

## Beating Cancer at School and College

Working with St Angela's & St Bonaventure's and Newham Sixth Form College on early action to save lives



## Acknowledgements

I would like to thank all those who contributed so generously to making this project an ongoing success; to all of the staff and students at St Angela's and St Bonaventures' and Newvic Sixth Form College who welcomed us in and took part with genuine energy and enthusiasm; to the Newham Council public health team who continued to whole heartedly support and fund our work and to all those volunteers and supporters who have been the life force of the project.

Frances Clarke



## Community Links

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## Key Outcomes

The key objectives of our early detection campaigns are to raise awareness of the signs and symptoms of cancer, to increase both confidence to identify these symptoms and willingness to go to a GP quickly with any concerns. As smoking has a direct link to lung cancer this campaign also seeks to raise awareness of the dangers of smoking, including marijuana and shisha.

We measured the impact of our project using the Lung Cancer Awareness Measure and these are the key outcomes:

**We saw students' ability to identify the signs and symptoms of lung cancer rise dramatically, as did their confidence to recognise these symptoms. The speed with which they would contact a GP with concerns rose as did their recognition of smoking and passive smoking as a cause of lung cancer.**

### Lung Cancer - Key Outcomes, St. Angela's and St. Bonaventure's

▶ **Naming possible signs and symptoms**

The percentage of students who could identify three or more possible symptoms of lung cancer unprompted, has risen from 8.6% to 70.3% at the end of the project.

▶ **Confidence to recognise possible symptoms**

The percentage of students who were fairly confident or very confident to recognise possible signs and symptoms rose from 34.6% to 79.4%.

▶ **How quickly they would contact a doctor with concerns about possible symptoms**

The percentage of students who would go to the doctor within 3 days rose from 36.1% to 41% and within a month has risen from 91% to 92%.

▶ **What things increase a person's chance of developing lung cancer?**

The percentage of students who identified passive smoking, unprompted, as a possible cause of lung cancer rose from 17.9 % to 42.6 %.

▶ **Does Smoking Cause Cancer?**

The percentage of students who identified smoking, unprompted, as a possible cause of lung cancer rose from 74.8 % to 79.8 %.

### Lung Cancer - Key Outcomes, Newham Sixth Form College

▶ **Naming possible signs and symptoms**

The percentage of students who could identify three or more possible symptoms of lung cancer when prompted, has risen from 56% to 100%.

▶ **Confidence to recognise possible symptoms**

The percentage of students who were fairly confident or very confident to recognise possible signs and symptoms had risen from 26% to 90%.

▶ **How quickly they would contact a doctor with concerns about possible symptoms**

The percentage of students who would go to the doctor within 3 days has rose from 41% to 65% and within a month rose from 90% to 96%.

▶ **What things increase a person's chance of developing lung cancer?**

The percentage of students who agreed or strongly agreed, prompted, that passive smoking is a possible cause of lung cancer rose from 64.3%% to 91.8%.

▶ **Does Smoking Cause Cancer?**

The percentage of students who agreed or strongly agreed, prompted, that smoking is a possible cause of lung cancer rose from 77.6% to 86.1%.

**The following report details how this project was delivered and how these results were achieved.**



## Foreword

I have been a volunteer with Community Links for over six years. I went to school locally at Langdon Secondary School in East Ham before moving onto St Angela's and St Bonaventure's Sixth Form in Forest Gate. I began my work with Community Links while in the sixth form and volunteered as a Young Speaker whose role was to raise awareness of environmental and social issues in local schools. I

am now in my fourth year studying Medicine at Bart's and The London School of Medicine and Dentistry and am very pleased to introduce the Community Links' Lung Cancer Awareness in Schools' and Colleges' Report.



I have been delighted and proud to have been able to continue as a volunteer with Community Links, in this life-saving project. I am now the one delivering the training to sixth formers so that they can become Young Lifesavers and go onto train others. Currently, my role within the project is as an outreach worker, I attend and lead sessions within schools, community centres and public events in Newham. The sessions involve discussing signs and symptoms of different cancers and advocating early detection and attendance at screening. It is a wonderful opportunity to be able to work within the community to tackle such an important area of public health and to contribute to the effort to save lives.

**Thamannah Miah**

I have been a community development worker for 35 years and have experienced cancer myself. I have seen that lives can be saved through a community development approach to promoting the early detection of cancer and that we can all play our part in this.

In this report you will read how we have sought to share health information within communities based around schools and sixth form colleges. You will read how we have seen that messages can be successfully delivered near to peer and peer to peer, university student to sixth former and sixth former to sixth former, and that this proved to be particularly powerful when sharing information about the dangers of smoking. We have also demonstrated again the effect of 'pester power' - the influence that young people can have on the behaviour of their parents and the wider family.

We have sought to increase knowledge, skills and confidence so that local people have the tools necessary to exercise responsibility for their own health and for the health of those they love. We know that some individual lives have been saved. We have included detail here that can be helpful to those running projects in other communities in the hope that more lives can be saved.

