



A 'Year of Listening' with MVA & Macmillan Programme Supporter Pack



**Helping to shape the future of local
cancer care, treatment & support
services in Medway & Swale for everyone.**

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What is the 'Year of Listening' programme all about?

A 'Year of Listening' is an exciting new 12-month Kent-wide community 'listening' programme about local cancer care, treatment, and support services.

Medway Voluntary Action, with funding from Macmillan, will deliver this programme in Medway & Swale, working in partnership with local Voluntary & Community Sector (VCS) organisations and groups.

The programme aims to engage with local communities and residents to hear their stories and understand the barriers and challenges local people are experiencing in accessing local cancer care, treatment and support services.

At the end of the 12 months, these views will be shared with key decision-makers who have committed to taking action based on these insights.



How to use this Resource Pack

Thank you for supporting MVA & Macmillan's new 'Year of Listening' community programme on local cancer support and treatment services in Medway & Swale.

In this pack you will find a number of resources to help you promote and support the programmes various 'listening' activities.

You will find the pack is sectioned by the different listening methods and then within each section you will find a list of resources available which you can access/download by clicking on the web links. Where applicable you will find a PDF and a JPEG for some documents to allow easier online sharing.

If you have any questions about any of the resources or links please do get in touch on contact@mva.org.uk or 01634 812 850.

Thank you again for your support and we're looking forward to working with you on this important 'listening' programme.



A 'Year of Listening' Programme Promotional Materials



General Programme Resources

- Click [HERE](#) to watch/share our short video about the 'Year of Listening' Programme - Video
- Click [HERE](#) to download the programme overview information sheet - PDF
- Selection of programme promotional social posts to share

Resources for Local Residents & Volunteers to Get Involved

- Click [HERE](#) to visit the 'Year of Listening' Webpage for local residents and volunteers
- Click [HERE](#) to download the infographic on how local residents can get involved - PDF
- Click [HERE](#) to download the infographic on how local residents can get involved - JPEG

Resources for VCS organisations and groups to Get Involved

- Click [HERE](#) to visit the 'Year of Listening' Webpage for local VCS organisations & groups
- Click [HERE](#) to download the infographic on how local VCS organisations and groups can get involved - PDF
- Click [HERE](#) to download the infographic on how local VCS organisations and groups can get involved - JPEG



Connecting Virtually with the Programme



Facebook

Medway Volunteer Network - @MedVolNet
Medway Voluntary Action - @MedwayCVS



Twitter

Medway Voluntary Action - @MedwayCVS
Medway Volunteer Network -
@MedwayVolunteerNetwork



LinkedIn

Medway Voluntary Action

Private WhatsApp Group

Scan this QR code to join the
weekly WhatsApp
discussions



[Click here to register for the](#)

[monthly online survey programme](#)



01634 812 850

contact@mva.org.uk

[Click here to visit the
programme webpage](#)



#Tags & Programme Hashtags for use on Social Media# Stakeholder Tags

Facebook



Medway Volunteer Network -

@MedVolNet

Medway Voluntary Action -

@MedwayCVS

Macmillan - @macmillansoutheast

Medway Diversity Forum -

@medwaydiversityforum

Medway Council Public Health Teams -

@ABetterMedway

Medway Gender & Sexual Diversity

Centre (MGSD) - @MGSDC

Twitter



Medway Voluntary Action -

@MedwayCVS

Medway Volunteer Network -

@MedwayVolunteerNetwork

Macmillan Cancer Support -

@MacmillanSE

Medway Council Public Health

Teams - @ABetterMedway

Medway Gender & Sexual Diversity

Centre (MGSD) - @GenderMedway

Linkedin



Medway Voluntary Action

Macmillan Cancer

Medway Gender & Sexual

Anton Morgan-Thorne

Annmarie Frenchum

Diversity Centre (MGSD)

Medway Council

#Hashtags

#yolmedway

#yolmva

#yolswale

#yearoflistening

#health

#community

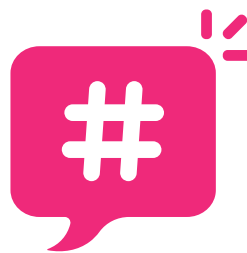
#engagement

#macmillancancersupport

#cancerawareness

#Beheard

#HealthResearch

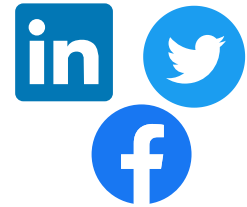


Programme Social Media Post Templates



- Click [HERE](#) to download a selection of social media templates - JPEG

Some Social Media Wording (to get you started)!



