

28<sup>th</sup> November 2011

## **Health Activist Project coordinator Shah-Bano Razvi and Health Activists were given the Recognition award by the Thames Valley Cancer Network at their 10<sup>th</sup> conference on 22<sup>nd</sup> November 2011 at Oxford Belfry Hotel Oxfordshire.**

### **Back ground of the project**

In 2001 the DOH gave an amount of money to Slough PCT. This was to raise awareness of the risks of CHD in the community. It was then that the H.A. project started.

Health Activists are people from the local area who are proactive and have a genuine interest to improve the health of their communities. They are trained to level 2 standards and the training is accredited by the Royal Society of public Health. The course which they go through is "Understands Health Improvement".

At this moment in time we have 14 Health Activists available to us. Health Activists have been involved in a wide range of activities. In this case we worked in partnership with Thames Valley Cancer Network to promote the message of "early diagnose save lives initiative".

Campaign period March – April 2010

**Aim:** To increase the **awareness** of colorectal and lung cancer in people age 40+ years of age who live within TVCN with the aim of increase **early Diagnosis..... leading to better outcomes, survival and quality of life.**

We spread the message in Berkshire East. We reach out not only to mainstream organisations but BME communities, young people, offenders, community groups, voluntary sector any where and every where.

Having promoted the Lung cancer Campaign, we attended two days of Train the Trainer training provided by the Roy Castle Lung Cancer Foundation. Two of us were trained. This enabled us to deliver the "look after your lungs" presentation to community groups and organisations-thus spreading the message even further. We also helped the network to create postcards in the other languages such as Hindi, Urdu, Polish and Nepali.

Our work was recognised by the Cancer network and we were nominated for an award. At the 10th Anniversary Conference on Tuesday 22nd Nov which held at Oxford Belfry Hotel we won the award under the category on "Patient and Public Involvement". There were 60 nominations and 6 awards.

We are now involved in the Berkshire Breast Cancer Project and this is a joint project with Berkshire West. This will be 3 month campaign starting in Jan 2012 across Berkshire, so watch this space...

To me as a Project coordinator: *"There are NO hard to reach communities. It is how you go about trying to reach them, and having the will to do so. I am very pleased to receive the award and it is all about TEAM work. I am looking forward to support the Thames Valley Cancer Network to deliver the promise they made by early diagnosis and saving lives."* - Shah-Bano Razvi