Project Evaluation Report

Raising awareness of Breast and Bowel Screening and Prostate Cancer across Bexley Project

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Version 1	

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Executive Summary

Bexley's two-year cancer inequalities pilot (2024–2026) was established to address longstanding disparities in cancer incidence, mortality and screening uptake across the borough. Initially launched within the North Bexley Local Care Network, the programme recognised that improving cancer outcomes required more than clinical pathway optimisation. It demanded trusted, culturally sensitive, community-centred engagement capable of reaching residents who historically had lower levels of awareness, reduced access to services and limited participation in national screening programmes.

From the outset, the pilot responded to clear evidence of inequality. North Bexley had consistently recorded higher cancer burden than the England average, alongside lower uptake of Breast and Prostate screening. The programme therefore prioritised approaches that could build trust, increase visibility of cancer-prevention messages and normalise conversations about early detection. This included the development of a comprehensive suite of communication tools including posters, digital assets, leaflets, recipe cards, event materials and branded resources each designed to deliver consistent, recognisable messaging across community settings.

A key strength of the programme was its investment in Bexley Community Champions, who were trained to share cancer-awareness messages within their own networks. Their lived experience, cultural insight and trusted relationships enabled conversations that traditional health services often struggle to initiate. Champions played a central role in raising awareness of symptoms, screening eligibility and the importance of early presentation, particularly among communities with historically lower engagement.

Community outreach rapidly became one of the programme's most effective mechanisms for impact. Engagement was delivered at local events, shopping centres, places of worship, workplaces and cultural celebrations. The partnership working with Bexley Council's Public Health and Communications teams significantly extended reach, embedding cancer-screening messages into high-footfall public spaces and ensuring that residents encountered consistent, accessible information across the borough. This approach proved especially effective in areas of higher deprivation, where residents are less likely to access traditional health services.

As the first year progressed, system-wide data revealed that inequalities extended beyond North Bexley. Clocktower recorded higher colorectal and Prostate cancer incidence, while Frognal showed elevated overall cancer incidence. To ensure equity across the borough, the programme expanded in its second year with SELCA funding, moving from a single-LCN pilot to a borough-wide initiative covering all LCNs. This expansion enabled the inclusion of Bowel screening, a critical addition given the rising target threshold and the need for improved uptake across Bexley.

The borough-wide extension allowed the communication tools, community-centred methods and volunteer capacity developed in year one to be scaled, embedded and standardised across all localities. This ensured that every LCN in the borough APL, Clocktower, Frognal and North Bexley each benefited from a coordinated, evidence-informed approach to tackling cancer inequalities.

The evaluation demonstrates that the programme has delivered measurable improvements in awareness, engagement and screening participation across Bexley:

- Breast screening coverage increased steadily, with borough-wide uptake reaching 76.6% by March 2026, up from 75.9% in April 2025. All PCNs showed improvement, with APL and Frognal performing strongest and North Bexley closing the gap.

- Prostate-related activity increased across the borough, with particularly significant gains among Black men, whose engagement rose sharply following targeted outreach. By mid-2025, Prostate-related patient rates among Black men temporarily surpassed those of White men, a major milestone in addressing longstanding inequalities.
- Bowel screening demonstrated sustained progress, with 72.4% coverage by March 2026, moving steadily toward the 76% achievable target. APL and Frognal showed consistently strong performance, while Clocktower and North Bexley demonstrated improvement with clear opportunities for targeted support.

Across all screening areas, the programme strengthened community awareness, improved understanding of screening pathways and enhanced the visibility of cancer-prevention messages. The use of Easy Read formats, translated materials and culturally tailored resources ensured accessibility for residents with lower literacy levels, language barriers or limited digital access.

Crucially, the programme has built sustainable community capacity. It has trained Champions, established partnerships and a consistent borough-wide communications approach now provide a strong foundation for ongoing cancer-awareness activity beyond the pilot period. The project has also demonstrated the value of meeting residents where they are, using community venues and trusted networks to reach those least likely to engage with traditional health messaging.

By embedding community-centred engagement alongside clinical activity, the programme has contributed to reducing variation in cancer outcomes, improving early presentation and strengthening equity across Bexley. The borough-wide continuation and expansion ensured that all LCNs now benefit from a coordinated, scalable and evidence-informed approach to tackling cancer inequalities, laying essential groundwork for sustained long-term improvement in cancer outcomes for Bexley residents.

Background And Context

Origins of the Programme

Bexley commissioned a two year cancer inequalities pilot (2024–2026) within the North Bexley Local Care Network (LCN) to address longstanding disparities in cancer incidence, mortality and screening uptake. Evidence showed that North Bexley had significantly higher cancer burden than the England benchmark, with Breast and Prostate screening rates consistently lower than in other parts of the borough. These inequalities were closely linked to deprivation, demographic profile and reduced access to early detection pathways.

As the pilot progressed, wider system intelligence highlighted that cancer related inequalities extended beyond North Bexley.

- **Clocktower LCN** showed higher incidence of colorectal and Prostate cancers.
- **Frognal LCN** recorded higher incidence of Prostate cancer and all cancers overall.

	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 1: Bexley's Cancer Incidence Rates Profile

This variation in that data demonstrated the need for a borough wide approach, ensuring that all communities of Bexley not only those in the north would benefit from targeted cancer awareness activity, improved screening uptake and earlier presentation.

Following additional funding from SELCA, the programme expanded to include Clocktower and Frognal LCNs, transforming the original pilot into a borough wide cancer inequalities project and incorporating Bowel screening alongside Breast and Prostate cancer.

Understanding Bexley's Health Landscape

Bexley is organised into four Local Care Networks APL, North Bexley, Clocktower and Frognal each LCN with distinct demographic and health profiles. Across the borough, residents living in the most deprived 20% experience markedly shorter life expectancy than those in the least deprived areas: 2.2 years shorter for women and 5.2 years shorter for men. These inequalities shape patterns of chronic disease, cancer incidence and screening participation.

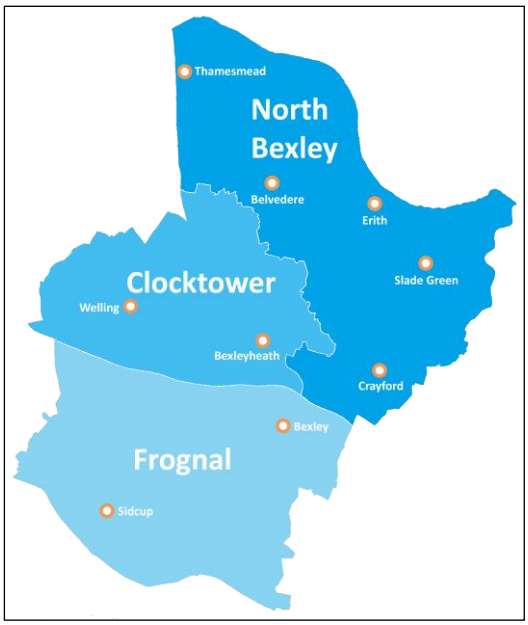


Figure 2: Bexley LCN Map

North Bexley: The Starting Point for the Pilot

North Bexley spans seven wards from Thamesmead East to Slade Green & Northend and has a younger, more ethnically diverse population than the rest of the borough. At the outset, 44% of residents lived in the most deprived 20% of Bexley, compared with only 1.6% in the least deprived areas. The area had the highest levels of deprivation across the borough and included seven GP practices serving around 100,000 residents.

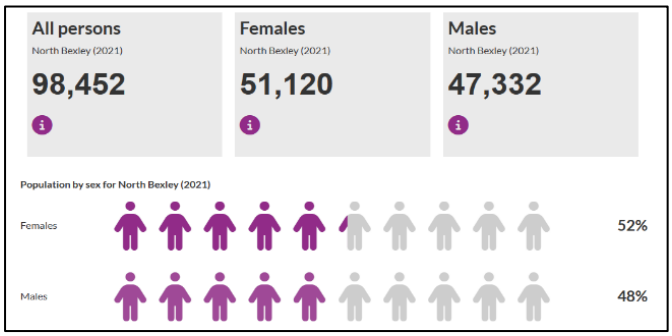


Figure 3: North Bexley's Gender Profile Chart

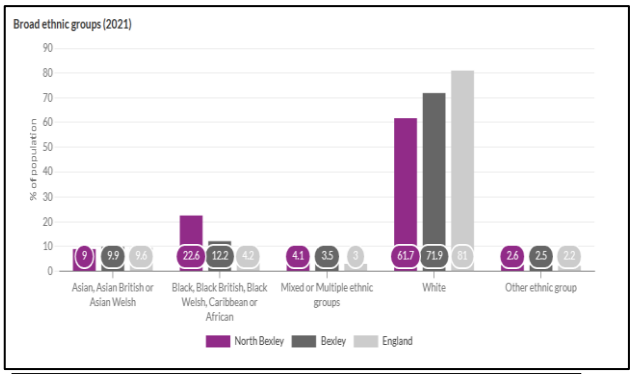


Figure 4: Bexley's Ethnicity Profile Chart

North Bexley's deprivation profile reflected structural disadvantage across multiple IMD domains, including income, employment, education, crime, housing and the living environment. These factors contributed to higher prevalence of the Vital 5 health issues hypertension, obesity, smoking, depression and diabetes and increased risk of late cancer diagnosis.

Borough Wide Health Inequalities

Although North Bexley faced the most acute challenges, all LCNs showed patterns of need that justified borough wide action. Projections to 2030 indicated rising rates of hypertension, diabetes, cancer, dementia and COPD across Bexley, with obesity expected to increase most sharply in the north. A borough wide Obesity Strategy was identified as essential to prevent further escalation and reduce long term cancer risk.

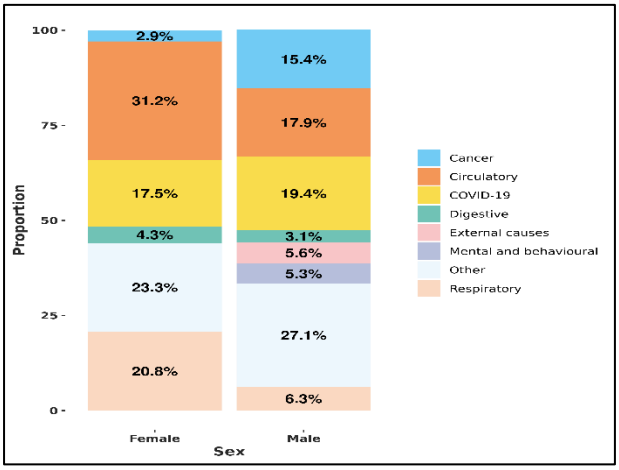


Figure 5: Death rates
Source: Office for Health Improvement and Disparities

Across all LCNs, North Bexley had:

- The largest non-White population, particularly residents of African heritage
- 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

These factors made North Bexley the logical starting point for the pilot, but also highlighted the need for a borough wide continuation to ensure equity across all communities.

Cancer Inequalities Across Bexley

At project initiation, cancer related inequalities were most pronounced in North Bexley, but significant variation existed across the borough. Screening uptake was below national standards in all LCNs, and cancer incidence was elevated in multiple localities.

North Bexley Cancer Profile

- North Bexley had the highest cancer incidence and mortality in the borough, with particularly elevated rates of lung and Prostate cancer. Prostate cancer incidence was:
  - 59% higher than expected in Erith
  - 43% higher in Slade Green
  - 21.1% above the England average across the LCN
  - Public Health data showed significantly higher than average levels compared with 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

These excess deaths contributed to shorter life expectancy in deprived areas. Residents in these communities were also less likely to be diagnosed via the two week wait (TWW) referral pathway, indicating later presentation and delayed diagnosis.

Prostate cancer presented a particularly urgent challenge due to the borough's demographic profile. Black men face a 1 in 4 lifetime risk, compared with 1 in 8 for other ethnicities, and are more likely to experience aggressive disease, earlier onset and poorer outcomes. Structural inequalities such as low income, unstable employment, lower educational attainment, reduced access to healthcare and cultural stigma each further contributed to late presentation.

Why a Community Centred Approach Was Essential

Improving cancer screening uptake and encouraging early presentation required more than clinical interventions. The project recognised that community awareness, culturally sensitive communication and trusted local engagement were essential to complement the work of Primary Care Networks.

To strengthen community awareness, BHNC and the Bexley Cancer CCPL developed a suite of communication tools, including posters, digital assets and branded materials. These enabled consistent, cost-effective promotion of Breast screening, PSA testing and later Bowel screening.

To enhance engagement, the project worked closely with the Bexley Voluntary Service Council (BVSC) to train Bexley Community Champions, providing volunteers with training on Breast, Prostate and Bowel cancer, along with resources to share within their networks. Awareness was further raised through a strong physical presence at community events, presentations and collaboration with Bexley Council's Public Health and Communications teams.

The expansion funded by SELCA ensured that these approaches were scaled borough wide, enabling all LCNs to benefit from a coordinated, evidence informed programme designed to reduce cancer inequalities across Bexley.

Aims And Objectives

Aim

To reduce cancer-related health inequalities across Bexley by building on the strong community links, trusted relationships and partnership networks established during the initial North Bexley pilot, and to extend these approaches borough-wide. The project aims to increase awareness, improve screening uptake and promote earlier presentation for Breast, Prostate and Bowel cancers through targeted, culturally sensitive community engagement and consistent, accessible communication. By embedding community-centred methods across all Bexley LCNs, the programme seeks to ensure equitable access to cancer information, empower residents to act earlier, and narrow longstanding disparities in cancer outcomes.

Objectives

Reducing cancer related health inequalities across Bexley required a coordinated set of objectives that addressed both the structural barriers to screening and the behavioural factors influencing early presentation. The project recognised that awareness alone is insufficient without trusted messengers, accessible information, and consistent engagement across all communities. These objectives therefore combine system level improvements with community centred approaches, ensuring that every LCN benefits from equitable support, targeted communication and strengthened local capacity to promote early detection.

- Increase awareness of Breast, Prostate and Bowel cancer symptoms and screening pathways across all Bexley LCNs.
    - Raising understanding of symptoms, eligibility and screening processes helps residents recognise when to seek help and reduces confusion or fear that may delay early presentation.
- Improve uptake of Breast and Bowel screening and PSA testing across Bexley, expanding activity into APL, Clocktower and Frognal LCNs.
    - Scaling the successful approaches developed in North Bexley ensures that improvements in screening participation are delivered consistently across the borough, reducing variation between practices.
- Equip Bexley Community Champions with training and resources to confidently share cancer awareness messages within their communities.

    - Champions act as trusted, culturally aligned messengers who can reach residents that traditional services struggle to engage, helping to overcome stigma, language barriers and misinformation.
- Strengthen community engagement through outreach events, presentations and partnership work with local organisations.
    - Delivering information in familiar, accessible community settings increases visibility, builds trust and normalises conversations about cancer and early detection.
- Utilise existing marketing materials to deliver consistent, cost-effective cancer awareness messaging across the borough.
    - Standardised posters, leaflets and digital assets ensure that residents encounter clear, recognisable messages regardless of where they live or which services they access.
- Support earlier presentation and reduce variation in cancer outcomes between LCNs by addressing barriers linked to deprivation and low screening participation.
    - This objective targets the root causes of inequality such as poverty, low awareness, mistrust, language barriers and limited access ensuring that improvements benefit all communities in Bexley.

