



TRANSFORMING
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CANCER CARE

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Transforming Care After Treatment: Employability Project

Phase 2 Evaluation Report

Version:

Final Report 4.0

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Executive Summary

The Transforming Care After Treatment (TCAT) Ayrshire Employability Project has provided positive assistance to support people affected by cancer to return to work. The project has helped to develop a greater awareness amongst local businesses of the importance of providing supportive relationships with people affected by cancer, for mutual benefit.

Being diagnosed with cancer, caring for someone who has cancer or having an employee with cancer, can be a hugely difficult and sensitive time. People may be dealing with many medical, emotional and financial issues, so support to help them to stay in work or return to work can be vital. This project has helped them move towards a more stable and healthy life.

There have been three areas of focus for the Ayrshire Employability Project:

Business awareness – understanding obligations and developing more positive and supportive relationships with people affected by cancer;

Returning to work – positive assistance to support individuals to remain with an existing employer after a cancer diagnosis;

Securing work – tailored support to help individuals affected by cancer to return to the labour market and secure employment.

19 Business Seminars have been delivered involving 186 attendees from 76 organisations across Ayrshire. The seminars focused on potential benefits to business of taking a more supportive approach to employees affected by cancer, employer obligations under the Equality Act and practical ways of supporting employees were also covered.

Feedback from participants has been extremely positive with nearly two thirds rating the seminars as excellent. Over three quarters of participants have said that they have communicated at least the key messages to their staff. Importantly almost half stated that they have reviewed organisational policy as a direct result of the seminar and 45% have been prompted to make changes to policy and practice.

Given this, it is possible to estimate that the Business Seminars have resulted in up to 7,500 employees across Ayrshire experiencing a more positive attitude to cancer in their workplace. This is a significant impact on businesses and the workforce and underlines the importance on engaging and influencing employers in order to facilitate a more positive environment that will benefit businesses and individuals today and in the future.

A further 286 businesses have been assisted through face to face contact at Ayrshire exhibitions and events. The importance of this direct contact should not be underestimated. Relationships established with existing business support organisations such as the Ayrshire Chamber of Commerce provide a clear opportunity for ongoing engagement and assistance.

Employability Support was provided to people affected by cancer to build the confidence and skills necessary to enable a return to employment or to pursue business opportunities through integrated employability support. Employability Support provided directly through this project was designed to be additional to existing services by filling gaps and complementing other provision. However, it was key to ensure that individuals could be linked into existing pipeline services at the earliest opportunity where this met their identified needs.

Individuals were offered a tailored service and a menu of services based on their needs with a single access point provided by project partners CEIS Ayrshire. Support has included guidance relating to the Equality Act, return to work and careers advice, access to information provision, resilience training, community activities and volunteering.

The provision of information was key and approaches utilised via web based and social media channels have proven to be extremely popular. For example, a Facebook campaign provided access to a range information and the opportunity to view Macmillan Cancer and Work videos. Information reached nearly 22,000 people in Ayrshire creating the opportunity to assist many through the provision of additional services.

Clearly the Employability Project was developed on the basis of identified need, however it became clear very early that the level of demand was very low. The promotion and awareness campaign aimed at stimulating demand and securing involvement gathered momentum. Every level and layer of communication utilised had a dual aim to raise awareness of the issues and potential solutions available.

Securing the participation of businesses has been challenging. Many businesses do not view cancer in the workplace as a priority and consequently significant activity has been focused on stimulating demand amongst employers and employees. This has provided a real opportunity to raise awareness of work and cancer issues throughout Ayrshire.

The Employability Project was a pilot and ran to 30th June 2017. Discussions and activities are already underway to ensure provision will be available in the short, medium and long term. Partners are ensuring that the employability support established is still available to people affected by cancer. There is a belief that this project can be embedded in mainstream activities and services.

Outputs from the Employability Project:	Target	Actual
• Number of people reached	-	87,553
• Number of people affected by cancer engaged	375	318
• Number of people affected by cancer assisted	250	301
• Number of people affected by cancer employed	80	40
• Improved wellbeing of people affected by cancer	250	301
• Number of businesses reached	-	26,731
• Number of businesses engaged	800	989
• Number of businesses assisted	270	372
• Number of business seminars	18	19
• Businesses – reviewing & changing policy	-	45%
• Employees – more positive working environment	-	7,500

Definitions utilising Scottish Government and Scottish Enterprise guidance:

Reached – Information received by individual or business

Engaged – Two way relationship with individual or business

Assisted – Support provided to individual or business

The Ayrshire Employability Project has raised some very real challenges. Yet the partners involved view the project and its achievements as a starting point. There is an opportunity to facilitate a more positive business environment that will benefit employees and employers. There is a clear opportunity to develop individual support for people affected by cancer and other health conditions to assist them move back into work at the most appropriate pace. No one organisation can ensure these opportunities are translated from theory to practice. This has been a partnership of like minds with a shared objective that all partners are committed to. Partnership is key at a strategic and delivery level.

The overall results of the project are extremely encouraging coupled with a large amount of learning that can be applied at a local and national level. There is strong evidence that the vast majority of logic model outcomes have been met. Some key results are highlighted in this report.

Introduction

This is the final evaluation report of the Transforming Care After Treatment (TCAT) Ayrshire Employability Phase 2 project.

The Ayrshire Employability Project provides positive assistance to support people affected by cancer to return to work. Furthermore, it has helped to develop a greater awareness amongst local businesses to provide supportive relationships with people affected by cancer, for mutual benefit.

Macmillan Cancer Support is providing £5 million over five years to facilitate the development and implementation of innovative models of care. The aim of the programme is to support and enable people recovering from cancer to live as healthy a life as possible for as long as possible.

This project is part of Transforming Care After Treatment which is a national partnership between the Scottish Government, Macmillan Cancer Support, NHS Scotland, the Regional Cancer Networks, Social Work Scotland, COSLA, Local Authorities and the Third Sector to support a redesign of care following active treatment of cancer.

This innovative Ayrshire wide project supporting people affected by cancer to get back into work was launched by North Ayrshire Health and Social Care Partnership and Macmillan Cancer Support, working with partners in the private, public and third sectors.

Ayrshire partners for this project include:

- North Ayrshire Health and Social Care Partnership
- East Ayrshire Health and Social Care Partnership
- South Ayrshire Health and Social Care Partnership
- East Ayrshire Council
- North Ayrshire Council
- South Ayrshire Council
- NHS Ayrshire & Arran
- Macmillan Cancer Support
- Ayrshire Cancer Support
- Jobcentre Plus
- CEIS Ayrshire
- Ayrshire Chamber of Commerce.

This partnership represents a shared objective that all partners are committed to. The support from this project has helped people affected by cancer move towards a more stable and healthy life.

“Fantastic training for organisations, businesses and health care practitioners” – AILN (Seminar Feedback)

Background

More people are living with and surviving cancer than ever before, and they want to be able to go back to their 'normal lives' as soon as possible whether that be straight after their cancer diagnosis, during treatment or afterwards. There is significant evidence that demonstrates that some employers have not quite caught up with this new reality of 'survivorship'.

Around 750,000 of the 2 million people currently living with cancer in the UK are of working age, according to research by Macmillan. That makes it a business issue. Forward looking employers should have policies and practices in place to ensure that all employees diagnosed with cancer are treated fairly and appropriately. It is the ethical as well as the smart thing to do with businesses citing higher retention rates and stronger staff morale when they take positive and supportive action.

The incidence of cancer in Scotland remains high and of all the NHS areas, Ayrshire and Arran is currently 4th highest. Whilst the rates remain a significant concern, the number of people affected by cancer who survive continues to grow as a result of earlier identification and improved approaches to treatment. In Ayrshire in 2010, the total number of people living with or beyond cancer exceeded 14,000 and this is forecast to increase to around 24,000 by 2030. This means that statistically Ayrshire employers will have either direct or indirect contact with someone affected by cancer and will require the policies and practices to fulfil their legal obligations and maximise the benefits for the individual and the business.

Research also shows that:

- 4 in 10 people in the UK will be affected by cancer at some stage of their life;
- 113,000 people of working age are diagnosed with cancer in the UK each year;
- In North Ayrshire alone there are 288 people of working age diagnosed with cancer each year;
- There is an estimated 1.1 million people caring for someone with cancer in the UK today and 48% are in employment.

Whilst survival rates are improving, outcomes for many people affected by cancer could still be improved. Equally, there are significant resource implications for Health and Social Care organisations if high numbers of people recovering from cancer continue to experience poor physical and mental health.