- Have your say your way!
- Your Voice is your Superpower - Make it Count!
- People who have been impacted by cancer need to have their voices heard. That's why we are inviting people to join a focus group dedicated to exploring the impact of cancer.
- Know someone who has been affected by cancer? Share this post with them and help us make sure that their stories are heard!
- If you're interested in supporting cancer research, join our 'Year of Listening' focus group programme - Together we can make a difference.
- Everyone can make a difference when it comes to fighting cancer! Check out the new 'Year of Listening' programme we are supporting about local cancer services and see how you can get involved.
- If you or someone you know has been affected by cancer, join us for an inspiring discussion in the new 'Year of Listening' programme we are supporting on local cancer services - Your story can make a difference!
- Nothing brings people together quite like sharing stories about how cancer has impacted their lives. Join us at our 'Year of Listening' focus group to talk, connect with others and help shape the future of local cancer services.
- Come join in with the new 'Year of Listening' programme we are supporting on local cancer services. Share your insights and experiences - your voice matters!
- Do you have the passion and ambition to make a real difference in local cancer services? If so, get involved with the new 'Year of Listening' programme we are supporting about local cancer services and start making a difference today!



**Remember to tag in programme stakeholders
and use the programme hashtags
(detailed in this pack)!**

Interactive Community Listening Session (ICL) & Focus Group Materials



Interactive Community Listening



Interactive Community Listening Session (ICL) & Focus Group Materials for Local VCS Organisations & Groups

Training

- Click [HERE](#) to request access to the free Online Interactive Community Listening Focus Group Training for local VCS organisations and groups
- Click [HERE](#) to request access to the free Online Traditional Focus Group Training for local VCS organisations and groups

Promotional & Delivery Materials

- Click [HERE](#) to download the ICL Session Participant Consent Sheet - (PDF also included at the end of this pack)
- Click [HERE](#) to download the ICL Session Host Agreement - (PDF also included at the end of this pack)..
- Click [HERE](#) to download the editable poster for Interactive Community Listening Sessions & Focus Groups - PDF
- Click [HERE](#) to download the 'Year of Listening' Prevention Topic Focus Group Invitation Template - PDF
- Click [HERE](#) to download the 'Year of Listening' Diagnosis & Patient Support Network Inclusion Topic Focus Group Invitation Template - PDF
- Click [HERE](#) to download the 'Year of Listening' Treatment & Personalising cancer Patient Care Plans Topic Focus Group Invitation Template - PDF



Top Tips on Running Successful Community Focus Groups;

'Planning'

It goes without saying that to be successful, a focus group needs to be run professionally and thoughtfully.

The **two most critical elements** to this are the **'planning'** and the facilitators ability to make participants feel secure and relaxed when you are **'delivering'**.

'Planning'

- Start 'with the end in mind'! Be clear on your objectives - What do you want to know and making sure you have the right questions to find out.
- Avoid leading questions and have an 'emergency' list of questions you can dip in and out of if the conversation slows.
- Consider having a note taker/assistant to support you at the session. This 'free's' you up to focus on getting good quality insights from the group whilst they can focus on capturing (and a more accurate) record of the session.
- Choose an appropriate venue. The point is to get your participants to feel comfortable and open up, so make sure you've chosen someplace comfortable and private.
- Make sure you invite the 'right audience' along.
- Remember that your participants have generously agreed to take part in your focus group alongside their busy lives and they may be likely to forget. It's a good idea to send the participants a quick note (or to telephone them) a day or two ahead of the focus group date to ensure that they are still coming and have made all of the necessary arrangements.
- If you feel the participants may need time to prepare answers, you can send them copies of the questions (or other relevant information) before the group so they can familiarise themselves with the topic.



