – Howbury Friends (Slade Green)

MH leads a well-established community charity in one of the most deprived areas of North Bexley. Their work includes food banks, clothes swap initiatives, children's half-term activities and mental health support. Their insight has been vital in shaping engagement for residents experiencing deprivation, food insecurity and limited access to health information.

Super Champion HS – South Asian Community Advocate

HS Brings lived experience of breast cancer and has been actively involved in the SELCA breast cancer campaign. Their understanding of cultural barriers, stigma and communication needs within South Asian communities has informed the development of targeted messaging and outreach approaches.

Super Champion EM – Eastern European Community Link Worker

EM is a healthcare assistant embedded within the North Bexley Eastern European community. Their knowledge of language barriers, mistrust of services and differing health seeking behaviours has helped shape accessible materials and engagement strategies for this population.

Together, the Super Champions ensure that the project reflects the realities of the communities it aims to serve. Their involvement strengthens trust, improves cultural relevance and supports the development of practical solutions, particularly in areas such as Slade Green, where deprivation, food bank usage and limited confidence in cooking with fresh food are common challenges.

Cancer Community Champions Model

Three separate training sessions were delivered to equip Cancer Community Champions with the knowledge, confidence and resources needed to support breast and prostate cancer awareness across North Bexley. All sessions were coordinated in partnership with the **Volunteer Coordinator for Bexley Community Champions (BVSC)**, ensuring strong links with the existing volunteer network and alignment with wider community engagement activity.

Training Session 1:

16 January 2025 – Bexley Civic Offices

This borough-wide introductory session provided Community Champions with a structured presentation on breast and prostate cancer, covering symptoms, risk factors, screening pathways and local inequalities. The Civic Offices were selected for their central location and strong transport links, enabling participation from across Bexley and ensuring the session was accessible to Champions from a range of neighbourhoods.

The session included:

- A detailed presentation on breast and prostate cancer
- Discussion of barriers faced by residents in North Bexley
- An interactive question-and-answer segment
- Distribution of resources for community use
- Opportunities for Champions to shape how best to reach seldom-heard groups

This format encouraged open dialogue and helped refine the outreach approach for the wider project.

Feedback from the 14 Champions who attended was extremely positive. The majority rated the session as “Outstanding” (79%) for overall informativeness, with similarly high scores for presentation length (9 Outstanding, 5 Very Good) and ability to contribute to discussions (11

Outstanding). Most participants reported learning something new, with ratings of Outstanding (10) and Very Good (3).

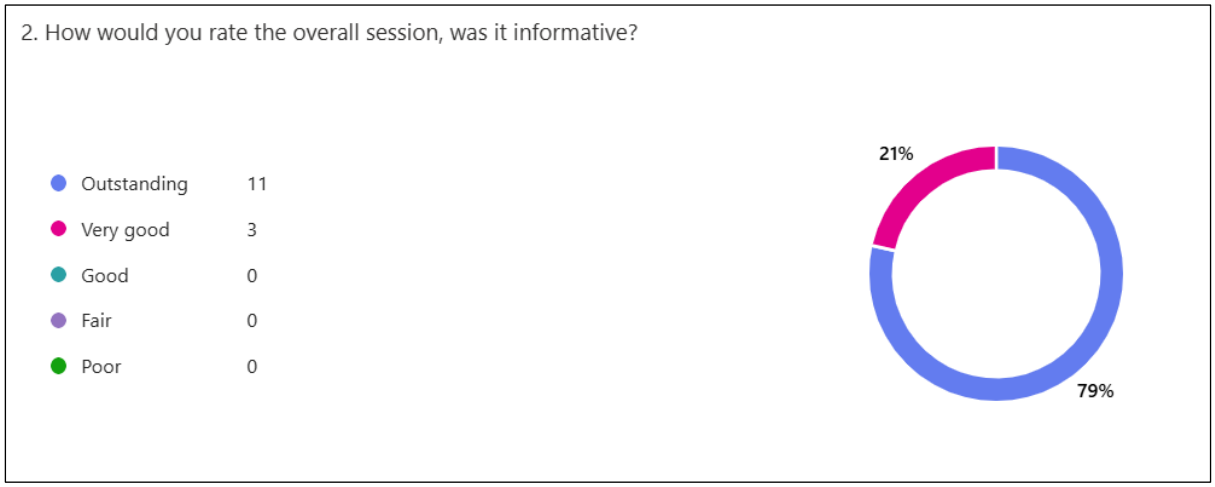


Figure 48: Training Session 1 Session Rating Chart

Champions also indicated strong willingness to support the project going forward:

- 11 were happy to attend future meetings to give their views
- 12 were willing to help cascade information electronically or through leaflets
- 11 expressed interest in supporting community events
- 7 wished to become active Cancer Community Champions

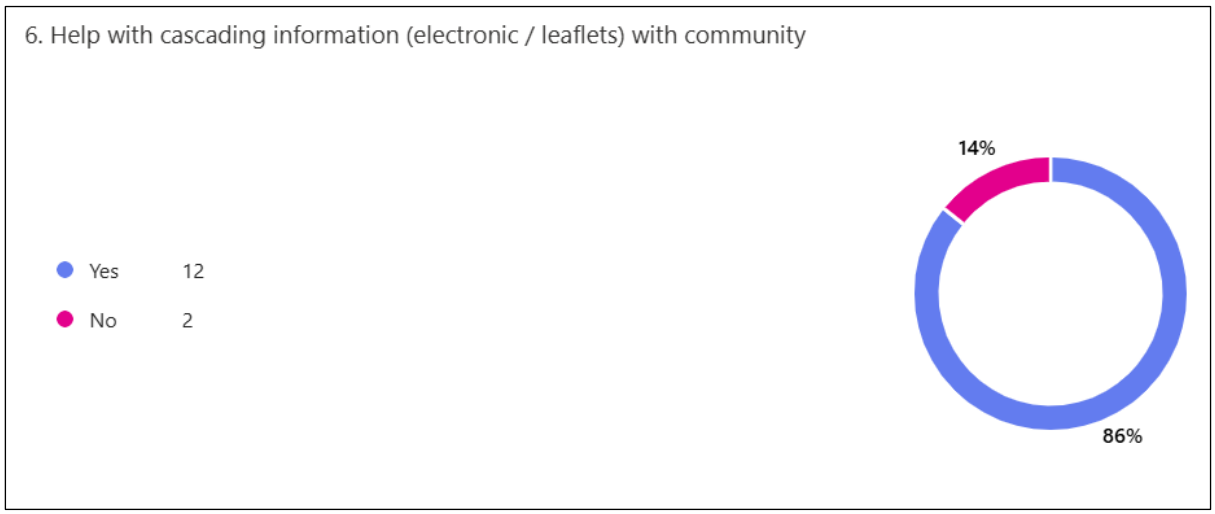


Figure 49: Training Session 1 Community Champion Participation Chart

Venue and refreshments were also well received, with the majority rating both as Outstanding or Very Good.

Additional comments highlighted the practical value of the session, with Champions noting their intention to share information through neighbourhood networks, community groups and family connections. Requests for additional SELCA care cards and resources further demonstrated their readiness to begin outreach.

This introductory session laid the groundwork for a strong, informed and motivated Champion network, ensuring that community voices were embedded from the outset of the project.

Training Session 2:

14 March 2025 – The Moorings Sociable Club

This second session was delivered in the northern part of the borough to recruit and train new Champions who live and work in areas with the highest deprivation and lowest screening uptake. Holding the session at the Moorings Sociable Club provided a familiar, community-based setting that encouraged participation from local residents and helped create a relaxed environment for learning.

The session focused on:

- Practical cancer-awareness skills
- How to hold conversations about screening
- Understanding local barriers specific to North Bexley
- Reviewing real-world scenarios and community questions
- Gathering feedback on what support Champions need to be effective

New Champions were equipped with resources and merchandise to support outreach within their own networks.

Feedback from the session was extremely positive. All eight respondents rated the session highly, with the majority selecting **Outstanding** across key areas including informativeness, presentation length, ability to contribute and overall learning. Venue and refreshments were also well received, with most ratings falling within the **Outstanding** or **Very Good** categories.

