



**Application deadline date changed to: Friday 14<sup>th</sup> Jan 2022. 5pm**

## Background to Health Messaging Campaigns

Across the Bradford District and Craven significant health inequalities are determining how long and how well people in our most deprived communities live. To close this gap in some of our most deprived communities, a programme called **Reducing Inequalities in Communities (RIC)** is now live.

RIC enables residents in central Bradford to work together with organisations, partners, and stakeholders to bridge the gaps to good health and living well.

**For more information about Reducing Inequalities in Communities please visit the links below (external website):**

<https://www.bradfordcravenccg.nhs.uk/ccg-information/strategy-and-plans/ric/>

<http://www.bradfordcravenccg.nhs.uk/wp-content/uploads/2021/02/RIC-Projects.pdf>

**The VCS Alliance** is leading on the **RIC Health Messaging** project to deliver 3 campaigns each year across the *City* Community Partnership areas. Each one of these campaigns will be supported by a small grant's opportunity for grass roots community organisations.

## Delivery Areas

The Community Partnerships where these campaigns will be delivered are:

CP Area	CP Name	Practices in Community Partnership
Community Partnership 4 (CP4)	<b>Together 4 Health</b>	Bilton, Claredon, Frizinghall, Kensington Partnership, Kensington Street, Picton, City Practice, The Family Practice, Lister Surgery.
Community Partnership 5 (CP5)	<b>Central 5 CP</b>	Avicenna, Bevan, Bradford Moor, Dr Akbar, Dr Hamdani, Moor Park, Primrose, Peel Park, Thornbury, Valley View
Community Partnership 6 (CP6)	<b>Bradford City and Horton Collaborative</b>	Bradford Student Health, Grange, Kensington Partnership (Woodroyd Centre), Little Horton Lane, Dr Gilkar, Little Horton Lane, Dr Mall, Park Grange, Parkside.

Projects based outside these CP areas with a track record of working in CP's 4, 5 OR 6 are eligible to apply though they must ensure this history of delivery in these areas is detailed in the application form.

Within those Community Partnership areas delivery must be targeted at:

South Asian women or people with a cervix	25+	Cervical screening
South Asian girls and young women, people with a cervix/ boys and young men	12-25 years old	HPV
Roma women or people with a cervix	25+	Cervical screening
Roma girls and young women, people with a cervix/ boys and young men	12-25 years old	HPV

## Project Description Health Messaging Campaign 2: Cervical screening/ cancer and HPV Awareness

Bradford as a district has some of the lowest uptake of cervical screening across the UK; **The VCS Alliance** is working in partnership with **NHS Bradford District and Craven Clinical Commissioning Group** (commissioning partner) and **The West Yorkshire and Harrogate Cancer Alliance** (delivery partner) to deliver a health messaging campaign that will see grassroots and community groups work in the Community Partnership areas 4, 5 and 6 to raise awareness, understanding and uptake of:

- Cervical screening
- Cervical cancer
- HPV (Human papillomavirus)
- Tackle the myths and misconceptions about who gets a cervical screen and why
- Tackle the myths and misconceptions about who has the HPV vaccination and why
- Support GP practices in their Community Partnership area to meet cervical screening targets by increasing uptake through positive and trusted health messaging

## Why is this health messaging campaign needed?

The table below is taken from Public Health England's Fingertips database which records uptake of cervical screening across the country, the table you can see below shows how Bradford compares with other areas across the Yorkshire and Humber area. Bradford has the lowest uptake counts across the Yorkshire and Humber area, and the Yorkshire and Humber area as a whole has some of the lowest uptake in the country.

Indicator	Period	England	Yorkshire and the Humber region
Cancer screening coverage - cervical cancer (aged 25 to 49 years old)	2020	70.2*	73.0*
Cancer screening coverage - cervical cancer (aged 50 to 64 years old)	2020	76.1*	77.7*

Barnsley	Bradford	Calderdale	Doncaster	East Riding of Yorkshire	Kingston upon Hull
76.0	67.0	74.5	73.4	79.0	71.8

