Cancer Older People & Advocacy

NHS Confederation
June 4th 2014
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Older People’s Advocacy Alliance (OPAAL)
What is advocacy?
OPAAL (UK) definition

• Advocacy supports and enables people who have difficulty representing their interests, to exercise their rights, express their views, explore and make informed choices.

• Independent Advocacy supports the person regardless of the demands and concerns of others. It challenges the causes and effects of injustice, oppression and abuse and upholds human rights.

(OPAAL UK National Forum 2008)
Partnerships - the key

- Macmillan Cancer Support
- Big Lottery
- 4 Delivery partners
- 5 Strategic partners
- 4 Local 1 National Cancer Champions Boards
- Older People Affected by Cancer (OPABC) and their Peer Advocates
18 month Pilot achievements

- 62 trained advocates supporting 200 OPABC
- 64 LCCB – NCCB design + manage services
- 3 pilots secured £825,000 Macmillan
- Flagship secured Macmillan £360,000
- Additional £1 Million funding from BIG Lottery
- 200 blog posts – 300 followers, 10,600 views
- ‘Every Step of the Way’ 13 OPABC stories
- Advocacy training for 150 Macmillan Helpline
- First Macmillan helpline advocacy referral process
Experience of Peer Volunteers

• No shortage of older volunteers OPABC
• Keen to share their experience and offer 1-2-1
• Macmillan online cancer training
• Advocacy training for all Peer Advocates
• Lack of referrals - little casework
• Volunteer retention shadowing & visits arranged promotion & publicity
• Cancer related ill health affected some volunteers
OPABC say Age + Experience vital

- She told me she had had breast cancer. I knew I was talking to someone who understands how I feel.

- She’s not a young lass. She’s been through death, she’s known illnesses, so she’s experienced. I wouldn’t be able to speak frankly to a young lass.

- I can’t explain how much of a difference David has made to my life since that awful day I went to see the consultant. How I wish that I had him with me on that visit. It’s a great pity that a system wasn’t in place that would have told me, and others, about the cancer advocacy service before I went to that appointment.
Our delivery partners’ experience

• *Ageism by decision makers is not as apparent due to advocacy intervention.*

• *The presence of an Advocate challenging medical decisions on treatment has the effect of widening discussions.*

• *The use of OPABC on a strategic group challenged the perception that this group of people might find themselves out of touch with “higher level” decision making.*
Phase Two of COPA

- Recruit and train 300 volunteer advocates
- Work with 195 Cancer Champions
- Support 1500 OPABC - 12,000 hours 8 hrs
- Publish a Good Practice Guide OLGBT
- New National Health Professionals Board
- New measurement tools, develop SAM
- 10 films
- 300 stories including Volunteers.
Contact

Blog -
http://opaalcopa.org.uk/

OPAAL website:
www.opaal.org.uk

Twitter:
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