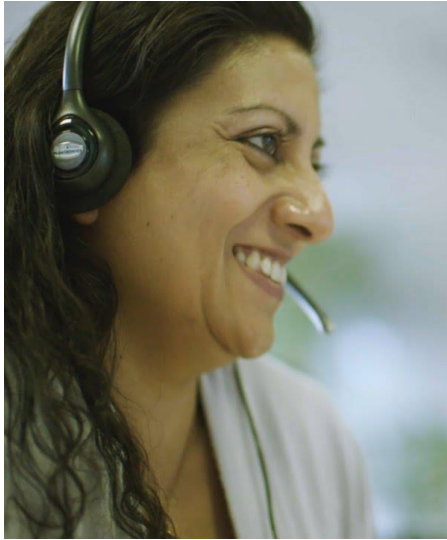


Covid and the Forgotten C

Quirk's Event London



MACMILLAN CANCER SUPPORT





**Media stories,
social media content,
fundraised income, charity
sector market Scanning**

**Fundraising, Marketing
& Communications**

**Insight &
Performance**

**External health data, contracted
agencies: brand tracking, trend
watching,**

**Calls to our direct services,
online community, website
hits, grants data**

**Cancer Support
Operations**

**Advocacy &
communications**

**Internal intel gathering:
UK partnerships,
geographic teams,
health professionals,
government & clinical guidance,
intel from other charities**

The Brief

What impact is covid-19 having on people living with cancer?



What are the biggest needs that people with cancer have right now?



What are the key issues for shielded groups?



How is the cancer pathway being affected and how is that likely to play out over the next couple of years?



How are cancer services being disrupted, and how are they responding?

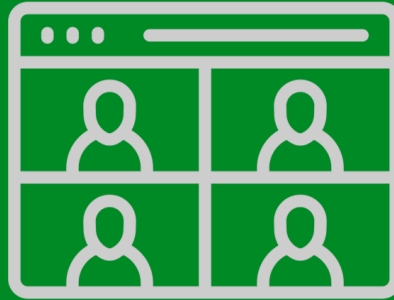
The Approach we took

1.



Nationally
Representative Survey
of 2,200 people with
cancer

2.



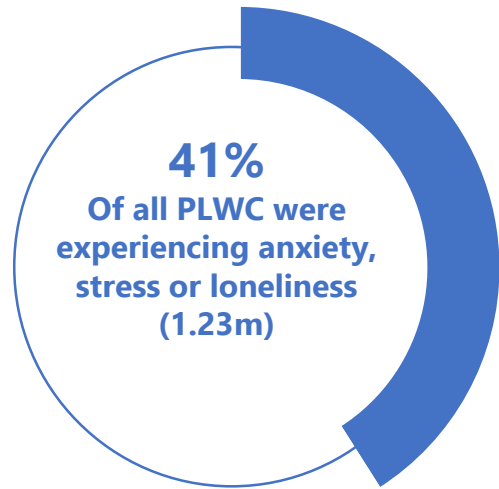
25 depth interviews and
workshops with experts
inside and outside
Macmillan

3.

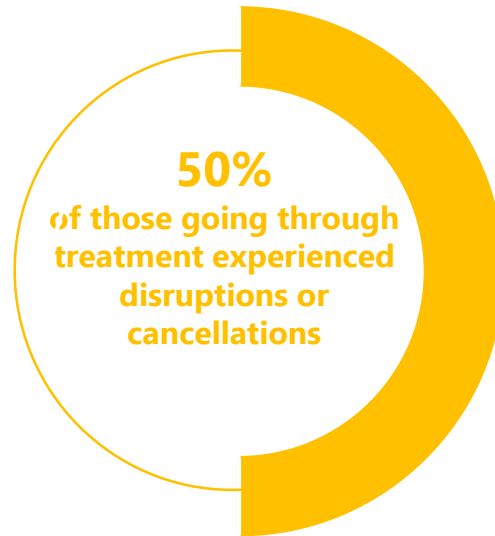


Analysis of existing
data on cancer
waiting times,
diagnosis rate and
treatment rate