**Frances Clarke**

# Introduction

## Beating Cancer at School and College 2012 -13

The aim of our project is to increase the early detection of lung cancer amongst young people and their families and thereby to save lives.

Following on from our highly successful Plashet School breast cancer early detection project we wished to test if this success could be replicated in other schools, with a different but even more lethal cancer.

Therefore, we created and delivered lung cancer awareness and early detection campaigns in two sixth form colleges: St Angela's & St Bonaventure's and Newvic. We once again we sought to harness the unique influence of children and young people, to inform their peers and to use so called 'pester power' to motivate whole families to modify their behaviour and take active responsibility for their health.

## Early Action Approach

Community Links is committed to an early action approach to tackling society's problems. In the context of health this means that we believe it is vital to support people to develop the skills, knowledge and confidence to take responsibility for their own health and the health of those they love – family, friends, neighbours. People are more likely to be empowered when they have control of their own lives; we seek to share the information and skills that can boost this empowerment.

## Lung Cancer Has a Known Cause

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**smoking and passive smoking cause 9 out of 10 lung cancers**

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The key objectives of our cancer early detection campaigns are to raise awareness of the signs and symptoms of cancer, to increase confidence to identify these symptoms and to increase willingness to go to a GP quickly with any concerns. As smoking has a direct link to lung cancer this campaign required an additional element because we also needed to explain the dangers of smoking, including marijuana and shisha.

Roy Castle Foundation  
2012

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To these young audiences it is necessary to stress the importance of not starting to smoke, to highlight the danger of addiction and how everyone is susceptible to becoming addicted (even Barack Obama, arguably the most powerful man in the world took, six years to quit). We provide information which highlights the

particular dangers to young people of becoming addicted:

- ▶ 67% of smokers start before the age of 18 and 84% by age 19.3 years
- ▶ People who start smoking at a young age have an increased risk of developing lung cancer in later life
- ▶ They are also more likely to be life long smokers

To share these messages it would be vital to adopt a student led approach as fellow students understand the context for their peers and don't carry the same risk of 'turning people off' with virtuous health messages.

## St Angela's and St Bonaventure's Lung Cancer Awareness Project – Peer Led

St Angela's and St. Bonaventure's are separate schools sharing a sixth form. In September 2012 we recruited 23 sixth formers to become Young Lifesavers.



We consulted with these young people about the most appropriate age group for them to seek to influence and they suggested their peers in year 12, the first year of sixth form, as this is when they felt that most young people start to socialise independently and have the opportunity to smoke. A peer-led approach would be vital if the smoking information provided was not to be patronising, outdated or socially or culturally inappropriate to the audience. For instance, we co-created our presentation with the young people and as a result we included the short-term effects as well as the long-term effects of smoking. The young people felt that changes, such as, tooth decay, bad breath, yellow fingers, poor concentration and lined mouths, would have a greater impact on their peers than many of the longer term effects.

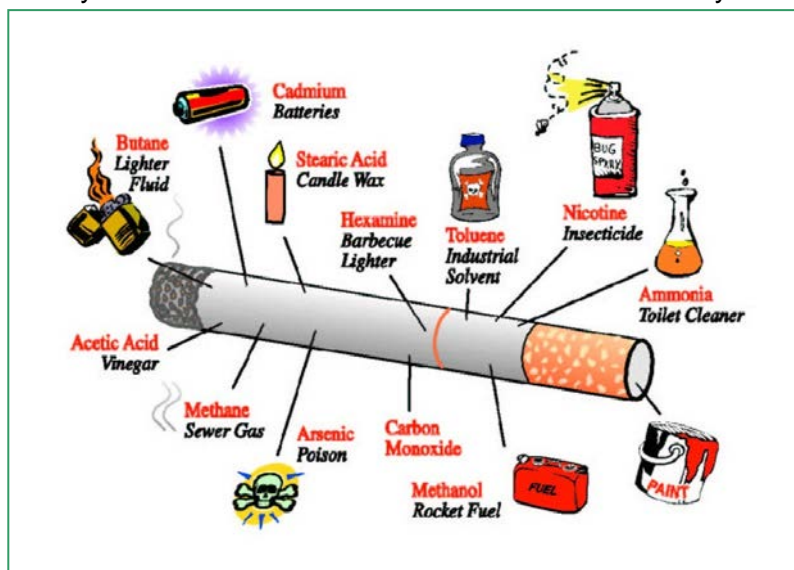
### Peer Training

The students received training in lung cancer awareness and the dangers of smoking, they became peer trainers, prepared both to make presentations to their fellow students and to share the messages with parents. They went onto deliver lessons during PSHE each week to the other 19 classes in year 12 of the sixth form (437 students).

The Young Lifesavers were trained and supported by Community Links' staff and volunteers. The volunteer team working on this project included a range of local people including cancer survivors, health psychology students on placement, young doctors and medical students, including a group of medical students from Kings' College and young doctors from St Bart's and The London Hospital. We also took part in a volunteer scheme with The London Deanery which involved a large group of medical students from King's College and a group of young doctors from Seven Kings Hospital in working with us in our Schools' Project.