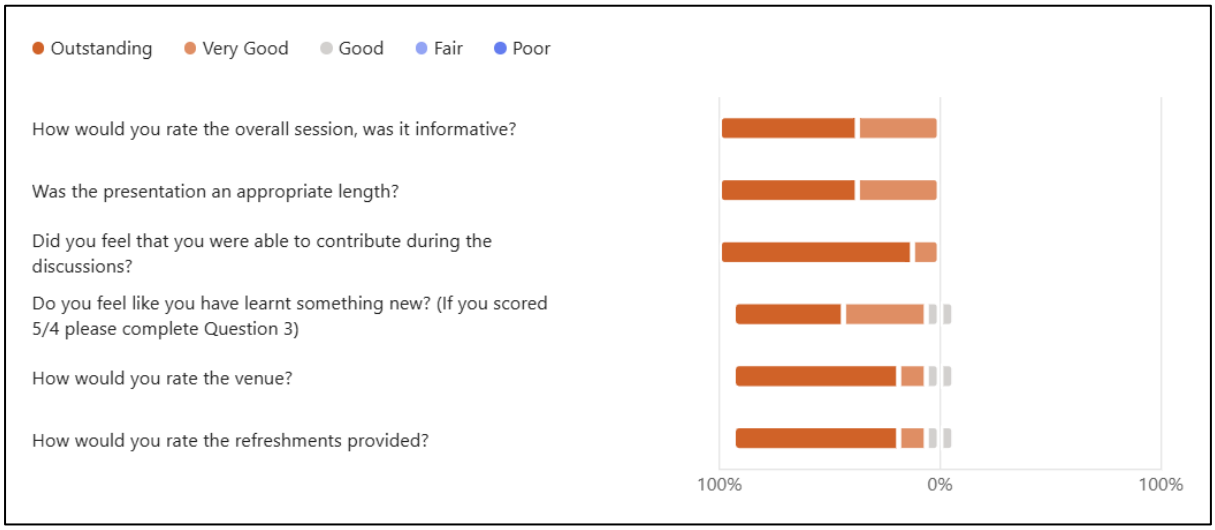


Figure 50: Training Session 2 Rating Chart

Champions also indicated strong interest in supporting the wider project:

- **5** wished to become Cancer Community Champions
- **5** were willing to cascade information electronically or through leaflets
- **4** were happy to support future community events
- **3** felt confident speaking to small groups within their community

Participants also shared their availability for contributing to the project. Responses included flexible freelance schedules, availability during working hours, and evening availability Monday–Friday, with some noting they could forward information even if they could not attend events. When asked about attending future meetings, **three** said yes, **one** was unsure and **one** preferred not to.

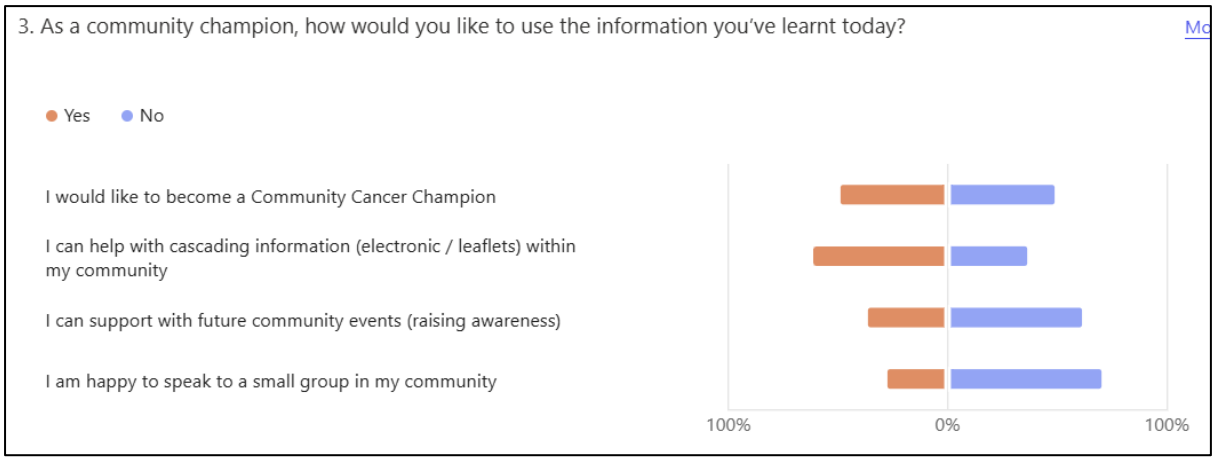


Figure 51: Training Session 2 Community Champion Participation Chart

Champions also highlighted the networks they are connected to, demonstrating the potential reach of the programme. These included:

- Facebook, WhatsApp and church groups
- Thamesmead community choir, Thamesmere Leisure Centre, Oxleas networks, BlacQ Space, Greenwich Champions, Girls I Rate, TikTok, Instagram and Thamesmead Facebook pages
- Sidcup recreation and tennis clubs
- Over-60s groups and care-worker networks

Additional comments reflected enthusiasm and readiness to engage, with one participant expressing interest in arranging a small presentation for their church group, and another describing the training as *"very interesting and informative."*

This session strengthened the Champion network in North Bexley, equipping local residents with the confidence, skills and resources needed to support cancer-awareness conversations in the places where they live, work and socialise.

Training session 3

21 November 2025 – Welling Seventh Day Adventist Church

This third training session was held at Welling Seventh Day Adventist Church, expanding the programme's reach into another key community setting and introducing bowel cancer

messaging. The church provided a trusted, welcoming environment, enabling open discussion and strong engagement from attendees. The session built on previous training by deepening Champions' understanding of cancer screening, strengthening their confidence in holding conversations, and exploring how bowel, breast and prostate cancer messages can be tailored for local communities.

Participants completed a structured feedback form, with six responses received. Confidence levels increased across all areas: attendees reported feeling more assured in their knowledge of cancer screening and more comfortable talking to others about it after the session. The overall training was rated highly, with most participants selecting Outstanding for informativeness, presentation length, venue and refreshments.

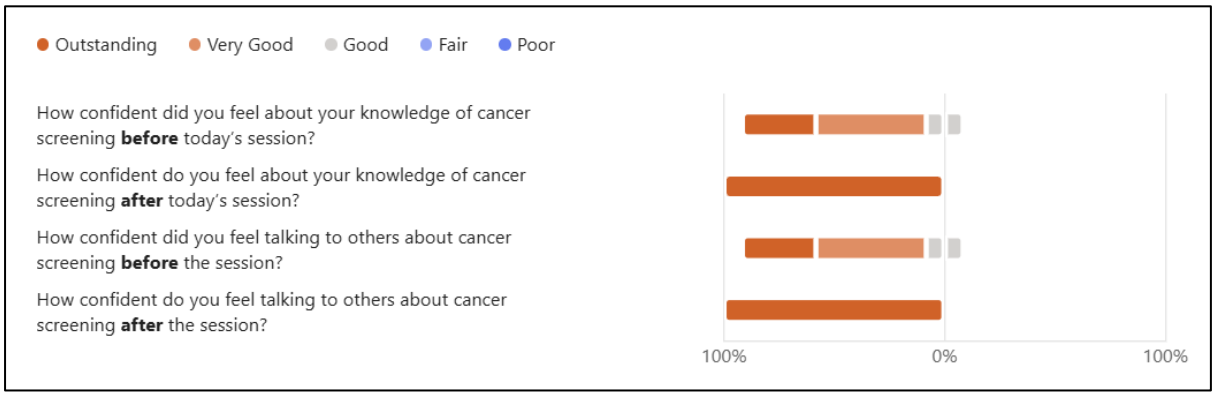


Figure 52: Training Session 3 Community Champion Confidence Rating Chart

Champions also expressed strong interest in supporting the wider programme:

- Most wished to become Cancer Community Champions
- The majority were willing to cascade information within their networks
- Several felt confident supporting future community events
- Many were happy to speak to small groups in their community
- Most were open to attending future meetings to help shape the project

Participants shared a wide range of community links, including church groups, fitness centres, wellbeing organisations, social media networks, African and Caribbean community spaces, Asian women's groups, and local libraries, demonstrating the potential reach of the programme. Availability varied, with some Champions able to support at any time, others available evenings or part-time, and some offering to forward information even when unable to attend events.

Champions also reflected on their experiences so far. Several had already supported major events such as the South Asian and Wellbeing Fair, Black History Month, Aging Well, and local health marketplace events. Challenges included balancing commitments, transport and time constraints, while others reported feeling increasingly confident with each activity. Requests for additional training, certificates, and regular email updates or newsletters were common, alongside suggestions for more awareness-raising opportunities and clearer planning for upcoming events.

Final comments were warm and encouraging, with participants describing the session as informative, accessible and relevant, praising the team's work, and expressing pride in being

part of a growing community-led movement. One Champion wrote that being involved "feels so good… like being part of a community family," reflecting the strong sense of belonging and purpose emerging across the programme.

This session further strengthened the Champion network, equipping volunteers with new knowledge, confidence and resources, particularly around bowel cancer and reinforcing the value of delivering training in trusted community spaces.

Overall Training Impact

Across all three training sessions, Community Champions significantly strengthened their understanding of cancer risk, screening pathways and the local inequalities affecting residents in North Bexley. Delivering training in a central civic venue, a community based northern location, and a faith-based setting in Welling ensured broad reach and enabled the programme to recruit Champions who reflect the diversity of the borough. Each session was built progressively, starting with foundational breast and prostate cancer awareness, expanding into practical communication skills, and later introducing bowel cancer messaging to deepen Champions' knowledge and confidence.

The involvement of BVSC's Volunteer Coordinator provided continuity, coordination and ongoing support, helping Champions feel equipped as they began engaging residents in their own networks. Feedback across all three sessions consistently highlighted high satisfaction, increased confidence and a strong willingness to participate in future meetings, cascade information and support community events. This tiered, multi-location training approach created a well-prepared, motivated and community-rooted Champion network capable of delivering meaningful cancer-awareness conversations across North Bexley.

4.4 Communications and Promotional Activity

Digital Promotion

Digital channels were used to maximise reach and reinforce key messages:

- **Bexley Magazine:** A borough-wide feature provided universal coverage to all households, raising awareness of screening and early detection.

