



COUNCIL EXECUTIVE

MACMILLAN LIFE @ WEST LOTHIAN

REPORT BY HEAD OF AREA SERVICES

A. PURPOSE OF REPORT

The purpose of this report is to inform the Council Executive of a new project in partnership between NHS, West Lothian Council and Macmillan Cancer Support.

B. RECOMMENDATION

It is recommended that Council Executive approve the terms of the report and, in particular:

- £700,000 project funding allocated over three years by Macmillan Cancer Support;
- the creation of three new information and support points at Bathgate, Blackburn and Fauldhouse Partnership centres;
- refurbishment of the information and support point at Carmondean Connected;
- ten information and support stands in key locations;
- 2.5 fte fixed term posts to support the development of the project;
- recruitment of 30 volunteers;
- a target of 575 adults supported through their cancer journey; and
- the intention to ensure that the project becomes self-sustaining.

C. SUMMARY OF IMPLICATIONS

I Council Values	Focusing on our customers' needs; being honest, open and accountable; providing equality of opportunities; making best use of our resources; and working in partnership.
II Policy and Legal (including Strategic Environmental Assessment, Equality Issues, Health or Risk Assessment)	None.
III Implications for Scheme of Delegations to Officers	None.
IV Impact on performance and performance Indicators	The project will impact positively on a number of indicators contained within the anti-poverty strategy.
V Relevance to Single	SOA 5: People most at risk are protected and

Outcome Agreement	supported to achieve improved life chances. SOA 7: We live longer, healthier lives and have reduced health inequalities.
VI Resources - (Financial, Staffing and Property)	£700,000 funding from Macmillan Cancer Support.
VII Consideration at PDSP	The report was considered by the Social Policy PDSP on 8 January 2015. The PDSP agreed that the report should be forwarded to the Council Executive with a recommendation that the proposed project be approved.
VIII Other consultations	The project bid was undertaken through a working group consisting of NHS professionals, West Lothian Council: Advice Shop, Libraries and Customer Information Service, alongside current services users and volunteers. Legal Services and the Financial Management Unit have endorsed the recommendation to accept the offer.

D. TERMS OF REPORT

D.1 Background

176,140 people live in West Lothian. Of this population, 3,567 people are on the cancer disease register. Information obtained from West Lothian Community Health and Care Partnership suggests that the cancer incidence in West Lothian (448 per 100,000 population) is significantly higher than Scottish average (421 per 100,000). Latest figures available for cause of death within West Lothian show that, 30.7% of male deaths and 31.6% of female deaths are related to cancer.

Analysis shows that the incidence of cancer diagnosis is greater in some communities than others with Armadale, Blackburn, Fauldhouse, Winchburgh, and

Whitburn being particularly affected. All available evidence suggests that the number of people living with cancer is likely to double by 2030. Not only will more people experience a cancer diagnosis, but many more will survive cancer and live longer. Cancer therefore represents a major public health issue in West Lothian and there is wide ranging evidence which shows that those diagnosed with cancer and their families need additional support of a non-clinical nature. In particular:

- Almost 25% of people diagnosed with cancer have no support available from friends or relatives during treatment and 18% of those who are isolated have become so as a result of their cancer diagnosis, simply losing touch with social contacts or, sometimes, due to an inability to meet the financial costs of keeping up relationships.
- Cancer often has serious financial implications. 30% of people with a cancer diagnosis experience a drop in income, with one in three stopping work permanently or temporarily. It is also common to incur increased outgoings, which may include the cost of hospital appointments or increased living expenses.

- People living with cancer need information to help them make informed choices and take ownership of their medical condition. The Healthcare Quality Strategy for NHS Scotland (Scottish Government 2010) recognises that high quality support and information is essential to assist patients in decision making and managing their illness.

D.2 Current Support

For a number of years, West Lothian Council's Advice Shop has delivered an East of Scotland cancer benefit service. The service operates a twice weekly, drop-in and ward visit advice session at the Western General Hospital in Edinburgh. In 2013/14 the service worked with nearly 700 customers and generated £3,179,947 of income maximisation. In 2014/15, the service has developed its offer further with drop-in sessions at St John's Hospital Palliative Care Centre as well as a session at the Macmillan information and support service in Carmondean Library.