Methodologies

The project was delivered through a multistrand, community-centred methodology designed to increase awareness of Breast, Bowel and Prostate cancer across all Bexley LCNs. Building on the foundations of the North Bexley pilot, the borough-wide programme combined strategic planning, targeted outreach, partnership working and continuous monitoring to ensure activity was coordinated, evidence-informed and responsive to local need. This approach recognised that cancer inequalities are shaped by a mix of structural, cultural and behavioural factors, and therefore required interventions that extended beyond clinical settings and into the everyday environments where residents live, work and socialise.

Delivery was shaped by a clear commitment to tackling inequalities ensuring that all residents received consistent cancer-awareness messaging, while directing additional support to communities facing the greatest barriers to screening and early presentation. This included areas with higher deprivation, lower screening uptake, and populations at increased clinical risk, such as Black men for Prostate cancer.

The methodology brought together several interconnected strands of work. Planning and targeting ensured that outreach and communications were aligned with local data and directed to areas of highest need. Community outreach and events provided visible, accessible opportunities for residents to engage with cancer-awareness messages in trusted settings. Workplace engagement extended reach to individuals who may face time or access barriers. The development and distribution of tailored materials ensured consistent, recognisable messaging across the borough. Training and supporting Bexley Community Champions strengthened local capacity and created a network of trusted messengers embedded within communities. Engagement with Primary Care supported alignment with clinical pathways, and ongoing monitoring and feedback enabled the programme to adapt in real time and remain responsive to emerging needs.

Together, these methods created a cohesive, scalable and community-anchored approach that strengthened cancer awareness across Bexley and supported more equitable access to screening and early detection.

5.1 Planning and Targeting

A detailed engagement plan was developed at the outset of the project to identify priority locations across Frognal, APL and Clocktower LCNs. Building on lessons learned from the previous North Bexley programme, the planning phase placed greater emphasis on precision targeting, community insight, and blended outreach methods.

Comprehensive directories were created for GP practices, pharmacies, opticians, workplaces, health centres, community venues, places of worship, personal service businesses and local SMEs. This mapping was informed not only by screening uptake and cancer incidence data, but also by prior learning that high-footfall, non-health settings generate significantly stronger engagement than traditional health-specific venues. As a result, the plan prioritised libraries, leisure centres, community hubs, shopping centres and other everyday community spaces where residents naturally gather.

The planning process also incorporated the proven value of the Community Cancer Champions model. Champions' cultural insight, lived experience and trusted relationships were used to identify micro-communities and informal networks that are often missed in formal datasets. Their input shaped the selection of outreach locations, ensuring that the plan reflected both quantitative need and qualitative community intelligence.

Consistent branding and clear messaging which had been previously developed and identified as essential for recognition and trust during the North Bexley Pilot were also embedded into the targeting strategy from the start of the borough wide expansion. Locations with strong visibility opportunities were prioritised to maximise the impact of posters, recipe cards, QR codes and other materials. Recognising that digital access remains a barrier for many residents, the plan deliberately balanced digital tools (QR codes, social media, digital screens) with physical resources to ensure accessibility across all literacy and digital-access levels.

Together, these elements created a targeted, community-centred engagement plan that was data-driven, culturally informed, and designed to meet residents where they already are, ensuring maximum reach and relevance across the LCNs.

5.2 Community Outreach and Events

The project team delivered an extensive programme of community outreach across the borough, ensuring a strong and consistent presence in settings that reflect the diversity of local residents. Building on previous learning that high-footfall, everyday environments generate the greatest engagement, the team prioritised events and locations where people naturally gather rather than relying solely on health-specific forums.

Engagement took place across a wide spectrum of community settings, including health fairs, cultural celebrations, workplace wellbeing sessions, local markets, libraries, community centres and other busy public spaces. This varied approach ensured that cancer awareness messaging reached residents of different ages, ethnicities, socioeconomic backgrounds and levels of health literacy.

At each event, staff and Community Cancer Champions provided clear, culturally sensitive information on Breast, Bowel and Prostate cancer, emphasising the importance of early detection and encouraging participation in national screening programmes. Champions' lived experience and trusted relationships were particularly valuable in initiating conversations with residents who may be hesitant to engage with traditional health messaging.

To support continuous improvement and monitor equity of reach, demographic data was collected at every engagement point. This enabled the team to identify which groups were being effectively reached and where further targeted outreach was required. The use of both digital tools (QR codes, online resources) and physical materials (posters, recipe cards, leaflets) ensured accessibility for residents with varying levels of digital confidence.

Overall, the outreach programme demonstrated the effectiveness of a blended, community-centred approach, combining strategic placement, culturally informed communication and strong local partnerships to maximise visibility, trust and impact across the borough.

September 2025

Staff Health Check Days – 4 September 2025
Location: Learning & Enterprise College

This session formed part of a wider workplace wellbeing initiative, giving staff the opportunity to complete their NHS Health Checks while also receiving information on cancer awareness and early detection. With over 200 staff on site, many of whom are teachers who struggle to take time off for routine appointments, delivering the session in a familiar workplace setting made participation far more accessible. Staff were able to drop in during breaks, ask questions, and pick up resources without needing to leave the school day.

Engagement was steady throughout the session. Ten staff members completed a full NHS Health Check, representing a broad age range from 25 to over 65. Notably, eight of the ten participants were aged 50–64, a key demographic for several national screening programmes. The group reflected the diversity of the workforce, including White (8), South Asian (1) and Black African/Caribbean (1) staff members, ensuring that cancer-awareness messages reached individuals with differing levels of risk and screening participation.

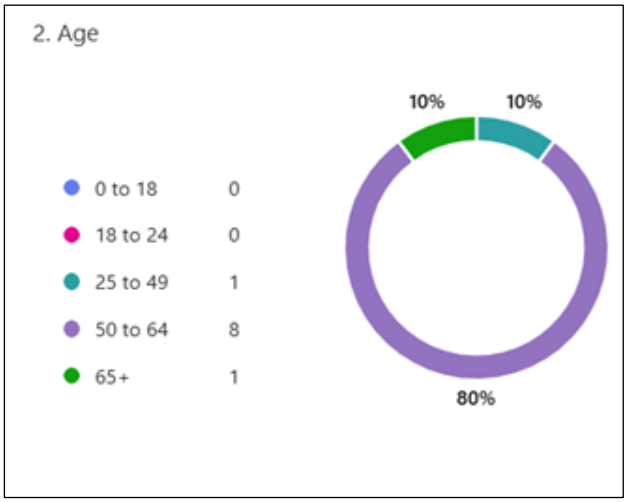


Figure 6: Staff Health Check Day Event Age Profile Chart

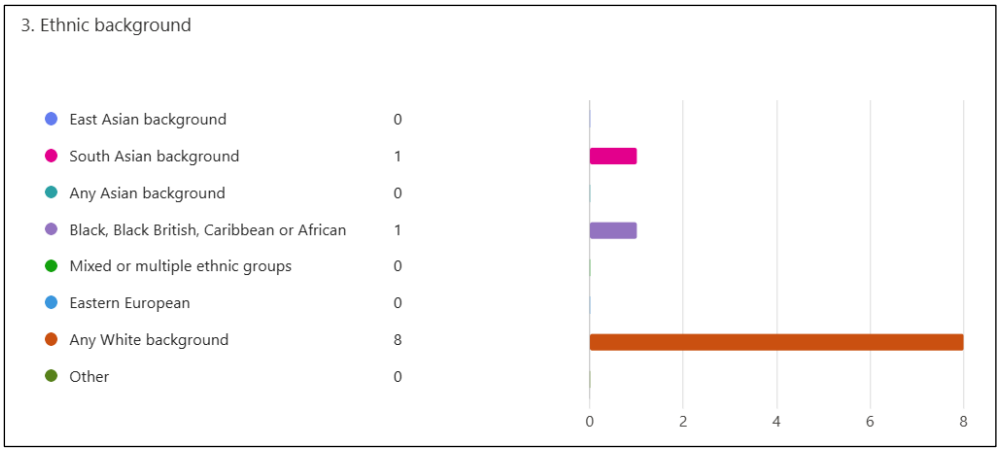


Figure 7: Staff Health Check Day Event Ethnic Profile Chart

Most conversations centred on general health and wellbeing (8), with additional discussions focused on Breast cancer (1). All ten participants took away resources, demonstrating strong interest in the information provided. Popular items included Breast cancer resources (8), Prostate cancer materials (2), and a full set of SELCA care cards (10). Branded merchandise such as tote bags (3), water bottles (2), trolley coins (3), Post-its (2) and pens (4) each helped draw people into conversation and encouraged further engagement.

Staff selected a range of Prostate cancer materials, including easy-read formats, Know Your Prostate booklets and the Bexley Wellbeing leaflet, reflecting varied preferences for how people access health information. For Breast cancer, all eight resources taken were the 'Know Your Breast' booklet, indicating strong interest in practical, self-examination-focused guidance.

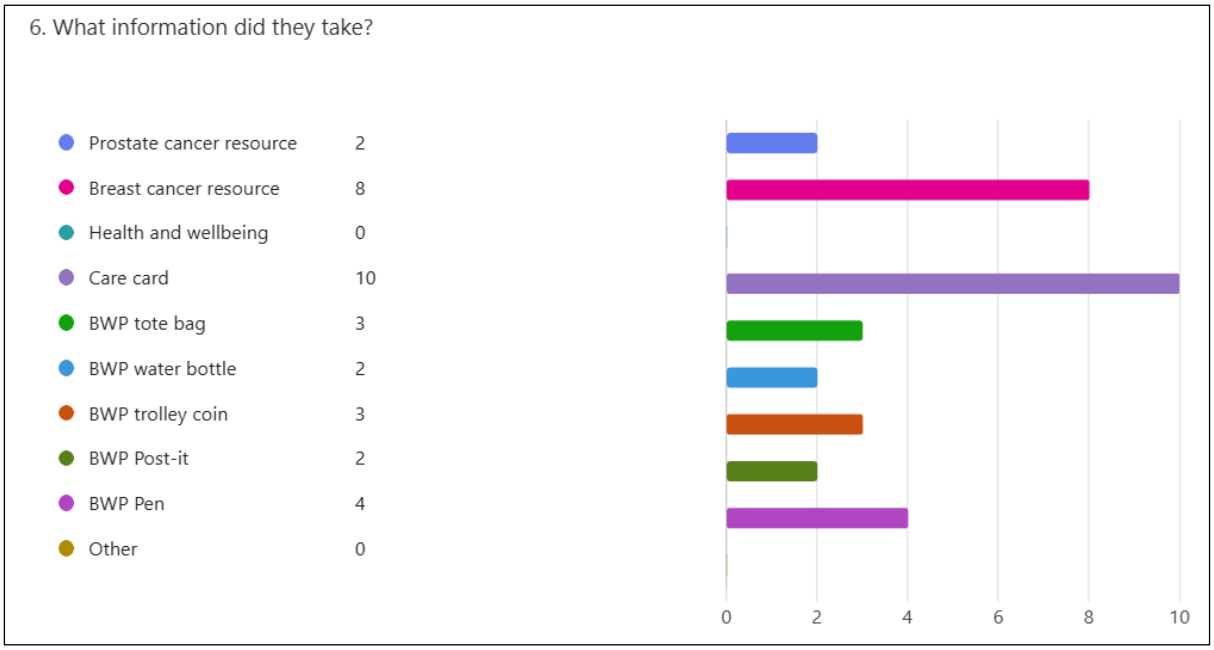


Figure 7: Staff Health Check Day Event Resource Distribution Profile Chart

Overall, the session reinforced the importance of routine health monitoring and encouraged staff to reflect on their own screening eligibility. By bringing NHS Health Checks and cancer-awareness

conversations directly into the workplace, the event successfully reduced access barriers particularly for teaching staff and strengthened early-detection messaging within a large and diverse workforce.



Figure 8 & 9 - Staff Health Check Days Event Promotion Display Picture

October 2025

Aging Well Event – 4 October 2025
Location: Bexley Civic Offices

The Ageing Well event brought together older residents and local organisations for a day focused on health, independence, and community support. As a free community event jointly organised by the London Borough of Bexley and Age UK Bexley, it offered workshops, entertainment, taster classes, and information stands from 11am to 4pm at the Civic Offices in Bexleyheath. This created an ideal environment for meaningful conversations about cancer awareness, with attendees already thinking about their wellbeing and open to discussing prevention and early detection.

Across the day, we engaged with 63 residents, the majority of whom were older adults, including 46 people aged 65+ and a further 14 aged 50–64, key age groups for national cancer screening programmes. The audience was predominantly female (52 women and 11 men) and reflected a range of ethnic backgrounds, including White (54), South Asian (3), Black African/Caribbean (3), and Eastern European (1).

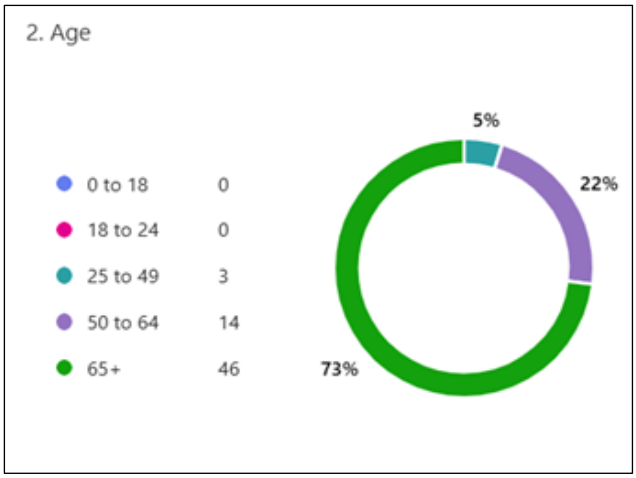


Figure 10- Ageing Well Event Age Profile Chart

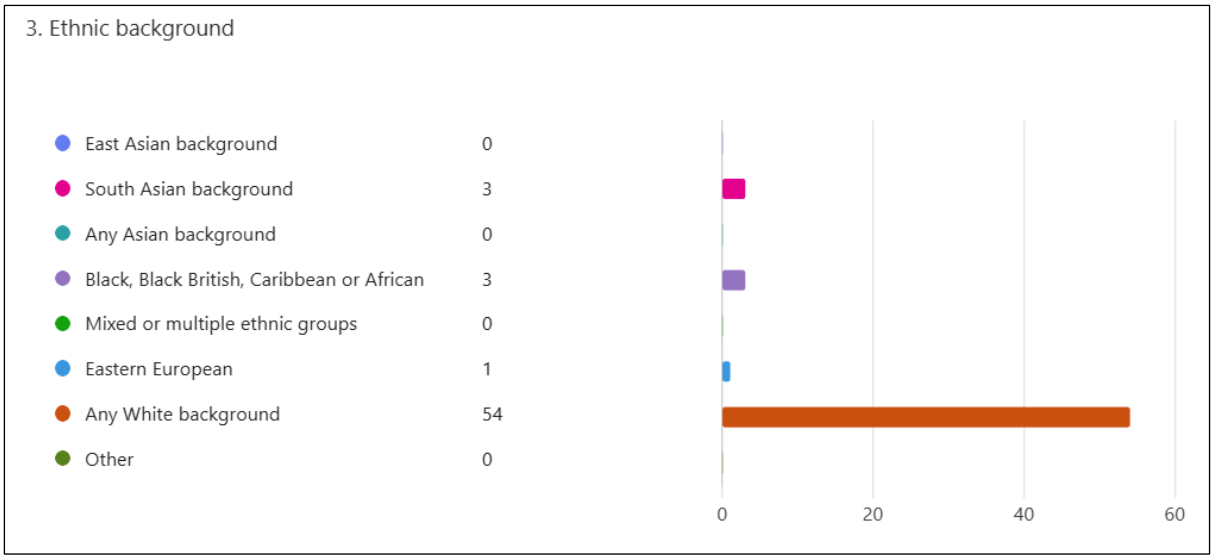


Figure 10- Ageing Well Event Ethnic Profile Chart

Interest in cancer information was high. Attendees sought guidance on Breast cancer (35 conversations), Prostate cancer (18), Bowel cancer (8), and general cancer awareness (24). Many were keen to understand screening eligibility, symptom awareness, and how to navigate local services. The setting made these discussions feel natural and relevant, and the event provided a supportive space for sharing clear, accessible information tailored to the needs of older adults.