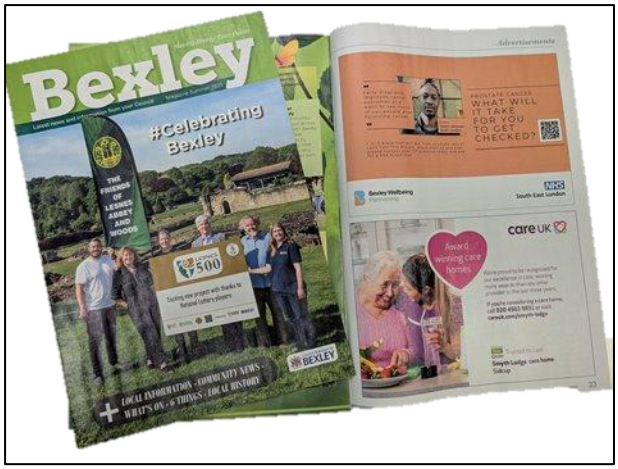


Figure 53: Bexley Magazine Picture (Front Cover and SELCA Ad)

- **Digital advertising boards:** Campaign messages were displayed from 18 August onwards at the Broadway, Civic Offices, Sidcup (near the train station) and Erith, increasing visibility in high-footfall areas.



Figure 54: SELCA Digital Advertising Kiosk Picture (Bexleyheath Broadway)

- **Social media communications:** Developed with the ICB communications team to support campaign visibility and direct residents to further information.

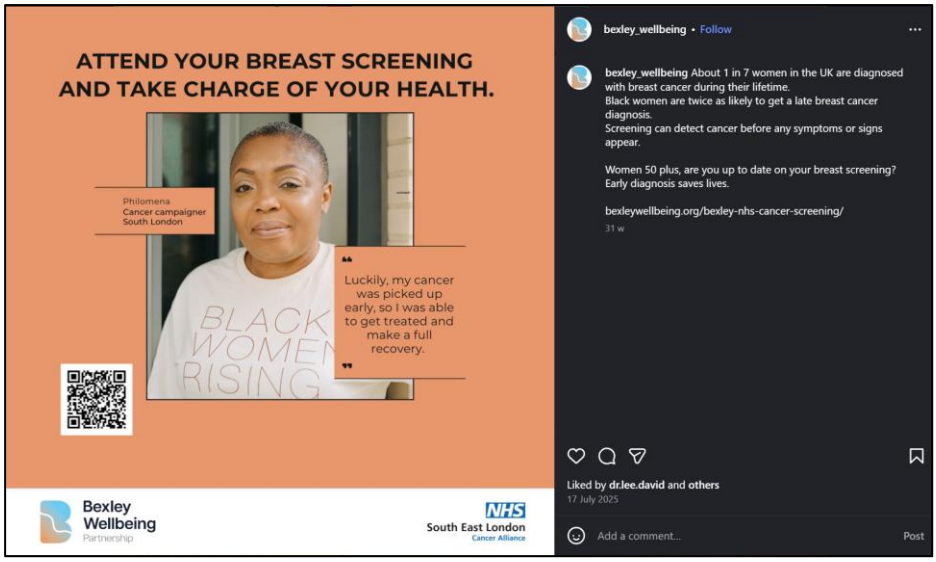


Figure 55: SELCA Instagram Post Image (Bexley Wellbeing Partnerships Instagram

- **Practice waiting-room screens:** Digital posters were displayed on GP and healthcare site televisions, reinforcing messages in clinical environments.
- **Cancer Screening Awareness webpage:** A dedicated page on the Bexley Wellbeing Partnership website provided a central hub for information, signposting and downloadable resources.

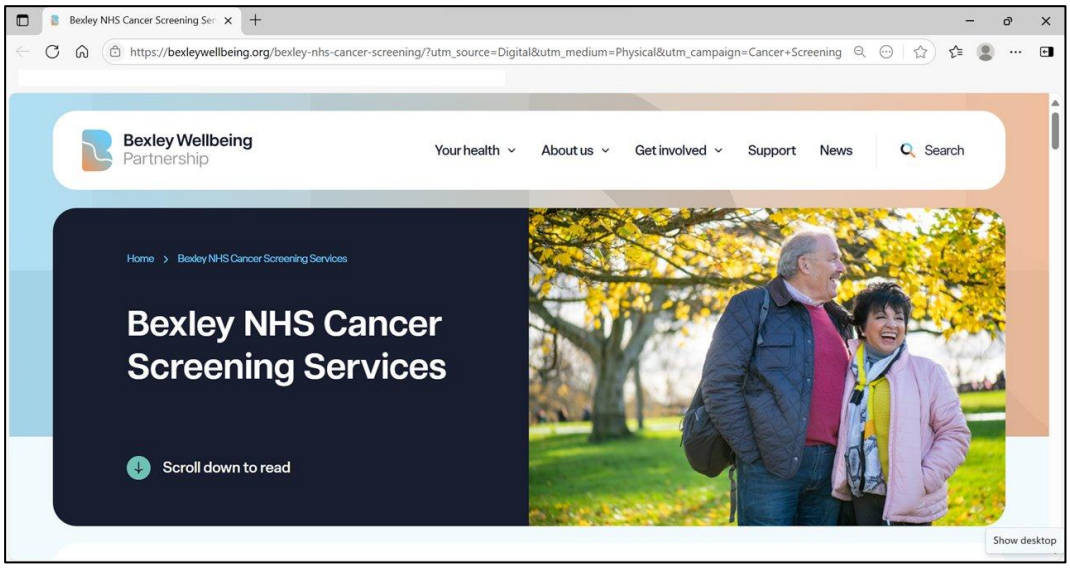


Figure 56: Bexley Wellbeing Partnership Cancer Screening Webpage

- **QR code:** Embedded into all printed materials and merchandise, linking directly to the BWP webpage to provide quick access to online information, screening booking pathways and translated resources.
    - Posters were scanned across a range of community settings, reflecting strong visibility in everyday environments. The distribution of scans was as follows:
        - Pharmacies – 50%
        - Community sites – 34.6%

        - Places of worship – 11.5%
        - GP practices – 3.8%
    - This pattern shows that pharmacies and wider community venues generated the highest engagement, reinforcing the value of placing materials in accessible, high footfall locations.

Physical Promotional Materials

A wide range of physical resources was developed and distributed to strengthen face-to-face engagement, support outreach activity, and equip Community Champions across Bexley. These materials played a central role in raising awareness, improving understanding and enabling informed conversations about cancer and screening.

Posters, leaflets and information cards

Posters, leaflets and information cards were distributed across community, healthcare and voluntary sector sites throughout Bexley, supported by the delivery of 1,410 breast cancer information resources from Breast Cancer Now and Macmillan and 1,343 prostate cancer resources from Prostate Cancer UK. This ensured that reliable, evidence-based information was readily available in familiar, trusted community settings, helping to increase awareness and encourage earlier engagement with cancer screening and support services.

Accessible formats

Accessible formats were prioritised to ensure that information was inclusive and suitable for residents with additional needs, learning disabilities or limited English. A range of easy-read and translated materials supported this approach, including:

- **Find Out About Your Prostate (Bengali, Gujarati, Polish, Punjabi, Somali, Urdu):** These translated booklets provided clear, culturally sensitive information about prostate health, symptoms to look out for and when to seek medical advice. Making this content available in multiple community languages helped reduce language barriers and ensured that men from diverse backgrounds could access trusted, vital information.
- **Easy Read: My Prostate:** An accessible, easy-read guide using simplified language and visual illustrations to explain what the prostate is, common symptoms and how to get help. This format supported people with learning disabilities, low literacy or those who benefit from visual communication.
- **Know Your Breasts: A Quick Guide (Punjabi):** A concise, translated resource offering practical guidance on breast awareness, signs and symptoms to look for and when to speak to a healthcare professional. Providing this in Punjabi helped reach communities where English may not be the first language, supporting earlier recognition of potential concerns.
- **Easy Read: Breast Care and Screening:** A simplified, visual guide explaining breast screening, what happens during an appointment and why early detection matters. This resource helped reduce anxiety, improve understanding, and support informed decision-making among people who may find standard leaflets difficult to follow.

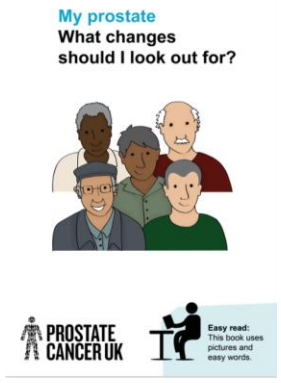


Figure 57: Easy read: My prostate
Source: Prostate Cancer UK



Figure 58: Find out about your prostate (Polish)
Source: Prostate Cancer UK



Figure 59: Know your breasts - quick guide, Punjabi
Source: Breast Cancer Now

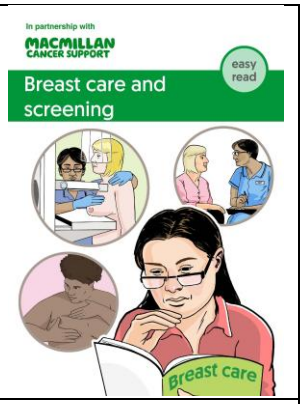


Figure 60: Breast care and screening
Source: Macmillan

Targeted information resources

To ensure that information reached communities with specific risk factors or unique information needs, a dedicated set of targeted resources was also provided. These materials were designed to address the concerns of groups who may face higher cancer risks, experience health inequalities, or require more tailored messaging to support informed decision making. Resources included:

- **A6 postcard for gay and bisexual men:** offering clear, accessible information on prostate health and encouraging earlier conversations about symptoms and screening.
- **Prostate Cancer and Other Prostate Problems**: **Information for Black Men:** addressing the significantly higher risk of prostate cancer among Black men and providing culturally relevant guidance to support awareness and early detection.
- **Family History of Breast Cancer:** Managing Your Risk, helping individuals with a family history of breast cancer understand their personal risk and the steps they can take to monitor and protect their health.
- **Breast Cancer in Younger Women:** offering tailored information for women under 50, who may not yet be eligible for routine screening but still benefit from understanding symptoms, risk factors and when to seek medical advice.

