

CHESHIRE EAST HEALTH AND WELLBEING BOARD
Reports Cover Sheet

Title of Report:	VCFS Sector Approach to prevention / early detection
Report Reference Number	HWB 65
Date of meeting:	21.01.25
Written by:	Kathryn Sullivan, CEO, CVSCE
Contact details:	Kathryn.sullivan@cvsce.org.uk
Health & Wellbeing Board Lead:	Kathryn Sullivan

Executive Summary

Is this report for:	Information <input type="checkbox"/>	Discussion <input checked="" type="checkbox"/>	Decision <input type="checkbox"/>
Why is the report being brought to the board?			
Please detail which, if any, of the Health & Wellbeing Strategic Outcomes this report relates to?	1. Cheshire East is a place that supports good health and wellbeing for everyone <input checked="" type="checkbox"/> 2. Our children and young people experience good physical and emotional health and wellbeing <input type="checkbox"/> 3. The mental health and wellbeing of people living and working in Cheshire East is improved <input type="checkbox"/> 4. That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place <input checked="" type="checkbox"/> All of the above <input type="checkbox"/>		
Please detail which, if any, of the Health & Wellbeing Principles this report relates to?	Equality and Fairness <input type="checkbox"/> Accessibility <input checked="" type="checkbox"/> Integration <input checked="" type="checkbox"/> Quality <input type="checkbox"/> Sustainability <input type="checkbox"/> Safeguarding <input type="checkbox"/> All of the above <input type="checkbox"/>		
Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action.	The approach outlined in the accompanying slides was adopted across the C&M ICB in April 2023, with good success. It is proposed to discuss the merits of adopting this template approach for other areas of work, such as CVD, drug & alcohol misuse, diabetes etc to ensure a strong connection into the widest community base.		

Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders?	No
Has public, service user, patient feedback/consultation informed the recommendations of this report?	VCFSSE Sector personnel, service users and Cheshire and Merseyside Cancer Alliance input has all been included in this.
If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit.	Many residents connect first with smaller pockets within their communities, such as theatre groups, choirs, churches, parent and toddler groups. By going to these groups in their own setting, rather than expecting residents to come to us, the messages can be better disseminated, freeing up valuable time for health professionals and getting the right help to people earlier.

1 Report Summary

- 1.1 Cheshire and Merseyside Cancer Alliance were commissioned to deliver conversations to communities regarding early detection signs of cancer across the 9 places in the ICB footprint. They initially designed a programme with 2 central FTE members of staff across the places and approached the local infrastructure organisations (LIOs) to arrange the connections.
- 1.2 The local LIOs felt this was outside the remit of any existing funding arrangements and amounted to a significant amount of work, reducing the ability to spend time on commissioned services, so entered into negotiations with CMCA as to how the operation might be delivered differently.
- 1.3 The result was a 3-year commitment to 0.4 FTE staff roles in each of the 9 places, known as social action leads (SALs), who would liaise centrally with CMCA, but be able to work autonomously in the individual places to deliver the work. The SALs were trained together and maintain strong links with each other to share good practice, bounce ideas around and learn from activities which have not gone as well as planned.
- 1.4 Each place conducted an individual approach to appointment of SALs – some were allocated to existing members of staff, others were appointed at 0.4FTE, Cheshire East's SAL, Lucy Coates was recruited to a 0.8 FTE post and covers another project with the other half of her time.
- 1.5 In addition to the staff time, a small pot of funding was allocated as a grants programme to enable VCFSE Sector organisations to purchase materials to help their cancer conversations in their settings.
- 1.6 The slides outline some of the successes of the programme.
- 1.7 The programme was nominated for a national NHS award in 2024.

2 Recommendations

- 2.1 To adopt this template for other areas of work as appropriate in the coming priorities

3 Reasons for Recommendations

- 3.1 More efficient messaging dissemination
- 3.2 Stronger focus on prevention
- 3.3 Increased connectivity between NHS, Local Authority and VCFSE Sector partners

4 Impact on Health and Wellbeing Strategic Outcomes

- 4.1 Cheshire East is a place that supports good health and wellbeing for everyone – this approach means that residents are spoken with in their places of support, rather than waiting for people to access services.
- 4.2 That more people live and age well, remaining independent; and that their lives end with peace and dignity in their chosen place – early conversations lead to early detection and treatment, including high quality end of life care and control over end of life decisions.

5 Background and Options

- 5.1 N/A

6 Access to Information

- 6.1 The background papers relating to this report can be inspected by contacting the report writer:
Name: Kathryn Sullivan
Designation: CEO, CVSCE
Email: Kathryn.sullivan@cvsce.org.uk