<b>Barnsley</b>	<b>Bradford</b>	<b>Calderdale</b>		<b>Doncaster</b>	<b>East Riding of Yorkshire</b>	<b>Kingston upon Hull</b>
78.4	76.1	78.8		76.2	79.4	74.8
<b>Kirklees</b>	<b>Leeds</b>	<b>North East Lincolnshire</b>		<b>North Lincolnshire</b>	<b>North Yorkshire</b>	<b>Rotherham</b>
73.0	70.9	75.8		74.1	78.5*	76.4
79.6	77.1	77.4		77.5	79.4*	78.3
<b>Sheffield</b>	<b>Wakefield</b>	<b>York</b>	<b>Period</b>			
71.2	74.8	68.6	2020			
77.0	77.4	75.6	2020			

## Some of the reasons why uptake of cervical screening is comparatively low

- **Myths and misconception** - some people believe that only women and people with a cervix need a cervical screening because they are promiscuous
- **Fear of the process** - many people do not understand what a cervical screening entails and have understandable fears
- **Language barriers** - some of the words commonly used in cervical screening and other clinical situations have no direct translation into some languages, this can lead to misunderstandings and confusion
- **Cancer** - some people may believe that rather than being preventative, being invited for a cervical screening means you have cervical cancer

## Why HPV?

Most cervical cancers are linked to HPV infections whilst young, studies show that HPV accounts for over 70% of cervical cancers. In 2008 the HPV vaccine was introduced for girls aged 12-13 in year 8 of school, and more latterly for boys. A study that was concluded in 2021 shows that of the first cohort of children to receive the HPV vaccination it has cut the instances of cervical cancers by 90%.

During the COVID pandemic schools and health services have been under huge pressure to carry out COVID testing, and HPV vaccination has dropped as a result. There are concerns around:

- Vaccine hesitancy associated with the COVID vaccine and what impact this might have on parents allowing children to have the HPV vaccine.
- Some year 8 children may have missed out on HPV vaccination through the necessity to isolate.
- Some year 8 children may have missed out on the HPV vaccination during the school closure period during lockdown.
- Other myths associated with HPV and HPV vaccinations.

## Criteria for applicants

- This funding is only open to not-for-profit Voluntary and Community Sector organisations, Social Enterprises, non-constituted grass roots community groups. Schools, GP surgeries. Private businesses, sole traders, individuals or statutory organisations are **not eligible**.
- Projects must demonstrate how the funding will be used to support the health and wellbeing of people in their respective Community Partnership area.
- Projects must describe how they will ensure that activities are delivered in COVID-secure ways.
- Projects must not duplicate existing services or activities.
- We would welcome proposals that compliment and seek to add value to existing projects/ activities. Applicants would be asked to ensure this did not lead to double funding.
- Applicant projects must demonstrate in the application form a history of delivering in their target communities, that is:
  - to the highlighted target groups (South Asian males and females, people with a cervix/ Roma males and females, people with a cervix)
- A commitment to undertake mandatory training
- How they could build an element of this health messaging work into other project work they are or will be delivering giving an element of sustainability
- A recognition of the wider RIC programme and a willingness to link in to these provisions where possible/ appropriate.

## Mandatory training for project delivery staff

South Asian girls and women or people with a cervix/ boys and young men	Cervical screening	Online. (This training covers HPV awareness and is therefore necessary for working with boys and or young men).
Roma girls and women	Cervical screening	Online. (This training covers HPV awareness and is therefore necessary for working with boys and or young men).
	Roma awareness training	Delivery format for this is to be confirmed

## Application Process

Applications will be assessed by an independent decision-making panel. *Please use these bullet points when writing your application.*

- The assessment will be based on:
  - How is the group planning to meet the stated aims of this funding using an Asset Based Community Development Approach?
  - A demonstrable history of delivery to the specified target group(s)/ work in the Community Partnership area
  - A commitment to mandatory training

- Included in the proposal/ application - how they would link in with the RIC Community development workers to support participants who are not registered with a GP to access primary health care through GP registration
- Inclusion of event during cervical screening awareness week - this should be used as a celebration and to give you the opportunity to tie up your project work
- If you have received grants from The VCS Alliance previously, has all monitoring been completed and returned
- Work that encompasses both cervical screening and HPV work must have a 70-30 weighting:
  - 70% of participants cervical screening (25+),
  - 30% of participants HPV (12-25 years old)

## Funding Available

The amount of funding available is a set amount of £2000

## Outcomes and Monitoring

**Successful applicants will be required to report the following information:**

**Number of contacts made, broken down (where at all possible) into:**

- Protected characteristic groups
  - Self-reported age (12-25, 26-30, 31-50, 51-65, 65+).
  - Self-reported gender
  - Self-reported ethnicity

**2 short reports from each Delivery Provider** (*this will be in the form of the Progress Update and the Final Evaluation*)

- Reviewing of the positives and the 'even better ifs.
- Hints and tips of what they've found works well to reach their demographic.

