

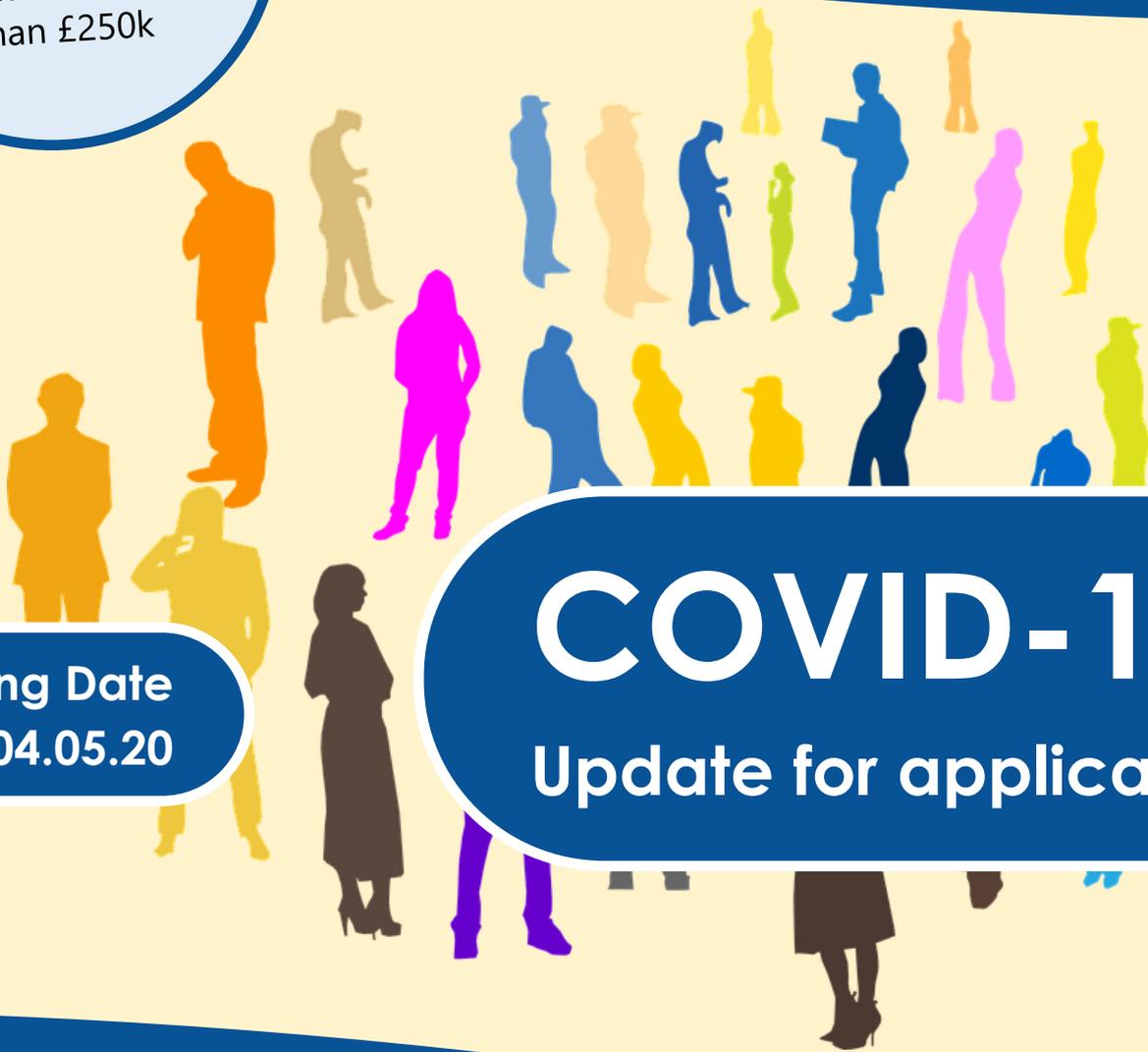
GREATER MANCHESTER

# Answer Cancer Fund

Financial support for recruiting Answer Cancer Champions to encourage cancer screening amongst under-represented groups

## ROUND 2

Open to Voluntary, Community & Social Enterprise organisations with a turnover of less than £250k



Closing Date  
04.05.20

# COVID-19

Update for applicants

**ANSWER** Greater Manchester  
**CANCER** Cancer Screening  
Engagement Programme



# Answer Cancer Fund

Would your organisation like to help play a part in boosting cancer screening rates in Greater Manchester?

**Financial support is available to voluntary, community and social enterprise sector organisations who can help recruit Answer Cancer Champions to promote cancer screening amongst under-represented groups.**

Greater Manchester's **Answer Cancer** programme is here to help boost cancer screening rates, especially within communities where take-up is currently low.