Top Tips on Running Successful Community Focus Groups: 'Delivering'

- Arrive early enough to organise the room, refreshments etc so you can be free to 'meet and greet' people as they arrive which will help them feel comfortable.
- People tend to be more open if they know at least a little bit about the other people in the room. Even if you've prepared nametags in advance, make sure everyone has a chance to introduce themselves or use an icebreaker question to 'warm up'.
- Ensure everyone is clear on the topic that you're exploring, the reasons why and what will happen with the information they share.
- Make sure participants have filled out consent forms before the actual discussion begins and that you agree on some 'ground rules' on behavior.
- Guide the discussion (using your discussion guide and report template) to ensure that all voices are being heard. The facilitator's job is to lead the discussion without letting the conversation get sidetracked or overwhelmed by one or two participants.
- Keep participants interested by using a variety of activities (if relevant) and different types of questions/examples: EG: probing questions, open-ended and follow-up questions, clarifying questions, 'If I had a magic wand...' questions.
- If you feel like the conversation is starting to lag, change the topic and use one of your other 'pre-prepared' questions.
- Don't let the group run too long. An hour and a half is more than enough time for most focus groups. Pay attention to the body language of the participants—if they seem bored or fidgety, it's probably time to wrap up.
- Send participants away feeling positive about their experience. Speaking about someone's cancer journey is very personal and some of the experiences may be difficult for people to talk about. Assure the group that all feedback collected is 100% confidential.
- If they need any further support or have concerns specifically about cancer signpost them to a member of the Macmillan team on 0808 808 0000.



1:1 Community Health Research Interview Materials



Resources for Local Residents & Volunteers

- Click [HERE](#) to download a copy of our Community Health Research Volunteer Poster to Share
- Click [HERE](#) to download a copy of the Community Health Research Volunteer Role Description
- Click [HERE](#) to register your interest in becoming a volunteer researcher for the programme

Resources for local VCS Organisations & Groups

- Click [HERE](#) to download the editable PDF Poster to use to promote programme volunteers attending your activities/events so your service users can have their say



Weekly WhatsApp Private Discussion Group Materials

- Click [HERE](#) to request access to the Private WhatsApp Group Discussion Group
- Click [HERE](#) to download the Private WhatsApp Group Discussion Programme Poster - PDF
- Click [HERE](#) to download the Private WhatsApp Group Discussion Programme Poster - JPEG
- Click [HERE](#) to download the Private WhatsApp Group Chat Rules & Etiquette Information - PDF



Monthly Online Survey Materials



- Click [HERE](#) to register with the Monthly Online Survey programme
- Click [HERE](#) to download the Monthly Online Survey Poster - PDF
- Click [HERE](#) to download the Monthly Online Survey Poster - JPEG



Has your life been impacted by cancer?

MVA & Macmillan need cancer patients, and their friends and family members, to join their new 'Year of Listening' Programme Private WhatsApp Group and have their say!



Join the group conversation on a range of cancer service topics every Thursday from 3pm

Scan this QR code to join the WhatsApp Group discussions



Has your life been impacted by cancer?

MVA & Macmillan need cancer patients, and their friends and family members, to join their new 'Year of Listening' Online Survey Programme.

Help shape future cancer services in Medway & Swale for everyone.



Have your say from the comfort of home at a time that suits you. Every month there will be a new local cancer support service topic to feedback on.



Get in touch today to get involved and find out more:

**01634 812 850
contact@mva.org.uk**



A 'Year of Listening'

An exciting new programme about local cancer services in Medway & Swale.
Local residents can get involved by:



Join one of our new Interactive Community Listening Focus Groups.



Participate in our monthly online surveys.



Attend one of our Hospital events.

Join our weekly WhatsApp Group Discussions.



Interactive
Community
Listening



Join one of our Coffee Mornings.