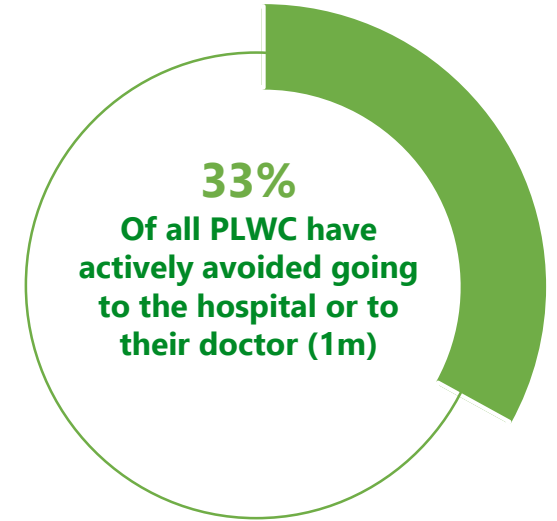
Amongst those with cancer we saw an increase in anxiety, as well as concerns about going to hospitals



"I have had to manage my anxiety levels, which is something I have never struggled with before. I don't know whether I am dying through loneliness or my cancer, but I can't cope on my own"

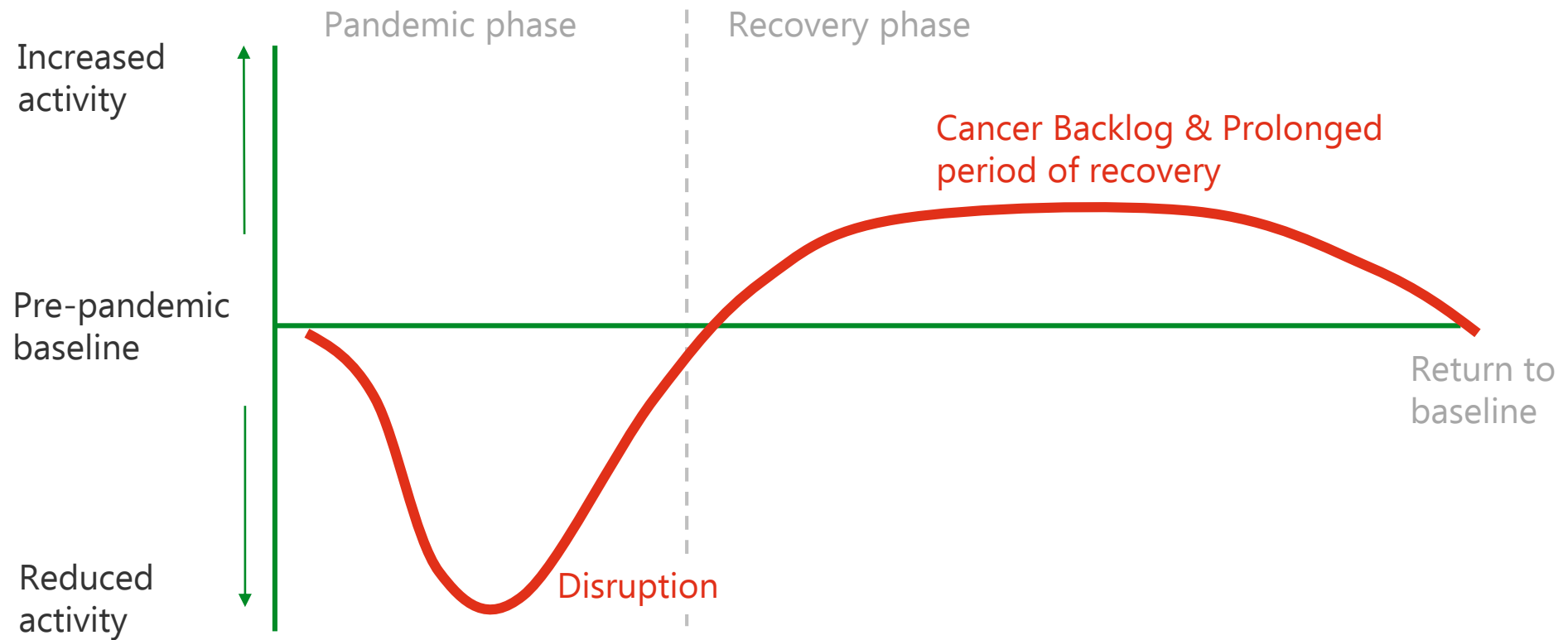


"Stopping chemotherapy feels like signing a death warrant...as though I've been chunked out and the door has been closed"

