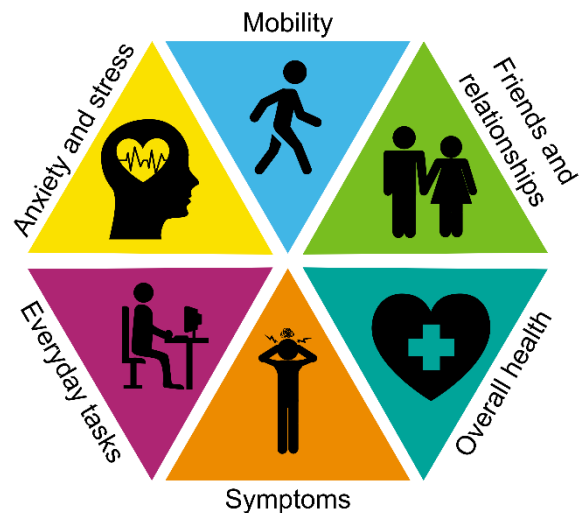


Communications Toolkit for Promotion of the Cancer Quality of Life Survey

We'd like to ask our stakeholders to help us promote the Cancer Quality of Life Survey to people who are living with and beyond cancer.

The communications below have been developed to help you promote awareness and uptake of the Cancer Quality of Life Survey.

This toolkit is designed to support stakeholders of Cheshire and Merseyside Cancer Alliance when promoting and sharing information about the Cancer Quality of Life Survey with patients, carers and members of the public. It is suitable for use by organisations such as NHS Trusts, Primary Care Networks, local support groups, and charities.



What is the Cancer Quality of Life Survey?

Quality of life means different things to different people, but it matters to everyone. More people are surviving cancer than ever before - but living with cancer, and the effects of its treatment, can have a negative impact on people's physical, emotional and social wellbeing.

Public Health England, NHS England and NHS Improvement understand that quality of life outcomes are important to patients. A nationwide Cancer Quality of Life Survey has been launched to help us understand what matters to patients. From July 2021, all patients diagnosed with cancer in England are being invited to complete the survey around 18-months after their diagnosis.

We anticipate that national and regional-level reports will start to be made available in the autumn of 2021 through the following website: <https://www.cancerdata.nhs.uk>

The information collected from the survey will help us to work out how best to support people living with and beyond cancer. This is an ambitious programme with a scale and depth that isn't being matched anywhere else in the world.

We need your help to encourage as many people in Cheshire and Merseyside as possible to complete their survey so that the information collected fully represents our cancer population.

If you have any questions about the Cancer Quality of Life Survey in Cheshire and Merseyside, or about this toolkit, please email the Cheshire and Merseyside Cancer Alliance: ccf-tr.admin.cmca@nhs.net

Website

Please consider using the following copy on your website:

Cancer Quality of Life Survey

Quality of life means different things to different people, but it matters to everyone. More people are surviving cancer than ever before - but living with cancer, and the effects of its treatment, can have a negative impact on people's physical, emotional and social wellbeing.

Public Health England, NHS England and NHS Improvement understand that quality of life outcomes are important to patients. A nationwide Cancer Quality of Life Survey has been launched to help us understand what matters to patients.

From July 2021, all patients diagnosed with cancer in England are being invited to complete the survey around 18-months after their diagnosis. The information collected from the survey will help us to work out how best to support people living with and beyond cancer.

The survey takes 5-10 minutes to complete and can be done online, on paper, or over the phone. You will be asked about your well-being.

If you agree to complete the survey, the answers you give will be collected by a company called Quality Health on behalf of NHS England and NHS Improvement. Your personal information will be kept safe by them, and your answers will be dealt with in confidence.

Your survey responses will not be seen by any health professionals providing you with care. If you are worried about your health, or the way you are feeling, please get in touch with your GP or specialist nurse. Your medical care will continue in the same way whether you choose to take part in the survey or not.