**Answer Cancer** will be working with voluntary, community and social enterprise sector organisations to raise awareness of screening and possible symptoms & causes of cancer.

**Answer Cancer** will support these organisations through training, information sessions and investments.

## **The Health Priorities:**

The focus is on three types of cancer:

- Breast cancer
- Cervical cancer
- Bowel cancer

Whilst the NHS currently offers routine screening, take-up rates are low in Greater Manchester.

**As two of the three cancers only\* affect women we positively welcome applications from women-focused organisations and groups**

\*Men can get breast cancer but it's very rare (0.6% of diagnoses). Source: Breast Cancer Care UK

## **The Priority Groups**

For this round of funding Answer Cancer is prioritising the following groups that have been identified with low levels of cancer screening:

- The LGBTQ+ community
- Black and Minority Ethnic (BME) communities
- People who care for others
- People with disabilities
- People in poor mental health

In 2019 Greater Manchester ranked 12th out of the 14 regions across England for both bowel & cervical cancer screening, whilst for breast cancer screening it ranked 13th.  
**With your help we can Answer Cancer!**

## What support is available?

The following financial support is available to voluntary, community and social enterprise organisations based in Greater Manchester. The turnover limit for organisations is a maximum of £250,000 per year.

### Investments of £1,000

- Signing up as an Answer Cancer Champion Organisation, attending training and delivering a cancer awareness session to your organisation/community, with support from a member of staff from the Answer Cancer team if required.
- Recruiting a **minimum of 25** 'Answer Cancer Champions' by 30th September 2020

### Investments of £2,000

- Signing up as an Answer Cancer Champion Organisation, attending training and delivering a cancer awareness session to your organisation/community with support from a member of staff from the Answer Cancer team if required.
- Recruiting a **minimum of 50** 'Cancer Champions' by 30th September 2020

## What can the investments be spent on?

The aim is to help increase the awareness of Breast, Bowel and Cervical cancer screening as well as boosting the numbers of people signing up as Cancer Champions by running local level awareness-raising and recruitment events. Any costs associated with putting on events\* (room hire, refreshments, marketing, volunteer expenses, transport, etc.) are eligible. Staff costs cannot be funded. \*Please read Covid-19 update on following pages regarding events/remote activity.

### What are Answer Cancer Champion Organisations?

Small community and voluntary groups who become Answer Cancer Champion Organisations are expected to get the formal agreement of their organising committee to support the Answer Cancer programme.

Typically Answer Cancer Champion Organisations will encourage their own members to sign up as Answer Cancer Champions and use their networks to recruit more. The main ask of Answer Cancer is to help encourage under-represented groups to go for regular screening for breast, bowel and cervical cancers.



### What are Answer Cancer Champions?

Answer Cancer Champions are individuals who are committed to talking and raising awareness about cancer, challenging common myths and encouraging people to take up screenings.

From encouraging friends and colleagues to go for screening, to hitting share on a Facebook post or raising awareness about the symptoms of cancer - Answer Cancer Champions use small everyday actions just like these to fight cancer.



# COVID-19

## Update for applicants to the Answer Cancer Fund

April 2020

### **The Challenge**

At present the UK is in lock-down with strict social distancing measures in force. We're also aware that many general cancer screening programmes across Greater Manchester and the wider UK have been temporarily suspended as the NHS prioritises CV-19. However pathways for urgent referrals are being developed.

Over the last 3 weeks Answer Cancer has had to radically reorganise its work programme. Partner organisations have switched to remote working and have worked through the implications of the call for applications to the Answer Cancer Fund.

Clearly the work of all voluntary, community and social enterprise organisations has been significantly impacted by the COVID-19 emergency. The type of engagement we'd hoped to support (face-to-face meetings, events, etc.) are not possible for several months.

### **We're still open for applications**

Addressing low cancer screening rates remains a significant health issue and a priority for our commissioners at the Greater Manchester Health and Social Care Partnership. We want you, in this new reality, to think through how you can engage your members, contacts and wider communities in different ways to ensure that people in Greater Manchester doesn't lose sight of the life-saving benefits of cancer screening.

### **The changes we're making**

Firstly we're extending the delivery period by a month, to cover the period from June 1st - October 31st (increase from 4 months to 5 months). Whilst we all hope the lock-down period eases long before October, we may still have to follow social distancing guidelines. We appreciate this makes the planning of meetings, events, drop-ins etc. extremely difficult as most such activities need a lead-in time of several weeks.

### **Exploring new ways of engaging under-represented groups**

We therefore are looking for you to think through how you might remotely engage your staff, members, contacts and wider communities using the range of phone-based, web-based and social media tools that are available. These could include phone calls, texts, your website, Facebook, Twitter, Instagram, YouTube or TikTok accounts, or video calling/conferencing using WhatsApp, ZOOM, Skype, FaceTime, Google DUO etc.