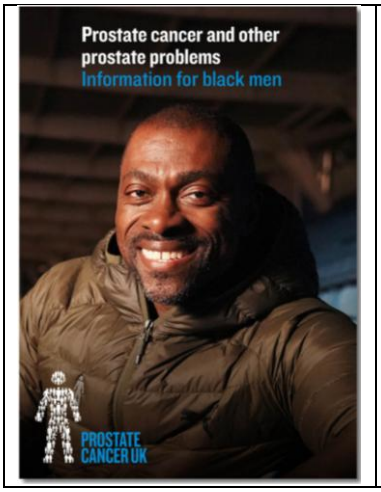








Figure 61: Information For Black Men Source: Prostate Cancer UK	Figure 62: A6 postcard for gay and bisexual men Source: Prostate Cancer UK	Figure 63: Breast care and screening Source: Breast Cancer Now	Figure 64: Breast care and screening Source: Breast Cancer Now

Bespoke branded merchandise

To strengthen the visibility of the programme and create approachable entry points for conversation, a range of **branded engagement materials** was developed and distributed across community, clinical and outreach environments. These resources helped Champions and wider healthcare partners build trust, attract attention and maintain a consistent, recognisable presence across Bexley. They also acted as practical conversation starters, making it easier for residents to approach staff and engage in discussions about cancer awareness, screening and early detection. Materials included:

- **Pens, mugs and notepads:** These items were supplied to offices and healthcare settings as part of the **professional packs**, ensuring that cancer awareness messaging remained visible in everyday workspaces. Their presence helped reinforce key messages among staff and encouraged ongoing conversations with patients and colleagues.
- **Trolley coins, pens and 500ml water bottles for events:** These practical, take-home items were used at community events to draw people in and provide a friendly, informal starting point for engagement. They served as lasting reminders of the information shared and encouraged residents to revisit resources or seek further support.
- **Champion pin badges and lanyards:** These were worn not only by Community Champions, but lanyards were also given to healthcare professionals involved in the programme. This helped residents quickly identify trained staff, increased visibility across multiple settings and reinforced a sense of shared purpose across the wider workforce.
- **Tablecloths and roller banner:** High-visibility display materials that helped create a strong, recognisable presence at community events, health fairs and outreach sessions. These items ensured that cancer awareness stalls stood out in busy environments and helped attract footfall, making it easier to initiate conversations.
- **A5 white ring binders with printed cover inserts:** These binders were used to create **bespoke recipe folders** containing simple, healthy, culturally relevant recipes alongside key health messages. Designed to support communities experiencing health inequalities, the folders provided practical, accessible guidance that residents could use at home. By combining easy-to-follow recipes with information on cancer awareness, screening and healthier lifestyle choices, the binders helped residents engage in conversations about prevention in a way that felt positive, empowering and relevant to everyday life.

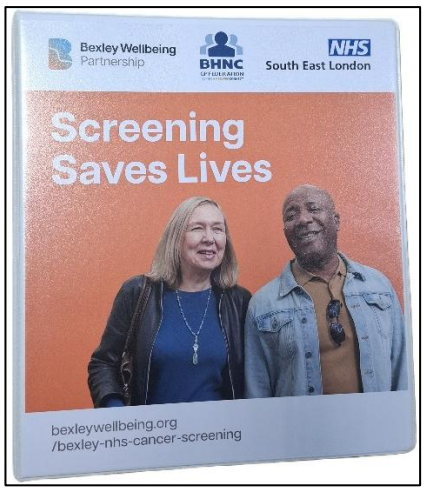






Figure 65: Bespoke Merchandise (A5 white ring binders with printed cover inserts)	Figure 66: Bespoke Merchandise Image	Figure 67: Bespoke Merchandise Image

Together, these branded resources enhanced the visibility, credibility and accessibility of the outreach programme. They enabled Champions and healthcare professionals to engage residents more confidently and effectively, supporting meaningful conversations across a wide range of community and clinical settings.

*E*very contact counts

To maximise the impact of every interaction with residents, the programme embedded a wider Every Contact Counts approach across all outreach activity. Alongside cancer-specific information, Champions and staff distributed a range of broader health-promotion materials designed to support residents with everyday wellbeing decisions and encourage early engagement with preventative services. These included SELCA care cards, which offered simple, accessible prompts on the national screening programs with contact numbers for booking appointments as well as stop-smoking resources and other lifestyle-focused materials that addressed key risk factors linked to cancer and long-term health conditions. By integrating these messages into conversations, printed materials and merchandise, the programme ensured that residents received all round, practical guidance that supported healthier choices and reinforced the importance of prevention across all aspects of wellbeing.



Figure 68: Smokefree Bexley Leaflet



Figure 69: Smokefree Bexley Cards

4.5 Targeted inequalities Work

Bespoke Promotional Recipe Card Folders

A total of **100 bespoke promotional recipe-card folders** were produced to complement wider health messaging and support conversations about prevention and wellbeing. Each folder contains **32 healthy recipes** sourced from the British Heart Foundation, covering simple, affordable meals suitable for a range of dietary needs.

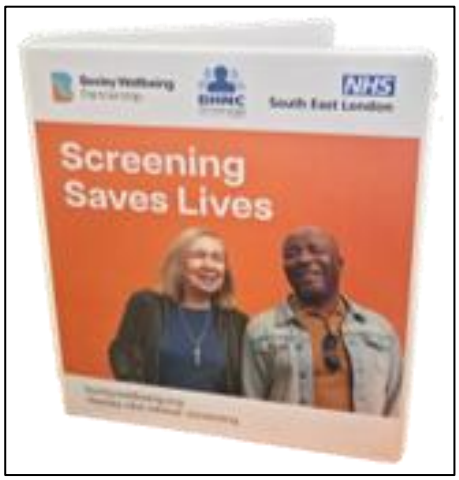


Figure 70: Bespoke Merchandise (A5 white ring binders with printed cover inserts)





Figure 71 & 72: Bespoke Recipe Cards

The reverse of each recipe card includes a **health promotional message**, such as:

- Cancer screening
- Blood pressure awareness
- 5-a-day guidance
- Healthy lifestyle prompts

This resource was **co-developed with one of our Super Champions**, drawing on the lived experience of working with **underserved communities in North Bexley**, where deprivation, food insecurity and reliance on food banks are more common. Many residents report limited confidence in cooking with fresh vegetables or preparing healthy meals, making the recipe-card folders a practical and culturally sensitive tool for supporting behaviour change.

The folders will be distributed to community partners who regularly support residents facing these challenges:

- **Belvedere community centre**
- **Mind in Bexley**
- **Howbury Friends**
- **Orbit Housing Association**
- **Peabody Housing Association**

By embedding health promoting messages within an everyday, useful resource, the project aims to reach residents who may not engage with traditional health information, while supporting healthier eating habits and reinforcing cancer screening awareness in a non-clinical, accessible format.

4.6 Monitoring & Feedback

Monitoring and feedback processes were embedded throughout the programme to ensure activity remained responsive, evidence based and aligned with project objectives. Feedback was gathered across all events where presentations were delivered, or information stalls were hosted, enabling the team to capture demographic insights, levels of awareness and the types of information residents were most interested in. This included structured feedback from training sessions as well as informal information gathering engagement at wider community events, health fairs and cultural celebrations, where stalls attracted significant footfall and provided valuable real-time insight into community needs.

Resource distribution was monitored closely throughout the programme, covering posters, leaflets, recipe folders and Champion packs. Detailed logs were maintained for every outreach activity, recording what materials were distributed, where they were used and how much stock remained. This systematic approach ensured that high-demand items could be reordered promptly, supported consistent availability across events and allowed the team to track which resources generated the most engagement.