Employment is identified as a key activity for improved wellbeing beyond cancer. There is also the cost of paying benefits to those of working age who could be supported back into employment that needs to be considered.

According to national research carried out by Macmillan Cancer Support:

- Less than 50% of cancer patients are advised by clinicians about impact of treatment on their work;
- Health professionals are not routinely talking to patients about work issues;
- There are an estimated 500,000 carers of people with cancer in the UK who are working full or part-time.

Many people find the uncertainty that comes with cancer hard to live with. It can also make it difficult to know whether, or how much, they will be able to work following treatment. Some people choose to carry on working, either full-time or part-time during their treatment and some people need to carry on working as much as possible for financial reasons. Many also find that working during their treatment periods gives satisfaction and helps them to focus on something rather than the cancer. Often it depends on the nature of work they do, and other factors including type of cancer and the treatment plan.

Cancer affects people emotionally, financially and physically. Employers and line managers have a key role and can support staff through training, policy, working practices and resources.

The physical implications of cancer are widely recognised. However, people with cancer and those around them face another, less obvious burden, the financial impact of their diagnosis. This means that many are forced to contend with the double hit of reduced income and increased costs. Research by the University of Bristol has shown that four out of five people with cancer are, on average, £570 a month worse off because of their diagnosis.

“A 27 year old had emergency surgery for colon cancer, followed by nearly six months of chemotherapy. His diagnosis affected his ability to work and being self-employed he worried about being able to pay his bills” (Macmillan Cancer Support)

This research, which included a survey of more than 1,600 people affected by cancer, showed the effect that undergoing treatment or recovering from it, has on people’s ability to maintain an income through work. Of those surveyed, 33% had stopped work either permanently or temporarily, while a further 8% had been forced to reduce their hours or take unpaid leave. It also found that 85% of people living with cancer face a range of increased costs as a direct result of their diagnosis.

In recent years much of the financial support that many people affected by cancer have traditionally relied upon has been affected by ever tighter constraints on public spending. The UK has experienced an unprecedented drive to reduce welfare spending in recent years. Many entitlements have been reduced or even withdrawn.

Macmillan’s research shows that people of working age experience a particularly severe financial impact of cancer. They are more likely to face a substantial loss in income due to having to give up or cut down on work, plus they tend to have significant financial commitments.

Following a call for funding, North Ayrshire Health and Social Care Partnership worked with partners to develop a project which met the TCAT programme’s aims through service re-

design and co-production. Ayrshire's TCAT project is designed to provide support and facilitate a more positive working environment to improve the outcomes of people affected by cancer across Ayrshire and Arran.

In order to provide a deeper understanding of the impact of this project and provide evidence for future planners and commissioners of comparable services, an evaluation plan was developed during the project planning stage. Both quantitative and qualitative data was collected and analysed by the local TCAT team. Guidance was provided by Edinburgh Napier University who are undertaking an external evaluation for the wider TCAT Programme. It should be noted that this report has not been written by Edinburgh Napier University and that none of the findings from the wider programme evaluation are contained within this report.

“Thank you for organising and presenting a sensitive topic in a very positive and forward thinking manner” – Ayrshire Children’s Services (Seminar Feedback)

Aims and Objectives

The purpose of this evaluation report is to provide an overview and evidence of the achievements of the TCAT Ayrshire Employability Phase 2 Project.

The project set out to provide a streamlined, effective, efficient, and person-centred service through the delivery of employability and business support; ultimately improving cancer outcomes and quality of life whilst promoting ongoing health and well-being. As such this evaluation will address the following question:

How does this project improve the quality of outcomes for people living and working with cancer?

This project aimed to support people affected by cancer to build the confidence and skills necessary to enable a return to and sustain employment or to pursue business opportunities through integrated employability support.

The anticipated outputs were as follows:

- Number of people affected by cancer engaged 375
- Number of people affected by cancer assisted 250
- Number of businesses engaged 800
- Number of businesses assisted 270
- Number of business seminars 18
- Number of focus groups 12
- Number of people affected by cancer employed 80
- Improved wellbeing of people affected by cancer 250

“Thank you for the invite to the event which was enlightening, informative and extremely worthwhile attending” – Corrie D Marketing (Seminar Feedback)

Methodology

Employability can be defined as the combination of factors and processes which enable people to progress towards, secure and maintain sustainable employment. Employability can mean anything from developing interpersonal skills, to encouraging people to become more active by joining a group or volunteering, and supporting someone to develop skills and experience that helps them to prepare for work. Working towards employment can help people become more independent and give them a sense of achievement and can often lead to improvements in physical and mental health.

Project Content

There are three areas of focus for the Ayrshire Employability Project:

Business awareness – understanding obligations and developing more positive and supportive relationships with people affected by cancer;

Returning to work – positive assistance to support people affected by cancer to remain with an existing employer;

Securing work – tailored support to help people affected by cancer return to the labour market and secure employment.

Activities include:

- Professional awareness – development of existing Community Connectors, Health and Wellbeing Advisors and other Health Practitioners so that they all have an understanding of employability and employment issues, promoting this as a central part of an integrated and holistic approach to Wellbeing;
- Information provision – comprehensive advice, guidance and intelligence available online, through social media and in local communities;
- Employer engagement – seminars and awareness sessions with local businesses including utilising Ayrshire Chamber of Commerce meetings, networks, publications and mailings to support a positive commitment;
- Personal and interpersonal skills development – focus on confidence-building, self-esteem, aspiration and motivation for people affected by cancer;
- Employability development packages – linking individuals into high quality but customised training and development providing choice and control at every stage;
- Employability pipeline – linking individuals into existing support to provide an integrated, clear and personalised pathway with aftercare.

***“It was a great event and I found your presentation really powerful and informative” –
Grameen Foundation (Seminar Feedback)***

Evaluation Methodology

The evaluation methodology offers a robust approach with clear elements of good and best practice. It offers the best opportunity to measure progress and to identify learning that will assist future service development and implementation. However, it should be noted that flexibility was essential, particularly in relation to the methodology and related tasks. Changes informed by practice through research, analysis and consultation evidence was necessary to ensure a focus on emerging issues and opportunities.

The methodology is based on the assumption that a well-established evaluation framework will help to identify whether the project has achieved its outcomes and why it has been successful. In addition, it will be used to inform future strategic priorities. Making the best use of available data and knowledge is critical to improving performance and efficiency as a whole, therefore good performance information is key to effective management, including planning, monitoring and evaluation. The guiding principles include:

- Validity and relevance of information;
- Information efficiency (cost, availability and ease of collection);
- Capacity to make general conclusions from evidence;
- Ease of dissemination (implications of evidence are readily understood by non-specialist audience).

The performance indicators are set within a logic evaluation framework which monitors performance of the project against inputs, activities and outputs, which then contributes to the specified outcomes that represent the overarching project objectives. Both summative and formative evaluation techniques are important aspects for measuring success of the project.

- Inputs: Financial and time resources used to fund and deliver the project.
- Activities: Direct products or services provided or funded by the project.
- Outputs: Immediate effect of the project activities.
- Outcomes: Impact on individuals health, wellbeing, economic (including employment and financial) and social position.

The Steering Group was a crucial element of a successful process in order to confer ownership and commitment of the evaluation outcomes to key stakeholders. A key role of the Steering Group was to guide the evaluation process and shape critical learning stages in the process. Additionally, support was provided by the WoSCAN Clinical Lead for TCAT and Network Service Manager.

There has been early engagement with the national evaluation provider to maximise the benefits at a local regional and national level. The Phase 2 methodology is integrated with the evaluation model of good practice developed in Phase 1. This will result in

additional inputs, activities, outputs and outcomes being built into the existing model. These additional requirements will tend to focus on employment and business indicators.

See Appendix 1 Evaluation Logic Model

“Thanks for the seminar, I really enjoyed it. It was a good mixture of presentation, videos and discussion. People have learned a lot by attending” – West of Scotland Cancer Network (Seminar Feedback)

Communication

Stimulation of Demand

Clearly this project had identified need, however it became clear very early that the level of demand was very low. The promotion and awareness campaign aimed at stimulating demand and securing involvement gathered momentum. Every level and layer of communication utilised had a dual aim to promote the service and raise awareness of the issues and potential solutions available. This has ensured that the value add of all communications has been maximised by developing the knowledge of all audiences and maximising opportunities for engagement. Amongst some businesses and organisations, cancer still remains a taboo subject with an unwillingness to discuss and tackle implications. Furthermore, rather than being viewed as a business issue, cancer is not seen as a priority. However the experience of this project has demonstrated that initial engagement and resulting face to face contact has led to meaningful discussion on business benefits and legal obligations. The use of social media has been important in establishing initial engagement. Although not always being a call to action in itself, it has established contact and in many cases stimulated demand.