Please contact Quality Health (the survey provider) for any of the following:

- If you have any questions or comments about the survey,
- If you would like to fill in the survey over the phone,
- If you require the survey in another format (e.g. in another language),
- Or, if you would like to opt-out.

Quality Health

Freephone helpline: 0800 783 1775 (9am to 5pm Monday to Friday)

Email: helpline@quality-health.co.uk

Website: www.cancerqol.england.nhs.uk

Address: Freepost QUALITY HEALTH
(you do not need to write anything else on the envelope and you do not need a stamp)

Further information about the Cancer Quality Of Life Survey can be found here:

<https://www.cancerqol.england.nhs.uk>

Newsletter/bulletins

Please consider adding the following information in your next newsletter or bulletin:

Short copy

Cancer Quality of Life Survey

Quality of life means different things to different people, but it matters to everyone. More people are surviving cancer than ever before - but living with cancer, and the effects of its treatment, can have a negative impact on people's physical, emotional and social wellbeing.

Public Health England, NHS England and NHS Improvement understand that quality of life outcomes are important to patients. A nationwide Cancer Quality of Life Survey has been launched to help us understand what matters to patients. From July 2021, all patients diagnosed with cancer in England are being invited to complete the survey around 18-months after their diagnosis.

The information collected from the survey will help us to work out how best to support people living with and beyond cancer. This is an ambitious programme with a scale and depth that isn't being matched anywhere else in the world.

If you have any questions about the Cancer Quality of Life Survey, please contact Quality Health (the survey provider). If your question is specific to Cheshire and Merseyside, please email the Cheshire and Merseyside Cancer Alliance: ccf-tr.admin.cmca@nhs.net

Helpline

If you can't fill the survey in for any reason, you can call the helpline for free - 0800 783 1775. They can ask you the questions over the phone, even in other languages, and can answer any questions you might have.

Long copy

Cancer Quality of Life Survey

Quality of life means different things to different people, but it matters to everyone. More people are surviving cancer than ever before - but living with cancer, and the effects of its treatment, can have a negative impact on people's physical, emotional and social wellbeing.

Public Health England, NHS England and NHS Improvement understand that quality of life outcomes are important to patients. A nationwide Cancer Quality of Life Survey has been launched to help us understand what matters to patients. From July 2021, all patients diagnosed with cancer in England are being invited to complete the survey around 18-months after their diagnosis. The information collected from the survey will help us to work out how best to support people living with and beyond cancer.

This is an ambitious programme with a scale and depth that isn't being matched anywhere else in the world. Although patient reported outcome measures (PROMs) that focus on quality of life are in use in parts of the NHS, and in clinical trials round the world, the potential for PROMs to improve care and outcomes for people affected by cancer has not yet been realised.

Only by monitoring quality of life, using a consistent assessment point with nationwide coverage, can data be made available to help improve care across the NHS. For the first time, our survey will routinely measure quality of life outcomes in a way that influences health policy, professional practice and patient empowerment.

We want to encourage as many people as possible to complete their survey so that the information collected fully represents our cancer population.

An experienced patient survey company (Quality Health) is managing the survey invite and response system. All the survey responses are being held securely by the Cancer Registry at Public Health England. The Cancer Registry are linking the survey responses with existing data related to each person's diagnosis and treatment.

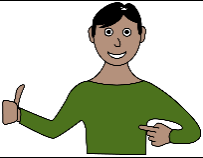



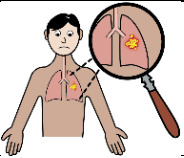
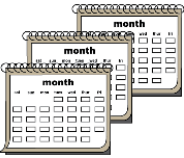




Eligible patients will receive a direct invitation to complete the Quality of Life Survey online. The survey is easy to complete and generally takes between five and 10 minutes. The survey asks about how people are doing. People's answers can be related to their cancer diagnosis and treatment, other illnesses, or other things happening in their life. The survey company (Quality Health) is managing a website www.CancerQoL.england.nhs.uk and free helpline 0800 783 1775 to support patients to complete the survey and respond to any queries or difficulties.