MACMILLAN
CANCER SUPPORT

MVA
Medway Voluntary Action



Undertake free training to be a Volunteer Community Health Researcher.



A 'Year of Listening'

An exciting new programme about local cancer services in Medway & Swale.

Local VCS organisations & groups can support the listening by:



Complete our free online training to become an Interactive Community Listening (ICL) Focus Group Facilitator and host 'listening' sessions for your service users. Earn up to £300 for your VCS organisation or group.



Host a Coffee Morning or other event for us.



Raise awareness of the Online Survey & Private WhatsApp Group by sharing the programme details with your service users & networks.



Allow our trained volunteers to come along to your groups and activities to talk to your service users about local cancer care.

Let us provide free training for your volunteers to carry out 1:1 Community Health Research interviews with your service users and team members.



Get in touch today to find out how to get involved and more:

01634 812 850

contact@mva.org.uk

Has your life been impacted by cancer?



We need patients and their friends & family to join our monthly 'Year of Listening' focus group programme on local cancer services.

We want you to have your say and help shape the future of local cancer support services for everyone.

At our next 'Year of Listening' Focus Group we will be discussing:



Get in touch to find out more



**MACMILLAN
CANCER SUPPORT**

MVA
Medway Voluntary Action





'A year of listening'

An exciting new local community engagement project

Are you interested in improving local cancer services and giving service users a voice?



COMMUNITY HEALTH RESEARCH VOLUNTEERS NEEDED NOW

We are recruiting for Volunteers now to help make sure the voices and experiences of local people are listened to about barriers to accessing local cancer services.

- ➔ Learn new skills
- ➔ Meet new people
- ➔ Full training provided
- ➔ Make a real difference to peoples lives



A 'Year of Listening'

Do you have the passion and ambition to make a real difference to cancer support services in Medway & Swale?

Then MVA & Macmillan's New 'Year of Listening' Programme Needs You!



A 'Year of Listening'

Is an exciting new community listening programme which aims to hear local people's stories and experiences within local cancer services with the view to improving services for everyone in the future.



Get in touch today to find out how you can get involved:

01634 812 850

contact@mva.org.uk



Interactive Community Listening Session (ICL) Participant Information & Data Consent Sheet

If you require this document in an alternative format, EG: easy read, large text, audio, Braille or a community language please contact Medway Voluntary Action on 01634 812 850 or contact@mva.org.uk

What is the 'Year of Listening project'?

A 'Year of Listening' is an exciting new 12-month Kent wide community engagement project. Medway Voluntary Action (funded by Macmillan to deliver this piece of work in Medway & Swale) is working in partnership with local Voluntary & Community organisations and groups to engage with local communities and residents to understand the barriers and challenges local people are experiencing in accessing local cancer treatment and support services.

Who will be running the project?

The project began in September 2022 and will be delivered in Medway and Swale by MVA, who will ensure their work connects with the wider Kent programmes. At the end of the project MVA will communicate the outcomes to everyone who was involved.

There will also be an independent Stakeholder Steering Group, made up of cancer professionals and those who have lived experience of cancer, who will support the development of the programme and ensure it remains on track and in line with the project goals.

Why is this project being carried out?

Medway and Swale underperform in many cancer system indicators, and is therefore a priority area to identify the barriers and challenges local people are experiencing in accessing support and treatment. In addition to this it has also been widely recognised that the Covid-19 pandemic has also had an adverse impact on cancer diagnosis and treatments.

The programme will engage with and support Medway and Swale residents to identify strengths, weaknesses and opportunities within the existing system (in relation to accessing treatment and services), and their views will be shared with key decisionmakers who have committed to taking action based on these insights.

Who do we want to hear from?

In this project we want to hear from anyone impacted by cancer and we particularly want to hear from:

- People aged over 60
- People living with a disability/limited daily activities
- People of the Global Majority (also referred to as BAME communities)
- People from LGBTQIA+ communities
- People who live in neighbourhoods with lower income and where there are fewer resources and opportunities

Where can I find out more information about the 'Year of Listening' project?