Press Releases

Press releases have been produced that were distributed to relevant media outlets. In addition, partnership press releases have also been produced in parallel to enable easy usage through partner communication channels including web based and social media approaches.

Invitorials

Personal invites have been sent by email to over 700 key business organisations and providers in the Health and Social Care sector. Personal invites included or had a link to relevant further information to maximise levels of awareness and encourage early engagement.

Online Digital Display

An Online Digital Display campaign targeting Ayrshire businesses was completed. Information was made available to 56,075 people via their desk tops and lap tops across the Ayrshire business base. The landing page hosted by the Carena website was viewed by people in 617 businesses. This contained information on work and cancer and included a link to the relevant Work and Cancer pages on the Macmillan Cancer Support website.

Web Based Approaches and Social Media

A strong web based and social media campaign and presence was undertaken throughout the project. This was important to maximise the level of awareness of work and cancer issues across a wider audience than could have been achieved through more traditional methods. Furthermore, this approach has been successful in engaging with a

larger number of people and facilitate the provision of information directly to people affected by cancer, carers and other interested parties.

In total, a cumulative audience of 114,284 people was reached via Facebook. Positive feedback was received from 858 individuals with overall engagement reaching even higher levels. A breakdown of the Facebook cumulative audience is shown below:

- Individuals 87,553
- Businesses 26,731

A recent Facebook campaign targeting people considering a return to work reached 9,053 people. There was a significant positive engagement with this campaign with positive feedback from 149 individuals. Furthermore, the Ayrshire Daily News provided coverage of the Employability Service on 10 May 2017 reaching an Ayrshire audience of 41,000. Furthermore, the emergence of work and cancer business champions has been a positive development. Posts have been circulated through the Ayrshire Business Network, a Facebook Forum for local organisations by local business people.

52 articles have been published on the Carena website attracting an audience of over 11,872.

See Appendix 2 Web and Social Media Activity

Twitter has mainly been used to publicise the Business Seminars but has also featured the Employability Support available. In the run up to each seminar, two Tweets were scheduled to reinforce and remind potential attendees of the details of each event and the benefits of attending. In total, 47 Tweets were posted throughout the lifetime of the project. In addition, many seminar participants took their own photos and posted them along with some key messages to their organisations Twitter feed.

LinkedIn has been a useful channel to raise the profile of the project with professionals within and beyond Ayrshire. In total, 10 articles have been posted that have been received by an audience of over 2,000. The article topics were:

- Business Seminars: Work and Cancer
- Transforming Care After Treatment: Employability Programme
- Cancer and the Equality Act
- Beating Cancer and Returning to Work
- Managing Cancer in the Workplace
- Cancer Can Cost You More Than You Think (1)
- Seminar: Make Cancer Your Business
- Last Call: Make Cancer Your Business!

- Sacked for Having Cancer
- Cancer Can Cost You More Than You Think (2)

Articles

Articles have been published in the Ayrshire Chamber of Commerce magazine in the May, August and November 2016 editions covering topics such as:

- Cancer is a Business Issue
- Cancer and the Equality Act
- Managing Cancer in the Workplace

An article has also been featured in the Healthy Working Lives publication that is distributed widely to businesses. Both channels have resulted in business referrals.

Radio Ads

A series of free adverts were secured and run with Three Towns FM (TTFM). The adverts focused on support available locally namely the Business Seminars and the Employability Support for individuals.

MP Briefing Paper

A background and overview of the TCAT Employability Project was requested by Dr Philippa Whitford MP for use during a Parliamentary debate. The paper covered:

- Partnership
- Economic and Business Benefits
- Policy and Legislation
- Supporting Carers
- Returning to Work
- Employability Project

“This event was very useful and has made us think differently about handling things going forward” – Anon (Seminar Feedback)

Business Engagement

Business Seminars

The Business Seminars focused on potential benefits to business from taking a more supportive approach to employees affected by cancer. The Equality Act and ways of supporting employees were also covered.

Personal invites to the seminars have been sent by email to over 700 key business organisations and providers in the Health and Social Care sector in Ayrshire. Furthermore, events companies have promoted the seminars at no cost. These include Evensi, All Events in City and two others.

19 Business Seminars have been delivered involving 186 attendees from 76 organisations across Ayrshire:

Thursday 17 th March 2016	Hallmark Hotel, Irvine	12-1.30pm
Tuesday 5 th April 2016	Waterside Hotel, West Kilbride	8.30-10am
Tuesday 10 th May 2016	Hallmark Hotel, Irvine	12-1.30pm
Thursday 19 th May 2016	Park Hotel, Kilmarnock	12-1.30pm
Thursday 9 th June 2016	Mercure Hotel, Ayr	12-1.30pm
Tuesday 6 th September 2016	Brisbane Hotel, Largs	12-1.30pm
Thursday 27 th October 2016	Hallmark Hotel, Irvine	8.30-10am
Thursday 3 rd November 2016	Park Hotel, Kilmarnock	8.30-10am
Thursday 8 th November 2016	Mercure Hotel, Ayr	12-1.30pm
Tuesday 6 th December 2016	Waterside Hotel, West Kilbride	12-1.30pm
Thursday 8 th December 2016	Park Hotel, Kilmarnock	12-1.30pm
Thursday 19 th January 2017	Park Hotel, Kilmarnock	12-1.30pm
Thursday 23 rd February 2017	Hallmark Hotel, Irvine	12-1.30pm
Wednesday 15 th March 2017	Belford Mill, Kilmarnock	2-4pm
Thursday 23 rd March 2017	Park Hotel, Kilmarnock	12-1.30pm
Tuesday 2 nd May 2017	Waterside Hotel, West Kilbride	12-1.30pm
Thursday 18 th May 2017	Park Hotel, Kilmarnock	12-1.30pm
Thursday 1 st June 2017	Mercure Hotel, Ayr	12-1.30pm
Tuesday 13 th June 2017	Waterside Hotel, West Kilbride	12-1.30pm

Locations and times of seminars were varied to determine optimum participation levels whilst ensuring coverage on a geographical basis. Following intensive promotion of the seminars across Ayrshire throughout the lifetime of the project, the demand for places at the later events was significantly higher, although participation at the Ayr sessions were lower than Kilmarnock and West Kilbride.

“Saving time and money: avoiding the cost of replacing and training employees. The Chartered Institute of Personnel and Development (CIPD) estimates the average cost of recruitment to be £4,333 per employee, with an average recruitment time of 6 to 16 weeks depending on the position” (Macmillan Cancer Support)

“Thanks, very informative course” – D R Booth Project Services (Seminar Feedback)

See Appendix 3 Business Seminars – Organisations Attending

Survey Feedback

Electronic surveys were circulated to seminar attendees at the end of March and June 2017. 163 seminar attendees were invited to respond and there was a response rate of 27%. As many organisations were represented by more than one attendee, often from the same team, the response rate looks even healthier as the evidence suggests that one response per organisation was received in many cases. Feedback has been extremely positive with 60% rating the seminars as excellent, 32% stating they were very good with the remainder saying they were good. 88% of respondents stated that the seminar had increased their knowledge and understanding of Work and Cancer. 77% of respondents have said that they have communicated at least the key messages to their staff. Almost half (49%) said that they have reviewed organisational policy as a direct result of the seminar. Furthermore, 45% have been prompted to make changes to policy and practice. From this information it is possible to estimate that the Business Seminars have resulted in up to 7,500 employees across Ayrshire experiencing a more positive attitude to cancer in their workplace. 71% have sought further information as a result of attending the seminar. All have stated that they would recommend this seminar to colleagues and contacts.

“Efficiency: employers can retain valuable skills, knowledge and experience, and maintain productivity” (Macmillan Cancer Support)

“Thanks for the very informative session” – DWP (Seminar Feedback)

See Appendix 4 Business Seminars – Content

Ayrshire Chamber of Commerce Exhibition

A stand was taken at Ayrshire Chamber of Commerce event on 4th October 2016. This provided an opportunity to engage with and provide direct assistance to 210 businesses on the day. This included signposting to other services including resources available online via the Macmillan Cancer Support website. Furthermore, one larger Irvine based business wanted to explore the opportunity to have a seminar delivered on site to its line managers. Opportunities to promote TCAT with two publications was agreed and a request for a speaker at a business networking event was pursued.