5 Project Timeline

Task	Oct -24	Nov -24	Dec -24	Jan -25	Feb -25	Mar -25	Apr -25	May -25	Jun -25	Jul -25	Aug -25	Sep -25	Oct -25	Nov -25	Dec -25	Jan -26	Feb -26	Mar -26
Super Champions Group																		
Targeted Events (Orbit, Howbury, Faith Groups, Schools, Lakeside/Peabody)																		
Leaflet & Poster Distribution																		
CCC Training (Community Champions)																		
LD & Mental Health Targeted Work																		
Workplace Engagement (Erith Employers)																		

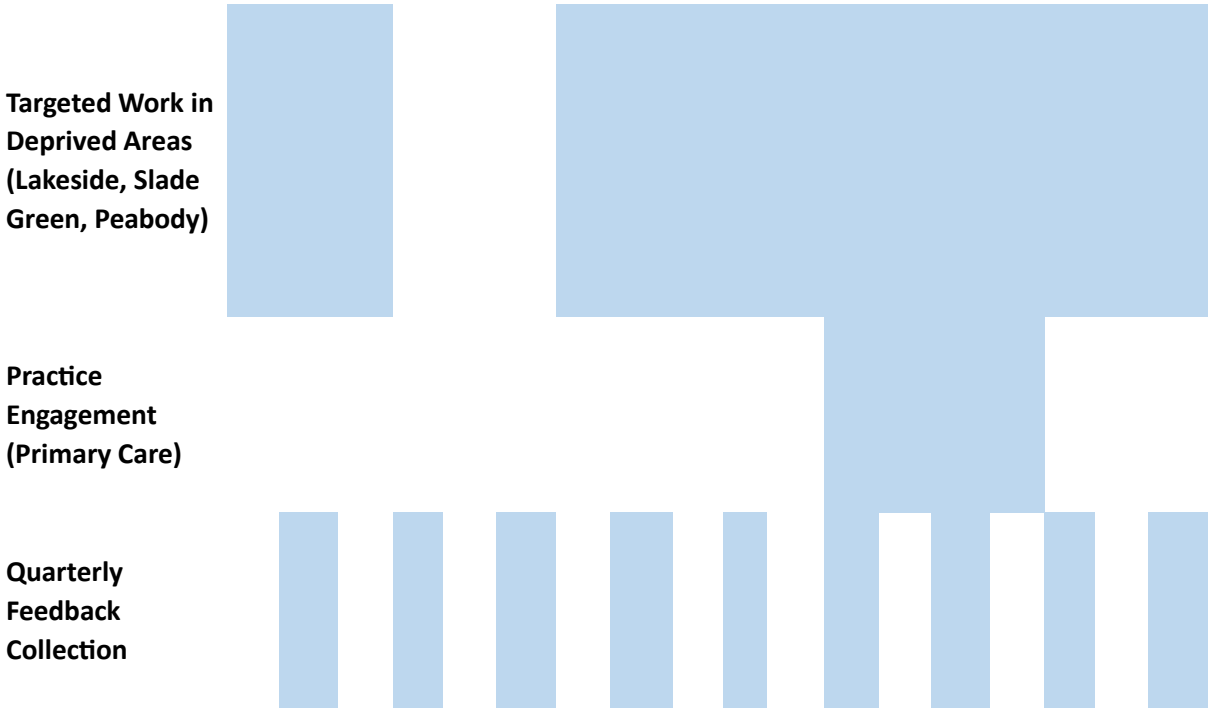


Figure 73: Project Timeline Gantt Chart

6 Results

6.1 Breast Screening Resource Distribution Summary

Breast-screening information was disseminated using a wide range of high-quality materials sourced from Breast Cancer Now, Macmillan Cancer Support, SELCA publications and NHS publications. The distribution strategy ensured that residents across all Bexley LCNs had access to clear, culturally appropriate and accessible information, supporting improved awareness and early-detection behaviours.

A total of over 1,500 Breast-screening resources were distributed during the project period. The SELCA Breast Screening Poster was the most widely used item, with approximately 400 posters displayed across GP practices, pharmacies, community venues and high-footfall public spaces. These posters played a key role in increasing visibility and reinforcing consistent screening messages across the borough.

High-demand educational materials included “Know Your Breasts: A Guide to Breast Awareness and Screening”, with around 300 copies shared at community events, outreach sessions and workplace engagements. Resources tailored for specific groups such as Easy Read formats, family-history guidance, and translated Punjabi Breast-awareness leaflets were also distributed extensively, ensuring that information reached residents with varying literacy levels, cultural backgrounds and health-information needs.

Culturally adapted materials proved particularly impactful in engaging communities who may face barriers to traditional health messaging. The availability of translated guides supported

more inclusive conversations, while Easy Read formats enabled residents with learning disabilities or lower literacy to understand screening processes and symptoms confidently.

Visual materials, including posters, banners and quick-reference guides, were used consistently at community events, helping to attract attention, prompt questions and normalise conversations about Breast cancer. Their presence contributed to increased engagement levels, with residents frequently recognising the branding from previous outreach activities.

Overall, the breadth and volume of Breast-screening resources distributed significantly strengthened the programme's reach. By combining standard NHS information with tailored, accessible and culturally sensitive materials, the project ensured that Breast-screening messages were delivered widely, equitably and in formats that resonated with diverse communities across Bexley.

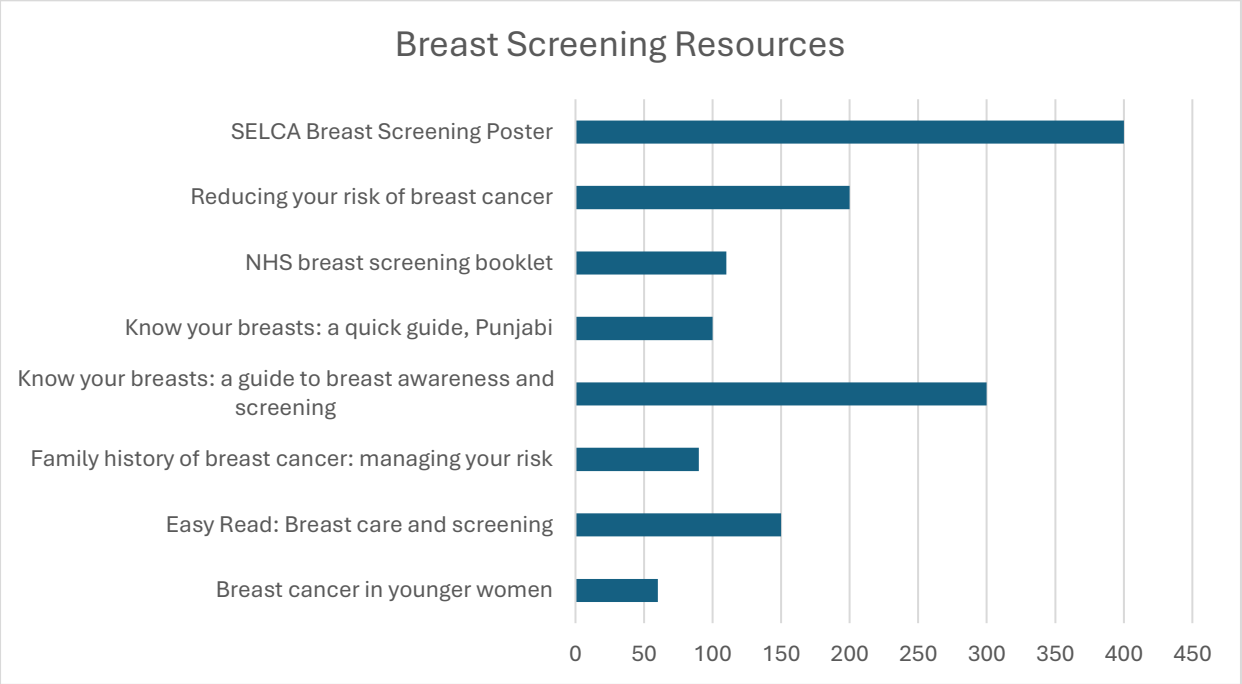


Figure 75: Breast Screening Resource Distribution Chart

6.2 Prostate Awareness Resource Distribution Summary

Prostate-screening information was distributed using an exceptionally wide and diverse range of materials sourced from Prostate Cancer UK and SELCA publications. This breadth was intentional: evidence consistently shows that men engage less with health information and screening messages, so the project adopted a highly visual, varied and targeted approach to maximise reach and impact.

A total of 1,343 Prostate-screening resources were distributed across the borough, making this the largest single category of materials shared during the project. The SELCA Prostate Poster was the most widely deployed item, with 400 posters displayed across GP practices, pharmacies, workplaces, leisure centres and community venues. These eye-catching posters played a crucial role in prompting conversations and increasing visibility in settings where men were more likely to notice and engage.

High-demand educational materials included 220 copies of Understanding the PSA Blood Test, supporting men to make informed decisions about PSA testing, and 145 Easy Read “My Prostate” guides, ensuring accessibility for men with lower literacy levels or additional communication needs.

Recognising the significantly higher risk faced by Black men, the project distributed 120 copies of Prostate Cancer and Other Prostate Problems: Information for Black Men, alongside 5 Black Men Awareness Event Bundles to support targeted outreach. Tailored resources were also provided for gay and bisexual men, including A6 postcards designed to address specific risk factors and encourage informed conversations.

To ensure cultural inclusivity, translated guides were distributed in six community languages, including Punjabi (200 copies), Urdu (120), Bengali (20), Gujarati (20), Polish (20) and Somali (20). These materials enabled more meaningful engagement with communities who may otherwise face language barriers when accessing Prostate-health information.

Additional resources such as Diet and Physical Activity leaflets (30), Prostate Information Packs (10) and Awareness Event Bundles (5) supported deeper engagement at community events, workplace sessions and targeted outreach activities. Display boxes and quick-guide materials were used to create visually appealing, high-impact stalls that helped draw men into conversations they may not typically initiate.

Overall, the extensive range and volume of Prostate-screening materials combined with targeted messaging for higher-risk groups and visually engaging resources significantly strengthened the project’s ability to reach men across Bexley. By tailoring information to different communities, risk profiles and literacy levels, the programme ensured that Prostate-health messages were delivered widely, equitably and in formats that resonated with men who are often harder to engage.