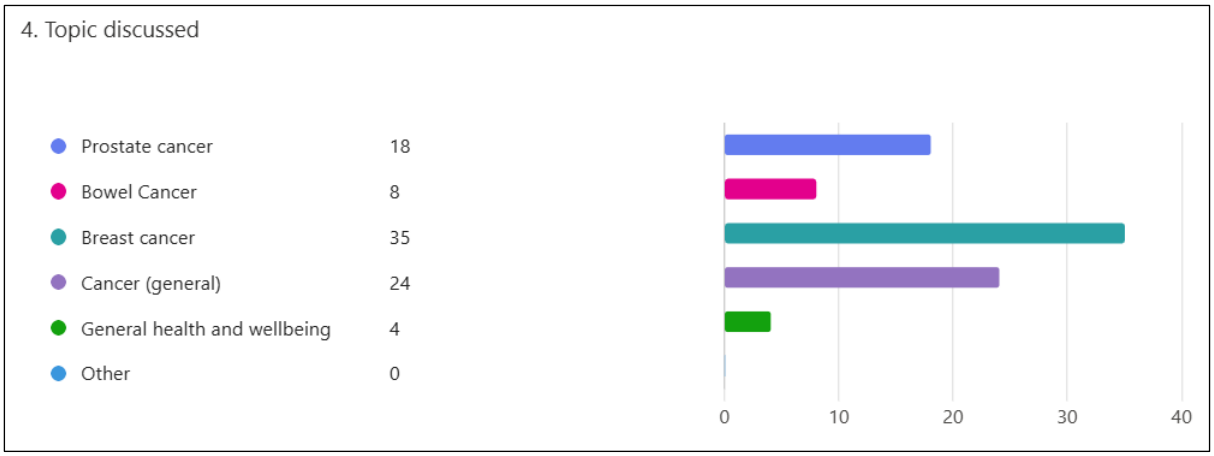


Figure 11 - Ageing Well Event Discussion Profile Chart

Engagement with resources was strong: 57 people took materials home. Popular items included: SELCA care cards, Prostate cancer resources, Breast cancer resources and Promotional merchandise items.

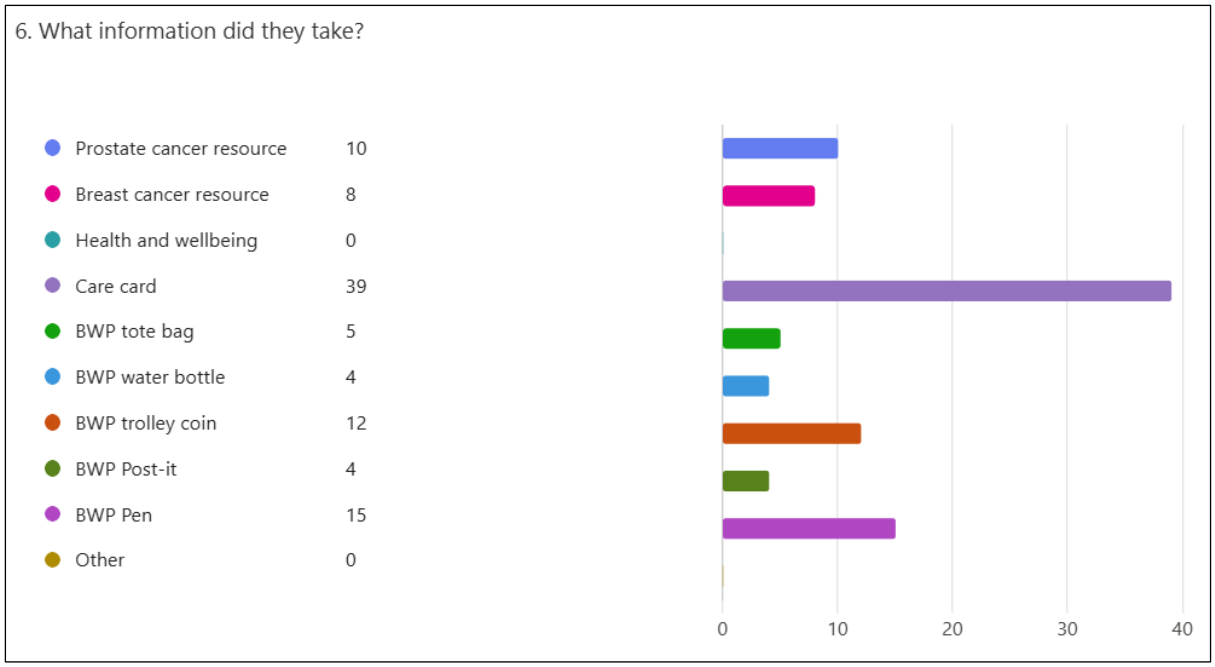


Figure 12 - Ageing Well Event Resource Distribution Profile Chart

Prostate cancer materials selected included Know Your Prostate Z-cards (5), Test for Prostate Cancer cards (5), PSA booklets (2), and Bexley Wellbeing leaflets (4). Breast cancer resources taken included Know Your Breast booklets (4), NHS Breast screening booklets (2), and a small number of specialist leaflets such as Reducing Your Risk, Family History, and Easy Read versions.

Overall, the event provided a valuable opportunity to reach a large number of older residents in a single day, reinforcing key messages about screening, symptom awareness, and early presentation. By being present in a trusted, community-focused environment, we were able to support residents in understanding their cancer risk and empower them to take proactive steps in managing their health.



Figure 13 - Ageing Well Event Promotional Poster





Figure 14 & 15 - Ageing Well Event Day Picture (Staff and Community Champions)

BHNC Outreach – 22 October 2025
Location: Broadway Shopping Centre

This outreach session provided another valuable opportunity to connect with residents in the heart of Bexley. The steady footfall throughout the day meant that a wide mix of people stopped to engage from regular shoppers to local workers passing through. The open layout of the shopping centre encouraged spontaneous interactions, with many residents pausing to pick up leaflets, ask quick questions or browse resources while going about their day. The visibility of the stand helped normalise conversations about cancer awareness, making these discussions feel approachable and part of everyday life.

Across the session, we recorded 22 interactions, engaging with residents from a broad age range, including 16 people aged 65+, 3 aged 50–64, and smaller numbers from younger age groups. The majority of participants were women (16 women and 6 men), and the footfall reflected the diversity of the local area, with residents identifying as White (14), South Asian (3), Black African/Caribbean (4) and Asian (1).

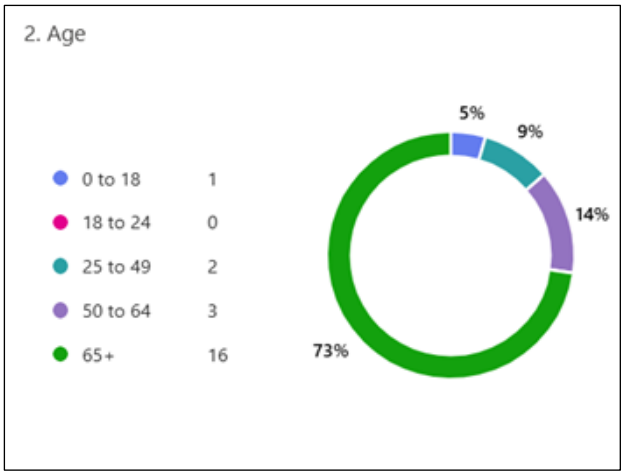


Figure 16 – BHNC Outreach Event Age Profile Chart

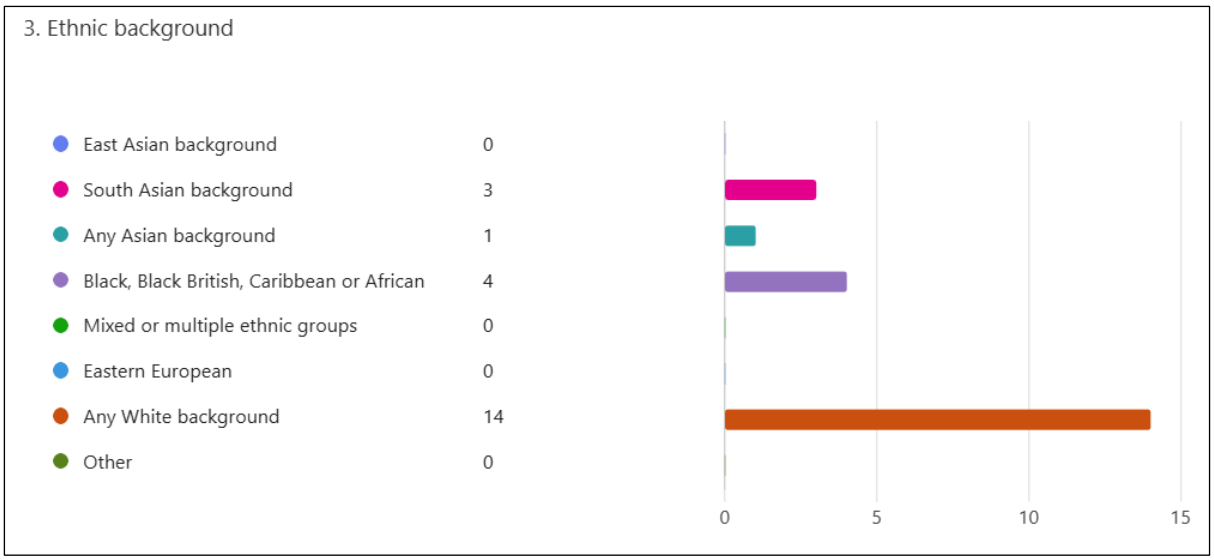


Figure 17 – BHNC Outreach Event Ethnic Profile Chart

Conversations covered a wide range of topics, including general cancer awareness (13), Breast cancer (5), Prostate cancer (5), Bowel cancer (3) and general health and wellbeing (7). Many residents used the opportunity to clarify screening eligibility, discuss symptoms or understand how to access local services. The informal, drop-in nature of the setting made it easier for people to ask questions they may not feel comfortable raising in clinical environments.

Engagement with resources was strong, with 20 out of 22 residents taking materials home. Popular items included: SELCA care cards, Breast cancer resources, Prostate cancer resources, Bowel cancer resources, and Promotional merchandise.

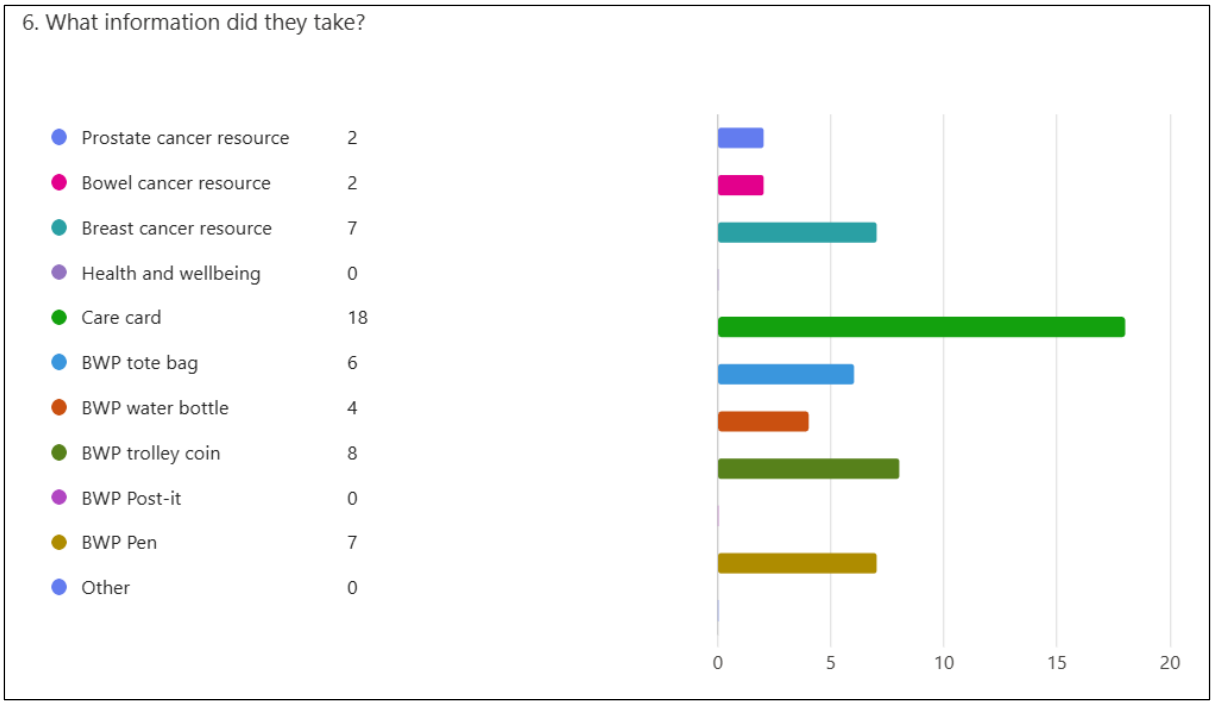


Figure 18 – BHNC Outreach Event Resource Distribution Profile Chart

Breast cancer information taken included Know Your Breast booklets (3) and SELCA A5 leaflets (5). Prostate cancer resources selected were exclusively the SELCA A5 leaflets (2). Bowel cancer materials taken were The Facts About Bowel Cancer cards (2).

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

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, where local data shows ongoing disparities in early presentation and screening uptake. 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.