“Employee engagement: supporting an employee affected by cancer, employers foster a greater sense of loyalty from them and their colleagues” (Macmillan Cancer Support)

DICE Ayrshire Exhibition

DICE Ayrshire (Disability Inclusive Confident Employers) is a disability inclusive partnership that works with local employers to take a more positive approach to recruitment and retention of people with disabilities. Involvement in the DICE Ayrshire Exhibition in Kilmarnock at the end of January provided the opportunity to engage with and provide direct assistance to 76 businesses has resulted in a number of individual and business referrals to further support. Furthermore, one MP requested and received a

written briefing on the Employability Project for use during a Parliamentary debate and another MP indicated their interest in attending a Business Seminar. The exhibition stand with Macmillan and TCAT branding has been featured in the Kilmarnock Standard, DICE Partner websites and the Ayrshire Daily News. A presentation/seminar was provided to a full meeting of DICE Ayrshire partners and the TCAT Employability Project is now a member of the DICE Ayrshire Steering Group.

“Positive image: a company or organisation that is known to support employees with cancer is more likely to become attractive to job applicants and customers” (Macmillan Cancer Support)

Learning Event

A Work and Cancer Seminar will be delivered to a cross-section of managers at North Ayrshire Council in October 2017. There are discussions ongoing with DWP and other public sector partners to reach a similar arrangement.

“Fulfilling legal obligations: Meeting the obligations of the Equality Act 2010 will help avoid potential discrimination compensation and all the associated costs of management time, legal fees and potential reputational damage” (Macmillan Cancer Support)

CIPD Ayrshire Presentation

The CIPD Ayrshire Group has included DICE Ayrshire in its event calendar and a presentation entitled ‘Be Disability Inclusive - Ethical, Smart and Good for Business’ will be delivered on 8th February 2018. TCAT has been a fundamental influence in securing this opportunity and its principles will be a clear influence on the presentation.

“It was very useful for the workplace and in life. A very worthwhile seminar” – Anon (Seminar Feedback)

Employability Support

The purpose of the Employability Support is to initially support people affected by cancer to build the confidence and skills necessary to enable a return to employment or to pursue business opportunities through integrated employability support. Employability Support provided directly through this project was designed to be additional to existing services by filling gaps and complementing other provision. However, it was key to ensure that individuals could be linked into existing pipeline services at the earliest opportunity where this met their identified needs.

Activities included:

- Improving employability;
- Raising skill levels and address skills gaps in the current local workforce reported by employers;
- Raising individuals aspirations and helping them to fulfil their potential;
- Tackling confidence, self-esteem and knowledge of the labour market;
- Raising awareness about job opportunities;
- Engaging employers and increasing their confidence in employing local people affected by cancer;
- Developing the referral process to other services to tackle social problems;
- Building local job and service provider networks and developing effective partnerships;
- Learning lessons for future mainstream service delivery.

People affected by cancer were offered a tailored service and a menu of services through a single access point provided by project partners CEIS Ayrshire. Support was based on their identified needs with a named member of staff that was their key contact for job search as well as additional support.

“Thank you for the support you have offered through CEIS Ayrshire. Thank you for pointing me in the right direction to help me get ready for returning to work after a period of illness. I look forward to attending the courses to help me improve my confidence and the support from your Salus service to talk about any health related issues. I feel that without this support I would struggle to get back to work and you have helped me to address some of the barriers to gaining employment. Thank you for your continued support and encouragement” – Gillian Morrow (Employability Support Feedback)

Referrals remained a challenge throughout the lifetime of this project. The number of potential referrals from the Phase 1 project was low due to many patients being over the

working age and not seeking employment. Employability partner CEIS Ayrshire utilised their existing channels to promote the service to individuals. The single named contact at CEIS Ayrshire has undertaken a range of meetings to stimulate referrals. Publicity and marketing activities remained high and relationships with partners continued to be a key to success.

In total 37 people have been engaged through employability support with 20 supported by a range of services and activities. This support has included guidance relating to the Equality Act, return to work and careers advice, access to information provision, resilience training, community activities and volunteering. 9 out the 20 have already returned to work.

“Myself and my lovely Wife Heather recently seen Gillian Anderson who works with CEIS Ayrshire at an arranged meeting at Ayrshire Cancer Support, Dundonald Road, Kilmarnock. We were having problems with depression and just trying to find things out with help regarding work, etc and filling in forms and who could help us. Gillian was great, she made us feel at ease and asked us questions and in no time at all we felt ‘lifted’ emotionally. Gillian sent us the relevant information within a couple of days, and arranged counselling through the Ayrshire Cancer Support. I would recommend Gillian to anyone seeking support whether emotional or financially” – Graham Vass (Employability Support Feedback)

Health and Wellbeing Practitioner

A Health and Wellbeing Practitioner was not recruited to this project. CEIS Ayrshire made a commitment to providing the first point of contact and this development has resulted in a more streamlined and accessible approach. This was agreed with appropriate TCAT representatives. The Health and Wellbeing Practitioner from the Phase 1 project was given the opportunity to shadow a CEIS Ayrshire Employability Advisor in order to develop an awareness, to upskill and encourage greater referrals. The resource for the Health and Wellbeing Practitioner was transferred to the Phase 3 Community Connector project.

“I’ve returned to work since I was diagnosed with cancer and I can’t thank my employers enough. Throughout my treatment, surgery and recovery, they offered me help and showed true understanding and friendship. Without them, I don’t know what position I’d be in today” (Macmillan Cancer Support)

Public Social Partnership

A Memorandum of Understanding was agreed with CEIS Ayrshire to deliver personal development sessions and tailored employability support throughout Ayrshire. This innovative approach has established a Public Social Partnership (PSP). A single named contact was established as a result for all referrals and initial assessments. This model provided a clear opportunity for co-production and to establish sustainable provision.

Information Provision

Information provision formed a key aspect of the project. The provision of information via web based and social media channels has proven to be extremely popular and effective. For example, a Facebook campaign provided access to a range information and the opportunity to view Macmillan Cancer and Work videos. Information reached nearly 22,000 people in Ayrshire with 281 assisted through the provision of additional information. Furthermore, 110 people took the opportunity to view one or more of the videos.

“We keep in regular contact with the line manager to ask about any support they need and we will offer to do home visits to the employee to see if there’s anything else we can do” (Macmillan Cancer Support)

Community Connectors

Community Connectors through social prescribing services are supporting people affected by cancer by facilitating confidence building activities and signposting and referral to employability services. 20 GP Practices have already been linked to this project through social prescribing services that have open up another important channel of referral for individuals seeking employability support to assist their return to work.

Partner Premises Engagement

Posters and leaflets have been distributed and are on display and available via partners including GP Surgeries and Pharmacies. Meetings have been undertaken with Ayrshire Cancer Support and North Ayrshire Cancer Care to develop the relationships and facilitate a greater number of referrals. Agreement was reached with Ayrshire Cancer Support to provide employability support from their premises. This involved CEIS Ayrshire in Health and Wellbeing Events and drop in services. This delivery of services on partner premises has improved awareness and access to employability support and is recognised as a key lesson in integrated service delivery.

“It was a very bad time in my life, but my employer took some of the stress out of it, giving me support not only from HR, but also medical and welfare officers” (Macmillan Cancer Support)

DWP Speed Networking

Four presentations were provided on the Employability Project as part of a speed networking session with DWP and Jobcentre Plus job coaches. This provided the opportunity to increase the understanding of the services available to around 50 key staff.

Health and Wellbeing Events

There has been ongoing involvement with Health and Wellbeing events across Ayrshire. This has facilitated opportunities to engage with and provide information to patients and carers. These events have recently been restructured to encourage a higher level of

participation. It is vital that the awareness and access to information on employability support and returning to work is maintained as a key part of these important events.

“I definitely learned more and have a better understanding of the support available to carers and their rights” – Anon (Seminar Feedback)

Performance

The outputs of the Employability Project were as follows:

	Target	Actual
• Number of people reached	-	87,553
• Number of people affected by cancer engaged	375	318
• Number of people affected by cancer assisted	250	301
• Number of people affected by cancer employed	80	40*
• Improved wellbeing of people affected by cancer	250	301
• Number of businesses reached	-	26,731
• Number of businesses engaged	800	989
• Number of businesses assisted	270	372
• Number of business seminars	18	19
• Businesses – reviewing & changing policy	-	45%
• Employees – more positive working environment	-	7,500
• Number of focus groups	12	13

Definitions utilising Scottish Government and Scottish Enterprise guidance:

Reached – Information received by individual or business

Engaged – Two way relationship with individual or business

Assisted – Support provided to individual or business

*Please note the number of people employed as a result of this project will increase beyond the lifetime of this provision due to the length of individual employability journeys.