Members of the volunteer group supported the Young Lifesavers when making their presentations and took responsibility for ensuring that the students completed the Lung Cancer Awareness Measure (L-CAM), a nine page accredited questionnaire (developed by University College London and Cancer Research UK.) prior to the start of the lessons, as a baseline assessment of their knowledge. The L-CAM would be completed again at the end of the project to assess impact on knowledge and behaviour. In addition to these practical tasks our volunteers also served as role models and sources of up-to-the-minute careers' information. The education sessions for the students included information about:

- ▶ the possible signs and symptoms of lung cancer
- ▶ the possible causes of lung cancer, including smoking and passive smoking
- ▶ why it is vital that anyone with concerns contacts their GP immediately.





The sessions were highly interactive, using chemical trays and tar jars to shock and inform. The sessions also included the opportunity to debate issues:

Students were asked their views on whether tobacco should be banned, whether plain packaging for cigarettes would help to reduce the number of young people taking up smoking and whether 18 was the right age for people to be able to buy cigarettes legally.

These lively debates helped the students to reflect on the complexity of these issues.

### Sharing the messages with the wider family

As part of the lessons that were delivered by the Young Lifesavers each student was given a homework task to carry out with their parents/family involving the 'small c' lung cancer symptom checker cards. In this way we sought to ensure that each student read the symptom checkers with their parents and thus shared the early detection messages.

The Young Lifesavers were then asked to consider additional ideas for sharing the early detection information more widely.

They felt that speaking to people at parents' evenings could be effective as this is an environment in which parents are open to receiving information and do have time to talk as they wait in queues to see their child's teachers.



Members of the Young Lifesavers and of our volunteer group went on to share the information widely at parents' evenings. They explained about the project taking place in the school, shared the possible signs and symptoms of lung cancer and gave each person a symptom checker card to take home. The symptom checker cards, produced by the 'small c' campaign, are a vital tool in sharing the early detection information and in empowering people to take responsibility for their own health and the health of their family and friends.

We task people to keep these cards safe and to refer to them if they have any concerns. We also recommend that the cards can be taken to the GP and can be used to aid communication and give confidence to the patient, particularly where English is not the first language or confidence in dealing with the GP is low.

- ▶ A total of 759 parents were spoken to at parents' evenings in St. Angela's and St. Bonaventure's lower schools in 2012/13.

**small**  
**THE BIG C**  
Spotting cancer early saves lives

The 'small c' campaign

The 'small c' campaign encourages people to catch cancer while it is small and less difficult to treat. The idea of the campaign is to bring cancer down to size, to help people to overcome the huge fear that they feel when they think of it.

This fear can immobilise people and prevent them from seeking the help that can save their lives.

📍 [www.smallc.org.uk](http://www.smallc.org.uk)

The statistics in the table below are broken down into the groups of those who are particularly at risk  
The target groups are:

Lung cancer: white men and women and Bengali men over 50;

Breast cancer: black and white women over 40

Bowel cancer all ethnicities over 50

Contact at parents' evenings - St Angelas, St Bons Schools 2012/2013								
		St Angela's	St Angela's	St Bon's Year 9	St Angela's Year 12	St Bon's Year 10	Totals	Schools total by ethnic groups
Date		05/07/12	25/10/12	10/12/12	21/03/13	25/03/13		
White Women	Aged >50	4	6	8	12	4	34	92
	<50	11	12	19	2	14	58	
White Men	>50	3	4	6	8	7	28	40
	<50	1	0	9	0	2	12	
Bangladeshi Men	>50	0	0	0	5	7	12	13
	<50	0	0	1	0	0	1	
Other Asian Men	>50	1	1	12	7	9	30	48
	<50	2	0	7	1	8	18	
Asian Women	>50	4	2	11	31	13	61	104
	<50	4	6	12	5	16	43	
Black Women	>50	27	33	23	54	11	148	263
	<50	20	52	23	5	15	115	
Black Men	>50	7	17	18	27	15	84	132
	<50	8	6	17	1	16	48	
Other Ethnicities	>50	8	3	10	13	2	36	67
	<50	7	2	13	1	8	31	
<b>TOTAL</b>		107	144	189	172	147	759	759

### Peer Approaches to Smoking Awareness

The Young Lifesavers also considered ways in which to reinforce the learning for their sixth form colleagues. They decided that a lung cancer awareness themed week would allow them to focus on the issue and to try different methods of communicating the messages.

The Young Lifesavers felt that lunch time sessions could be useful as it would provide more time for the students to talk about the information and would allow the opportunity for more detailed questions and for the discussion of personal circumstances.

The Young Lifesavers gave an assembly presentation to Year 12 students (430) covering the signs and symptoms of lung cancer and the dangers of smoking, including shisha and marijuana. Lung cancer information and photos of the project were displayed on notice boards and on the interactive screens in communal areas.