This project is being managed by MVA on behalf of Macmillan. For more information, please contact them on 01634 812 850 or contact@mva.org.uk. Alternatively, you can check out the project area on their website www.mva.org.uk/organisations/macmillan-yol.

Do I have to take part and can I withdraw?

Participation is voluntary and you can withdraw at any point. If you do not wish to take part it will not affect how we provide our advice and information services to you in any way.

What are the risks associated with this project?

Your cooperation in this research will take up some of your personal time.

What do I have to do?

You will be asked to participate in an Interactive Community Listening Session organised by the ICL Host. The session may last about 1.5 hours. You will be asked to share views and experiences.

What are the benefits of taking part?

You will be part of a larger project that is shaping improvements in local cancer treatment and support services for the people living in Medway & Swale.

What if things go wrong? Who to complain to?

If you have any query about the ICL Focus Group you can speak directly with the research team leading the ICL Session or alternatively you may speak to Clare Saunders, Medway Voluntary Action 01634 812 850 or contact@mva.org.uk

What will happen with the results of the study?

The anonymised data will be collated by MVA and sent to Macmillan who will use the data as part of the wider cancer engagement programme in Kent. Insights gained from the project will be shared with key local cancer treatment and support services decision makers.

Data protection & confidentiality

During the ICL Focus Group session we will ask you for information about your views and experiences and notes will be taken to record your answers. In some cases your feedback may be recorded on video or an audio recording device. No names or any identifiable information will be recorded. The feedback, however captured, will be securely kept on a password protected computer. We will ask you some demographic monitoring information – age range, gender, ethnicity, which area you live in and whether you live with a health condition. This is to provide context to any quotations in the report from the session and you do not have to answer these questions.

If you wish to carry on being involved in developing local cancer treatment support services in Medway & Swale then we will ask for your name and email to pass to the project team. This will be saved only for communicating about improving local cancer treatment and support services.

The lawful basis for processing this data is your consent. The anonymised data will be held for no longer than 6 months following the completion of this projects contract period ending September 2023. For further information view MVA's Privacy Policy.

Your Informed Consent:

You will need to give your consent to participate in Interactive Community Listening session. At the start of the session you will be asked to confirm that:

- You have understood the participant information and consent sheet for the above study (you will be given the opportunity to ask questions if you have any).
- You understand that your participation is voluntary and that you are free to withdraw at any time without giving a reason.
- You understand that all the information you provide will be treated in confidence.
- You understand that you also have the right to change your mind about participating in the study for a short period after the study has concluded (*within one week*).
- You agree to notes being taken about what you are saying as part of the research project.
- **By remaining and participating in the Interactive Community Listening Session, you are agreeing and**



Macmillan & Medway Voluntary Action Combined Photo, Audio & Video Consent

I give permission to use my photos, videos or audio produced by Macmillan & MVA to raise awareness of Macmillan & MVA's work and services, to fundraise and help those living with cancer.

Your details:

First name:	Surname:	Date of Birth: <small>(We may include your age when we share your story, but we won't use your date of birth.)</small>
Address:		
Home Phone:	Mobile:	Email:

If you are under 18 years old, your parent or legal guardian must fill in and sign this form on your behalf.

Name(s) and date of birth of child/children (When we share your story, we'd only include the age of your children, not their date of birth.)

Would you like us to be able to contact a next of kin if you are not available? If so, please leave us their contact details. Don't forget to ask if it's okay for you to share their details with us.

Name of person:	Relationship to me:
Phone number:	Email:

To be filled out by Macmillan/MVA Staff

Name & location of shoot / event:	Date:
Caption details to be used externally as agreed with the person:	Image reference(s) Including description of the person to match footage
Macmillan/MVA contact name:	Phone number:

Joint Consent for Macmillan & Medway Voluntary Action to use your Photos/Audio/Video

I agree that my photos/videos/audio can be **used by Macmillan & Medway Voluntary Action (MVA) in communications**, including but not limited to, marketing, press, newsletters, publications, press releases, websites, briefings, mailings, social media, case studies, advertisements, presentations, training events and radio and TV broadcast. These materials can be used for five years from the date on this form in the UK, and online that could be accessed anywhere in the world. Captions for photos may include my first name, gender, the town where I live and cancer diagnosis, if relevant.