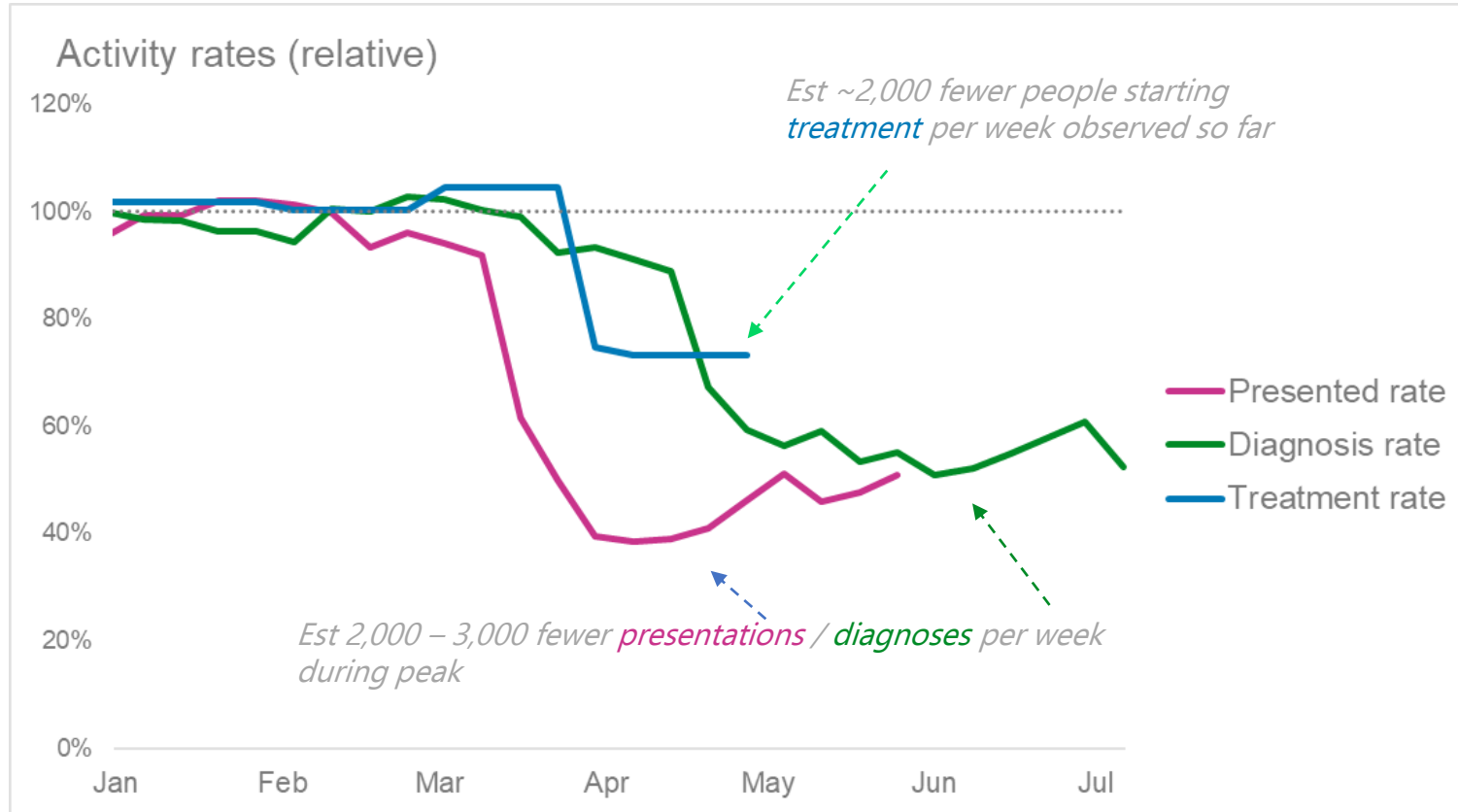


"I feel too scared to go my GP now. What if I get it? There's no way someone with my health issues would survive"

This disruption meant that a cancer backlog was building



By May there were about 2k fewer diagnosis per week than there should have been



By the end of April 2020

- There were about 2k-3k fewer people per week presenting with cancer symptoms than the previous year
- There were about 2k-3k fewer people per week receiving a cancer diagnosis
- There were 2k fewer people per week starting cancer treatment

By the end of May we estimated the backlog to be already 15,000 people and growing