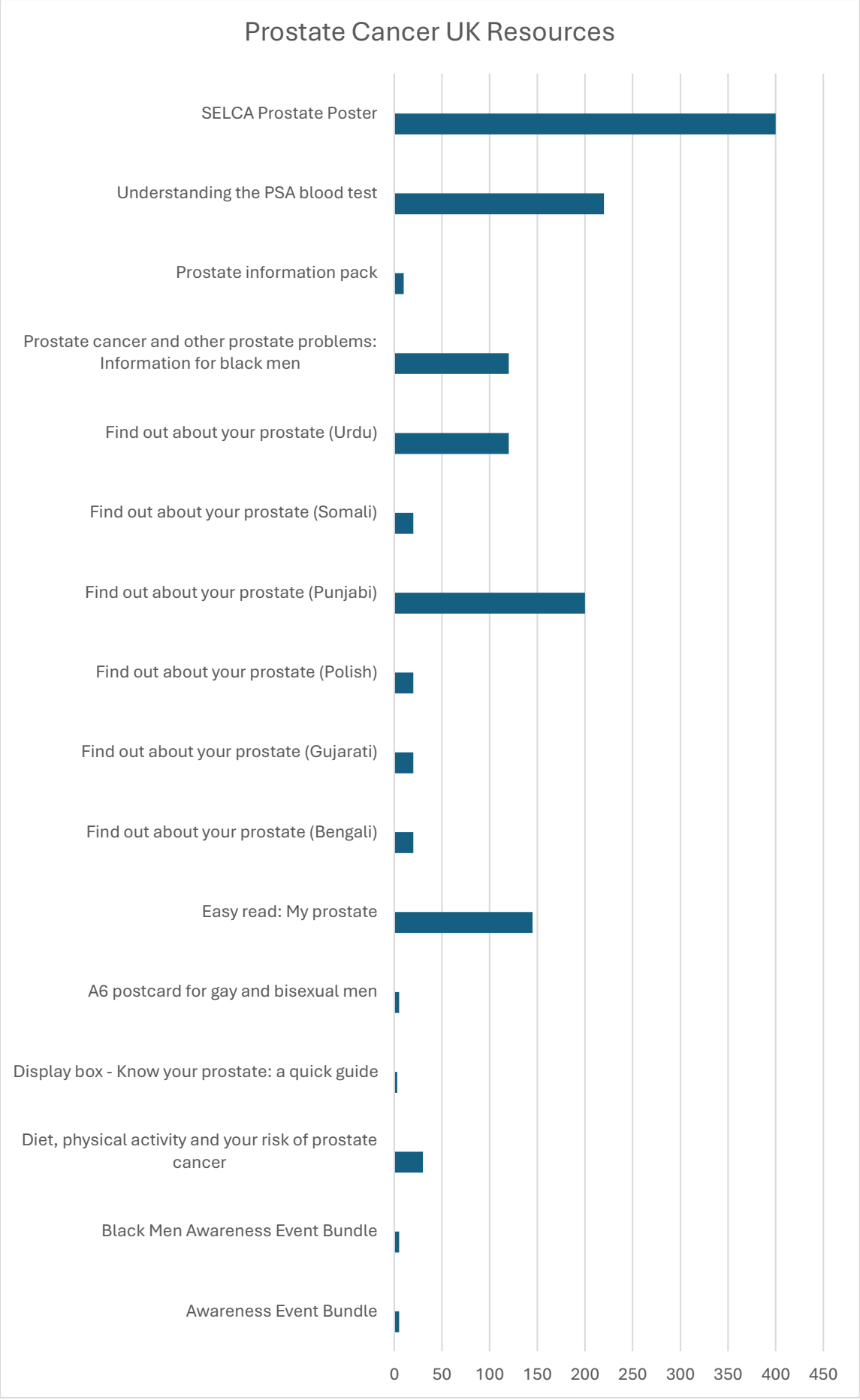


Figure 75: Prostate Awareness Resource Distribution Chart

7 Impact and Outcomes

7.1 Breast Screening Coverage

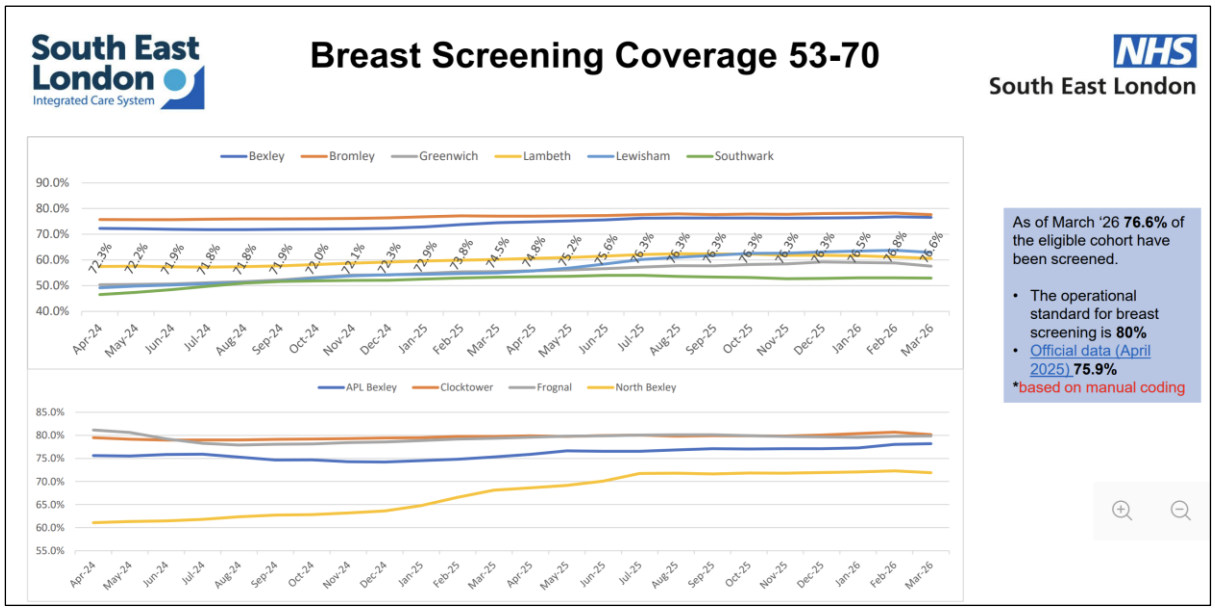


Figure 76: Breast Screening coverage Graph (SEL & Bexley PCN Breakdown)

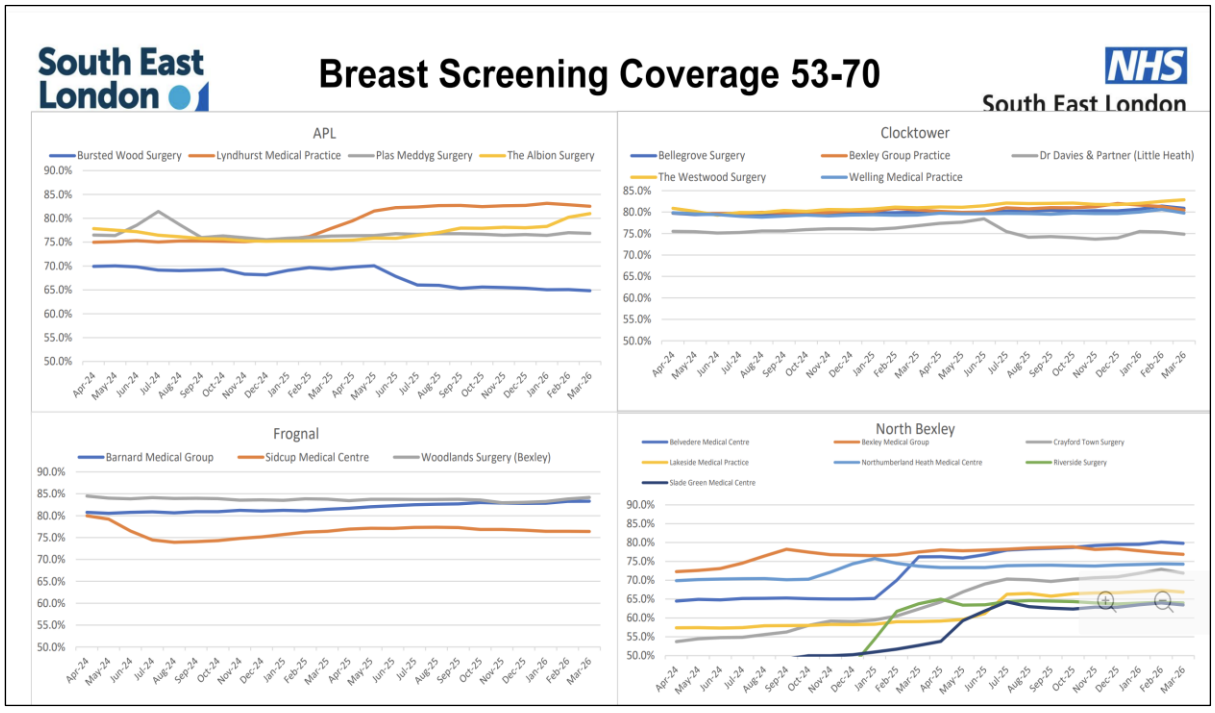


Figure 77: Breast Screening coverage Graph (Bexley PCN Breakdown)

Source: South East London Cancer Population Insights Dashboard

The data above extracted from the South East London Cancer Population Insights Dashboard demonstrates a significant increase in Breast screening coverage in North Bexley PCN over the last 2 years as shown on the first graph. The increase is greater than those of the other PCNs.