The Ayrshire Employability Project has been shortlisted as a finalist in this year's North Ayrshire Achieves Awards in the category of Promoting Wellbeing. The final decision will be made on 3 November 2017.

Project spend against project allocation has been broadly in line with budget projections. However, savings have been made against budget through negotiated discounts on venue and catering for Business Seminars. Travel expenses have been managed at a low level by the use of public transport by the Project Manager whenever possible. The non-recruitment of a Health and Wellbeing Practitioner resulted in the transfer of single point of contact responsibilities to CEIS Ayrshire with travel costs absorbed into agreed partnership arrangements.

“Excellent relaxed training. Very good content and thought provoking” – Anon (Seminar Feedback)

Conclusions

Challenges

High level of identified need and lower levels of demand has required flexibility and persistence throughout. The time commitment of the Project Manager had to be much greater than was anticipated to facilitate higher levels of referrals and engagement.

Business engagement was initially very slow but through the use of multi-channel communication to raise profile and awareness, seminars in the latter part of the programme became over-subscribed. Key messages promoting the seminars were also refocused from business benefits to legal obligations to good practice to establish a blend that would attract involvement. It is interesting to note that email invites were ultimately key in securing business involvement in seminars and the actual content of seminars remained virtually unchanged throughout the programme and was widely praised by attendees.

Referral to Employability Support has been a challenge throughout the programme. The partnership arrangement with CEIS Ayrshire has helped this and feedback has shown that services have been of a high quality. The demand for employability information provision has been high and the innovative use of social media has allowed many that may not have accessed services from the Employability Project to do so from the comfort of their own home.

Whilst the use of social media has proven to be highly beneficial to this project and extremely popular amongst people affected by cancer, this approach has created its own challenges. The collection of evidence of people engaged and assisted using this approach has been different as standard techniques were not possible. Furthermore, there have been examples of people affected by cancer accessing the information provision service wanting to maintain anonymity or gathering information through a third party. This has tended to be the case where information regarding the Equality Act and employee legal rights has been sought particularly where the employers has been less than supportive. This has been experienced through social media, email and telephone channels. Where this issue has not been overcome and individuals have been adamant that they want to remain anonymous, services have been provided in these cases despite the limitations on evidence that can be collected.

Steering Group

The Steering Group has provided strategic direction throughout the lifetime of this project. The reality check provided by engagement with the Patient Carer Panel has been essential. The number of partners involved in this project has created issues at times in terms of maintaining high levels of engagement. However, the benefits of a multi-partner approach far outweigh any negatives with the level of added value overall being extremely high.

Relationship with TCAT Phase 1 & Phase 3

Linkages and learning from other TCAT Phases locally have been highly valued at both a strategic and operational level. Furthermore, learning from other projects at a national level has been important alongside the ability to test ideas and services through the support and scrutiny of Learn and Share Events.

Business Engagement

Securing the participation of businesses has been challenging. Many businesses do not see Work and Cancer as a priority and consequently significant activity has been focused on stimulating demand amongst individuals and businesses. However, this has provided a real opportunity to raise awareness of work and cancer issues throughout Ayrshire. To succeed, it is essential to speak 'business' language and understand the issues and opportunities that businesses are facing. Layered communication has proven to be useful utilising hard copy and social media in particular to reinforce messages. The key has been to utilise existing business channels to facilitate face to face discussions. This enables positive engagement to take place and has shown that this leads to interest and commitment. The experience of this project has demonstrated that initial engagement and resulting face to face contact has led to meaningful discussion on business benefits and legal obligations. The lack of awareness of obligations from the Equality Act amongst businesses must be tackled proactively and comprehensively. Potentially this could have a huge impact on employees affected by cancer now and in the future.

Employability Services

Despite identifying a clear need for employability services for people affected by cancer, the level of demand has been quite low. It should also be stated that partners have also experienced difficulties recently in securing involvement local events. Activities to raise awareness and stimulate demand were undertaken on a widespread basis. Awareness raising of an integrated and holistic approach is essential and must be viewed as a partnership responsibility. This has resulted in a number of people making the commitment to follow a tailored employability route.

Carers

The term people affected by cancer must include carers in practice. Many carers are working and face the challenge of competing responsibilities at home and at work. Many others remain out of the labour market in order to focus on caring responsibilities. Once this comes to an end there is a priority to find work and many of the challenges faced are quite similar to those people affected by cancer excluding the medical and physical aspects. Carers need to be provided with a level of support that can help them overcome their individual challenges. Carers play a fundamental role in supporting people affected by cancer and need to be recognised by the support they receive. Influence is required to ensure that all partners understand and provide appropriate access and support to carers.

TCAT Opportunity

It is clear that Transforming Care After Treatment is providing an opportunity for the delivery and further development of innovative and redesigned care services on a truly partnership basis. The TCAT Employability Project has provided a wealth of learning and has already influenced the development and implementation of mainstream employability services locally. It has also demonstrated in a practical way the benefits of holistic support and active partnership. The direct engagement with businesses and organisations in relation to health, disability and good HR practices is something that all partner organisations must consider and pursue.

The overall results of the project are extremely encouraging coupled with a large amount of learning that can be applied at a local and national level. There is strong evidence that the vast majority of logic model outcomes have been met and that this project has demonstrated from informal feedback and evidence that the quality of outcomes for people living and working with cancer in Ayrshire has improved as a direct result.

“I felt that having the Macmillan pack as a reference tool for the future was of great benefit” – Anon (Seminar Feedback)

Sustainability

Public Social Partnership (PSP) Benefits

The aim of the PSP in general terms is to improve the design and delivery of services, by working in partnership, to maximise the benefits to individuals and the community. The specific aim of the PSP in this project was to contribute to TCAT priorities and the Health and Social Care Partnership's Strategic Plans which highlight priority themes to tackle inequalities, engage with communities, bring services together and prevention and early intervention and improve health and wellbeing.

The PSP was committed to provide individuals with access to the range of services needed and provide meaningful experience and employment opportunities to achieve their full potential and enhance their quality of life whilst pursuing and securing the opportunities to develop and implement services in the medium to longer term.

Partner Commitment

The Employability Project was a pilot and ran to 30th June 2017. However, discussions and activities are already underway to ensure provision will be available beyond this date. CEIS Ayrshire are continuing to make support available to people affected by cancer. Consideration of wider approach to long term conditions is a realistic option. There is a desire to continue providing services beyond the lifetime of this project and an opportunity for potential funding is currently being pursued that could safeguard services until at least 2019.

There is a real opportunity to embed this project in mainstream activities and services. A Public Social Partnership involving North Ayrshire Health and Social Care Partnership and CEIS Ayrshire has been actively pursuing the potential of a specialised employability service for people affected by cancer including carers whilst investigating its expansion to support those with long term conditions. There is also a clearly identified need for ongoing support to businesses and various options are being explored that would directly involve existing business support organisations including Council business development departments, Business Gateway and Ayrshire Chamber of Commerce.

Promotional Video

The final business seminar on 13th June 2017 at the Waterside Hotel in West Kilbride attracted a larger than average audience with 33 people in attendance. Agreement was reached with Macmillan Comms to make a video with the seminar as a backdrop. The aim was to produce a video that will inform and encourage positive action beyond the lifetime of the project. It focuses on TCAT priorities, the Equality Act, business benefits, tips for managers and further support. A key part of the video features representatives from Macmillan Cancer Support, TCAT Employability Project, Chamber of Commerce, businesses and social enterprises and a former cancer patient who has returned to work. Macmillan Comms have requested a two minute version for use on Macmillan Cancer Support social media network. The video is now available on YouTube <https://youtu.be/axhjrPYeGiQ>

“Really impressed with how powerful and informative it was, fantastic piece of work” – Kerryanne Owens (Video Feedback)

“Thank you for this, we will certainly show it to all staff at the next meeting” – Access Ability/North Ayrshire Forum on Disability (Video Feedback)

Future Seminars

The TCAT Ayrshire Employability Project officially ended on 30th June 2017. Despite this Work and Cancer seminars are being arranged for beyond this end date. There is a commitment to deliver a seminar to managers at North Ayrshire Council in October 2017. Furthermore as part of the DICE Ayrshire group, a seminar will be delivered to HR/OD professionals at a CIPD Ayrshire Group meeting in February 2018. Proposals have been made to DWP, East Ayrshire Council and South Ayrshire Council to reach a similar arrangement.