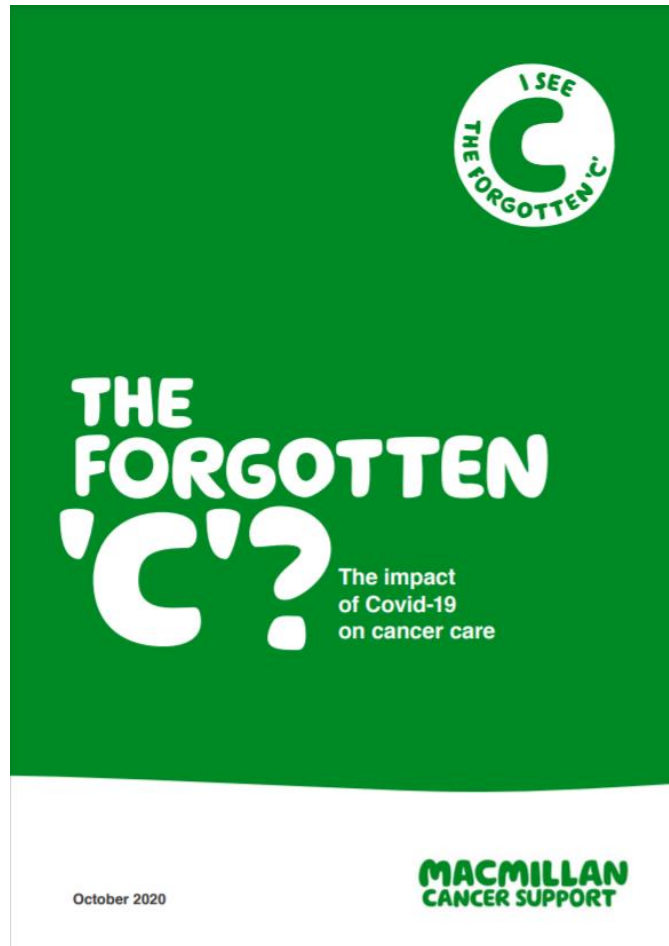
Even if the system immediately bounced back the backlog wouldn't be cleared before 2022

Hypothetical future rates	Size of excess backlog (diagnoses) at end of:						Backlog cleared
	May 2020	Sep 2020	Dec 2020	Mar 2021	Jun 2021	Dec 2021	
Latest estimated (79%)	8,000 - 13,000	31,000 - 47,000	47,000 - 71,000	63,000 - 94,000	80,000 - 120,000	112,000 - 167,000	Not cleared
Half improved (89%)		21,000 - 31,000	29,000 - 43,000	37,000 - 55,000	45,000 - 68,000	61,000 - 91,000	
Return to pre (100%)		10,000 - 15,000	10,000 - 15,000	10,000 - 15,000	10,000 - 15,000		
5% above pre (105%)		5,000 - 8,000	2,000 - 2,000	0			
10% above pre (110%)		<1,000	0				
20% above pre (120%)		0					

Hypothetical future rates	Size of excess backlog (treatment) at end of:						Backlog cleared
	May 2020	Sep 2020	Dec 2020	Mar 2021	Jun 2021	Dec 2021	
Latest estimated (73%)	10,000 - 15,000	38,000 - 57,000	58,000 - 86,000	76,000 - 115,000	97,000 - 146,000	136,000 - 204,000	Not cleared
Half improved (87%)		27,000 - 40,000	36,000 - 55,000	46,000 - 69,000	56,000 - 85,000	76,000 - 113,000	
Return to pre (100%)		15,000 - 23,000	15,000 - 23,000	15,000 - 23,000	15,000 - 23,000	15,000 - 23,000	
5% above pre (105%)		11,000 - 17,000	7,000 - 11,000	4,000 - 6,000	0		Mar 21 - Oct 21
10% above pre (110%)		7,000 - 10,000	0				Nov 20 - Feb 21
20% above pre (120%)		0			Aug 20 - Oct 20		

MACMILLAN

The Forgotten 'C' Campaign



- Between April and December 2020 we secured over **4,600 pieces of PR coverage** across the UK
- It reached almost **4 in 5 people affected by cancer** in the UK and the same proportion of Macmillan supporters
- It reached around **80% of decision makers**, with Matt Hancock commenting; 'I strongly support Macmillan and what they're saying' during Question Time in the House of Parliament, and live on LBC Breakfast.
- The Government's response was discussed resulting in a **scheduled meeting between Macmillan's CEO and Matt Hancock** to discuss a cancer recovery plan.
- A study by nfpSynergy in June 2020 placed **Macmillan in the top ten charities associated with responding to the crisis**
- We increased the public's **consideration to support Macmillan** at a time when our income was under great threat

