

Social Value Awards – Category Best Third Sector Project

Title: Targeted Prostate Awareness Project for Black, African, and Caribbean men in Leeds.

Introduction

Uni Consulting, Unique Improvements Ltd (Uni) is a social enterprise which was founded in 2006. With our origins in the NHS Modernisation Agency, we have since then worked with some of the most marginalised, challenged, and deprived communities supporting them to develop the confidence and skills to bring about sustainable change and improvement for their communities. Since our inception, we have worked across the UK from Scotland to Hastings with a wide variety of topics and in the past five years we have specialised in Early Detection of Cancer, and social marketing projects raising awareness of signs and symptoms and, prevention of chronic disease and the promotion of preventative screening programmes. We have become acknowledged experts in engaging communities on difficult topics such as cancer and have won several awards such as the HSJ Award, The NHS Innovation Award, The Dartmouth Hitchcock Clinical Microsystems Award – category *Joy in Work*.

We are proud to say that we were a social enterprise before it was fashionable, and we have always operated as a social enterprise. Our governing articles allow us to make a surplus and we reinvest this back into the community which funded us.

Project Summary

For the past five years we have operated the Leeds Cancer Awareness programme www.Leedscancer.com and because of its success we were asked by the Leeds Council to design and deliver a targeted approach to increasing the number of men who present themselves with prostate concerns. During Covid the number accessing a GP has dropped dramatically and this has caused a worrying reduction in the number receiving tests or a diagnosis.

1 in 4 black men will get prostate cancer during their lifetime, this is compared to 1 in 8 men of other ethnicities. Recognising this inequality, we were awarded funding to raise awareness of prostate cancer with the specific group of Black, African and Caribbean men, focussing on prostate cancer risk, testing for prostate cancer and the importance of early detection. The local team targeted the Harehills and Chapeltown areas of Leeds, as a large proportion of the target audience reside in these areas. These areas also share some of the highest levels of diversity and deprivation in Leeds and as such suffer many of the contributory factors to chronic ill health.

Methodology

1. Gathering insight

We facilitated 2 focus groups which took place within the local communities. 20 men took part and 13 were of African and Caribbean ethnicities. Participants were asked about prostate awareness, barriers to contacting their GP, likes and dislikes of current available leaflets and what would work in their community to increase awareness levels.

It was found that:

- Older men would engage with social events and younger men would engage with social media content.
- Posters/resources needed to be present in everyday places e.g., barbers, food outlets, gyms, and betting shops.
- The message on print media needed to be short and clear.
- Most did not know black men were at higher risk.
- Most did not know about the Prostate Specific Antigen (PSA) test.

The focus groups provided valuable insight and shaped the campaign, the insight gained shaped the development of the campaign which lasted six months to March 2022.

2. Developing Resources

The insight produced the ideas which were then developed with a designer and groups of men in the target group, and this was then further checked and refined by the group examples follow.





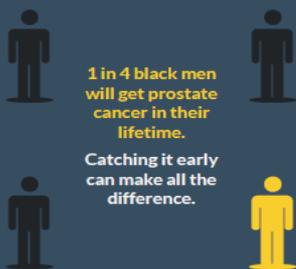
**1 in 4 black men and
1 in 8 white men will get
prostate cancer in their
lifetime – catching it
early can make all
the difference.**

**LEEDS
CANCER
AWARENESS**



It's your move.
Scan the QR code to check your risk in 30 seconds
or ask your GP about prostate health checks.