Lunchtime sessions took place on two sites, in St Angela's Sixth Form common room and St Bonaventure's Sixth Form common room. The Young Lifesavers, along with Links' staff, ran activities to increase awareness of the risks associated with smoking; making use of carbon monoxide monitors, chemical trays and tar jars which demonstrate the amount of tar carried by the

lungs when 20 cigarettes have been smoked for one year. These practical activities, particularly the carbon monoxide monitors, made a visible impact on the students by making graphic the consequences of smoking.

As a reward a breakfast meeting was organised for the Young Lifesavers, with The Newham Mayor, Sir Robin Wales. This breakfast was a reward for their work during the year. The Mayor heard from the students about their work during the year and particularly about their efforts to connect emotionally with their audiences in order to increase their impact. Several of the Young Lifesavers described how they were now sharing their own experiences of cancer during their presentations. The Mayor in return spoke of his own experiences of cancer.



Students praised for work on lung cancer

Newham Mayor Sir Robin Wales has met a group of First Year students who have been raising awareness about lung cancer. He joined the Year 12 students for a breakfast to celebrate the work they have been doing among their fellow young people and families about the disease. The students, from St Joseph's and St Bonaventure's Sixth Form, have been spreading the word about the condition and the dangers of smoking. They have been delivering lessons to raise awareness among their fellow sixth formers. They are known as Community Links' Lifesavers and have been trained in lung cancer awareness by staff from the local public health team and from Linkk. Lung cancer is one form of the disease where a cause can be identified. Most people who die from it have smoked. Frances Clarke, from Community Links, has been working with the students. She said 'In Newham people die unnecessarily because they don't detect the signs and symptoms early enough. The students are sharing this essential information with other students and with their families and friends, and in this way we hope to save lives. She urged people to get to know the symptoms, which include: A persistent cough lasting more than three weeks. Shortness of breath. Haemoptysis. Coughing up phlegm with blood. Unexplained weight loss.

### Newvic, Newham Sixth Form College

Our programme of lessons in lung cancer awareness and the dangers of smoking at Newvic Sixth Form College began in January 2013.

We made lung cancer and smoking awareness presentations to students studying health and social care, science A Level and child care (160 students). Again we asked each student to complete the L-CAM at the start of this project. A range of resources were used in the education sessions to encourage lively discussion and to help to make the information memorable. Smoking whilst pregnant and the impact of passive smoking on young children were some of the issues discussed.



### Baby+ Smoking? No Tar!

If you smoke when you are pregnant, breastfeeding or with your baby, your baby smokes too! It is like giving your baby a bottle of tar and poisons from tobacco smoke.

Baby Bottle from Gasp smoke free education resources

[www.gasp.org.uk](http://www.gasp.org.uk)

For instance, we found that the baby bottle of tar brought the issue of passive smoking startlingly to life and illustrated the impact on babies and young children very forcibly

Once again, each student was given a homework task to undertake with their parents or other family members, involving the 'small c' lung cancer symptom checker cards. The focus of this activity was to encourage each student to share the vital health information with their parents. Many of the students who took part in our education sessions at Newvic intended to go on to train to be nurses. These students reacted particularly enthusiastically and responsibly to the challenge of sharing health education information with their families.

## Peer Led Activities

We recruited 32 Young Lifesavers to help to develop activities to share the lung cancer and smoking information with other students, their families and the wider community. These Young Lifesavers took part in a series of awareness-raising sessions in College, including sessions during Stop Smoking Week, March 2013. Awareness raising sessions were offered in The Link, the college communal area. We used carbon monoxide monitors, chemical trays and tar jars as well as the 'small c' symptom checker resources. We also carried information about local services which offer smoking cessation support.

This activity was supported by The Newham Stop Smoking Team, who shared their resources and provided a member of staff who could offer smoking cessation advice and information and direct students to their nearest confidential and free stop smoking service, if they wished to receive further support.

We found carbon monoxide readings to be very effective in showing the immediate effect of smoking on the lungs and in highlighting the damage done to fitness levels. This had particular impact on male students. The readings encouraged students to consider stopping or cutting down on shisha, marijuana and cigarette smoking. Even those students who described themselves as 'occasional' or 'social smokers' were shocked by the impact of smoking on their carbon monoxide levels.

## Smoking Shisha

Our lung cancer awareness sessions covered the health dangers associated with smoking shisha. This information appeared to be new to many of the sixth formers and to their families. The World Health organisation advises that a typical one hour session of shisha smoking exposes the user to 100 to 200 times the volume of smoke inhaled from a single cigarette.

Each shisha session lasts from 20 – 60 minutes and is equivalent to 50 – 150 cigarette puffs.

## Myths

- ▶ Shisha smoke is filtered through water so it filters out any harmful toxins
- ▶ It is healthier than smoking cigarettes
- ▶ It is not addictive as it does not contain nicotine
- ▶ The tobacco is fruit flavoured so it is healthy





Even if it passes through water the smoke still contains most of the cancer causing toxins (carcinogens) including carbon monoxide and tar. The table below from [www.shishaware.org](http://www.shishaware.org) compares the two forms of smoking.