'Petrified': cancer patients lockdown easing, say

Macmillan Cancer Support found 270,000 anxiety attacks due to Covid-19

- **Coronavirus - latest updates**
- **See all our coronavirus coverage**



📷 The prime minister, Boris Johnson, has since signed information campaign. Photograph: Andrew Parsons

More than quarter of a million cancer sufferers panic and anxiety attacks during lockdown

The study, by Macmillan Cancer Support sufferers have been so high that 270,000 anxiety attacks or even suicidal thoughts

Cancer undiagnosed people in UK even

Macmillan warns of 'ticking time bomb' treatment being delayed and



📷 Some patients awaiting diagnosis of the virus. Photograph: Steve Parsons

Cancer is going undiagnosed concerns in hospitals and GP faces a "ticking time bomb".

Cancer patients pandemic, say

Macmillan launches emergency redeployed and income help

- **See all our coronavirus**



📷 A nurse on a hospital ward. Are hospitals where there are staff shortages

Hundreds of Macmillan members against Covid-19, and the 'forgotten C' during the pandemic

INSIDE

Gregg Wallace
How I lost the
cakes & gained
a six-pack

The Telegraph Magazine



The new
Bridget Jones
Confessions of a
40-something
Covid screw-up

p.22



Escape!
12 travel trends
for 2021
PLUS
Spa special

Travel



Teachers demand all schools stay closed

Williamson faces
union pressure after
being forced to order
all London primaries
to cancel reopening

By Amy Jones and Gordon Rayner

TEACHERS demanded the closure of every school in the country last night after Gavin Williamson caved in to pressure to shut all primaries in London. The Education Secretary was forced into an about-turn after councils threatened legal action over his decision to keep some schools in the capital open. The move raises the prospect that pupils in other areas could also be kept at home, as a leading union insisted that "what is right for London is right for the rest of the country".

Dr Mary Bousted, joint general secretary of the National Education Union, said the Government had "corrected an obviously nonsensical position", adding that ministers must "do their duty" by closing all primary and secondary schools to contain the virus. It left the Government's policy on schools in chaos just two days after Mr Williamson had resisted pressure from Cabinet colleagues to implement closures on a region by region basis.

It comes after government scientific advisers warned that the spread of the new strain of coronavirus was unlikely to be halted if schools reopened, while an Imperial College study published yesterday agreed that it may not be possible to "control transmission" if children went back to classes as planned.

There were fresh warnings last night that the closure of schools to all but vulnerable pupils and the children of key workers would probably have tripled in two to three weeks under November's lockdown conditions. "Overall, we've been able to determine that the new variant increases the reproduction number, so that's the number of people infected on average per infected person in the future, by about 0.4 to 0.7," he said. "That doesn't sound like much, but the difference is exponential."

Mr Williamson said the list of local authorities intended to keep schools

closed was being kept "under review", suggesting pupils' return could be further delayed.

The Government's current policy is to keep primary schools closed in some Tier 4 areas in the South East, while secondary pupils in Years 11 and 13 will return on Jan 11 and others on Jan 18. Several London districts with high coronavirus rates had been missed off the Government's list of 50 "Covid hot-spots" where primary schools were forced to close to most pupils for the next two weeks.

Eight council leaders in London had signalled that they could mount a legal challenge in response to Mr Williamson's original plan, calling the proposals "unlawful on a number of grounds".

Mr Williamson said expanding school closures had been a "last resort" and a "temporary solution", with primary schools in the capital now being encouraged to teach most of their pupils online.

Dr Bousted said: "The question has to be asked: why are education ministers so inadequate and inept? Who is advising them?"

What is right for London is right for the rest of the country... it is time for ministers to do their duty

ing them? And what is right for London is right for the rest of the country. With the highest level of Covid-19 infection, and hospitals bucking under the tsunami of very ill patients, it is time for ministers to do their duty - to protect the NHS by following Sage advice and close all primary and secondary schools to reduce the R rate below one."