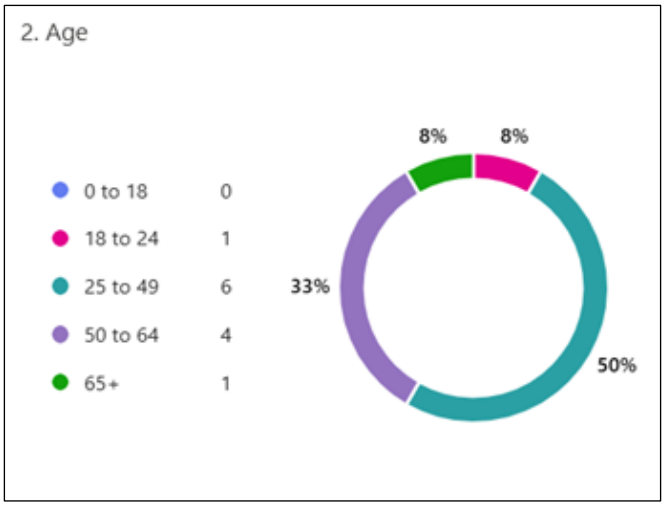


Figure 19: Black History Month Event Age Profile Chart

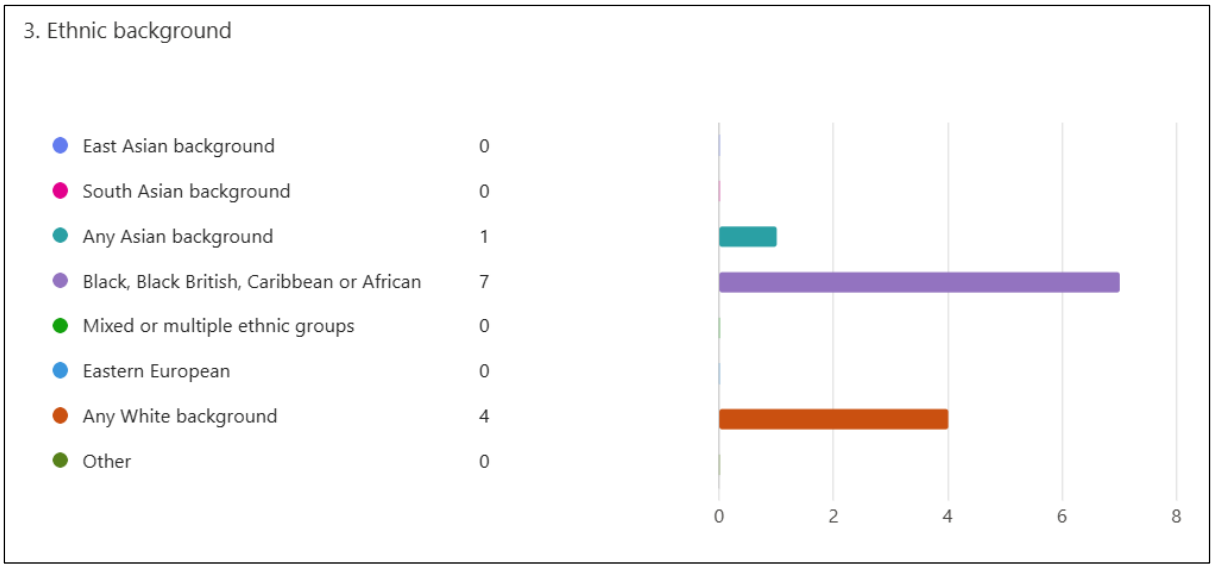


Figure 20: Black History Month Event Ethnic Profile Chart

Engagement with resources was strong, with all 12 attendees taking materials. Popular items included SELCA 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.

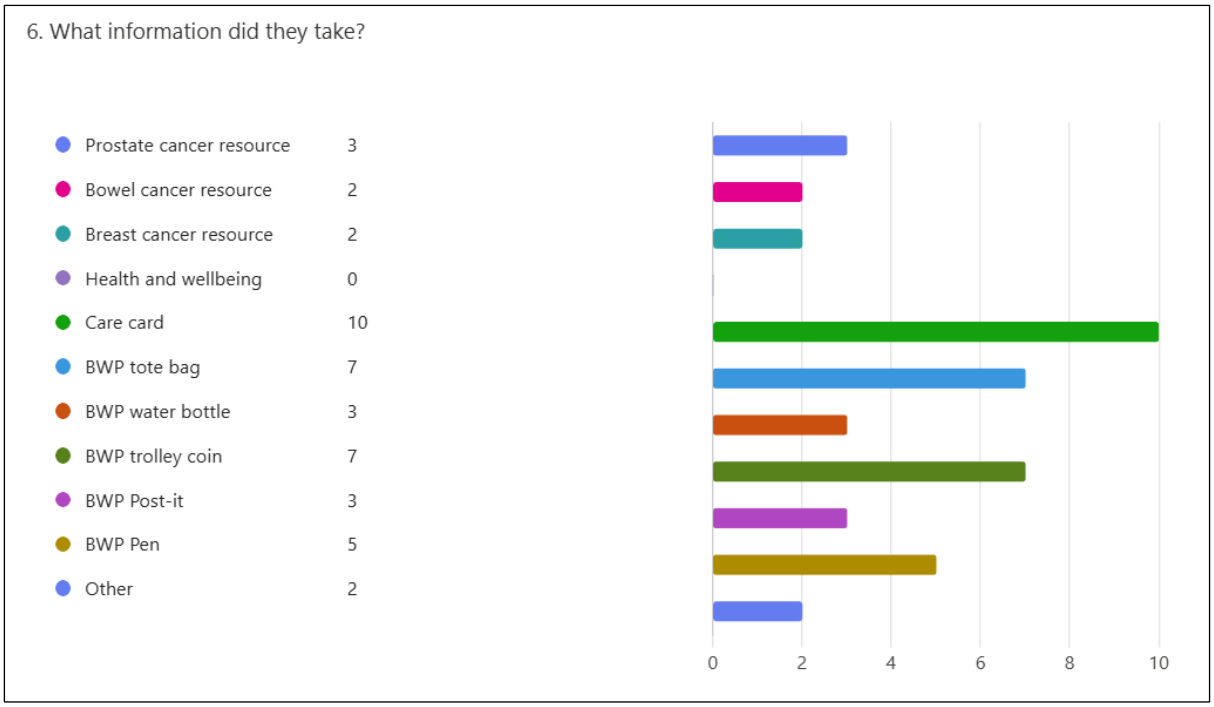


Figure 21: Black History Month Event Resource Distribution Profile Chart

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 22: Black History Month Event Picture (Staff and Event Display)

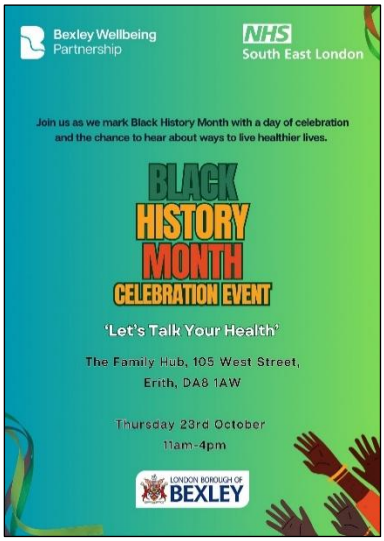


Figure 23: Black History Month Event Promotional Poster

Howbury Friends – 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.

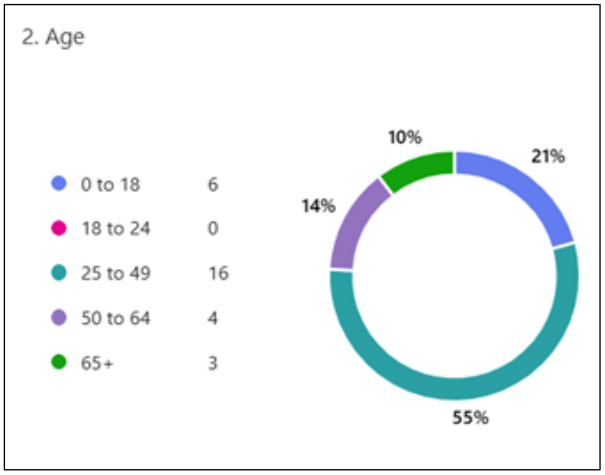


Figure 24: Howbury Friends Family Day Age Profile Chart

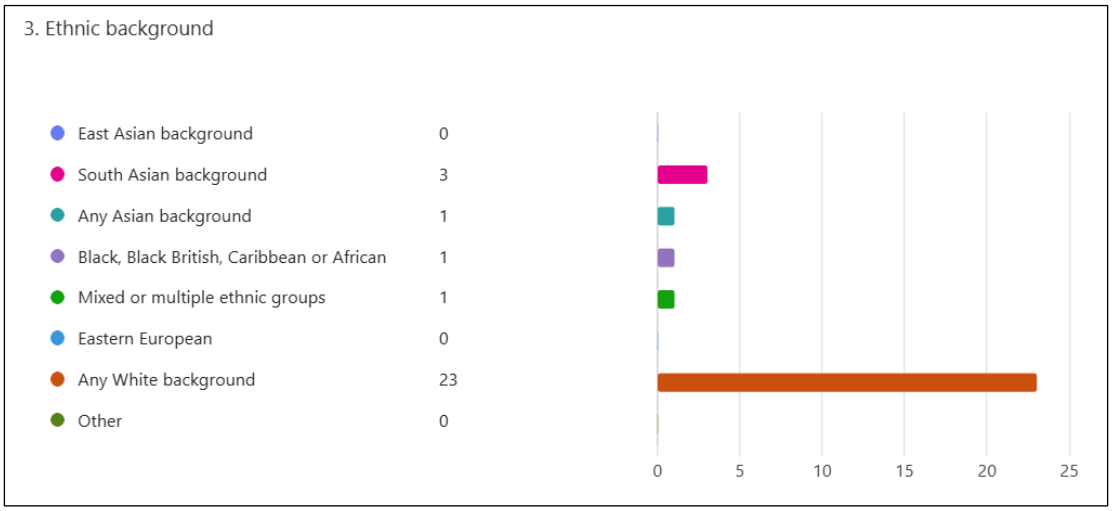


Figure 25: Howbury Friends Family Day Ethnic Profile Chart

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 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.

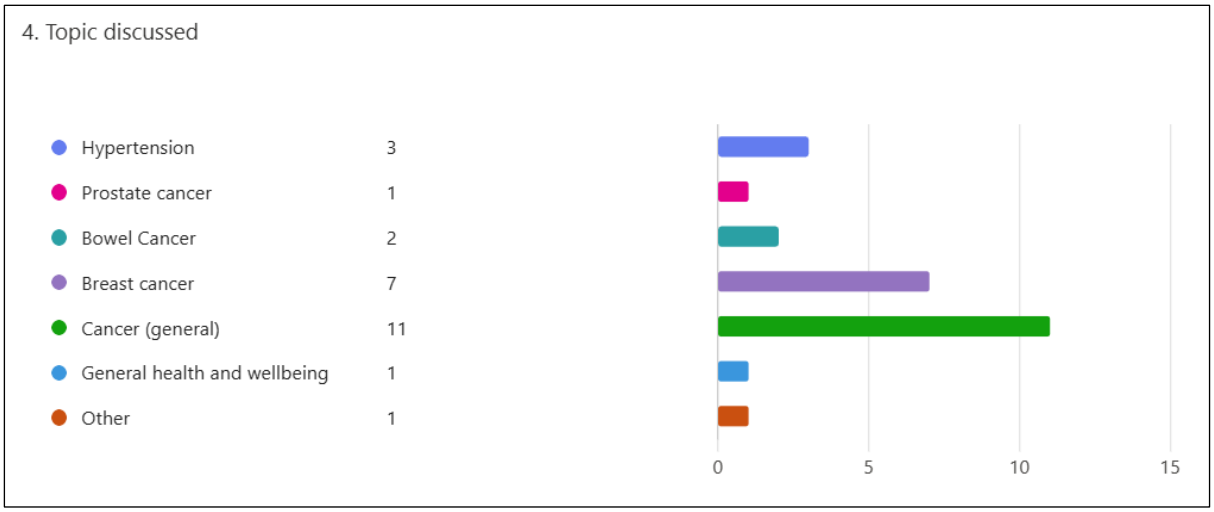


Figure 26: Howbury Friends Family Day Discussion Profile Chart

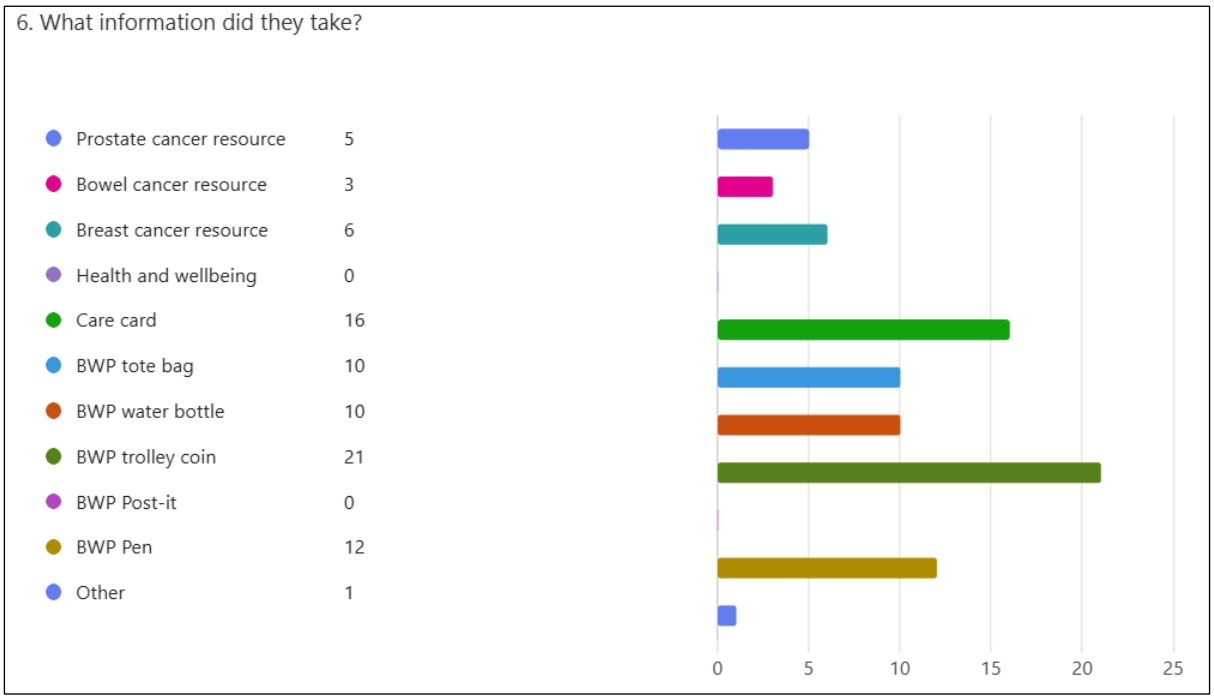


Figure 27: Howbury Friends Family Day Resource Distribution Profile Chart

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

Welling United Health Marketplace Event – 15 November 2025
Location: Welling United Football Club

The matchday health and wellbeing event at Welling United provided a powerful opportunity to engage residents particularly men, in a trusted, familiar and community-centred environment. Football fixtures naturally attract large, diverse crowds, and the well-attended match created steady footfall throughout the day, enabling meaningful conversations with supporters who may not typically engage with health information in more formal settings. The launch of Welling United's one-off pink and blue stripe football kit added strong visual impact, sparking curiosity and drawing people over to the stand to find out more.

The football setting was especially valuable for reaching men, a group who are often less likely to seek health information proactively or attend community events focused on wellbeing. The informal, energetic atmosphere made it easier to start conversations about cancer awareness, early detection and the importance of recognising symptoms. Many supporters paused on their way into the ground to ask questions, pick up materials or chat briefly about screening pathways, with discussions often beginning organically as people commented on the special-edition kit or the campaign branding.

Engagement with resources was high, with a large number of supporters taking away materials covering Breast, Prostate and Bowel cancer, alongside general awareness information. A wide variety of items were distributed, including SELCA care cards, Prostate and Breast cancer leaflets, easy-read formats, and a range of branded merchandise such as tote bags, pens, trolley coins and water bottles. These items helped spark conversations and ensured that key messages continued beyond the matchday environment.

The combination of a well-attended fixture, a trusted local venue and strong club branding made this outreach particularly effective. It enabled accessible, relevant conversations with residents especially men, in a setting where they felt comfortable and engaged. By embedding cancer-awareness messaging within a popular community event, the session helped normalise early-detection conversations and ensured that vital information reached supporters in a way that felt natural, approachable and easy to act on.