Business Support

Existing business networks and support organisations will undoubtedly play a key role in the engagement with businesses in relation to Work and Cancer. It is essential that information, tools and resources including the new video are made available so there is ongoing access and a profile is maintained. Ayrshire Chamber of Commerce and Business Gateway should play a leading role. This needs to be supported by the Health and Social Care Partnership’s, Macmillan Cancer Support and local Cancer Support organisations.

Council Business and Economic Development departments will also play a key role. It is proposed that all Business Advisors undertake appropriate training so that guidance and advice can be provided to businesses and social enterprises directly. Furthermore, it is proposed that Premier Advisor, the national training and assessment framework for business advisors in Scotland, is enhanced to provide appropriate coverage under human resource management for disabilities, long term health conditions and the Equality Act. Initial sustainability discussions with Council Economic Development departments regarding business advisor awareness and integration of business support are already underway.

Focus Groups

Focus groups have fed into the evaluation process but have been primarily forward looking, tackling research questions around improvement and sustainability of information and support. 12 Focus Groups have been run involving employability and disability professionals from the private, public and third sectors at a local and national level. This has provided a new perspective to potential developments. In addition to this, a unique virtual focus group has been undertaken and tested via social media to maximise the involvement and input of people affected by cancer and their carers, family, friends and colleagues. This discussion group reached 13,280 people and engaged with 206. There was positive support for the Employability Project overall, it provided an opportunity to confirm employment status following assistance and views expressed included:

- Ease of access to services is very important
- Increasing the awareness of employees legal rights under the Equality Act;
- Continue Business Seminars in Ayrshire and roll out across Scotland;
- Engage with Employability Professionals in the Private, Public and Third Sector to increase awareness and involvement and integrate services;
- Facilitate multi-partner, integrated and mainstreaming of services.

“I think it would benefit managers to attend this course and gain an insight into how cancer affects either the person and/or carer” – Anon (Seminar Feedback)

Recommendations

The recommendations outlined are focused on Scottish and Ayrshire partners. If action is to be successful, there is a need for an integrated, comprehensive and partnership approach.

TCAT National Partners

1. Recognise the important of awareness raising to prompt partnership action utilising multiple communication channels to reinforce key messages
 - joint press releases, web and social media based campaigns
2. Focus on information provision making self-help tools available to a wider audience in order to give individuals greater responsibility, choice and control over future decision making
 - campaign to promote a more accessible Work and Cancer Toolkit
3. Launch a campaign focused on the Equality Act with employee rights and employers obligations highlighted
4. Continue delivering seminars for employers across Scotland and identify opportunities to raise awareness through business publications and events
5. Ensure carers receive appropriate support as people affected by cancer and promote this will all local partners
 - ensuring equal opportunities in accessing employability services and fully recognise the role of carers
6. Consider the potential for the use of Public Social Partnerships (PSP's) in other TCAT activities
 - using innovative partnership approaches with co-production at its heart could prove to be highly beneficial

TCAT Local Partners – Individual Focus

7. Work with partners to establish and implement a comprehensive communication plan for individuals and employers
 - utilising key messages and channels
8. Ensure one to one, tailored employability support is available where choice and control is fundamental
 - implementing new employability support for people affected by cancer and health conditions
9. Enable all people affected by cancer to access confidence building and resilience activities

- influencing public sector procurement agencies to stipulate requirements and encouraging local providers such as CEIS Ayrshire to further develop provision
10. Engage with employability advisors in the private, public and third sector to increase awareness and involvement in delivery
- increasing comprehensive nature of support and improve quality through learning and development and shared services

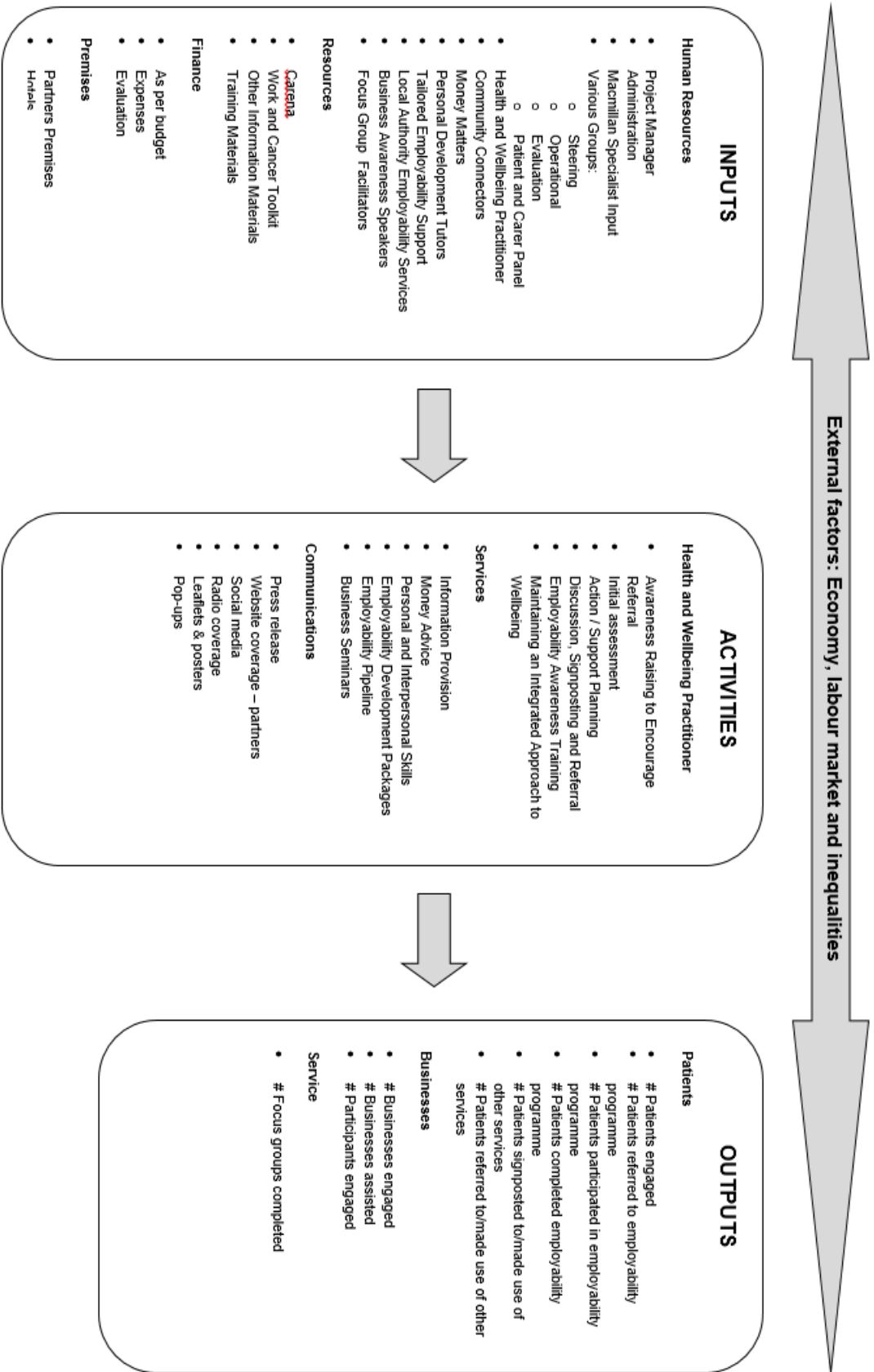
TCAT Local Partners – Business and Organisation Focus

