



HVA and Macmillan Cancer Support Collaboration – Introductory Briefing Note

Introduction

Hastings Voluntary Action has been at the heart of using the methodology of Asset Based Community Development (ABCD) to develop new approaches to respond to external challenges, change health behaviours, engage with communities previously regarded as “hard to reach” and using social capital to enable better access to information, services and support. HVA are delighted to be collaborating with Macmillan Cancer Support to offer a programme of engagement and outreach in Hastings over the next 3 year period. This introductory briefing note describes the work which will be developed.

Project Activity

HVA seek to use the methodology we have developed, the community connections and trust (built up over many years) to create a project to enhance access to support services among those who are regarded as “high risk” or who have received a cancer diagnosis but are most remote from, or at greatest risk of not accessing available support, information and treatment.

- A borough wide programme of engagement outreach and awareness raising targeted at members of the community who have received a diagnosis but are “less likely” to avail themselves of support services.
- A 12 month “discovery phase” where the techniques and materials will be trialled in a specific geographical communities (initially the Broomgrove Estate) to explore test and refine approaches.
- The recruitment of 2 community development workers (a project leader and an engagement specialist to lead the work, report on its impact and capture/evaluate the learning from it.
- The recruitment, training and support of 30 community members drawn from a variety of backgrounds including local leaders, those with lived experience and ‘influencers’ to enable individuals reflect, be aware of and access local support provision both condition specific support and beyond.
- The recruitment training and support of 5 additional champions within key

community anchor buildings such as community centres or information hubs to maximise reach and impact.

- Outreach and recruitment of champions within the BAME community recognising the status of Hastings as a dispersal area for asylum seekers and refugees or those with less certain immigration status
- A training programme consisting of condition specific training skills development in approaches to engagement and conversational techniques (MECC Level 2), mental health awareness training (with an emphasis on mental health for those with long term health conditions), safeguarding and maintaining appropriate boundaries.
- Access to the Macmillan learning and support programme to embed and contextualise experience, and share/promote good practice and learnt techniques.

Specific Outputs

Contacts	12000
Engagements	8000
1-2-1	1500
Presentation events	12
Networking events	36

Context

This programme sits alongside a range of other health initiatives including:-

- A multi sector community support hub which, bring together a range of front line service providers, was independently evaluated as being one of the strongest “community led” responses in the country.
- A Public Health commissioned men’s health programme to develop a systems approach and user engagement to tackle gender differences in life expectancy and access to services.
- A neighbourhood based public health initiative (Making it Happen) developing micro community led responses to build community resilience and social cohesion.
- A comprehensive knowledge exchange programme to bring together public sector, VCSE organisations and those with “lived experience” into a learning space to develop practical responses to mental health, health inequalities and the development of “no wrong door” referral pathways for those with complex needs
- The development of an integrated care team
- The health focus within the Shared Prosperity work on the Broomgrove Estate

- The establishment of the HEART Community Information Hub at the Town Hall site
- The outcomes of and learning from the Connect20+ Connectors programme
- The outcomes and learning from the Universal Healthcare programme

Integration and alignment

In approaching this work we are acutely aware that it needs to add genuine value, be “known” and become part of the local system of support. Therefore we are using the period of project initiation and staff recruitment to develop a structured dialogue with system leaders and community members to explore how this work can align with other activity. To date this has included:-

- Meetings with public health, HBC and NHS colleagues about linking the year 1 activity and the potential deployment of the CDW post into the shared prosperity activity on the Broomgrove Estate which will sit alongside another Community Development role based at the Community Centre.
- Meetings with HEART to explore a programme of outreach linked to their work with Macmillan within the Community Information Hub.
- Meetings with voluntary organisations managing community buildings to look at creating opportunities within community anchor spaces.

Conclusion

Whilst we are at a very early stage of project initiation we are open to presenting or discussing this work so that system colleagues can see this development as a linked resource to their own programmes and activities.

Contact for Further Enquiries

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