	Cigarette	Shisha	Shisha's magnitude of difference
Tar (mg)	22	802	36.5x
Nicotine (mg)	1.7	3.0	1.8x
CO (mg)	17	143	8.4x

We found that students and families were unaware of the dangers associated with smoking shisha and that the habit appears to be growing in popularity amongst young people. For many sixth formers it is seen as a harmless sociable leisure pursuit that doesn't have to involve drinking alcohol. In recent months we have also seen the introduction of portable shisha in the form of shisha pens.

Apart from the dangers involved in smoking shisha it is a worry that these products, along with e-cigarettes and shisha pens, will act as a gateway into smoking for young people.

### Medical school taster

We offered the Newvic students, who were planning to apply to study medicine, the opportunity to take part in sessions with three of the young doctors who volunteer with us. These young doctors provided additional information about cancer and ran a sample medical school education session on the related topic of Chronic Obstructive Pulmonary Disease (COPD). This session was particularly exciting to the students as Dr Ahmad described the procedure for the re-inflation of a collapsed lung.

“Doctors enjoy a diverse and endlessly varied profession. This is reflected in the training they receive at medical school. But while some bits are novel and exciting, such as learning practical procedures and other bits stressful and demanding, like the constant examination, there are some essential components which are constant. Chief among these is the academic and theoretical aspect of the course which demands that medical students learn the anatomy and physiology of the body in detail followed by the pathophysiology (what and how things go wrong with the body) and then how to diagnose and treat this. I wanted the students to appreciate that if they enjoy this then they would probably enjoy being at medical school so I applied this framework to a common respiratory illness. During the course of this session the students developed an idea of what a typical lecture at medical school would feel like and I hope it gave them a small insight in to the type and depth of study required over the years”

**Dr. Nawaz Ahmad.**

The young doctors also spoke about their different routes into medicine and about the skills and talents that are needed to succeed. They provided invaluable insights into life as a medical student and as a young doctor and answered many of the students' questions. They all emphasised the usefulness of practical experience and of developing communication skills.



## Wider Dissemination



Issue 277 23 June - 5 July 2013

### Prescription for good health



The Newham Recorder has long been responsible and leading in covering the local news in London. This is something we are doing everything we can to achieve. Finally it's about making head-on health issues more visible to the public. Health is not just about the physical, but also about the mental and emotional. You can see evidence of how we are doing that on the opposite page. Our focus and so work can lead to health.

Children's health is being actively promoted. We have sufficient evidence of the impact of government grant cuts of any kind in the country. It's also important to provide a clear link between the health care system and the government's role in it.

The recent transfer of public health responsibilities and funding to councils, however, is welcome. This will make it easier for us to interview senior and expert figures that need to be seen. Naturally, there are specific steps we are already taking which include:

- **Area advice hubs** - Newham's pioneering scheme offers free health advice to all at our primary school children
- **Smoking** - our advice service provides support through financial and community data including GP consult schemes, 10mg & 12mg people who need to stop smoking
- **1000000 out of 1.325 million** - a national aim of about 100 per cent commitment with a national average of around 60 per cent, the north east

We have more targets:

- **Annual screening** - National targets for the period 2010 to 2015 include 2012 over 50 per cent, an increase of 10 per cent from the 2011 target
- **1000 health checks** - the programme identifies people who are at risk of developing preventable diseases like heart disease, stroke, diabetes or kidney problems, and helps them to avoid or delay these conditions. In Newham, most of these checks are provided by the GP practices. The programme started in 2010 and so far over 47,000 people have been checked.

We now have a significant opportunity to make public health work and make a real difference to Newham's health.

In order to share the early detection messages more widely, both The Newham Recorder and The Newham Magazine were approached regularly to carry stories about the work of the project.

The benefits of this local publicity are various - the Young Lifesavers felt excited, proud and rewarded to be featured in these publications, the information was delivered into every home in the Borough and the institutions involved raised their profiles and shared awareness of their work.

We set up a Facebook site for The Newham Cancer Awareness Campaign at the beginning of the project. The site carries updates on the work of the project and of the activities of the Young Lifesavers. It displays press articles reporting the work of the project

and many photographs and helps to keep the project lively and energetic.

Volunteers involved in the campaign share information on Facebook with the Young Lifesavers about their university courses and career plans.

We also add a range of cancer awareness information to help to keep the Young Lifesavers up-to-date and informed. Facebook also proved valuable in keeping contact with the Young Lifesavers when they made their transition from school to sixth-form college.

### Young Lifesavers – informing their peers and wider community

We have found the Young Lifesavers' Programme to be highly effective; it accomplishes many things at once. The young people involved are themselves educated about signs and symptoms and early detection, they act as a conduit for information to their peers, to their parents and to the wider network of family and friends. They pass life saving information to relatives who might otherwise receive it from no-one. They are empowered in the process to take responsibility for their own health and to encourage those that they care about to do the same.