leedscancer.com/risk-checker



**1 in 4 black men
will get prostate
cancer in their
lifetime.**

**Catching it early
can make all the
difference.**

**If you're a
black man
aged over 45,
now is the
time to check
your risk.**

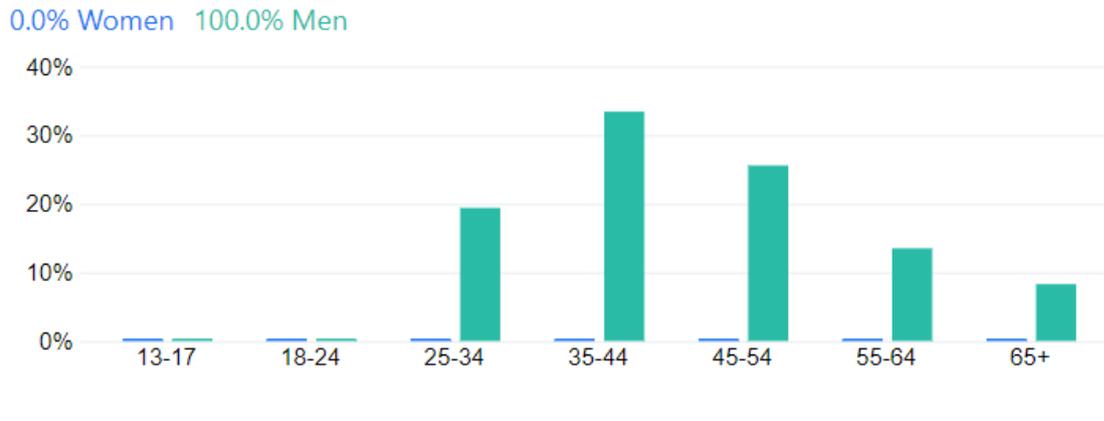



Scan the QR code to check your risk
in 30 seconds or ask your GP about
prostate health checks/tests.

It's your move.
leedscancer.com/risk-checker

We worked in partnership with Prostate Cancer UK (PCUK) to promote the use of PCUK's risk checker and the QR code for the risk checker was placed on the printed resources, and social media posts 15 times throughout the six months of the campaign. 245 men accessed the risk checker from our campaign in the six months and this is verified by PCUK.

A 52 second video was created and posted on social media with the Facebook post being boosted. On Facebook the post was targeted to men living in Chapeltown and Harehills aged 35+, this was to help target younger men as well as older. This video received a total of 4,299 views from the target audience. Below is a breakdown of the age of men who viewed the video:



The materials were used in public outreach events such as Health Stands at Events, informal talks to groups, at an organised Domino competition in one of the targeted social settings and within a PowerPoint presentation which was shared at local partnership events and training sessions.

To maximise the social value from the campaign we trained several community leaders to enable them to hold their own prostate events beyond the campaign. The training was designed to increase their motivation and confidence and they were supported by a training toolkit that they can use.

Several of the local venues such as Barbers, take-aways and betting shop were given packs and brief conversations training so that they could have informal conversations with customers. The 140 packs contained leaflets such as the PCUK leaflet (<https://bit.ly/3qRG19T>) and a free key ring.

Results

- 400 prostate cancer awareness conversations were completed.
- 71% of the conversations took place with men.
- 29% of the conversations took place with the secondary audience of women/families.
- 83% of attendees stated they enjoyed the awareness sessions
- 75% of attendees of awareness sessions recorded an increased awareness through pre & post evaluation.
- 66% of attendees stated that they would speak to their GP or ask for a PSA test following the session.
- 140 packs given out
- 4,299 views of the video

These all demonstrate the National Themes of increasing local skills, improving employability, and promoting local resilience.

Social Value

- From 1 April 2022, we are offering small grants to community groups/organisations to run their own awareness events. A procedure has been developed which will link to the skills training for the community.
- Training toolkit is available, and we can offer a 'Train the Trainer' course for those wishing to make the training more formal. The course has been developed as a generic training course to enable the trainee to transfer these skills to train on other topics. The prostate topics will be required for the small grants scheme. Further investing in the social value of the area.
- The print media will continue to be used in the target areas but also across the city. The campaign will be widened to all men in November during National Men's Health month.
- From 1 April 2022 the contract becomes Leeds Health Awareness with a focus on prevention of chronic conditions. This contract has built in social value indicators such as,
 - An apprenticeship
 - Job Trials for Adults with additional needs
 - Work Experience for school leavers
 - Innovation in reinvesting surpluses locally.
 - Coproducing solutions to challenges within the community is written into every action. This increases personal skills and human and social capital which in turn improves community resilience and networks.
 - Innovation comes from within the room and when the challenges and evidence are shared openly innovation comes from the group. We then commit to safe testing and measurement for improvement and outcome basis.