



Greater Manchester Cancer Alliance Case Study

How did this project come about?

Greater Manchester (GM) Cancer Alliance User Involvement Team commissioned Made By Mortals (MBM) to further clinicians' understanding of the benefits of co-production to support greater involvement and inclusivity of 'service user' participation on GM Cancer Pathway Boards.

There are several Pathway Boards in the GM Cancer Alliance, depending on cancer type for example. Each Pathway Board invites members from all medical areas involved including surgical, clinical oncology, acute oncology and radiology, and also features 'service user' representation. The Board works to ensure the smooth functioning of the network service, discussing challenges, suggesting solutions and raising awareness throughout the GM Cancer area.

MBM was asked to work with a group of service users in order to gather further insight into the barriers they face to being active, valued members of a Pathway Board. MBM was then asked to present these findings to clinicians at the GM Cancer Clinical Lead's Education Day.

What we did

Made By Mortals methodologies mean Patient and Public Involvement and Engagement (PPIE) is delivered in a meaningful and ethical way. Working with the GM Cancer User Involvement Team, we gathered a group of people with lived experience of cancer and of sitting on Pathway Boards. In order to gain valuable insight, MBM used an episode from our Hidden programme as a catalyst for discussion and debate. The group listened to '[Richard's Story](#)', immersing themselves into his life and were then able to use the episode and character to discuss three key questions:

- How does Richard feel about being invited to sit on a Pathway Board?
- What are the barriers to Richard (and people like Richard) from being part of the Board?
- What are the benefits of Richard (and people like Richard) attending? (This could be benefits for Richard, for the hospital or the wider NHS 'system').

The subsequent discussion was recorded and then edited into short additional audio packages to be presented within the workshop for the clinician's Education Day.

Take a listen to the additional audio on this webpage to find out more about what the service users said.

Following our [Hidden programme Theory of Change](#) process at the Clinical Lead's Education Day our approach was to repeat the workshop delivered to the service users. However, once the clinicians had discussed each of the three key questions themselves, the additional audio packages of the service users (people with lived experience of a cancer diagnosis and of sitting on Pathway Boards) were also played. This was not played as a challenge, but as a way to have the voices of experience in the room, to give a rounded perspective and to enable clinicians to understand what it is like to walk in the shoes of a non-clinician on the Pathway Board.

The Impact

Following these discussions and additional audio pieces, the clinicians made pledges on the day which included:

- Engaging with diverse communities
- I pledge to prepare SUR better for board, acknowledging the time they give and what they give up to be involved, so that their time is well invested into improving cancer care
- Feedback on outcomes
- Incorporating feedback
- Advance User representation for Gynae PB
- Think of the equality agenda more
- To ensure user representation at every level of cancer decision making in GM
- Close the loop/ acknowledge
- I will check in directly with my service users before and after my working group meetings

The next step in the process is for GM Cancer Alliance and MBM to re-connect with the clinicians and their pledges at 3, 6, 9, 12 months, and with the support of the GM team, understand what long-term change came from these workshops and pledges.

So, what did people think?

MBM is continuously striving for improvement and to understand the impact that participatory arts and co-production have on the people we work with. Here are some of the workshop evaluation questions and feedback received at the end of the Education Day:

What have you enjoyed about participating in this Made By Mortals workshop?

- I enjoyed the immersive audio experience (although I did find it challenging)
- It allowed me precious time out of clinical work to think
- Hearing clinician and users views simultaneously and being able to collate them
- It's different
- It's thought-provoking
- It gave me time to reflect

Made By Mortals is an arts organisation – what is it about creativity and the arts that makes a difference to you?

- I love the arts and particularly musical theatre so this made it easier to relate for me than just reading or hearing patient stories normally.
- It makes you think differently by changing the conversation to a different format
- Difference in ways of thinking
- It allowed us to focus on user voices and views
- Acknowledging different ways of expressing yourself
- Alternative point of view

How is this Made by Mortals workshop different from other arts activities you experience?

- The real stories & use of our service users - great involvement, loved the icebreaker!!!
- Less cheesy and not forced, comfortable to take part in
- It's very different from other training I've done. I've not done anything like it before and it was really refreshing. Certainly engaging
- More interactive. Slower pace.
- Not been to anything this creative in the NHS
- Interactive
- The way it was presented
- Never done any previous arts activities

The pledges and subsequent actions will be fed back to the people with lived experience so they can also see the impact of their involvement.

If you're looking to create meaningful change in your organisation using MBM's Theory of Change process, or if you want to find out more, contact:

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We would like to express our gratitude to the group of people who generously shared their experience of living with cancer with us.