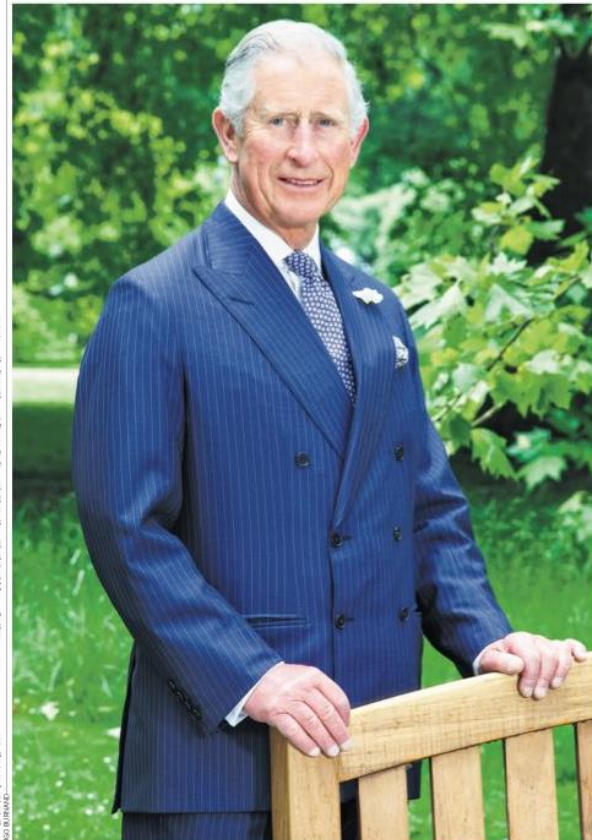
Research by Imperial College into the new Covid-19 mutation found it was directly affecting a greater proportion of those aged under 20.

Asel Gandy, chairman in statistics at Imperial, said that infections of the variant would probably have tripled in two to three weeks under November's lockdown conditions. "Overall, we've been able to determine that the new variant increases the reproduction number, so that's the number of people infected on average per infected person in the future, by about 0.4 to 0.7," he said. "That doesn't sound like much, but the difference is exponential."

The Department for Education has Continued on Page 5

Editorial Comment: Page 19

Prince: Don't let cancer become 'Forgotten C'



The Prince of Wales writes in today's Daily Telegraph about his concern for cancer patients losing services during the Covid pandemic

By Victoria Ward

THE Prince of Wales warns today that cancer risks becoming the "Forgotten C", as vital operations and treatment for life-threatening conditions are cancelled during the Covid pandemic.

In an exclusive article for *The Daily Telegraph*, the Prince says the pandemic has taken a "devastating toll" on cancer services and that the cancelled operations are creating "despair".

The Prince, who is patron of Macmillan Cancer Support, writes: "In many cases, due to the pandemic, difficulties have become crises, a sense of isolation has become actual separation, and - as

vital treatment or surgery has been postponed - anxiety has become despair."

He adds: "Macmillan has been adapting to this ever-evolving situation to ensure that cancer does not become the 'Forgotten C' during the pandemic, but, even so, Covid-19 has still taken a devastating toll, with the charity losing a third of its fundraised income."

An estimated 33,000 people should have started cancer treatment but were unable to do so because of disruption caused by coronavirus. According to Macmillan, up to 50,000 people could

be living with undiagnosed cancer as a result of delays to NHS services.

Internal NHS data seen by the *Health Service Journal* last month suggested that waiting lists for cancer patients have almost doubled over the past seven months, while the number of people waiting for cancer treatment within 62 days of referral by a GP had risen to about 160,000 by December.

The Prince says of Macmillan, one of those chosen for *The Telegraph's* Christmas charity appeal: "A charity set up to tackle cancer is not easily daunted."

Reports: Pages 4-7
The Prince of Wales: Page 21

Classification: Official

Publications approval reference: 001559



NHS Cancer Programme

Cancer services recovery plan

14 December 2020

£3Bn in funding for NHS to help services recover

£1Bn to tackle
backlog and
waiting lists

£1.5Bn to ease
existing pressures
caused by Covid

£0.5Bn to
improve access
to mental
health services



“

*The Insight & Performance team’s **rapid analysis to assess the scale of the backlog in cancer care was a critical factor** in establishing cancer as one of the highest profile and most serious areas of collateral damage for healthcare as a result of the pandemic. This led to Macmillan securing **major government commitments on prioritising cancer** care during the most severe NHS pressures over the winter of 2021-22 and in plans for long-term service recovery*

”

Steven McIntosh - Executive Director of Advocacy & Comms

Key Learnings



**Getting the question right is
half the challenge**



**Good insights don't need to
be expensive**



**Approach it from multiple
angles**

Thank you

Stephen Lavery – SVLavery@macmillan.org.uk