Figure 28, 29 & 30: Welling United Health Marketplace Event Promotional Posters



Figure 31: Welling United Health Marketplace Event Display Picture



Figure 32: Welling United Health Marketplace Event Picture (Staff and Champion)



Figure 33: Welling United Health Marketplace Event Picture (The Football Ground)



Figure 34: Welling United Health Marketplace Event Picture (The Dining Hall)

Belvedere Asian Women's Group – 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 35: 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.

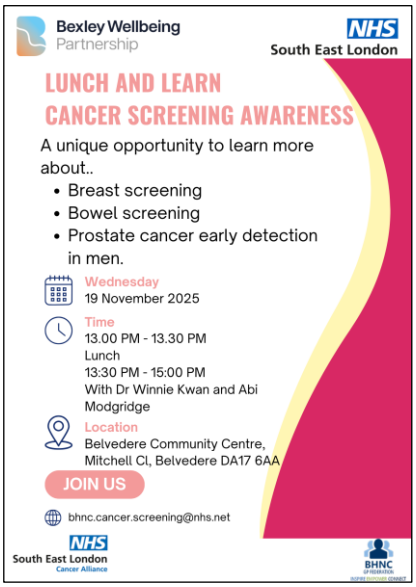


Figure 36: Lunch And Learn Cancer Screening Awareness Event Promotional Poster



Figure 37: Lunch And Learn Cancer Screening Awareness Event Picture (Event Display)



Figure 38: Lunch And Learn Cancer Screening Awareness Event Picture (Event Display and Staff)



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

March 2026

Belvedere Asian Women's Group – 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 39: Lunch And Learn Cancer Screening Awareness Event 2 Picture (Event Display)



Figure 40: Lunch And Learn Cancer Screening Awareness Event 2 Picture (Cultural Refreshments)



Figure 41: Lunch And Learn Cancer Screening Awareness Event 2 Picture (Event Participants)

Summary of Outreach Delivery

During the extension phase, outreach activity was scaled to cover all LCNs across Bexley, significantly broadening the programme's reach and ensuring that cancer-awareness and screening messages were delivered consistently across the entire borough. This wider footprint enabled engagement with an even more diverse range of communities, including families, carers, South Asian and Black residents, older adults, people living with long-term conditions and those in areas of high deprivation. By moving beyond the original North Bexley focus, the programme was able to reach groups who may not have been engaged during the initial phase, strengthening visibility and ensuring that no locality was left behind.

Working across every LCN also deepened relationships with GP practices, social prescribers, community connectors and wider healthcare teams. Champions and outreach staff were able to connect with residents in neighbourhoods with historically lower screening uptake, as well as those facing cultural, linguistic or practical barriers to accessing healthcare. This borough-wide approach ensured that all residents regardless of background, postcode or practice affiliation had access to trusted, culturally sensitive information about cancer, early detection and the importance of screening.

Outreach was delivered in a wide variety of settings, from community centres and libraries to shopping areas, workplaces, cultural events and health-focused activities. This ensured that information was available in places where residents naturally gather, reducing the need for individuals to seek out support themselves and making engagement more accessible, familiar and relevant.

The expansion across all LCNs strengthened the programme's ability to address inequalities by ensuring that screening messages reached communities with the greatest need. Through a consistent presence, strong partnership working and the use of accessible, targeted resources, the extended outreach programme helped normalise conversations about cancer, build trust with residents and support more informed decision-making across the borough.

This borough-wide delivery model not only increased visibility and reach but also created a more unified, coordinated approach to cancer awareness across Bexley's health and community sectors. It laid the foundations for long-term improvements in engagement, prevention and early detection, helping to reduce variation and support more equitable cancer outcomes for all residents.

5.3 Workplace Engagement

Workplace engagement played a key role in increasing the visibility of cancer-screening messages across Bexley, ensuring that information reached residents in the places where they spend much of their day. By embedding awareness materials directly into employment settings, the project helped normalise conversations about Breast, Bowel and Prostate cancer and made early-detection messages accessible to people who may struggle to engage with traditional health-promotion activities due to time pressures, shift patterns or competing responsibilities.

Printed posters were distributed widely across workplaces, ensuring that screening information was displayed in staff rooms, communal areas and public-facing spaces. Materials were shared with a broad range of sectors, including:

- Education – schools, colleges and early-years settings
- Retail – supermarkets, high-street shops and shopping-centre units
- Healthcare – GP practices, pharmacies, community clinics and dental practices

To extend reach further, the project worked closely with the Bexley Council Business & Employment Team, who disseminated a comprehensive suite of resources to their partner organisations. These included:

- Posters for Breast, Bowel and Prostate cancer screening
- Leaflets explaining eligibility and how to access screening
- QR-code cards linking directly to NHS screening information
- Digital graphics for staff newsletters and intranet pages
- Social-media assets for employers to share with their workforce



Figure 42: Bexley Business & Employment Website

This partnership enabled consistent, borough-wide dissemination of screening messages and ensured that information reached employees across multiple sectors, including those less likely to engage with community-based outreach.

Workplace engagement also included Staff Health Check Days, which provided an opportunity to combine routine health assessments with cancer-awareness conversations. One such event took place on 4 September 2025 at the Learning & Enterprise College, where staff were able to complete NHS Health Checks and access tailored information on Breast, Prostate and Bowel cancer. Holding the session on site made participation significantly easier for employees—particularly those balancing teaching, training or administrative commitments—and created a natural space for brief but meaningful conversations about screening, symptoms and early detection.



Figure 8 & 9 - Staff Health Check Days Event Promotion Display Picture

Across all workplace activity, the combination of visible materials, trusted employer channels and on-site engagement helped embed cancer-awareness messaging into everyday environments. This approach broadened reach, reduced access barriers and ensured that staff across Bexley encountered clear, consistent and actionable information to support their health.

5.4 Development and Distribution of Materials

SELCA Posters

A total of **200 SELCA Breast, Bowel and Prostate cancer awareness posters** were distributed across all Bexley LCNs during the extension phase, significantly expanding the programme's visibility and ensuring that key screening messages were accessible in every neighbourhood. This borough-wide distribution built on the initial delivery of **230 SELCA Breast and Prostate screening posters** across North Bexley and neighbouring areas, which had focused on maximising visibility in communities with the highest levels of deprivation and lowest screening uptake. While the first phase prioritised North Bexley, posters were intentionally placed in surrounding locations where local residents regularly travel, shop, work and socialise, ensuring that screening messages were embedded in the everyday environments where people are most likely to notice and act on them.

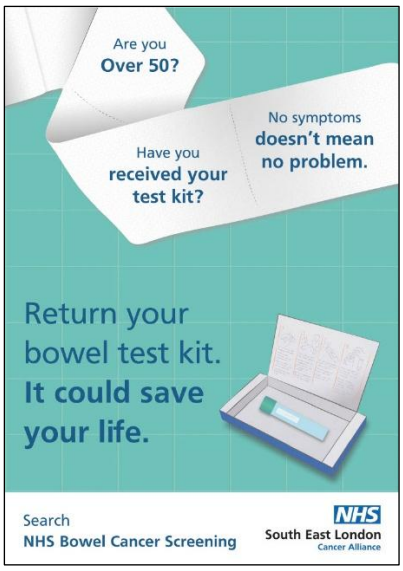


Figure 43: SELCA Bowel Screening Poster

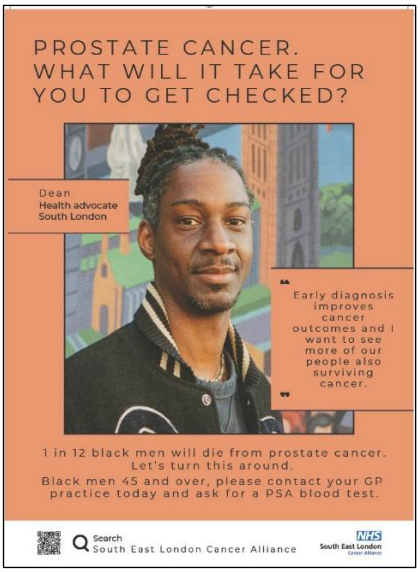


Figure 44: SELCA Prostate Awareness Poster

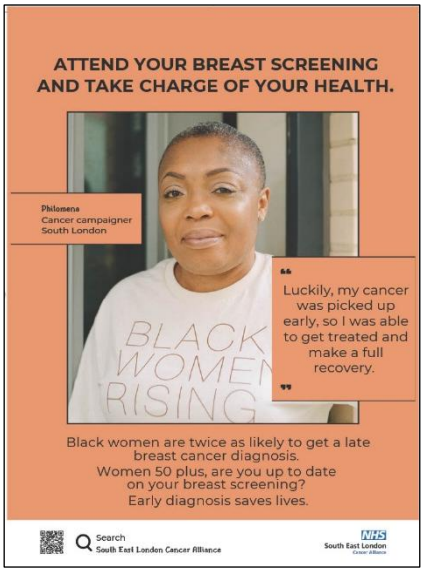


Figure 45: SELCA Breast Screening Poster

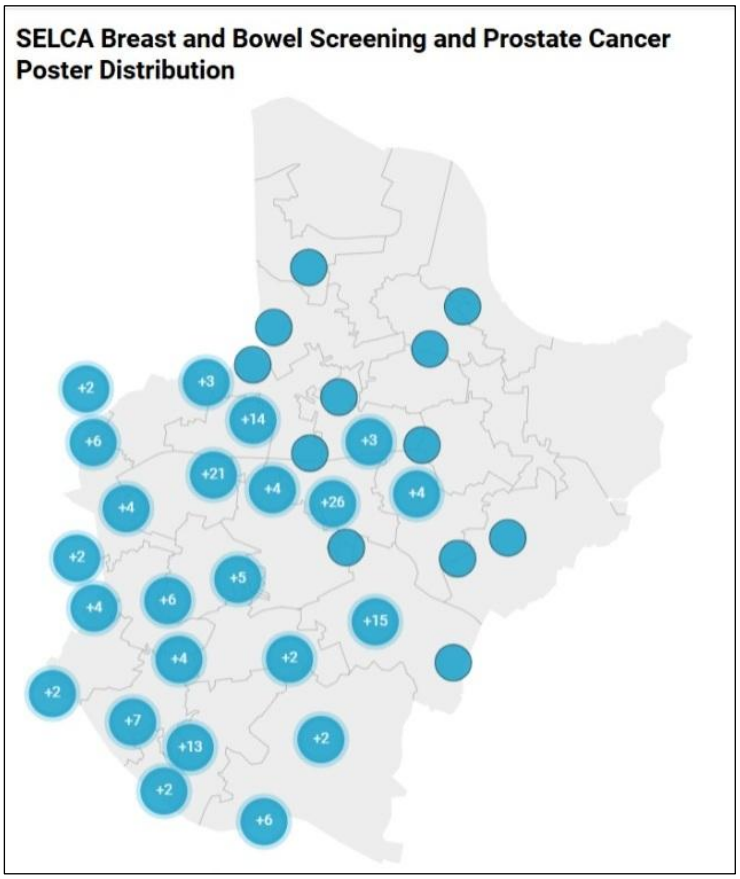


Figure 46: SELCA Poster Distribution Map

During the extension phase, posters were placed in a wide range of high-footfall, trusted and culturally relevant settings across all LCNs, including:

- **All GP practices across every Bexley LCN**, ensuring full primary-care coverage
- **Pharmacies and opticians**, supporting opportunistic conversations about screening and early detection

- **Workplaces**, including industrial employers in Belvedere, Erith and Thamesmead, to reach men in settings where health messaging is often limited
- **Healthcare sites**, such as health centres, community clinics and Oxleas locations
- **Community venues**, including libraries, leisure centres, community hubs and family centres
- **Places of worship**, including churches and mosques serving communities at higher risk of Prostate and Breast cancer
- **Personal service businesses**, such as barbers, hairdressers and beauty salons, where residents often feel comfortable discussing health informally
- **Local SMEs and charities**, widening visibility across neighbourhood businesses and voluntary-sector organisations

This expanded footprint ensured that cancer-screening messages reached residents who may be less likely to engage with traditional health-promotion channels, including men, older adults, people with long-term conditions, and communities experiencing cultural or linguistic barriers.

Physical Promotional Materials

Alongside poster distribution, the project broadened its library of promotional materials to include a much wider range of Bowel-screening resources, complementing the existing Breast and Prostate cancer information already in circulation. This expansion ensured that residents had access to clear, practical and culturally relevant information on all three major national screening programmes. New materials such as the NHS Bowel Cancer Screening Easy Guide, Simple Steps for Good Bowel Health, Symptoms Diary, The Facts About Bowel Cancer (including Punjabi versions) and the SELCA Bowel Poster were sourced, printed and distributed across all LCNs. By integrating these resources into community, clinical and outreach settings, the programme strengthened its ability to support informed decision-making and promote earlier engagement with Bowel screening across diverse communities.





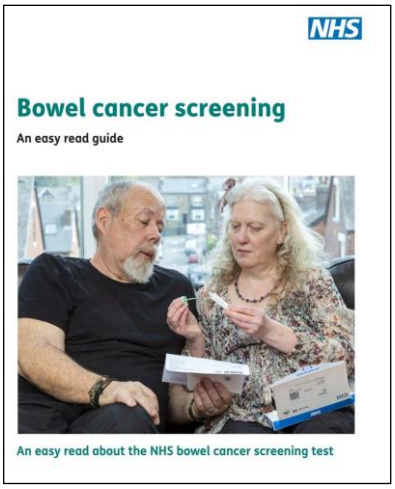


Figure 47: The facts about Bowel cancer (Punjabi)	Figure 48: Simple Steps For Good Bowel Health	Figure 49: Bowel cancer screening, An easy read guide

Source: Bowel Cancer UK	**Source: Bowel Cancer UK**	**Source: NHS Publications**

A comprehensive suite 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.

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.

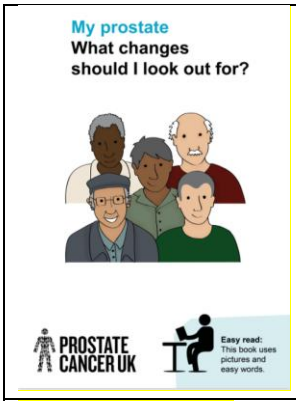


Figure 50: Easy read: My Prostate
Source: Prostate Cancer UK



Figure 51: Find out about your Prostate (Polish)
Source: Prostate Cancer UK



Figure 52: Know your Breasts - quick guide, Punjabi
Source: Breast Cancer Now

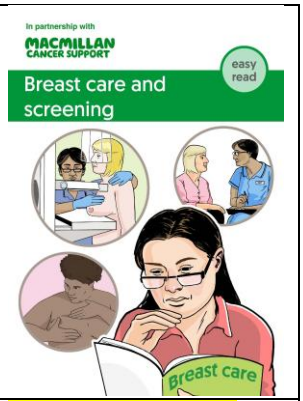


Figure 53: Breast care and screening
Source: Macmillan

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.

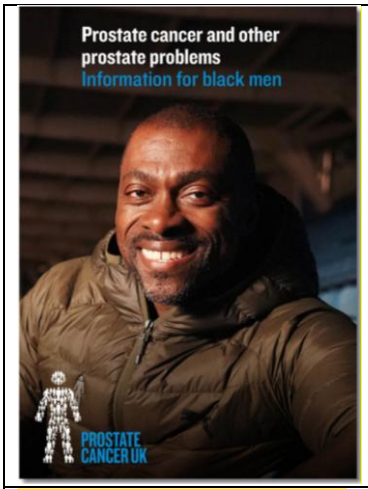


Figure 54: Information For Black Men
Source: Prostate Cancer UK



Figure 55: A6 postcard for gay and bisexual men
Source: Prostate Cancer UK



Figure 56: Breast care and screening
Source: Breast Cancer Now



Figure 57: 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.