Some of the benefits of taking part are immediate; the young people have work experience at community events to add to their personal statements and CVs; they receive training in public speaking and are able to develop their communication skills in a supportive environment; they get to meet and discuss the issues with a variety of politicians and health care professionals; they have experiences to share in interviews and they are more confident and practised in expressing their views and debating issues.

Many of the Young Lifesavers and wider volunteer group have been involved over a period of several years, the older members now able to share their experience of university or work with the newer members.



### Plashet School Update

During the year the Young Lifesavers from Plashet School, who had led our breast cancer awareness project in 2011/12, were awarded a Princess Diana Award in recognition of their contribution to the early detection of breast cancer.

These young women had now moved onto sixth form colleges but were eager to continue to volunteer as Young Lifesavers. Their experience of being part of a project that saved the life of a member of staff at their school will motivate them throughout their lives.



### Hadia Abid

*Taking part in this project has had a lot of positive outcomes including a staff member from Plashet School being diagnosed with breast cancer and getting early treatment, which saved her life. I have also had the opportunity to meet amazing people, run awesome events such as the Mum's and Girls' Night and help out at the Newham Mayor's Show. I have chosen to carry on with this project, outside of school, so I can continue raising awareness to many more people who like me, don't know much about cancer and should know more."*



### Maham Arshad

*Being involved in the Cancer Awareness Project since year 10 has allowed me to gain a deeper understanding of breast cancer as well as developing vital skills.*

*I particularly enjoyed being involved in the breast cancer drama production in which I was able to present the issue in an entertaining manner without using any complex medical jargon. My overall experience was so positive that I have now involved my younger sister in the project.*

*Currently I am studying for my A Levels and I hope to go on to study medicine. The project has really helped provide the confidence needed to discuss sensitive issues with different types of people. It has been highly beneficial for me to develop my skills and personality.*





### Programme at Plashet School

During 2012/13 we continued to attend parents' evenings at Plashet School and speak to parents about breast, lung and bowel cancer and during 2013/4 awareness raising programmes in diabetes, lung and breast cancer are being offered to pupils at the School.

### Raising Awareness in the Community

The Young Lifesavers in all schools were offered the opportunity to take part in cancer awareness events in the community. They received additional training in bowel, breast and lung cancer signs and symptoms and in how to communicate these messages at outreach locations. They are a valuable addition to our outreach team.



# Findings

## Lung Cancer Awareness Measure Results (L-CAM)

We used the L-CAM to measure impact on knowledge levels and behaviour.

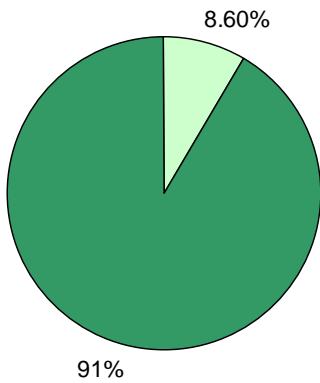
### St Angela's and St Bonaventure's Sixth Form College

At the beginning of the project 303 L-CAM questionnaires were completed and at the end 272 questionnaires were completed.

#### Naming possible signs and symptoms

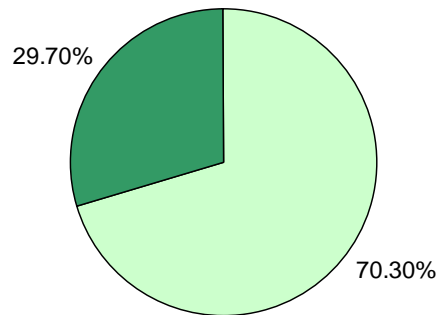
The percentage of students who could identify three or more possible symptoms of lung cancer unprompted, has risen from 8.6% to 70.3% at the end of the project. The percentage of students who could identify three or more possible symptoms of lung cancer when prompted, has risen from 74.2% to 93%.

Start of Project



Can name 3 signs Cannot name 3 signs

End of Project

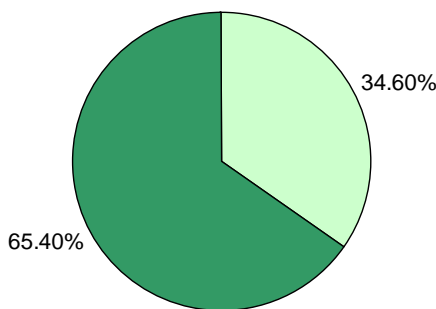


Can name 3 signs Cannot name 3 signs

#### Confidence to recognise possible symptoms

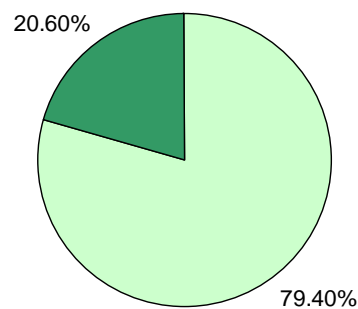
The percentage of students who were fairly confident or very confident to recognise possible signs and symptoms had risen from 34.6% to 79.4%.