**2 x Case Studies** (2 paragraphs at most) from Delivery Partners of the difference the input has made with individuals they've worked with,

- These reports may be shared with commissioners and partners, it is therefore necessary for you to secure permission to share these reports and that there is no identifiable information contained in them.

**Awareness Questionnaires** – projects will be asked to complete 3 tick box questionnaires with participants at set points during the project:

- 1<sup>st</sup> during initial engagement with a participant
- 2<sup>nd</sup> at a midpoint during the engagement
- 3<sup>rd</sup> at the end of their engagement

We recognise that not all participants will agree to completing questionnaires and in some instances not all 3 will have been conducted, but please keep in mind these questionnaires will inform the outcomes and KPI's.

## Outcomes and KPI's

**All funded projects will be asked to report against the following outcomes and KPI's.**  
(The same outcomes and KPI's will measure both South Asian and Roma participation)

<b>Outcome 1. Cervical Screening specific:</b> 20% of participants will have shown a positive increase in relation to the 3 outlined KPI's for cervical screening.
<ul style="list-style-type: none"><li>• KPI 1. (Soft) - Total number of people reporting they have a better understanding of cervical cancer and how/ why it develops</li><li>• KPI 2. (Hard) - Total number of people reporting they will positively respond to a cervical screening invitation as a result of their participation</li><li>• KPI 3. (Hard) - Total number of people reporting they are more likely to attend a cervical screening as a result of the project</li></ul>
<b>Outcome 2. HPV specific:</b> Projects will report a more a 20% increase in positive perception of HPV vaccines among participants and willingness to have the vaccine
<ul style="list-style-type: none"><li>• KPI 1. - Total number of parents reporting they are more likely to allow their child to receive the HPV vaccine as a result of the project</li><li>• KPI 2. (Hard) - Total number of children and/ or young adults reporting they are more likely to have the HPV vaccine as a result of the project</li></ul>
<b>Soft Outcome 1:</b> All projects will nominate a lead worker who will attend and complete mandatory training

The reporting of these Outcomes and KPI's must be submitted to The VCS Alliance using a preprepared spreadsheet that can be downloaded from The VCS Alliance website:

<https://www.thevcsalliance.org.uk/wp-content/uploads/2021/12/Campaign-2-Monitoring-Project-Reporting-Sheet-Final.xlsx>

## Important Dates

- Deadline for applications is the **Friday 14<sup>th</sup> January 2022 5pm**
- Deadline for progress updates is **31st March 2022**
- Project end date is **26th June 2022**
- Cervical screening awareness week is **20th - 26th June 2022**
- Deadline for final evaluations is **15th July 2022**

## Community Anchor Support

For support with your project idea, writing your bid or information, advice and guidance whilst running your project please contact your RIC Community Development Worker.

<b>Community Partnership</b>	<b>Community Partnership Anchor Organisation</b>	<b>RIC Community Development Worker</b>
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Together 4 Health (CP4)	Girlington Community Advice and Training Centre	Mohammed Imran
Central 5 Community Partnership (CP5)	The Thornbury Centre	Pam Knott
Bradford City and Horton Collaborative (CP6)	Bradford Trident	Jennifer Scott

## Other Support

**The West Yorkshire and Harrogate Cancer Alliance** (delivery partner)

<https://canceralliance.wyhpартnership.co.uk/>

**WYHCA** have offered support, guidance and some resources to successful organisations. We would encourage you to contact them at the start of your project to see what might be available.

**Jo's Cervical Cancer Trust:** <https://www.jostrust.org.uk/>

**Jo's** is widely recognised as the UK's leading cervical cancer charity, they have free resources about cervical screening, cervical cancer and HPV as well as being the lead organisation for **Cervical Screening Awareness Week**. Please take advantage of their expertise and knowledge around these health issues. If you think you would like to organise an official event for Cervical Screening Awareness Week please visit this link: <https://www.jostrust.org.uk/get-involved/campaign/cervical-cancer-prevention-week>

**Public Health England:** <https://campaignresources.phe.gov.uk/resources/campaigns/85-cervical-screening-campaign/resources>

**PHE** produces resources for cervical screening awareness campaigns. You are required to register and there may be a cost to some of the resources.