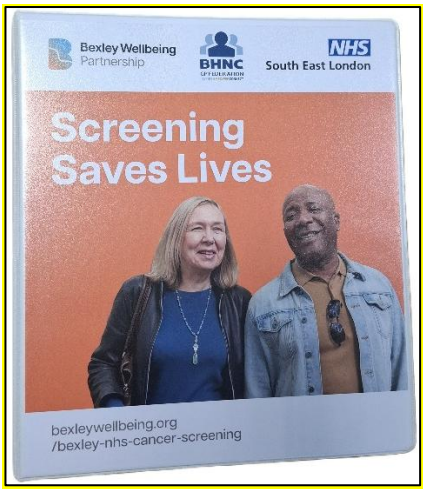


Figure 58: Bespoke Merchandise (A5 white ring binders with printed cover inserts)



Figure 59: Bespoke Merchandise Image



Figure 60: 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.

5.5 Cancer Community Champions (CCC)

During the extension phase of the programme, the Community Champions model continued to provide the foundation for targeted, culturally informed engagement, while expanding its reach beyond North Bexley to the wider borough. Building on the strong relationships, insights and delivery methods established in the earlier stage of the project, the model was further developed to incorporate Bowel-cancer messaging and support borough-wide dissemination of screening information.

Super Champions Model

The Super Champions remained central to shaping delivery, ensuring that the extended programme continued to reflect lived experience, cultural insight and the realities of local communities. Regular meetings were maintained throughout the extension phase, enabling the team to get opinions and feedback for the introduction of Bowel-screening resources and ensure that messaging remained accessible, relevant and culturally appropriate as the project scaled across all Bexley LCNs.

Their ongoing involvement strengthened the extended programme by:

- Providing real-time feedback on the new Bowel-screening materials and how best to introduce them in community settings
- Helping identify additional priority locations across the wider borough as the project expanded
- Supporting delivery at new events and continuing to act as trusted community voices
- Ensuring that the extended project remained rooted in the lived experiences of residents across Bexley

This continuity ensured that the expansion into Bowel-cancer awareness and borough-wide delivery was grounded in the same community-led principles that shaped the original model.

Cancer Community Champions Model

Two earlier training sessions had equipped Champions with the knowledge and confidence to support Breast and Prostate cancer awareness across North Bexley. During the extension phase, the model was expanded to introduce Bowel-cancer messaging and to recruit Champions from across the wider borough.

Training Session 3

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.

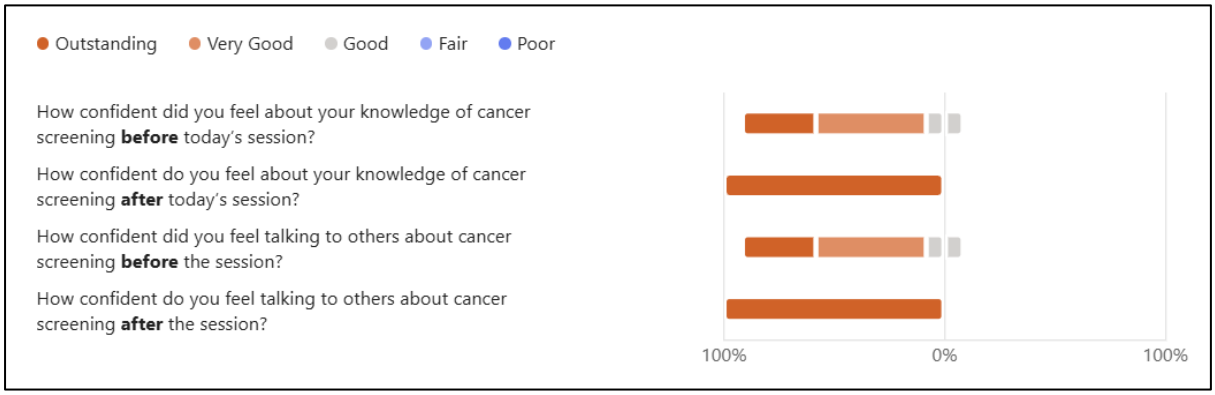


Figure 61: Training Session 3 Community Champion Confidence Rating Chart

Champions also expressed strong interest in supporting the wider programme:

- Most wished to become Community Cancer 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.



Figure 61 & 62: Training Session 3 Event Picture (Attendees & Staff)

Overall Training Impact

Across all three training sessions, Community Champions significantly deepened their understanding of cancer risk, screening pathways and the inequalities affecting local residents. The extension phase built on this foundation by introducing Bowel-cancer messaging, expanding training and engagement across the rest of the borough, and ensuring that Champions reflected the diversity of Bexley's communities. It also embedded the model within a wider range of trusted community settings, strengthening the programme's reach and relevance.

Each session was designed to build progressively: beginning with core knowledge on Breast and Prostate cancer, moving into practical communication skills, and culminating in the introduction of Bowel-cancer awareness. This structured approach ensured that Champions were confident, well-equipped and able to support screening awareness across the full borough, contributing to a more informed, empowered and connected community.

5.6 Primary Care Engagement

As part of extending the project's reach across the whole borough, the team attended Primary Care Network (PCN) meetings to introduce the expanded cancer-screening awareness offer and ensure consistent messaging across all Bexley practices. Every practice received a full suite of promotional resources, and each representative was provided with a professional pack designed to raise awareness among staff. These packs included practical office items—such as pens, post-it notes, lanyards, trolley coins and branded mugs—that helped keep cancer-awareness messaging visible in everyday working environments.

A dedicated display pack was also supplied for use in patient-facing areas, containing a broad range of cancer-screening materials to support clear, accessible communication. In addition to Breast and Prostate cancer information, the project expanded its resource library to include a comprehensive set of Bowel-screening materials, such as the NHS Bowel Cancer Screening Easy Guide, Simple Steps for Good Bowel Health, Symptoms Diary, The Facts About Bowel Cancer, The Facts About Bowel Cancer (Punjabi) and the SELCA Bowel Poster. This ensured that all three national screening programmes were represented across Bexley's primary-care settings.

This borough-wide, community-centred distribution strategy strengthened the consistency, visibility and accessibility of cancer-screening information across Bexley. By embedding resources in trusted

local spaces and equipping staff with high-quality, culturally relevant materials, the project supported ongoing efforts to improve awareness, encourage earlier presentation and increase screening uptake across all Bexley LCNs.



Figure 63: Practice Professional Packs (Mugs, Pens & Post-it Notes)

5.7 Monitoring and Feedback

Robust monitoring and feedback mechanisms were embedded throughout the programme to ensure delivery remained responsive, evidence-based and aligned with project objectives. A structured feedback process was used at every event where presentations were delivered or information stalls were hosted, enabling the team to capture demographic insights, baseline awareness levels and the specific cancer-related topics residents were most interested in. This included formal evaluation from training sessions as well as informal, real-time feedback gathered during wider community events, health fairs and cultural celebrations settings that consistently attracted high footfall and offered valuable insight into emerging community needs and information gaps.

As the programme expanded borough-wide, monitoring processes were strengthened to manage the increased scale of activity, particularly following the introduction of the enhanced Bowel-screening resources. Detailed distribution logs were maintained for all outreach materials, including posters, leaflets, recipe folders, Champion packs and the new Bowel-screening assets. These records captured what materials were deployed, where they were placed and the remaining stock levels, ensuring that high-demand items could be replenished quickly and that GP practices, pharmacies and community venues across all Bexley LCNs had equitable access to key information.

This systematic approach to monitoring and feedback enabled continuous improvement throughout delivery. It ensured that outreach remained targeted, that resources were allocated efficiently and that cancer-screening messages for Breast, Prostate and Bowel were disseminated consistently and effectively across the borough. The insights gathered also strengthened the extended phase of the

project, supporting a more responsive, community-centred model that can be sustained, replicated and scaled in future programmes.

Project Timeline

The project extension to raise awareness of Breast and Bowel screening and Prostate cancer across Bexley was delivered between **October 2025 and March 2026**, following the official launch in September. Activities were structured across key workstreams, with progress monitored quarterly.

GANTT CHART: Raising Awareness of Breast & Bowel Screening and Prostate Cancer (Bexley)

Timeline Key:

▪ = Active period ☐ = Not active

Task	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26
Project Launch (3 Sept)	▪						
Engagement Plan Development		▪					
Community Events		▪	▪	▪	▪	▪	▪
Workplace Engagement		▪	▪	▪	▪	▪	
Print Materials		▪					
CCC Training			▪				
Practice Engagement				▪	▪		
Material Distribution				▪	▪		
Quarterly Feedback Collection		▪	▪	▪	▪	▪	▪

Figure 64: Project Timeline Gantt Chart

Results

7.1 Project Resource Distribution Summary

Breast Screening

Breast-screening information was disseminated using a wide range of high-quality materials sourced from Breast Cancer Now, Macmillan Cancer Support, SELCA resources 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.

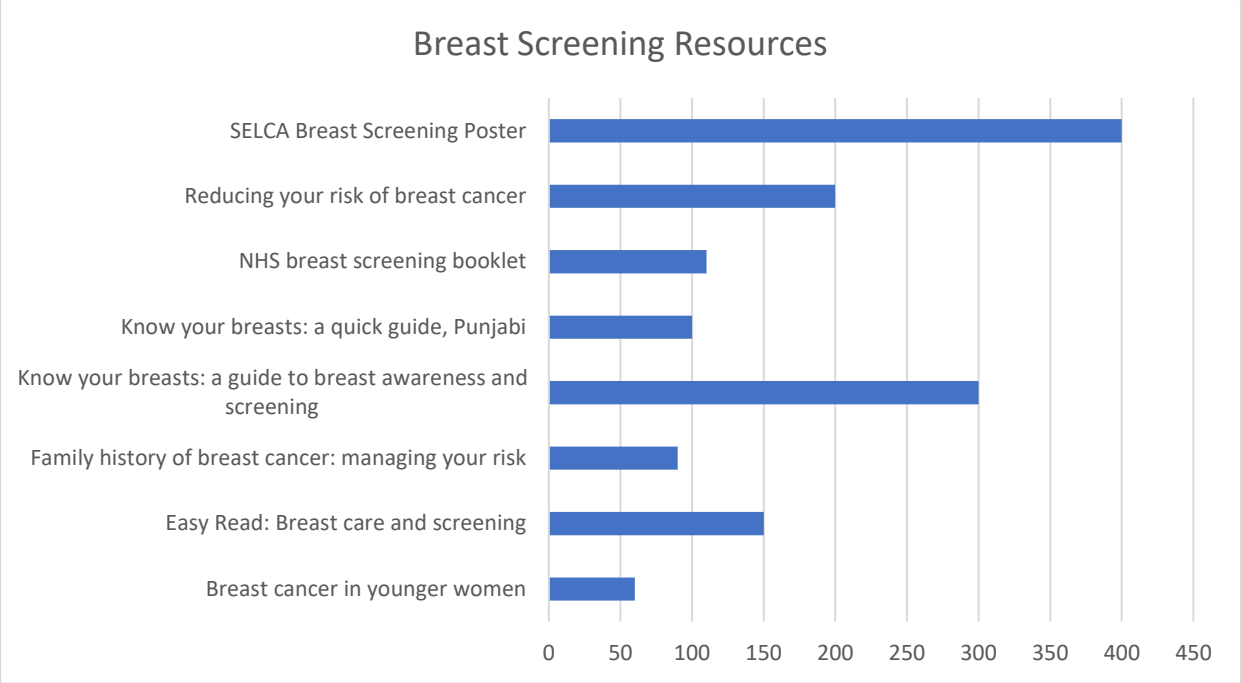


Figure 65: Breast Screening Resource Distribution Chart

Bowel Screening

Bowel-screening information was introduced as a major focus during the second phase of the project, following the programme extension. With Bowel cancer identified as a key priority area, the team significantly intensified outreach efforts, ensuring that Bowel-screening awareness was pushed harder across all Bexley LCNs. This phase saw a rapid scale-up in both the volume and visibility of Bowel-screening materials, supported by resources from NHS publications, SELCA and Bowel Cancer UK.

A total of 780 Bowel-screening resources were distributed during this enhanced phase. The NHS Bowel Cancer Screening Easy Guide and the SELCA Bowel Screening Poster were the most widely used items, with 200 copies each deployed across GP practices, pharmacies, workplaces and high-footfall community venues. These materials played a central role in raising awareness quickly and consistently during the intensified push.

To support residents with lower literacy levels or additional communication needs, Easy Read guides were prioritised, ensuring that screening information remained accessible and easy to understand. Alongside this, 100 copies each of Simple Steps for Good Bowel Health, Symptoms Diary and The Facts About Bowel Cancer were distributed, providing practical tools to help residents recognise symptoms, track changes and adopt healthier Bowel habits.

Recognising the importance of culturally tailored communication, 80 Punjabi-language Bowel-cancer information leaflets were shared with Punjabi-speaking communities. These translated materials enabled more inclusive conversations and helped overcome language barriers that can limit engagement with screening.

Posters and visual materials were used extensively at community events, supporting the intensified awareness drive. Their strong visibility helped prompt conversations, normalise discussions about Bowel health and reinforce the importance of completing home-testing kits.

Overall, the addition of Bowel screening in the second part of the project and the deliberate decision to intensify promotion significantly strengthened the programme's impact. By combining accessible NHS information, culturally adapted resources and a high-volume distribution strategy, the project ensured that Bowel-screening messages were delivered widely, equitably and with renewed urgency across Bexley.

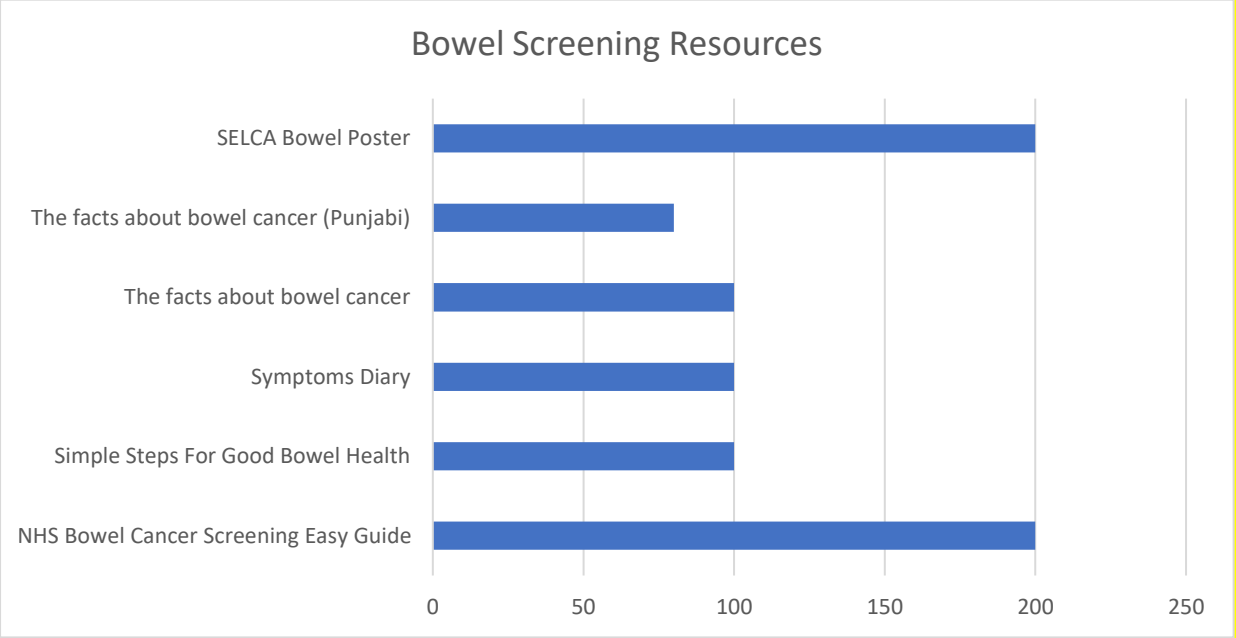


Figure 66: Bowel Screening Resource Distribution Chart

Prostate Awareness

Prostate-screening information was distributed using an exceptionally wide and diverse range of materials sourced from Prostate Cancer UK and SELCA. 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.