### **What sort of things could you do?**

We want you to think through and develop ideas of how you might utilise these tools to target priority groups and encourage them to engage with the Answer Cancer programme and sign up as Answer Cancer Champions.

We'd love to see a mix of ideas from direct phone calls, to fun online activities that include important messaging on Answer Cancer and the need to boost cancer screening rates.

Here's some ideas to get you thinking:

- **Telephone Tree** - ask all your members to call 3 people to talk through the importance of cancer screening, ask if they'd like to be an Answer Cancer Champion and maybe ask those 3 in turn to call 3 people and have the same conversation. Have think how you'll track the number of people engaged. ...or Email Tree
- **Online Quiz** - with a ZOOM-Pro account (paid for through your Answer Cancer grant) you could host up to 100 people and help reduce social isolation and include a quiz round on how to beat cancer - a bit of fun with an important message. You could fund prizes such as an online voucher with your grant.  
ZOOM Pro prices start at £11.99 / month - see <https://zoom.us/pricing>
- **Online Competition** - This could be photography competition, poetry, flower or vegetable growing competition, joke competition etc. You could have different categories or themes to maximise interest. You could fund prizes such as an online voucher with your grant.

...and lots of other amazing, innovative ideas from your organisation or group!

### **Can you still apply for activities such as events?**

Yes, but please plan any such activities for later in the summer and into autumn up to October 31st. Also please be aware that such plans might well have to change, so you need to think of alternative options.

You may want to plan a celebration event to bring all the people you've engaged together and mark the end of social-distancing. Such events would best be planned for September or October, but please be aware that such plans might have to change.

### **Will there be any online Meet the Funder session?**

Yes, we'll be arranging some online support sessions for applicants to the Answer Cancer Fund during April. These will provide additional information for applicants and provide a forum to ask questions of Answer Cancer programme colleagues.

Details will be published online at: [www.salfordcvs.co.uk/greater-manchester-grants](http://www.salfordcvs.co.uk/greater-manchester-grants)

### **Remote Training for Successful Applicants**

Also, we will offer all successful grant recipients a short online training session designed to increase their skills and confidence to deliver online and remote engagement activity.

The 'Creative Approaches to Online and Remote Engagement' training will share a variety of approaches to help you reach your audiences. We will cover how to use social media, including Facebook Live and Instagram Stories, we will give an overview of Zoom and ways to incorporate it in awareness raising, and how Whatsapp can add to your tools.

Answer Cancer  
15th April 2020

## Frequently asked questions

### ***When are we expected to run our Answer Cancer Champion recruitment campaign and events?***

Organisations are expected to undertake activity between 1st June 2020 and 31st October 2020 (extended by one month due to Covid-19).

### ***Do you need any particular knowledge or expertise on the topic of cancer?***

No. We will provide training which will guide the conversation every step of the way. We just ask that you have an interest in raising awareness of the importance of cancer screening within your communities.

### ***How much is available from the Answer Cancer Fund?***

Organisations can bid for either £1,000 or £2,000 each.

### ***Is the fund open to existing Cancer Champion groups and individuals?***

The fund is open to existing voluntary, community and social enterprise organisations, but not individuals.

### ***What is the process to apply?***

Firstly, read through this guidance and make sure your management committee has agreed to submit a bid. Secondly, complete the Application Form and email to [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)

### ***How will applications be assessed?***

Financial support will be allocated to meet the priority groups outlined in this guidance. In addition the assessment panel will work to ensure all local authority areas of Greater Manchester are supported.

### ***When is the closing date?***

Please return your application by 12.00 noon on Monday 4<sup>th</sup> May 2020.

### ***What happens next?***

Once the closing date has passed all applications will be checked for eligibility. An independent panel will then assess the applications and decide which investments will be prioritised. All applicants will be informed of the outcome by Friday 29<sup>th</sup> May 2020. Successful applicants will be provided with additional guidance and a pack of marketing materials (sent by post / email).

### ***How will organisations be paid?***

Successful applicants will be paid in advance by bank transfer on supply of an invoice AND an original bank statement or paying-in slip (scans or photos of bank details are fine).

### ***What are Answer Cancer Champions expected to do?***

Answer Cancer Champions are individuals who are committed to talking and raising awareness about cancer screening within their communities or organisations. Answer Cancer Champions will help challenge common myths and encourage people to take up Breast, Bowel and Cervical screening.

Once signed up they will receive regular email bulletins, be able to access training (which will help them in their role as a cancer champion), be invited to gatherings (online during CV-19 lockdown) for Answer Cancer Champions to gain updates on Answer Cancer, and learn about opportunities to raise awareness within their communities or organisations about cancer screening.