The information and support service at Carmondean Library has been operating since 2008 and has four volunteers. It offers a range of information leaflets, a drop-in session and access to a clinical nurse specialist. The new project has worked with the volunteers and clinical nurse specialist alongside service users to identify good practice and consider how it is integrated into the proposed Macmillan Life @ West Lothian project.

D.3 Macmillan Life @ West Lothian

The new project will be an information and support service providing information on the non-clinical aspects of living with and beyond cancer. It represents a partnership between Macmillan Cancer Support, West Lothian Council and NHS Lothian and will offer:

- A network of drop in centres and information points staffed by volunteers and located within communities. Partnership Centres have been identified as the most appropriate venue for the service, as they are accessible, highly visible and trusted sources of local information. The specific locations of drop in services will reflect the needs of local populations and offer good transport links to serve smaller, isolated areas. It is envisaged that these will be located at Bathgate, Blackburn and Fauldhouse alongside the existing Carmondean venue. Information points will be situated at other community centres, libraries and CPP locations.
- Trained volunteers with time to listen to service users and address individual needs identified.
- A welcoming and comfortable environment within local communities, co-located with other services where possible.
- High quality, accurate and appropriate information, presented in a variety of formats to suit the needs of service users. Crucially, information which is relevant to all stages of the cancer journey will be on offer and relevant to those living with and beyond cancer.
- A seamless service with established processes for referring service users to our partners, providing volunteers with a clear framework to undertake referrals at the point of contact with service users.
- Access to guidance, learning, accreditation and progression routes for both service users and volunteers to ensure they are equipped to make informed decisions about their future.
- Utilising new technology better to support service users to be able to self-support.

The project will link in with a range of services including primary care services, voluntary organisations, health and leisure, to address this, alongside services offered through the council and community planning partner. Many people with a cancer diagnosis may also experience other long term conditions. The project will develop links with services.

At the core of the service will be the recruitment, training and development of a volunteer team. Volunteers will be integral to the service and responsible for its day to day delivery. To achieve this, project staff will recruit, train and support thirty volunteers and ensure that the project follows the principles of the Volunteer Friendly Award, which was awarded to the Advice Shop and Adult Basic Education in 2013. The Volunteer Friendly Award 'is a user friendly quality standard to support, recognise and reward groups who are good at involving volunteers'.

Volunteers will undertake initial training to include induction, cancer awareness and treatments, boundaries, confidentiality, communication skills, introduction to Macmillan, Protection of Vulnerable Adults, health and safety and information provision and signposting. They will also engage in ongoing training and support which will consist of one to one sessions, volunteer meetings and regular awareness raising and update training sessions. It is our intention to offer each volunteer the opportunity to work towards accredited training including SQA awards and to ensure that staff adopt an accessible and supportive approach.

Each volunteer will have a clearly defined role description. The service has identified the following volunteering opportunities: Information and Support, Events and Promotions, IT Buddies, Communications and Information Management. Through ongoing monitoring of the project new roles for volunteers will be identified and perceived gaps in the service will be filled.

The project is initially funded for three years with the option of further funding subject to meeting the outcomes. Over the life of the project, the team will work with Macmillan Cancer Support to embed the project into local structures and to ensure that, as part of the exit strategy, there is a self-sustaining volunteer model in place.

D.4 Consideration at PDSP

The report was considered by the Social Policy PDSP at its meeting on 18 January 2015. The PDSP agreed to forward the report to the Council Executive with a recommendation that the proposed Macmillan Life @ West Lothian project be approved.

E. CONCLUSION

The proposed project will invest £700,000 over three years to help support those affected by cancer. Individuals, families, carers and friends will be in receipt of high quality information, advice and support. The project will offer volunteering opportunities and qualifications to thirty volunteers which will, in turn, support their employability and career aspirations.

The project has the potential to help join up a range of services, organisations and partnerships to improve the cancer journey and to help support those affected to make informed decisions about every aspect of life from emotions to finances.

The project will report on progress to the Social Policy PDSP annually in April of each year.

Appendices/Attachments: none

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