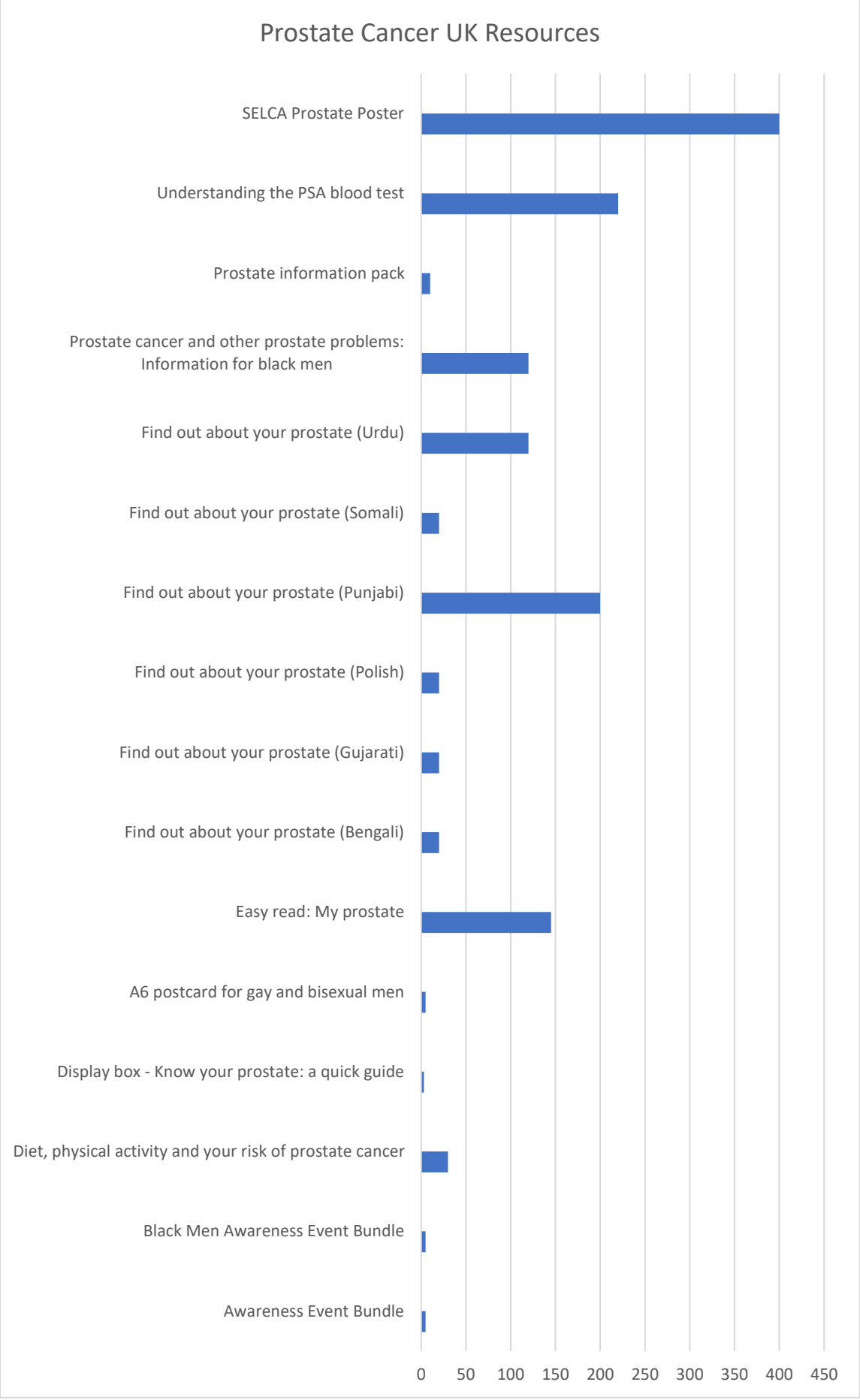


Figure 67: Prostate Awareness Resource Distribution Chart

7.2 Screening Uptake Overview

Breast Screening

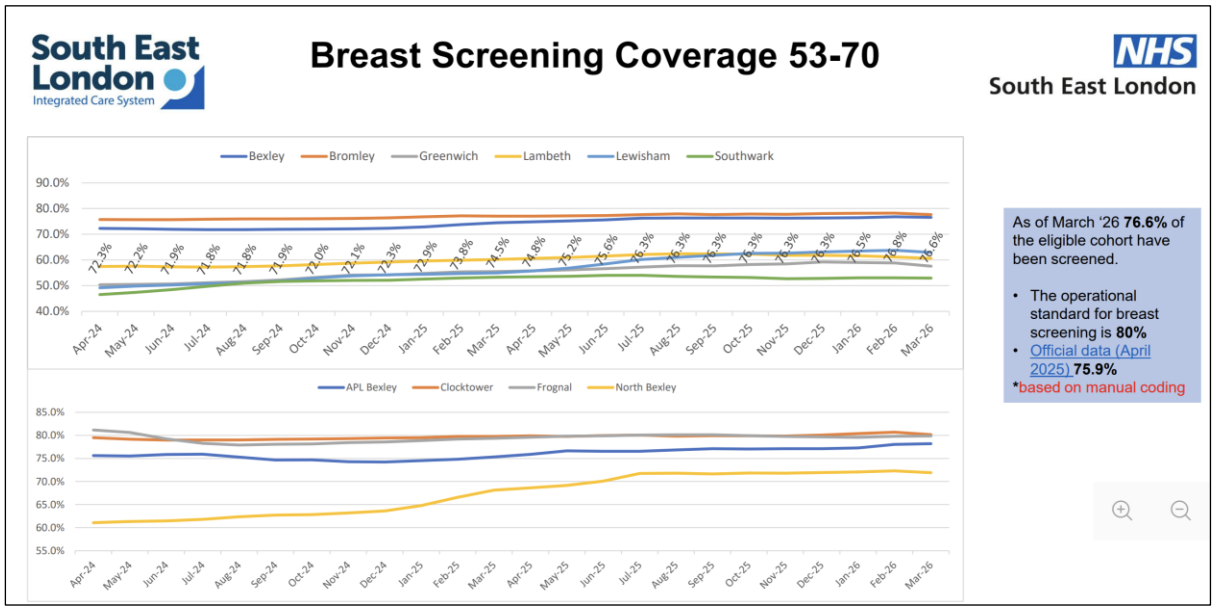


Figure 68: Breast Screening Coverage Graph (SEL & Bexley LCN Breakdown)

Source: South East London Cancer Population Insights Dashboard

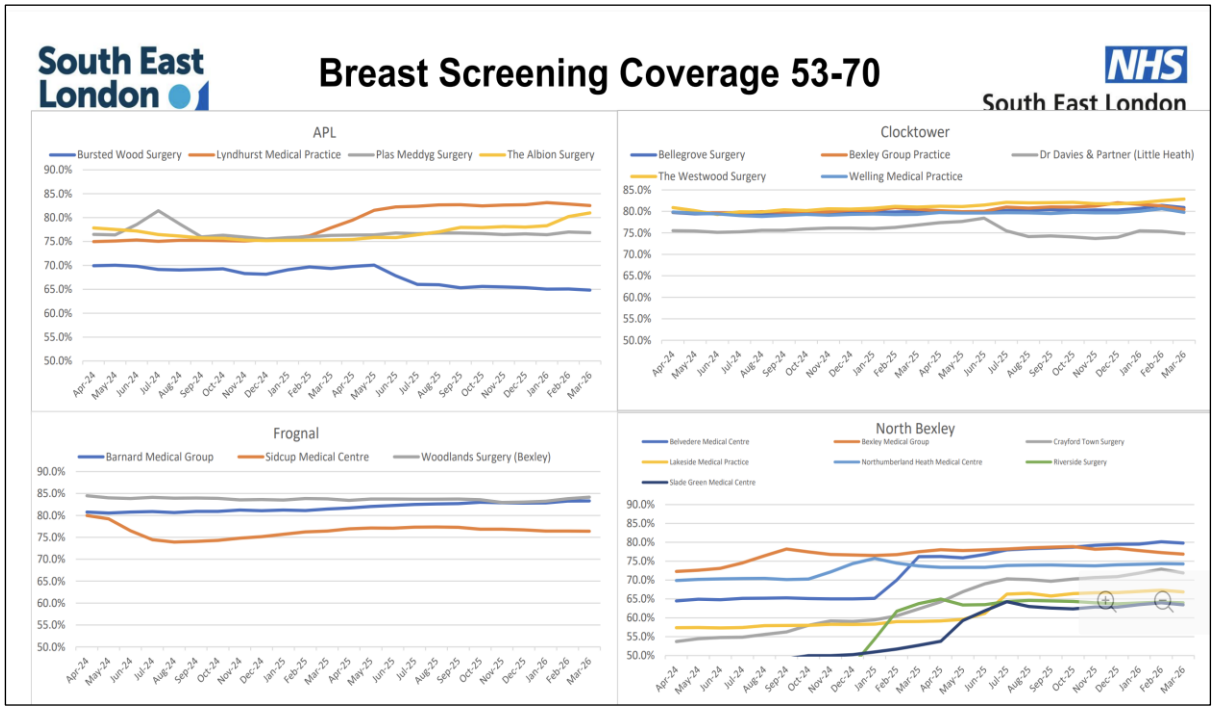


Figure 69: Breast Screening Coverage Graph (Bexley LCN Breakdown)

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 LCN'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 LCN and a decrease of 0.7% in Frognal LCN.

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 70: Bexley Screening Uptake (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.

Bowel Screening

The data from the BWP shows an increase of +5.3 % in Bowel screening coverage versus +4.3 % in the other 2 LCNs. Below is the data from the SEL Cancer Population Insights Dashboard:

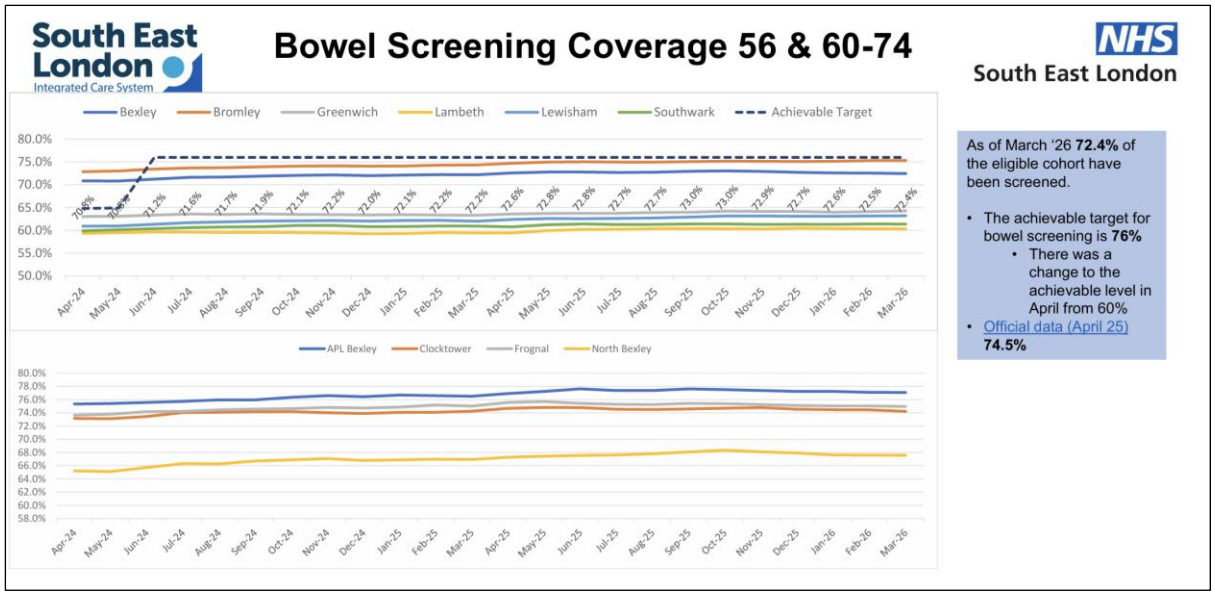


Figure 71: Bowel Screening Coverage Graph (Bexley LCN Breakdown)

Source: South East London Cancer Population Insights Dashboard

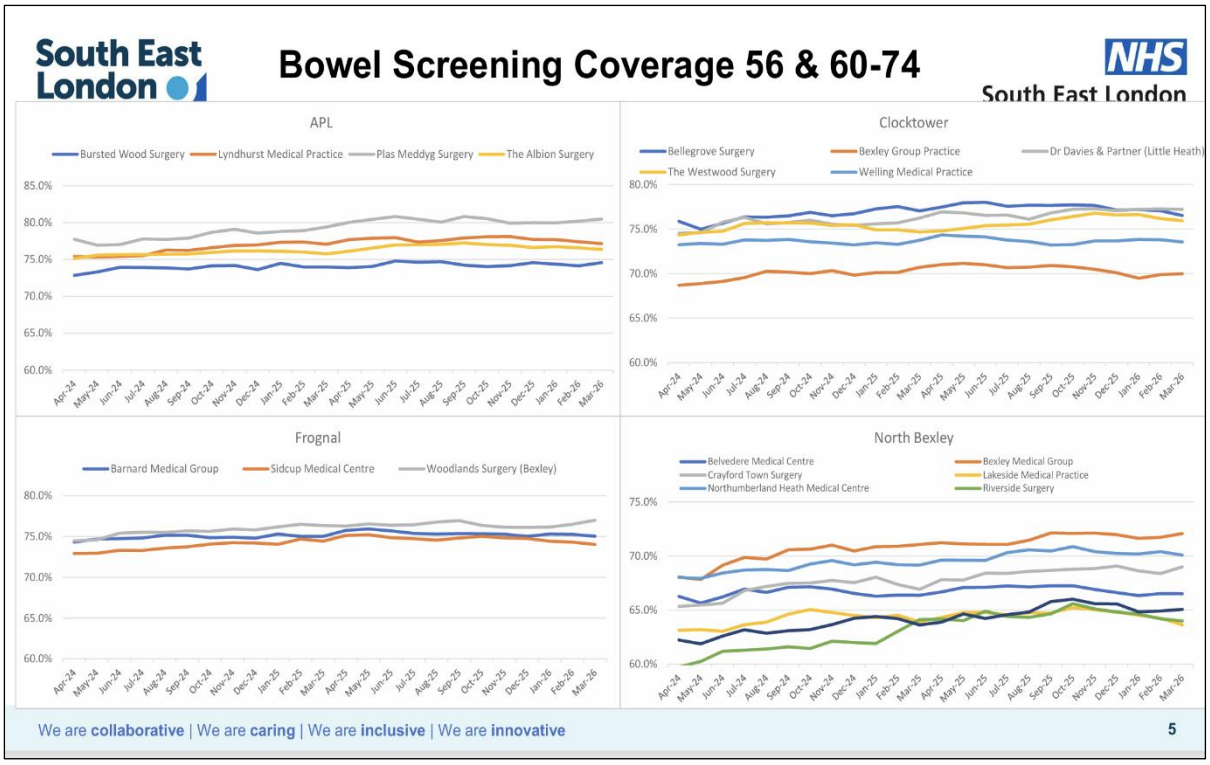


Figure 72: Bowel Screening Coverage Graph (Bexley LCN & GP Practice Breakdown)

Source: South East London Cancer Population Insights Dashboard

The data shows there is improvement in Bowel screening coverage in the majority of the NB practices.