Start of Project



Fairly/Very Confident Unconfident

End of Project

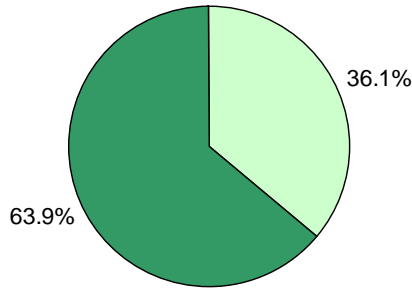


Fairly/Very Confident Unconfident

### How quickly they would contact a doctor with concerns about possible symptoms

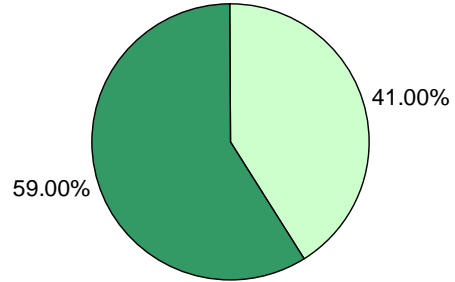
The percentage of students who would go to the doctor within 3 days has risen from 36.1% to 41% and within a month has risen from 91% to 92%.

Start of Project



- Contact Doctor within 3 days
- Contact Doctor later than 3 days

End of Project

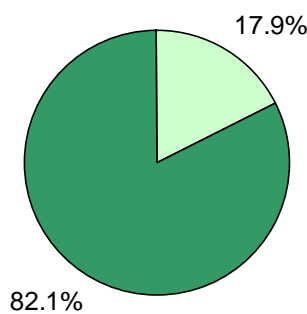


- Contact Doctor within 3 days
- Contact Doctor later than 3 days

### What things increase a person's chance of developing lung cancer?

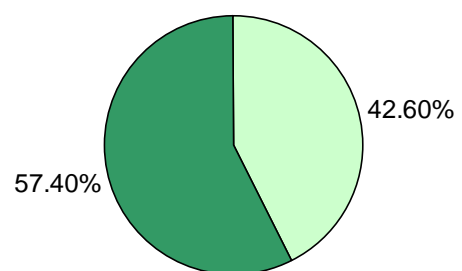
The percentage of students who identified passive smoking, unprompted, as a possible cause of lung cancer rose from 17.9% to 42.6%. The percentage of students who identified smoking, unprompted, as a possible cause of lung cancer rose from 74.8% to 79.8%.

Start of Project



- Passive Smoking identified as a cause of Lung Cancer (unprompted)
- Not identified

End of Project



- Passive Smoking identified as a cause of Lung Cancer (unprompted)
- Not identified



### Newvic Sixth Form College

At the start of the project students completed 126 L-CAM questionnaires and 130 at the end.

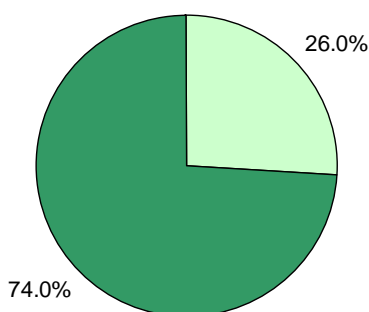
#### Naming possible signs and symptoms

The percentage of students who could identify three or more possible symptoms of lung cancer when prompted, has risen from 56% to 100%.

#### Confidence to recognise possible symptoms

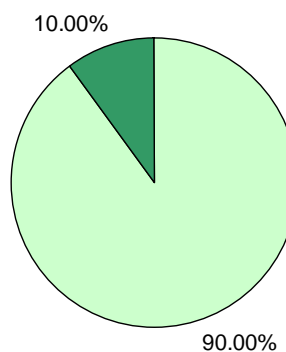
The percentage of students who were fairly confident or very confident to recognise possible signs and symptoms had risen from 26% to 90%.

Start of Project



Very/Fairly Confident Not Confident

End of Project



Very/Fairly Confident Not Confident

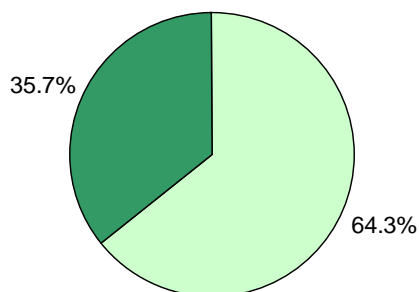
#### How quickly they would contact a doctor with concerns about possible symptoms

The speed with which people would go to the doctor within 3 days has risen from 41% to 65% and within a month has risen from 90% to 96%.

#### What things increase a person's chance of developing lung cancer

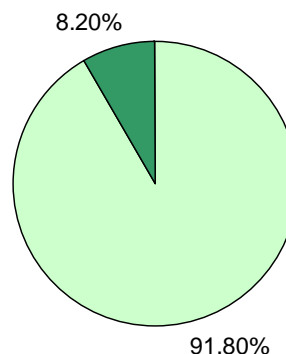
The percentage of students who agreed or strongly agreed, prompted, that passive smoking is a possible cause of lung cancer rose from 64.3% to 91.8%.