The results will be analysed by Public Health England. We anticipate that national and regional level reports will start to be made available in the autumn of 2021. We are also testing the provision of individual summary reports to patients and their clinicians, prior to a decision on implementing these in 2021.

Helpline

If you can't fill the survey in for any reason, you can call the helpline for free - 0800 783 1775. They can ask you the questions over the phone, even in other languages, and can answer any questions you might have.

Easy Read Copy

	<p>Quality of life outcomes are important.</p>
	<p>They helps us to understand the impact of cancer and its treatment, and how well people are living after treatment.</p>
	<p>The Cancer Quality of Life Survey aims to measure quality of life for people living with and beyond cancer.</p>
	<p>It is being run by a company called Quality Health on behalf of the NHS.</p>
	<p>You will be invited to take part in the survey if you have been diagnosed with cancer.</p>
	<p>You will be sent the survey around 18 months after your diagnosis.</p>
	<p>Please fill in the survey when you receive it.</p>
	<p>You can complete the survey online, on paper, or over the phone.</p>
	<p>If you have any questions about the survey, you can call Quality Health for free: 0800 783 1775</p>
	<p>Or visit the website: www.CancerQoL.england.nhs.uk</p>

Social Media

We will be sharing information about the Cancer Quality of Life Survey on our Twitter. Please feel free to follow and retweet us @CMCaAlliance

Below are some suggested posts you can share on your channels:

<p>Announcing the launch of the survey</p>	<p>We know that quality of life is important to cancer patients. @NHSEngland and @PHE_uk have launched a new #CancerQualityOfLife survey for people #LivingWithandBeyondCancer</p> <p>To find out more: www.CancerQoL.england.nhs.uk</p>
<p>Encouraging patients to complete the survey</p>	<p>Please complete the #CancerQualityOfLife survey from @NHSEngland and @PHE_uk if you are invited to take part. Your answers will be used to improve the way the NHS supports people #LivingWithandBeyondCancer</p> <p>To find out more: www.CancerQoL.england.nhs.uk</p>
<p>Showing your support for the survey</p>	<p>@NHSEngland and @PHE_uk are leading the way in cancer care. Their #CancerQualityOfLife metric measures the long term impact of cancer to a scale and depth that isn't being matched anywhere else in the world</p> <p>www.CancerQoL.england.nhs.uk</p>

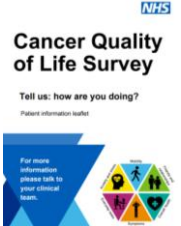
Posters

Please consider displaying these posters in areas that are visible to people affected by cancer, their friends or family. They can be downloaded and printed, or displayed on TV screens.

	<p>Quality of Life and National Cancer Patient Experience Survey poster</p>
	<p>Quality of Life poster (NHS England/Improvement)</p>

Leaflets

Please consider sharing this leaflet with people affected by cancer, their friends or family.

	<p>Cancer Quality of Life Survey patient information leaflet</p>
<p>Translated versions of the leaflet, including a British Sign Language video, can be found on our website: https://www.cmcanceralliance.nhs.uk/work/patient-experience-and-health-inequalities/cancer-quality-life-survey</p>	

Videos

- [Cancer Quality of Life Survey – What does quality of life mean to you?](#) (produced by NHS England and NHS Improvement).
- [Cancer Quality of Life Survey – Why is the Survey important?](#) (produced by NHS England and NHS Improvement).
- [Nurse Consultant Alison Taylor](#) of The Clatterbridge Cancer Centre NHS Foundation Trust explains why the new quality of life survey for people with cancer is so important, and why people should take part if invited.

Feedback

We would really like to know how far our messages are travelling and the ways they are being shared, so if you could please let us know how and where you have used this toolkit, we would be grateful for any updates.

Please also let us know if you have found this toolkit helpful as we can share updates in the future, to maintain your support with relevant information about the Cheshire and Merseyside Cancer Alliance. Email: ellie.gunner1@nhs.net (Macmillan Patient Experience and Health Inequalities Officer).