***Is this a recruitment drive?***

Yes. Successful applicant organisations are expected to recruit new Answer Cancer Champions who are willing to talk to other people to help and encourage others to go for cancer screening.

***Can you provide examples of good practice?***

Yes. Answer Cancer will invite successful applicants to Skillshare Sessions and Community Researcher Training to upskill you with everything you need to know to deliver your project. Online drop-in advice sessions on how to apply will be open to anyone interested in applying.

***Is it possible to provide a written script or crib sheet for delivery?***

If you are successful in securing a grant, you will have to attend a training session which will give you the skills to deliver an awareness-raising session on cancer screening to your community. You will be supported by one of the engagement workers to deliver your session. Other training opportunities will be provided at the Skillshare and Community Researcher Training sessions which you will be able to attend.

***Is the funding criteria dependant on 25/50 Answer Cancer Champions being engaged before applying to the fund?***

No. Successful applicant organisations are expected to engage people and recruit Answer Cancer Champions after they've received an award as part of their project. You will be expected to provide information about the people who have signed up as Answer Cancer Champions.

***Do we have to work with Answer Cancer engagement and delivery team to support engagement?***

Yes. Someone from your group or organisation will have to attend an online training session which will give you the skills to deliver a remote awareness raising session on cancer screening to your community. You will be remotely supported by one of the engagement workers to deliver your session within your community.

***What does BME mean?***

BME stands for black and minority ethnic. It is sometimes written as BAME which stands for black & Asian, minority ethnic.

***Is there a minimum age for Answer Cancer Champions?***

Yes, 18 is the minimum age for an Answer Cancer Champion.

***If I wanted to deliver in a community language, do you have the right translated materials?***

No. You'll need to undertake translation of guidance and leaflets yourselves. You can use some of your award to pay for translation if needed. Through attending the online training course you will have the skills to deliver an awareness session yourself with support from one of our engagement staff. If you would like the session delivered in a community language you can use some of your funding to employ interpreters to support you.

***Do you provide interpreters?***

No. If you need interpretation you'll need to make your own arrangements. The cost of this can be covered from your award.

***Will the delivery of Answer Cancer sessions be limited i.e. Monday-Friday?***

The online training courses are delivered Monday – Friday. However we are happy to try to accommodate your needs outside of core hours. The awareness raising sessions can be delivered whenever suits you and your community – our engagement staff are always very flexible when supporting community groups.

## Examples of engagement events that Answer Cancer Champion organisations have undertaken (pre-Covid-19 lockdown):

- Online sports event for children where parents were engaged in discussions on cancer screening
- A community conference to discuss cancer screening
- Afternoon tea for women, including a cancer screening awareness-raising session
- Sports activities highlighting cancer prevention and discussing cancer screening

Also see the ideas for remote delivery of activities at the top of page 5.

**Closing date for applications is:** 12.00 noon, Mon 4th May 2020

**Email applications to:** [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)

**Or by post to:** Salford CVS, The Old Town Hall,  
5 Irwell Place, Salford, M30 0FN

**Need any help?** Call Salford CVS' Grants Team  
on 0161 787 7795  
or email: [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)

**ANSWER  
CANCER** Greater Manchester  
Cancer Screening  
Engagement Programme

**Answer Cancer**  
is a VCSE-led GM  
Cancer Screening  
Engagement Programme  
commissioned by Greater  
Manchester Health  
& Social Care  
Partnership

# Unleash your creativity & **GO SOCIAL**



When **planning your project** have a think about how you can deliver your activities for the benefit of local people.

**You could support other community / voluntary organisations, social enterprises and independent local businesses by shopping locally and keeping the money in Greater Manchester!**

**You can also do your bit for the environment by choosing greener products as well as reusing, recycling or composting any waste.**

**As you already support volunteering you're doing great things for local people. However you might be able to involve new groups in the project or help people develop new skills.**

One way of describing these added benefits is 'social value'.

## **Spending for Social Value**

**Venue Hire** Hiring community owned or managed venues helps maintain Greater Manchester's important community assets. Please make sure they are accessible.

**Refreshments** Will refreshments be healthy? Will you include vegetarian, vegan, kosher and halal options? Will you be supporting local, independent shops or businesses?

**Marketing and Publicity** Have a think how you can support local printers or suppliers. Will you be using recycling paper, card or other materials?

**T-shirts and other merchandise** Whilst the vast majority of merchandise is manufactured overseas, you can still do your bit for Greater Manchester and support local suppliers and shops. Organic cotton t-shirts are now more readily available.

**Entertainment / activity costs** Help keep your money within your borough and use local, independent businesses and suppliers where possible.

**Awards and Certificates** These could be hand-made by local people, and reflect the culture of your area.



...plus lots of other amazingly creative ideas from your project team!