Macmillan & MVA will **keep my contact details** and where appropriate records of our contact as needed for the purpose outlined above for five years. Macmillan & MVA will keep my contact details secure and never pass them on to anyone outside Macmillan & MVA without my permission, except for those contractors the charity is working directly with. (Contractors could include writers or photographers we work with.) We would never share your details with sales or marketing agencies. Macmillan & Medway Voluntary Action may contact me from time to time about this consent and my materials.

I can **withdraw my consent** for Macmillan & MVA to keep or use this material referred to in this form at any time (contact information is at the end of this form).

I understand Macmillan & MVA can't withdraw material already distributed. This could mean that even if we stop using your written story and images, it's possible that they may still be available on the internet or be included in publications already circulated.

After material has been withdrawn or if it has expired, Macmillan & MVA will no longer use the material but will archive it for up to seven years in order to retain a record of its use and your consent.

Additional question for those who have had their photos taken and have told their story to Macmillan & Medway Voluntary Action ONLY:

Macmillan & MVA will use my photos alongside my story. If these photos can also be used as stock i.e., without being connected to my name or experiences, for example to illustrate a generic web page or publication. Please put a 'x' next to the one that applies to you.

Yes, use my photos in any Macmillan & MVA communications OR
No, use my photos only with my story

Signed:

Date:

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(type your name if returned by email and we will keep the email)

Thank you

Please return this form to: contact@mva.org.uk

Alternatively, you can post it to: The 'Year of Listening' Programme Team, Medway Voluntary action, 5a New Road Avenue, Chatham, ME4 6BB

You can also use these contact details to ask questions about how we keep or use your data or to withdraw your consent.

Macmillan Charity No: 261017 | Medway Voluntary Action Charity No: 1042475



A 'Year of Listening' Project
Interactive Community Listening Session (ICL) Host Agreement

As part of MVA & Macmillan's new 'Year of Listening' project it has been agreed that a payment will be made for each (depending on number of participants) 'Interactive Community Listening Session' that goes ahead. This new 'VCS Model of Engagement' supports local VCS organisations and groups to get their service users' voices heard – whilst recognising the costs incurred by the VCS to make engagement activities happen.

Thank you for agreeing to participate in the project as an Interactive Community Listening Host (ICL).

The purpose of this agreement is to set out the expectations of the ICL Sessions and how to claim your payment for the delivery of the sessions.

The Host will:

- Complete a FREE online ICL Session Host training session and attend relevant research topic briefings.
- Agree to undertake a minimum of one qualifying ICL Session.
- Deliver an ICL Session within their own organisation (with their own service users and/or other community members).
- Take reasonable steps to promote the ICL Session within their organisation and client group, at their own cost if applicable, to facilitate best participation.
- Distribute the Participant information and Consent Sheet to attendees.
- Complete the ICL Session Report, being sure to include the number and demographic of the participants and an accurate record of comments/views.
- Submit the completed ICL Session Report in a timely manner, within 14 days of the ICL Session.

Medway Voluntary Action (MVA) will:

- On receipt of your completed ICL Session Report, MVA will collate the information in this report with other ICL Session Reports from Medway & Swale. All of this data will then be passed to Macmillan and other key decisions makers who have committed to taking action based on these insights.
- Release the payment to your chosen bank account detailed below within 30 days (usually at the beginning of each month following the ICL Session).
- The payment amount will be dependent on the number of participants as follows:

1-7 participants	Nil
8-11 participants	£160
12-14 participants	£240
15+ participants	£300

I confirm that I/We agree to the expectations set out above and understand that payments will be made to the account details provided below:

Signed (Host): _____ **Position:** _____

On behalf of (Organisation Name): _____ **Date:** _____

Bank Account Name: _____

Bank Sort Code: _____ **Bank Account Number:** _____