Start of Project



Smoking identified as a cause of Lung Cancer Not identified

End of Project



Smoking identified as a cause of Lung Cancer Not identified

The percentage of students who agreed or strongly agreed, prompted, that smoking is a possible cause of lung cancer rose from 77.6% to 86.1% .

## Discussion of Findings

The questionnaires were designed to be completed by an interviewer; ours were completed by students independently.

There are a number of possible consequences of this, for instance, several people leave blank the first page which asks for signs and symptoms unprompted. This may be because they don't see the first page rather than they know none of the possible symptoms. This could have led to some under-reporting of knowledge of signs and symptoms.

The questions about possible signs and symptoms of lung cancer, with prompting, may also involve some bias, as it is counter-intuitive for school pupils to answer a multiple-choice question by giving the same answer to all questions.

## Conclusions

As in our first school campaign we found that people do respond enthusiastically and responsibly to being given this life saving information.

We believe that cancer awareness and early detection information is vital learning for life and once again we have found that school is an ideal location from which to disseminate such knowledge. Pupils and parents expect to learn in school and both groups are highly responsive to the information being shared. We saw students' ability to identify the signs and symptoms of lung cancer rise dramatically, as did their confidence to recognise these symptoms. The speed with which they would contact a GP with concerns rose as did their recognition of smoking and passive smoking as a cause of lung cancer.

All the schools and colleges involved – St Angela's, St Bonaventure's and Newvic – co-operated fully with us in the delivery of this project. We were welcomed in and supported throughout the year. For some staff this did involve repetitive and time consuming work. We sought to reduce this burden wherever possible.

All schools recognised the health value of the project to their students and their families. We have once again found that messages delivered by peers, sixth former to sixth former in this case, are very effective, particularly when dealing with potentially sensitive issues such as smoking. Fellow students understand the context for their peers very well and don't carry the same risk of 'turning people off' with virtuous health messages.

Again, we found that children and young people are an effective channel of communication for parents and in some cases, where some do not speak or read English, are the only channel. We explored with students where their parents would get information about cancer and many expressed the view that they would not be getting it from anywhere else. Universal health messages are not reaching everyone. We found that our approach, focussing on the early detection of lung cancer, enabled the young people to discuss the health information with their parents without the need to tackle smoking head on, if that was inappropriate.

In addition the schools were appreciative of the additional benefits for their students in confidence, communication skills, work-experience and career prospects.

We have shown that schools and colleges are an ideal location in which to share information about a range of cancers and about wider health conditions and we thank all the colleagues and participants who have helped to make this project so successful.

## Information and Resources

### Community Links

105 Barking Road  
Canning Town  
London E16 4HQ

#### Contacts

Frances Clarke            frances.clarke@community-links.org  
Zoraida Colorado        zoraida.colorado@community-links.org  
Website                    www.community-links.org

### St Angela's, Ursuline School,

St. George's Road,  
Forest Gate,  
London, E7 8HU

Contact Fidelma Boyd, Deputy Head, fidelma.boyd@stangelas-ursuline.co.uk

### St Angela's and St Bonaventure's Sixth Form

St Bonaventure's Catholic Comprehensive School.  
Boleyn Road,  
Forest Gate,  
London, E7 9QD

Contact e.bunting@stbons.org

### Newvic Sixth Form College,

Prince Regent Lane,  
London E13 8SG

Contact Steven Kern Youth Activities Leader, steven.kern@newvic.ac.uk

### Newham Recorder

Recorder House  
539 High Road  
Ilford  
1G1 1UD

Contact www.newhamrecorder.co.uk

### London Borough of Newham Public Health Team

Fourth Floor West Wing,  
Newham Dockside,  
1000 Dockside Road,  
London E16 2QU

#### Contacts

Janet Tucker - Assistant Director janet.tucker@newham.gov.uk  
Newham Stop Smoking Service: stopsmoking@newham.gov.uk

**Detect Cancer Early** www.detectcancerearly.org

**GASP** www.gasp.org.uk

**Macmillan Cancer** www.macmillan.org.uk

**Shisha Aware** www.shishaware.org

**Small c campaign** www.smallc.org





## Beating Cancer at School and College

*Working with St Angela's &  
St Bonaventure's and Newham  
Sixth Form College*

Cancer survival rates in Newham are amongst the worst in the country. This report is about a project working with sixth formers in east London to test a different way of sharing health messages. The college setting gave the opportunity to share health messages both peer to peer and between two generations of young people and parents.

**Beating Cancer at School and College** is an account of the project and a resource for those planning early detection projects in their own communities. It contains detail about the resources and approaches used which we hope will prove useful and help to save more lives.

This is the latest in of a series of reports on the work of Community Links in bringing a community development approach to the promotion of early action on cancer. See also **Breast Screening Take-up project report; 'Beating Cancer in Newham'** and **'Beating Cancer at School - Working with Plashet School on early action to save lives'**.

Community Links  
105 Barking Road  
London  
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[www.community-links.org](http://www.community-links.org)



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