APL

Practices such as Bursted Wood Surgery, Lyndhurst Medical Practice, Plas Meddyg Surgery and The Albion Surgery consistently perform strongly, maintaining coverage between 72–80%. The trend shows steady improvement with minimal fluctuation, suggesting effective patient engagement, robust recall systems and strong operational processes.

Clocktower

Coverage across Bellegrove Surgery, Bexley Group Practice, Dr Davies & Partner (Little Heath), The Westwood Surgery and Welling Medical Practice varies more widely (65–80%). While several practices approach or exceed the 76% target, others remain below it, indicating uneven uptake and the need for targeted outreach, tailored messaging and strengthened reminder interventions.

Frognal

Practices including Barnard Medical Group, Sidcup Medical Centre and Woodlands Surgery (Bexley) show stable performance between 70–80%, with gradual improvement over time. This consistency reflects strong operational systems, effective follow-up and good patient responsiveness.

North Bexley

This locality shows the greatest variation, with practices such as Belvedere, Lakeside, Slade Green, Bexley Medical Group, Northumberland Heath, Crayford Town and Riverside Surgery ranging from 62–74%. Although improvement is visible, several practices remain below 70%, highlighting the need for focused engagement strategies, community-based awareness campaigns and strengthened support for harder-to-reach populations.

Bexley's Bowel-screening coverage demonstrates solid and sustained progress, with APL and Frognal performing strongly, Clocktower showing mixed but improving results, and North Bexley requiring more targeted support. The overall upward trend indicates that the borough is moving in the right direction, and with continued communication, local champion involvement and proactive patient reminders, Bexley is well-positioned to reach and maintain the 76% achievable target.

Raising Prostate Cancer Awareness

The data below from the SEL Cancer Population Insights shows the number of patients/1000 population in Bexley who had one or more PSA result over the last 2 years. From the lowest starting point, the increase in the NB count has closed the gap amongst the other PCNs. The data also shows that black men as a minority ethnicity compared to white men have been appropriately targeted as the black men's count stays second highest and even surpassed the white men's count in mid 2025.

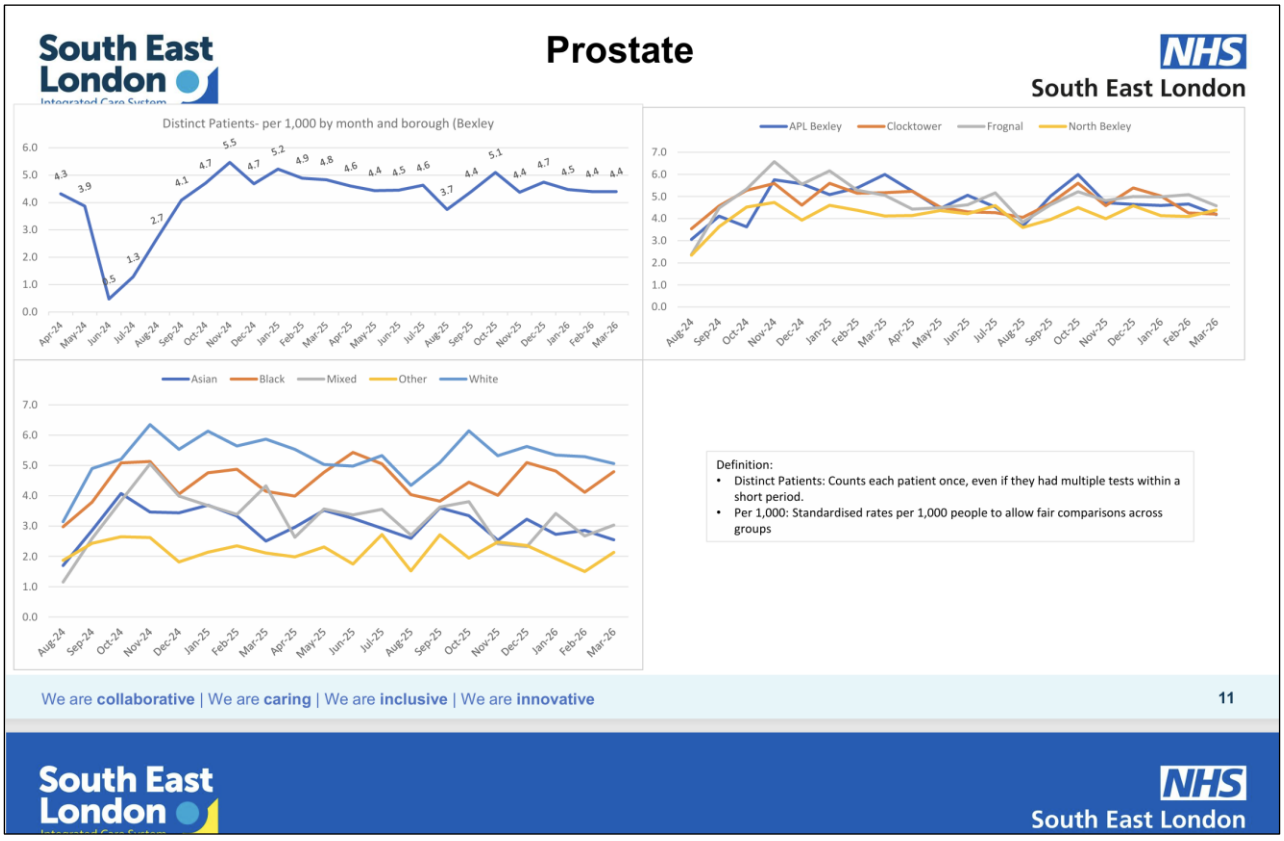


Figure 73: Prostate Coverage Graph (Bexley LCN Breakdown & Ethnic Breakdown)

Source: South East London Cancer Population Insights Dashboard

The data for Black men a group at significantly higher risk shows one of the most important trends in the dataset. Between September and October 2024, there was a sharp rise in Prostate-related

patient rates, indicating a strong response to targeted community engagement. The rate continued to climb, reaching its peak in June 2025, where it surpassed the rate among White men a significant milestone given longstanding disparities in Prostate-cancer awareness and early detection. Although some fluctuation followed, the rate in March 2026 remained higher than at the start of the period, demonstrating sustained improvement and the effectiveness of the project's targeted outreach.

The project placed particular emphasis on addressing inequalities in Prostate-cancer awareness, especially among men and specifically Black men, who face a 1 in 4 lifetime risk, compared with 1 in 8 for the general male population. Engagement data from key events shows strong reach into these priority groups:

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

These sessions created opportunities to explain risk factors, promote early testing and address common misconceptions particularly among men who had never previously discussed Prostate health. Many attendees reported 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 an expanding community footprint.

Overall, Bexley's Prostate-screening data shows improvement across the borough, with particularly significant gains among Black men and in localities where awareness has historically been lower. The combination of targeted outreach, culturally tailored materials and engagement in male-dominated community settings has contributed to a measurable shift in awareness and help-seeking behaviour.

These results demonstrate that the project has made substantial progress in reducing longstanding inequalities, strengthening early-detection pathways and improving Prostate-health engagement across Bexley.

Impact And Outcomes

8.1 Increased Awareness

The expansion of the programme across all Bexley LCNs resulted in a marked increase in residents' understanding of cancer awareness and screening. Delivering outreach borough-wide meant that more people reported feeling informed, confident and better equipped to take proactive steps regarding their health. Engagement activities helped clarify screening eligibility, how to book appointments and the key symptoms and risk factors to be aware of.

This was especially evident during community-based sessions, where residents asked thoughtful questions, shared personal concerns and expressed appreciation for receiving information in a format that felt accessible, culturally relevant and non-judgemental. The session with the Belvedere Asian Women's Group remained a particularly powerful example. Many women explained that "no one has ever talked to us about cancer before", highlighting a long-standing gap in culturally sensitive health communication. Delivering the session in Punjabi and providing culturally familiar food created a safe, welcoming environment that encouraged open discussion. This approach not only increased awareness but also built trust, enabling women to raise questions they had previously felt unable to ask in clinical settings.

By extending the programme across all LCNs, these meaningful interactions were replicated in communities throughout the borough, ensuring that awareness-raising was not confined to one area but embedded across Bexley.

As part of the extension, Bowel cancer messaging became a central focus of outreach. Many residents reported limited understanding of the Bowel screening programme, particularly the purpose of the home testing kit, how to complete it and why early detection is so important. This practical, hands-on approach helped demystify the test and reduce embarrassment, especially in communities where Bowel health is rarely discussed openly. Residents frequently commented that they had received the kit but "didn't know what to do with it", underscoring the importance of bringing clear, supportive information directly into community settings.

8.2 Overcoming Barriers

The borough-wide extension helped reduce several key barriers that have historically limited screening uptake in Bexley. By providing translated materials, delivering sessions in community languages and working through trusted Champions, the programme addressed language and cultural barriers that often prevent residents from understanding screening invitations or navigating the NHS.

The programme also helped reduce barriers specific to Bowel cancer screening, which often has lower completion rates due to stigma, misunderstanding or discomfort with the home test. By demonstrating the kit in person, providing translated instructions and addressing cultural taboos around Bowel health, Champions helped residents feel more confident about completing and returning the test. This was particularly impactful in communities where discussing Bowel habits is considered sensitive or inappropriate. Several residents shared that they had previously ignored the kit due to uncertainty or embarrassment, but after the demonstration felt empowered to complete it and encourage family members to do the same.

The Belvedere Asian Women's Group demonstrated how culturally tailored approaches can overcome stigma and silence around cancer, particularly in communities where the topic is rarely discussed openly. Many women shared that they had never received information about Breast or Prostate cancer in a culturally relevant format, and the session prompted meaningful conversations about family history, symptoms and screening pathways.

Across all LCNs, Champions supported residents to understand how to book appointments, request PSA tests, or speak to their GP. Meeting people in familiar community spaces rather than expecting them to attend clinical settings, helped reduce practical and emotional barriers. This borough-wide approach ensured that residents from all neighbourhoods, including those with historically lower uptake, could access screening information and take proactive steps towards early detection.

8.3 Community Champions

The Community Cancer Champions network continued to be a cornerstone of the programme, and the extension across all LCNs amplified their reach and impact. Champions used their lived experience, cultural insight and community connections to share information through faith groups, WhatsApp networks, school bulletins, Facebook pages, support groups and local clubs.

Champions played a vital role in normalising conversations about Bowel cancer, using their trusted relationships to break down stigma and encourage open discussion. They distributed resources at events, reassured residents and shared translated resources within their networks. This peer-led approach was particularly effective in communities where Bowel cancer is rarely discussed, helping residents feel more comfortable asking questions and seeking support.

Their reach spanned South Asian, Black African and Caribbean communities, Eastern European families, over-60s, carers, Special Education Needs and Disabilities (SEND) families and a wide range of local interest groups including Thamesmead Community Choir, Sidcup Recreation Club, BlacQ Space, Girls I Rate and digital platforms such as Nextdoor, TikTok and Instagram.

Many Champions expressed enthusiasm for distributing materials more widely and identified additional sites such as SEND hubs, Bexley SNAP, The Nest, The Moorings and local sporting clubs. Feedback reflected strong engagement and personal growth, with Champions describing sessions as “very good and informative” and expressing pride in helping even “one person” take action.

Practical challenges were raised, including parking costs and limited availability due to work or health issues. Overall, Champions felt well supported and valued being part of a “community family”, reinforcing the strength of this model in reaching underserved groups and embedding cancer awareness within trusted local relationships.

8.4 Support for Practices

The extension across all LCNs strengthened the programme’s ability to support primary care by consistently directing residents to their GP for screening-related advice and follow-up. Throughout borough-wide outreach, Champions encouraged individuals to speak with their GP about screening eligibility, symptoms, family history and any concerns raised during community conversations. This approach ensured that residents were guided towards trusted clinical support for personalised advice.

At the same time, the programme supported GP practices by providing clear, accessible cancer awareness materials and maintaining consistent messaging across all LCNs. This helped practices feel better prepared for any potential increase in screening-related questions prompted by community engagement. By aligning community conversations with primary care messaging, the programme strengthened the connection between outreach activity and GP practices, ensuring residents knew where to go for further guidance and clinical assessment.

The increased visibility of Bowel cancer posters and leaflets in waiting rooms further reinforced these messages, helping to create a clear and consistent pathway from community engagement to primary care follow-up. To support staff awareness and ensure alignment in messaging, practices received professional practice packs containing branded mugs, lanyards and post-it notes, helping to keep cancer awareness prominent in staff areas. In addition, a comprehensive suite of posters, leaflets and information cards was provided for waiting rooms, reception desks and clinical spaces, ensuring that patients encountered clear, accessible information at multiple touchpoints.

This coordinated approach strengthened the connection between community outreach and primary care, ensuring that the rise in public awareness translated into meaningful follow-up and action within GP practices across the borough.

8.5 Early Indicators of Behaviour Change

Early signs of behaviour change were evident across all LCNs. Many residents 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.

Early behaviour change was particularly evident in relation to Bowel cancer screening. Many residents stated that they had previously set aside the home test kit due to uncertainty or discomfort, but after seeing demonstrations at events felt confident to complete and return it. Several residents requested additional Bowel screening leaflets to share with family members, and community groups invited the team to deliver further sessions specifically focused on Bowel cancer awareness. These actions indicate a growing willingness to engage with Bowel health and a shift towards more proactive screening behaviours.

Residents frequently asked for additional resources to share with family, friends and community groups, demonstrating a growing willingness to act as informal advocates. Several groups invited the team to deliver further sessions at churches, community organisations, SEND hubs, sporting clubs and faith-based settings, indicating increased trust, interest and readiness to engage with cancer awareness in a more sustained way.

These behaviours, seeking more information, sharing materials proactively and inviting further engagement, suggest that the programme is beginning to shift attitudes, reduce stigma and empower residents to take a more active role in promoting cancer screening within their own networks.

Lessons Learned

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

The extension highlighted the importance of including Bowel cancer messaging as a core element of community outreach. Demonstrating the screening kit in person proved highly effective, as many residents preferred practical guidance over written instructions. Providing translated materials and addressing cultural stigma were essential in increasing understanding and confidence. The Champions model was particularly powerful for Bowel cancer awareness, as peer-to-peer conversations helped normalise a topic that many residents find uncomfortable

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.

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. Community engagement to promote cancer and screening awareness needs to be a cornerstone for the emerging neighbourhood health model.

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.

Resource and Materials Library

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

- Breast, Bowel and Prostate screening 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.

Community Champions

The Community Cancer 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 Community Champions programme.