The second graph demonstrates that all of the 7 practices has consistently and simultaneously achieved improvement in Breast screening coverage.
Below is the data collected by Bexley Wellbeing Partnership from various sources on cancer screening. This data shows that North Bexley PCN's increase of Breast screening coverage from April 2024 to January 2026 of +9%, far exceeds the more modest increase of +1.5 % in Clocktower PCN and a decrease of 0.7% in Frognal PCN.

Cancer Screening Uptake

- Various cancer screening data sources have been reviewed by Public health and the ICB to assess recent changes in cancer screening uptake.
- The table below produced by public health shows changes in cancer screening uptake from August 2024 until June 2025.
- This shows that the whole borough is improving for bowel and breast cancer screening while cervical has dropped slightly in Frognal LCN, but still remains significantly higher than the England average.

Higher than England
Significantly higher than England
Lower than England
Significantly lower than England

▲ Increasing (change from previous)
▶ No change
▼ Decreasing (change from previous)

	Bexley		Clocktower		Frognal		North Bexley	
	Previous	Latest	Previous	Latest	Previous	Latest	Previous	Latest
Cancer screening coverage: bowel cancer (Men and women aged 54-74)	70.2	▲ 72.2	72.2	▲ 74.2	73.2	▲ 75.5	65.9	▲ 67.7
Cancer screening coverage: breast cancer (Women aged 50 to 71)	66.6	▲ 72.1	70.8	▲ 74.7	69.9	▲ 77.2	60.2	▲ 66.1
Cancer screening coverage: cervical cancer (Women aged 25-64)	76.1	▼ 75.8	76.6	▲ 76.9	80.5	▼ 79.5	73.0	▼ 72.1

- A more recent review of GP practice data (excluding Ingleton Surgery) has shown the same trends in performance although further interrogation is needed to account for the scale of difference in the numbers. This demonstrates a positive position for North Bexley which has improved by a greater amount than the other two LCNs.

	BEXLEY			North Bexley LCN			Clocktower LCN			Frognal LCN		
Cancer screening coverage:	Apr 24	Jan 26	Change	Apr 24	Jan 26	Change	Apr 24	Jan 26	Change	Apr 24	Jan 26	Change
Bowel cancer (Men and women aged 54-74)	61.6	66.2	+4.6	56.8	62.1	+5.3	63.7	67.9	+4.3	65.2	69.5	+4.3
Breast cancer (Women aged 50-71)	69.9	73.5	+3.6	59.8	68.8	+9.0	74.5	76.1	+1.5	77.8	77.0	-0.7
Cervical cancer (Women aged 25-64)	74.9	74.1	-0.7	71.6	71.2	-0.4	76.3	75.3	-0.9	78.4	77.5	-0.9

- Over the last 3 years the Bexley GP Premium has incentivised targeted improvement in take-up of breast and bowel cancer screening and hence has likely be a contributory factor to the borough wide increase seen. Alongside the cancer awareness project, there has been other cancer screening improvement projects and very strong clinical leadership driving forward this work to improve early cancer diagnosis rates. The collective endeavour of a range of approaches and initiatives that are targeted in the north seems to be showing signs of positive change. Cervical screening which has not had the same scale of focus has dipped in comparison.

Bexley Wellbeing Partnership

Figure 78: Bexley Screening coverage (LCN Breakdown)

Source: Bexley Wellbeing Partnership

The project's outreach work directly focused on women aged 50–70, the core Breast screening cohort. Attendance data from key events including:

- Ageing Well (4 October 2025) and BHNC Outreach (30 July 2025)—shows that the programme is successfully engaging this priority population.
- Across both events, 88 women aged 50–70 were reached.
- At the Ageing Well event, 51 out of 63 attendees (81%) were women in the screening age range, demonstrating exceptionally strong targeting.

- At the BHNC Outreach session, 37 out of 78 attendees (47%) were women aged 50–70, again confirming that outreach activities are reaching those most likely to benefit from screening support.

7.1 PSA Testing

The Prostate data for Bexley illustrates monthly trends in distinct patient rates per 1,000 population between March 2024 and March 2026, offering insight into borough-level and demographic variations.

Across Bexley, the overall rate fluctuates between 3.9 and 5.9 per 1,000, with peaks around mid-2025, suggesting periods of increased testing or diagnosis activity. When broken down by locality, APL and Clocktower maintain relatively higher rates, while Frognal and North Bexley show more moderate levels, indicating possible differences in service accessibility or patient engagement.

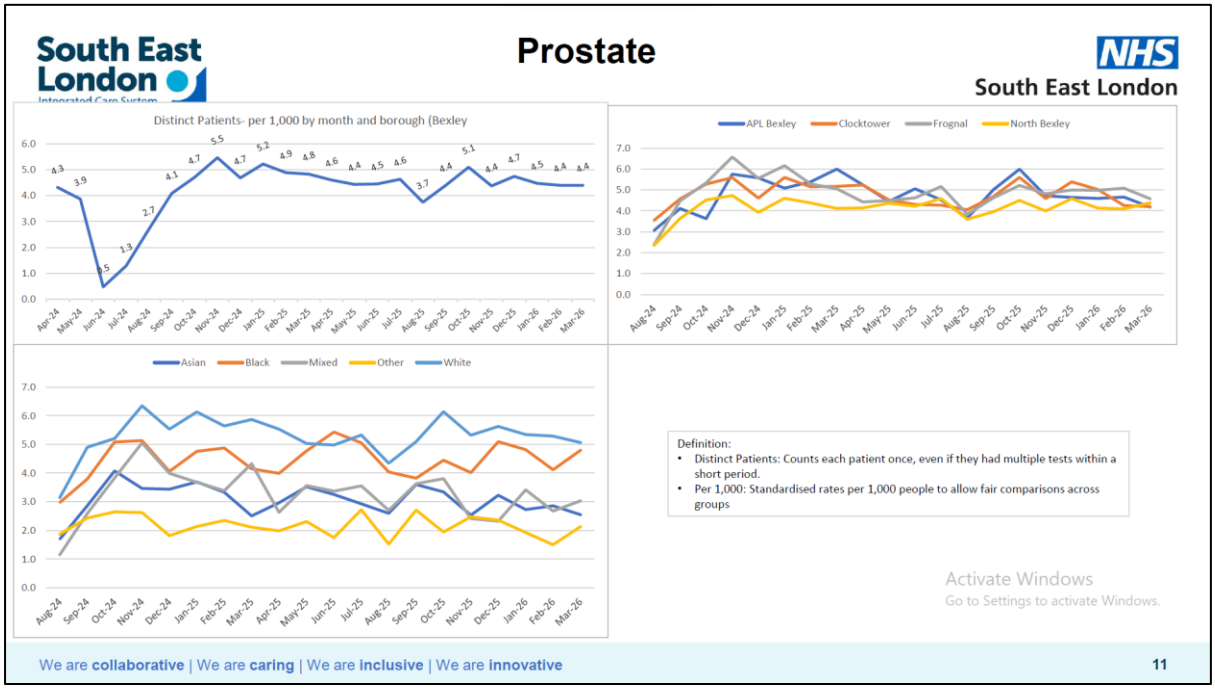


Figure 79: Prostate Testing (Bexley PCN & Ethnic Breakdown)

Source: South East London Cancer Population Insights

Ethnicity trends reveal that White patients consistently record the highest standardised rates, followed by Black and Asian groups, while Mixed and Other categories remain lower and more variable. These disparities may reflect differences in awareness, screening uptake, or referral patterns across communities.

The data for Black men in Bexley shows a remarkable and meaningful trend. Between September and October 2024, there was a sharp rise in prostate-related patient rates, marking a clear response to targeted community engagement efforts. The rate continued to climb, reaching its peak in June 2025, where it even surpassed the rate among White men, a significant milestone given the historical disparities in prostate health awareness and screening uptake. Although some fluctuations followed, the rate in March 2026 remained higher than at the start

of the period, demonstrating sustained improvement and the success of the project's outreach strategy.

The project's outreach activity also directly addressed inequalities in prostate-cancer awareness, with a particular focus on engaging men, and especially Black men, who face significantly higher risk. One in eight men will be diagnosed with prostate cancer in their lifetime, but for Black men the risk rises to one in four, making targeted engagement essential for early detection and improved outcomes. Attendance data from key events demonstrates strong reach into these priority groups:

- **Welling Football Club Family Day** (25 May 2025):
  - 62% of those engaged were men, reflecting effective targeting within a male-dominated community setting.
- **BHNC Outreach** (30 July 2025):
  - Of 76 attendees, 29 were Black (38%), demonstrating meaningful penetration into a group at substantially elevated risk.
- **Black History Month Event** (23 October 2025):
  - 58% of those engaged were black demonstrating the programme's ability to reach those most likely to benefit, particularly within a cultural space where conversations about health inequalities and prostate-cancer disparities were already taking place.

These sessions provided opportunities to explain risk factors, promote early testing, and address common misconceptions particularly among men who had never previously discussed prostate health. Many attendees expressed that they "had no idea the risk was so high," and several requested materials to share with family, friends and community groups. Others invited the team to deliver talks at churches, sports clubs and cultural organisations, signalling growing trust and a widening community footprint.

Overall, Bexley's prostate data shows improvement across the board, with particularly significant gains in North Bexley and among Black males where our engagement efforts have had the biggest impact in addressing the longstanding health inequalities.