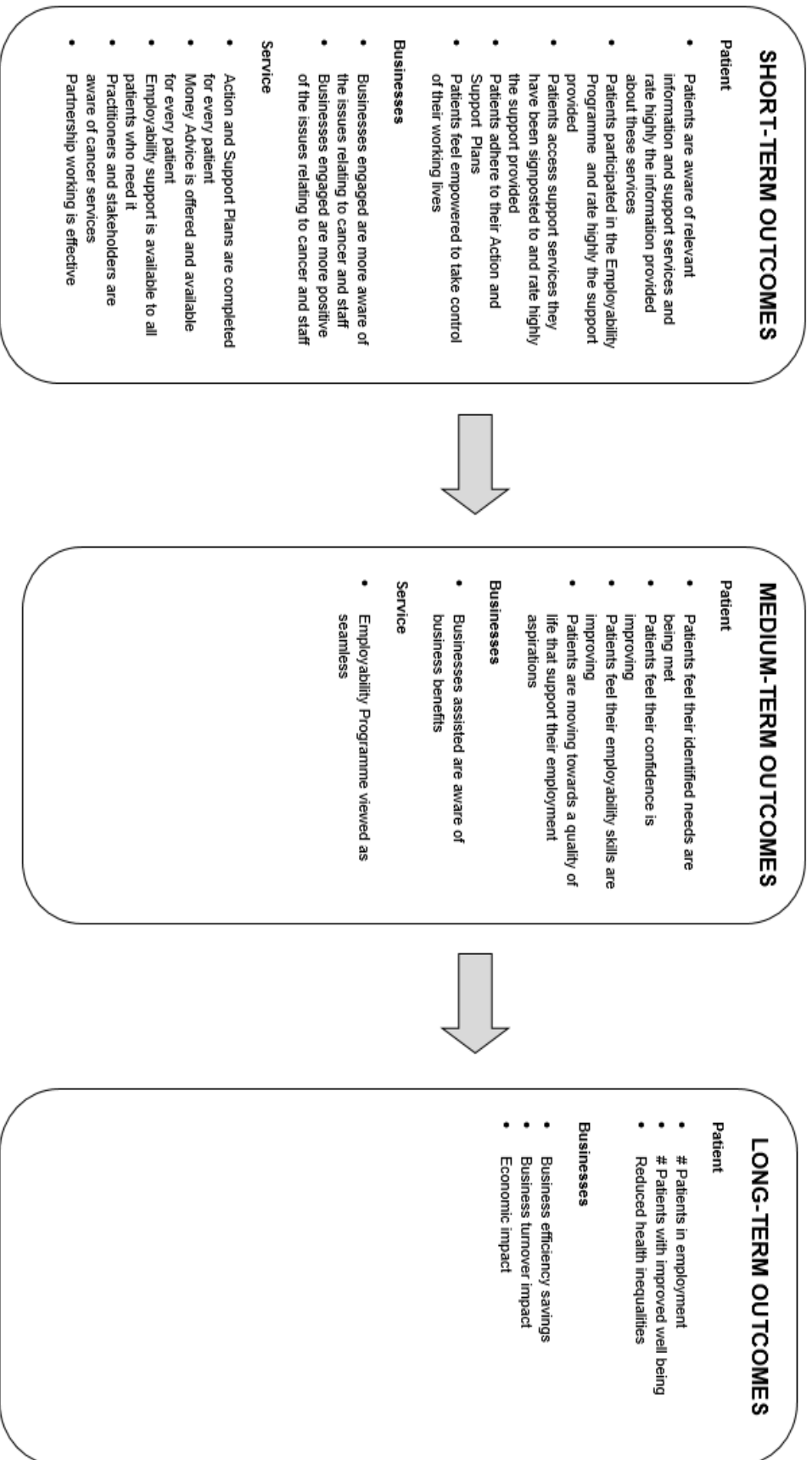
11. Get the marketing mix right for employers with face to face engagement being an essential element
- linking the communication plan to existing business organisations utilising key messages and channels to target key audiences
12. Recognise the importance of face to face engagement to progress this agenda
- direct contact with businesses and organisations has been the most effective way of developing positive engagement
13. Maximise business engagement through partnership working with existing business organisations such as the Business Gateway, Chambers of Commerce, Federation of Small Businesses and the Chartered Institute of Personnel and Development
- establishing links with businesses and organisations through trusted business organisations maximises the size of audiences and participants
14. Continue involvement with DICE Ayrshire to facilitate a more positive approach to people with disabilities amongst employers
- Ayrshire Councils and Health and Social Care Partnerships are actively involved in DICE Ayrshire and are committed to ensuring TCAT messages are promoted to the business community
15. Continue business engagement recognising the importance of employers and line managers in creating a positive working environment
- Health and Social Care Partnerships have direct and indirect contact with businesses and organisations to facilitate good practice
16. Pursue the potential development of business advisors and to reflect this agenda
- investigate the development of Premier Advisor to reflect the Work and Cancer agenda and develop the awareness of Business Advisors in Business Gateway and Council Business Development teams

“Fantastic work being undertaken in Ayrshire, it definitely needs rolled out further across the UK” – Fiona G (Twitter)

***“It makes me feel that what I went through personally may now not happen to others.”
– Former Cancer Patient***

Appendix 1: TCAT Logic Model





Appendix 2: Web and Social Media Activity

Facebook Posts

Date	Title	Reach
29/06/2017	Work and Cancer - Have Your Say!	13280
28/06/2017	Cancer Can Cost You More Than You Think (Video)	21514
20/06/2017	Returning to Work After Cancer	226
20/06/2017	New Macmillan Cancer Support Advertising Campaign	331
16/07/2017	Treating Prostate Cancer	188
15/06/2017	NHS Choices: Ovarian Cancer	184
12/06/2017	Macmillan Celebrates Carers Week	348
08/06/2017	Chemo Brain – Changes In Concentration and Memory	233
01/06/2017	Work and Cancer - Make It Your Business	3397
30/05/2017	Alcohol Risk to Breast Cancer Confirmed	251
20/05/2017	Breast Cancer App	218
14/05/2017	Health and Wellbeing Events	530
11/05/2017	Macmillan Financial Guidance	229
05/05/2017	We Feel Fabulous Afternoons	230
02/05/2017	Thinking About Going Back To Work?	9769
01/05/2017	Barnardos Drop In	611
28/04/2017	Bereavement Support Payment	374
27/04/2017	Heads UP Scotland	245
25/04/2017	Macmillan Cancer Information and Support - Arran Drop In	328
19/04/2017	Chloe's Chemoo Cows	639
16/04/2017	Cancer Drug Kadcylla Approved For Use By NHS Scotland	1091
16/04/2017	I Won't Allow Cancer To Consume My Whole Family	232
07/04/2017	Support To Eat Well After A Cancer Diagnosis	413
06/04/2017	Work and Cancer - Make It Your Business! Seminar	166
03/04/2017	Do You Care For Someone Who Has Cancer?	223
30/03/2017	Ayrshire Cancer Support's 6k Family Fun Run	356
29/03/2017	Bowel Cancer Tool To Boost Diagnosis in Under-50s	1231
27/03/2017	Don't Ignore A Three Week Cough	408
19/03/2017	New drug for one in five breast cancers	367
15/03/2017	Top Dogs trained to spot cancer	273
14/03/2017	Pamper Day At Ayrshire Cancer Support	129
14/03/2017	Charity Fundraising Cabaret, (North Ayrshire Cancer Care)	210
14/03/2017	The Biggest Killer You Not Know	653
11/03/2017	Write Your Way to Recovery	291
11/03/2017	52 Weeks Of Kindness	300
10/03/2017	Scotland's Sweet Tooth Condemns a Generation to Cancer	238
08/03/2017	Ayrshire Cancer Support 6K Family Fun Run	263
08/03/2017	No Smoking Day	890
08/03/2017	Thinking About Going Back To Work	8,779
07/03/2017	Considering Returning to Work	303
06/03/2017	Cancer Can Cost You More Than You Think	10,547
02/03/2017	Cancer Survival Gap Warning	241

02/03/2017	Blood Test Spot Ovarian Cancer Early	555
19/02/2017	Cancer Drugs May Be Delayed After Brexit	229
18/02/2017	Macmillan's - The Source	413
17/02/2017	Cancer Research UK: scientists awarded £20m	197
13/02/2017	Catwalk models put cancer in spotlight	473
12/02/2017	Cancer is creating an epidemic of loneliness	253
08/02/2017	Race For Life Now Open To Men	161
04/02/2017	World Cancer Day 2017	270
01/02/2017	Anxiety And Depression Linked To Increased Risk	389
28/01/2017	Browned Toast and Potatoes are a Risk?	596
23/01/2017	Smear For Smear Cancer Week	803
23/01/2017	Considering Returning to Work?	344
22/01/2017	Huge Leap In Prostate Cancer Testing	900
21/01/2017	Cancer Spread Cut By 75% In Test	406
31/10/2016	Considering Returning to Work?	835