7.2 Increased Awareness

The programme contributed to a clear increase in residents' understanding of cancer screening, with many reporting that they felt more informed and more confident about taking action. Engagement activities helped residents better understand **who is eligible for screening**, **how to book appointments**, and **what symptoms or risk factors to look out for**. This was particularly evident in community-based sessions where residents asked informed questions, shared concerns openly, and expressed appreciation for receiving information in a way that felt accessible and culturally relevant. The work with the **Belvedere Asian Women's Group at Belvedere Community Centre** was especially impactful. Many women explained that *"no one has ever talked to us about cancer before"*, highlighting a historic gap in culturally sensitive health communication. Delivering the session **in Punjabi** and providing culturally appropriate food rather than standard refreshments created a safe, familiar environment that encouraged open discussion. This approach not only increased awareness but also built trust, enabling women to ask questions they had previously felt unable to raise in clinical settings.

7.3 Reduced Barriers

The project helped reduce several key barriers that have historically limited screening uptake in North Bexley. By providing translated materials, delivering sessions in community languages and working through trusted Champions, the programme addressed language barriers that often prevent residents from understanding screening invitations or navigating the wider NHS. Engagement with the **Belvedere Asian Women's Group** and participation in the **South Asian Health & Wellbeing Fair** and **Black History Month Event** have demonstrated the impact of culturally tailored approaches in overcoming stigma, particularly in communities where cancer is rarely discussed openly. Many people shared that they had never received information about breast or prostate cancer in a culturally relevant format, and the sessions prompted meaningful conversations about cultural stigmas, family history, symptoms and screening pathways. The request from the Belvedere Asian Women's Group for a second session, attended by 43 women, and the additional materials delivered the following week highlighted the value of sustained, culturally sensitive engagement.

Work in Slade Green, one of the most deprived areas of the borough, further demonstrated the importance of hyper-local, relationship-based outreach. Close collaboration with **Howbury Friends** and support for our **Super Champion,** MH, enabled the programme to reach residents who often face multiple barriers to accessing health information. By attending her community events and supplying bespoke recipe folders tailored for her food bank, the project embedded cancer-awareness messaging into trusted, everyday support services. This approach ensured that residents received practical, culturally relevant information in a setting where they already felt safe and supported.

The project also helped tackle low confidence in navigating the NHS, with Champions supporting residents to understand how to book appointments, request PSA tests or speak to their GP. By meeting people in familiar community spaces and adapting delivery to their cultural and linguistic needs, the programme reduced practical and emotional barriers, enabling more residents to access screening information and take proactive steps towards early detection.

7.4 Community Champions

The Cancer Community Champions network continued to play a central role in extending the reach of the programme across North Bexley. Champions supported various conversations with residents, drawing on their own community links to share information through faith groups, WhatsApp networks, school bulletins, Facebook pages, support groups and local clubs. Champions highlighted their ability to cascade messages to a wide range of communities, including South Asian, Black African and Caribbean groups, Eastern European families, over 60s, carers, and local interest groups such as Thamesmead Community Choir, Sidcup Recreation Club, BlacQ Space, Girls I Rate, and various digital platforms including Nextdoor, TikTok and Instagram. Many Champions expressed enthusiasm for distributing materials more widely, identifying additional sites such as SEND hubs, Bexley SNAP, The Nest, The Moorings, and sporting clubs in Thamesmead.

Feedback from Champions reflected strong engagement and personal growth. Several described the sessions as *"very good and informative"*, with specific thanks to presenters for their personable and accessible delivery. Champions reported increasing confidence with each event, noting that even helping "one person" felt meaningful. Others expressed gratitude for being part of a "community family" and valued the opportunity to contribute to improving health outcomes locally. Practical challenges were also raised, including parking costs at venues and limited availability due to work or health issues. Requests for **additional training**, particularly with certificates, were common, alongside a preference for receiving updates via **email or newsletters**. Champions felt well supported overall and suggested continuing to expand awareness activities and providing clarity on upcoming events they could attend.

The insights and lived experience shared by Champions, spanning African, Asian, Caribbean, South Asian, Eastern European and wider community networks, demonstrated the strength of this model in reaching underserved groups and embedding cancer awareness within trusted local relationships.

7.5 Support for Practices

The programme provided meaningful support to primary care by consistently directing residents to their GP for personalised screening advice, symptom discussions and follow-up. Throughout the outreach period, Champions encouraged individuals to speak with their GP about screening eligibility, family history, PSA testing and any concerns raised during community conversations. This ensured that residents were guided towards trusted clinical support for accurate information and next steps.

To help practices feel prepared for any potential increase in screening related questions prompted by community engagement, the programme supplied a range of practical resources. Professional practice packs, including branded mugs, lanyards and post it notes, helped keep cancer awareness visible in staff areas, reinforcing key messages among teams. Practices also received a comprehensive suite of posters, leaflets and information cards for waiting rooms, reception desks and clinical spaces, ensuring that patients encountered clear, consistent information at multiple touchpoints.

By aligning community messaging with the materials provided to practices, the programme strengthened the connection between outreach activity and primary care. This approach ensured that residents were signposted to the right place for clinical advice, while practices were supported with the tools needed to respond confidently to screening-related enquiries.

7.6 Early Indicators of Behaviour Change

Early signs of behaviour change emerged consistently throughout the programme, reflected both in resident interactions and in the way community groups responded to the outreach. Many people attending events openly stated that they **"didn't know this information before"**, highlighting a shift in baseline awareness and the value of bringing screening messages directly into community settings. Residents frequently asked for **additional resources to hand out** to family, friends and community groups, demonstrating a growing willingness to act as informal advocates and extend the reach of the programme themselves. Several groups invited the team to **attend their churches, community organisations and social groups** to deliver further sessions, signalling increased trust, interest and readiness to engage with cancer awareness in

a more sustained way. These requests came from a wide range of communities, including ethnic minority groups, women's networks, SEND hubs, sporting clubs and faith-based organisations. Collectively, these behaviours seeking more information, sharing materials proactively, and inviting further engagement to indicate that the programme is beginning to shift attitudes, reduce stigma and empower residents to take a more active role in understanding and promoting cancer screening within their own networks.

8 Lessons Learned

The extension across all LCNs reinforced several key lessons for future community-based cancer awareness work.

- The Cancer Community Champions model proved highly effective in reaching underserved groups, with Champions' lived experience and trusted relationships enabling conversations that would otherwise be difficult to initiate.
- Providing translated materials and addressing cultural stigma were essential in increasing understanding and confidence.
- The Champions model was particularly powerful, as peer-to-peer conversations helped normalise engagement with breast screening and PSA testing among residents who would otherwise feel uncomfortable engaging with the traditional clinical pathways.
- Partnerships with council teams and GP practices significantly extended the programme's reach with distribution of posters, embedding screening messages across libraries, leisure centres, community hubs, GP practices and high-footfall public spaces.
- Consistent branding and clear messaging helped build recognition, with residents increasingly identifying materials as part of a wider cancer awareness effort.
- Events held in busy, accessible locations generated the highest engagement, demonstrating the value of meeting residents where they already are.
- A blended approach combining digital tools such as QR codes and social media with printed materials like recipe cards and posters proved essential for reaching residents with limited digital access or lower health literacy.

Collectively, these insights highlight the importance of a flexible, culturally informed, borough-wide approach that is grounded in local partnership and c capable of adapting to the diverse needs of Bexley's communities.

9 Sustainability

The project has been designed with long term sustainability in mind, ensuring that cancer awareness activity, resources and community engagement continue beyond the funded period. By embedding materials, knowledge and partnerships across Bexley, the programme supports ongoing improvements in screening awareness, early detection and community led health promotion.

9.1 Leadership

Community engagement to promote cancer and screening awareness needs to be a cornerstone for the emerging neighbourhood health model. The ICB and Public Health Team are best placed to take leadership to sustain this important strand of work.

9.2 Website

A dedicated online space provides a central, accessible hub for cancer awareness information across Bexley. The website hosts:

- Screening information for Breast, Bowel and Prostate cancer
- Symptom awareness guidance
- Translated materials and easy-read formats.
- Links to local support services and national screening programmes
- Digital versions of posters, leaflets and SELCA care cards

This ensures that residents, Champions and partner organisations can continue to access up-to date information, even as printed materials are refreshed or replaced.

9.3 Resource and Materials Library

The project expanded its library of promotional materials to support long term community use. This includes:

- Breast, Bowel screening and Prostate awareness posters
- Leaflets and SELCA care cards in multiple languages
- Easy-read resources.
- Community-friendly symptom-awareness materials
- Practice packs for GP surgeries.
- Digital QR-enabled versions for monitoring engagement

Materials were sourced, printed and distributed across **all Bexley LCNs**, ensuring borough wide consistency. By embedding resources in GP practices, workplaces, community venues and places of worship, the project created a sustainable network of information points that continue to raise awareness beyond individual events.

9.4 Cancer Community Champions

The Cancer Community Champions model is a key pillar of sustainability. Champions are equipped with:

- Training on cancer awareness and screening pathways
- Translated and culturally tailored resources

- Ongoing support from the project team
- Opportunities to lead conversations in their own networks.

Because Champions live and work within the communities they serve, they continue to share information organically at social gatherings, workplaces, faith settings and community events. This peer-led approach ensures that cancer awareness messages remain active and relevant long after formal project activity ends.

Champions also help identify emerging needs, cultural barriers and opportunities for future engagement, supporting a continuous cycle of community insight and improvement.

Bexley is committed to sustain and develop the Cancer Community Champions programme.