Business Posts

18/05/2017	Business Seminar - Ayr	97
04/05/2017	Business Seminar - Kilmarnock	38
18/04/2017	Business Seminar - West Kilbride	144
09/03/2017	Business Seminar - Kilmarnock	53
09/02/2017	Business Seminar - Irvine	104
13/06/2017	Business Seminar - Work and Cancer	33
01/06/2017	Business Seminar - Work and Cancer	6,672
18/05/2017	Business Seminar - Work and Cancer	294
02/05/2017	Business Seminar - Work and Cancer	7,100
20/04/2017	Business Seminar - Work and Cancer	4,900
08/03/2017	Business Seminar - Work and Cancer	6,018
23/02/2017	Business Seminar - Work and Cancer	190
26/01/2017	Business Seminar - Work and Cancer	228
19/01/2017	Business Seminar - Work and Cancer	235
08/12/2016	Business Seminar - Work and Cancer	243
06/12/2016	Business Seminar - Work and Cancer	162
01/12/2016	Business Seminar - Work and Cancer	162
08/11/2016	Business Seminar - Work and Cancer	43
03/11/2016	Business Seminar - Work and Cancer	15

TOTALS: 114,284

CARENA Website Articles

	Reach
Macmillan My Organiser Now Available As A Mobile App	252
Diabetes and Cancer	89
New Macmillan Cancer Support Advertising Campaign	145
Breast Cancer Care App	303
Cancer Health And Well Being Events	104
We Feel Fabulous' Afternoons in Ayrshire	157
Work and Cancer – It is a Business Issue!	97
Thinking About Going Back To Work After Cancer Treatment?	256
Macmillan's – The Source	219
Cancer Drug Kadcylla Approved For Use By NHS Scotland	454
Antibiotic 'Link To Bowel Cancer Precursor'	197
Are You Caring For Someone With Cancer?	275
Work and Cancer – It is a Business Issue!	115
The Cost Of Cancer	243
Work and Cancer – It is a Business Issue!	98
Smear For Smear Cervical Cancer Week	147
Work and Cancer – It is a Business Issue!	125
Health And Wellbeing Event	187
Work and Cancer – It is a Business Issue!	111
Macmillan Cancer Care – Boots Drop-In Service	251
Considering Returning to Work After Cancer Treatment?	191
Returning To Work Awareness Session	145
Returning To Work Awareness Session	132
	168

Returning To Work Awareness Session	
Macmillan Coffee Morning	201
Cancer Is A Business Issue	167
Health & Wellbeing Event	242
Cancer Is a Business Issue!	149
Women Over 50 'Putting Off Cervical Screening Test'	240
Cancer Is A Business Issue – Free Information Seminars	158
Health and Wellbeing Event	183
Macmillan Cancer Information and Support Service in Saltcoats Library	402
Cancer Campaign Is Targeting Men	379
Cancer Research Race for Life 2016	271
Obesity 'Likely Culprit' Behind Womb Cancer Rise	196
April is Bowel Cancer Awareness Month	157
Join the Bowel Movement	132
Electronic Holistic Needs Assessment, Who Needs It?	174
Working Cancer Patients Get Special Treatment	373
We Can Beat Bowel Cancer Together!	231
Business Seminars – Work and Cancer	156
Plus 18 Events	3,600
Total	11,872

Appendix 3: Business Seminars – Organisations Attending

Abbeyfield House Care Home
Alzheimer Scotland
As and When HR
Assist HomeCare (Scotland)
Ayrshire Cancer Support
Ayrshire Chamber of Commerce
Ayrshire College
Ayrshire Film Company
Ayrshire Independent Living Network
Barnardo's Scotland
BBD Creative
Barns Medical Practice
Capability Scotland
Carewatch
CEIS Ayrshire
Cornerstone
Corrie D Marketing
Crossreach
CVOEA
D R Booth Project Services
Daisy Bizarre
DeafBlind Scotland
Dustacco Engineering
Department of Work and Pensions
East Ayrshire Advocacy Services
East Ayrshire Council
East Ayrshire Health & Social Care Partnership
Galleon Centre
Grameen Foundation
Hoots Forever Home
Hyspec Engineering
Ingeus
Irvine Housing Association
Itech
J&S Bingo Ltd
Jobcentre Plus
Kirklandside Hospital
Macmillian Cancer Support
Merck
Mobile Glampod c.i.c
North Ayrshire Health & Social Care Partnership

National Autistic Society Scotland
NHS
North Ayrshire Council
North Ayrshire Health and Social Care Partnership
North Ayrshire Leisure Limited
Positive Pulse Scotland
QTS Group
Remploy
Respite Now
RGO Customer Services
RNIB
SAMH
Scottish Government
Sense Scotland
Sigma-Aldrich Co. Ltd
Skills Development Scotland
South Ayrshire Council
SPAEN
STEP
The Ayrshire Community Trust
The Galleon Centre
The National Autistic Society
Thorntoun Estate Nursing Home
Top 2 Toe
TSI North Ayrshire
UCAN
Unison
Unity Enterprise
Up-2-Us
Watermiser Ltd
West of Scotland Cancer Network
Work Smart Contracts
Yerton Dreamhouse
Your Options Understood (Y.O.U.)

Appendix 4: Business Seminars – Content

There are clear documented benefits for business in taking a supportive approach to employees affected by cancer. £5.3 billion is the estimated minimum annual cost to the UK economy of people affected by cancer dropping out of the labour market. That is a big hole in the country's finances and it represents the sum total of potential losses to business.

There can be a significant economic benefit for employers who support the efforts of people affected by cancer returning to work or staying in work during some stage in their cancer journey. The benefits can be measured in savings made through the costs of recruitment, training & retraining and productivity losses against the retention of highly skilled and loyal company employees.

If an employee is affected by cancer, it can have a major impact on the business and stretch finances. Balancing the needs of the individual and the needs of the business can be tough. However there is support available for employers and employees alike.

The employment provisions of the Equality Act 2010 came into force on 1 October 2010. The Act replaced previous discrimination laws, including the Disability Discrimination Act (DDA), bringing them all together under one piece of legislation.

The new law protects anyone who has, or has had, a disability. When a person is diagnosed with cancer, they are automatically classified as disabled for the purposes of the Equality Act.

This protection from discrimination continues even when there is no longer any evidence of the cancer. So even if the cancer has been successfully treated, employees will continue to be protected against discrimination.

The Equality Act covers all aspects of employment including the recruitment process, terms, conditions and benefits, and opportunities for promotion and training. It also covers unfair treatment compared to other workers, such as dismissal, harassment and victimisation.

The Act also protects people who experience discrimination because they are associated with someone who has a disability. For example, it would be unlawful if the partner or carer of someone who has cancer was refused promotion because of concerns that they would be unable to give sufficient attention and commitment to the job.

If an employee is a carer, they are legally entitled to take 'reasonable' time off work to deal with an emergency affecting a dependant. Whether this is paid or not will depend on the employing organisation's policy.

A dependant can be a spouse or partner, a child, a parent or grandparent, or someone who depends on your employee for care. Reasonable time off can be granted in different situations.

For example, when:

- An employee's dependant is ill or injured;
- A dependant dies;
- An employee needs to arrange care for a dependant.

What represents a reasonable amount of time off depends on individual circumstances. The employee should let the employer know as soon as possible why they need time off and how long they think they'll be away for.

Legislation also allows carers to request flexible working. This includes working from home or changing hours. The employee has to meet certain criteria to present a request. Eligibility criteria include the age of the dependant and their relationship to the employee.

Employees need to have worked for their company for 26 weeks before requesting flexible working. The employer can refuse to grant the request, but only on specified grounds. By law, due consideration must be given and the justification for any decision can be challenged.

Many employees receive little advice about returning to work at the right time. Finding out about an employee's needs and making adjustments may be valuable ways of helping them settle back into work.

To find out about possible adjustments, employers may seek advice from an occupational health adviser. They can give information about the likely effects of health issues on an employee's capacity to do their work.

Support can be provided through:

- Joint return-to-work planning – discuss with the employee the best way of returning to work (for example, flexible working or a phased return).
- Reasonable adjustments – make reasonable changes to the work environment to ensure an employee with a disability is not at a disadvantage in the workplace.
- Alternative employment – help for an employee to change roles, either temporarily or permanently.
- Access to Work – this scheme can help to meet the additional costs of special equipment, aids or travel to work.

As cancer is defined as a disability under the 2010 Equality Act, employers have a legal obligation to put in place "reasonable adjustments" for employees affected by cancer. The legislation also covers employees with caring responsibilities.

A forward looking and responsible approach should ensure that employers are at least meeting their legal obligations. Support and adjustments should never be viewed as a one-size fits all solution as every individual will respond differently to the type of cancer and its treatment.