

**Integration Joint Board**  
**18<sup>th</sup> January 2018**  
**Agenda Item 8**

<b>Subject:</b>	<b>Transforming Care After Treatment (TCAT) – Ayrshire Employability Project</b>
<b>Purpose:</b>	To update the Integration Joint Board (IJB) on the achievements of the highly successful TCAT Employability Project.
<b>Recommendation:</b>	The IJB notes the implementation of a unique project that has made a significant impact across Ayrshire and considers how the learning from it can be applied to existing and future approaches.

<b>Glossary of Terms</b>	
IJB	Integration Joint Board
HSCP	Health and Social Care Partnership
TCAT	Transforming Care After Treatment
COSLA	Convention of Scottish Local Authorities
CEIS	Community Enterprise in Scotland

## **1. EXECUTIVE SUMMARY**

- 1.1 The innovative Transforming Care After Treatment (TCAT) Ayrshire Employability Project is unique to Scotland and has provided positive assistance to support people affected by cancer to return to work. The project has helped to develop a greater awareness amongst local employers of the importance of providing supportive relationships with people affected by cancer, for mutual benefit.
- 1.2 Being diagnosed with cancer, caring for someone who has cancer or having an employee with cancer, can be a hugely difficult and sensitive time. People may be dealing with many medical, emotional and financial issues, so support to help them to stay in work or return to work can be vital. This project has helped people move towards a more stable and healthy life.
- 1.3 The aim of TCAT is quite simple, to enable people recovering from cancer to live as healthy a life as possible for as long as possible. Support to help them to stay in work or return to work is a vital part of a holistic approach.
- 1.4 This is a report of Phase 2 TCAT developments in Ayrshire. Phase 1 established an approach to holistic care across pathways and care sectors. Phase 3 is currently focused on embedding health and wellbeing approaches in the community.
- 1.5 There have been three areas of focus for the Phase 2 Ayrshire Employability Project:  
**Business awareness** – understanding legal obligations and developing more positive and supportive relationships with people affected by cancer;

**Returning to work** – positive assistance to support individuals to remain with an existing employer after a cancer diagnosis;

**Securing work** – tailored support to help individuals affected by cancer to return to the labour market and secure employment.

## **2. BACKGROUND**

- 2.1 Around 750,000 of the 2 million people currently living with cancer in the UK are of working age, according to research by Macmillan. That makes it an employer issue. In Ayrshire in 2010, the total number of people living with or beyond cancer exceeded 14,000 and this is forecast to increase to around 24,000 by 2030.
- 2.2 More people are living with and surviving cancer than ever before, and they want to be able to go back to their normal lives after their cancer diagnosis. It is argued that some employers haven't quite caught up with this new reality of 'survivorship'.
- 2.3 The employment provisions of the Equality Act 2010 came into force on 1 October 2010. When a person is diagnosed with cancer, they are automatically classified as disabled for the purposes of the Equality Act. This protection from discrimination continues even when there is no longer any evidence of cancer. So even if the cancer has been successfully treated, employees will continue to be protected against discrimination. In summary, the law protects anyone who has or has had, a disability. The Equality Act also protects people who experience discrimination because they are associated with someone who has a disability e.g. partner or carer.

## **3. BUSINESS BENEFITS**

- 3.1 There are clear documented benefits from taking a supportive approach. £5.3 billion is the annual estimated cost to the UK economy of people affected by cancer dropping out of the labour market.
- 3.2 Forward looking employers should have policies and practices in place to ensure that all employees diagnosed with cancer are treated fairly and appropriately. It is the ethical as well as the smart thing to do with businesses citing higher retention rates and stronger morale when they take positive and supportive action.
- 3.3 There can be a significant economic benefit for employers who support the efforts of people affected by cancer returning to work or staying in work during some stage in their cancer journey. The benefits can be measured in savings made through the costs of recruitment, training & retraining and productivity losses against the retention of highly skilled and loyal company employees.

## **4. TRANSFORMING CARE AFTER TREATMENT**

- 4.1 Transforming Care After Treatment is a national partnership between the Scottish Government, Macmillan Cancer Support, NHS Scotland, the Regional Cancer Networks, Social Work Scotland, COSLA, Local Authorities and the Third Sector to support a redesign of care following active treatment of cancer.
- 4.2 The Ayrshire Employability Project is led by North Ayrshire Health and Social Care Partnership with Macmillan Cancer Support, working with partners in the private, public and third sectors.

- 4.3 Ayrshire partners include North Ayrshire Health and Social Care Partnership, East Ayrshire Health and Social Care Partnership, South Ayrshire Health and Social Care Partnership, East Ayrshire Council, North Ayrshire Council, South Ayrshire Council, NHS Ayrshire & Arran, Macmillan Cancer Support, Ayrshire Cancer Support, Community Enterprise in Scotland (CEIS) Ayrshire, Jobcentre Plus and Ayrshire Chamber of Commerce.

## **5. PROJECT PERFORMANCE**

- 5.1 19 Business Seminars have been delivered involving 186 attendees from 76 organisations across Ayrshire. The seminars focused on potential benefits to business of taking a more supportive approach to employees affected by cancer, employer obligations under the Equality Act and practical ways of supporting employees.
- 5.2 Feedback from participants has been extremely positive with nearly two thirds rating the seminars as excellent. Over three quarters of participants have said that they have communicated at least the key messages to their staff. Importantly almost half stated that they have reviewed organisational policy as a direct result of the seminar and 45% have been prompted to make changes to policy and practice.
- 5.3 Given this, it is possible to estimate that the Business Seminars have resulted in up to 7,500 employees across Ayrshire experiencing a more positive attitude to cancer in their workplace. This is a significant impact on businesses and the workforce and underlines the importance on engaging and influencing employers in order to facilitate a more positive environment that will benefit businesses and individuals today and in the future.
- 5.4 A further 286 businesses have been assisted through face to face contact at Ayrshire exhibitions and events. The importance of this direct contact should not be underestimated. Relationships established with existing business support organisations such as the Ayrshire Chamber of Commerce provide a clear opportunity for ongoing engagement and assistance.
- 5.5 Employability Support was provided to people affected by cancer to build the confidence and skills necessary to enable a return to employment or to pursue business opportunities through integrated employability support. Employability Support provided directly through this project was designed to be additional to existing services by filling gaps and complementing other provision. However, it was key to ensure that individuals could be linked into existing pipeline services at the earliest opportunity where this met their identified needs.
- 5.6 Individuals were offered a tailored service and a menu of services based on their needs with a single access point provided by project partners CEIS Ayrshire. Support has included guidance relating to the Equality Act, return to work and careers advice, access to information provision, resilience training, community activities and volunteering.
- 5.7 The provision of information was key and approaches utilised via web based and social media channels have proven to be extremely popular. For example, a single Facebook campaign provided access to a range information and the opportunity to view Macmillan Cancer and Work videos. Information reached nearly 22,000 people in Ayrshire in this instance alone creating the opportunity to assist many through the provision of additional services.

## 5.8 **Outcomes / Measuring Impact**

Outputs from the Employability Project:	Target	Actual
• Number of people reached	-	87,553
• Number of people affected by cancer engaged	375	318
• Number of people affected by cancer assisted	250	301
• Number of people affected by cancer employed	80	40
• Improved wellbeing of people affected by cancer	250	301
• Number of businesses reached	-	26,731
• Number of businesses engaged	800	989
• Number of businesses assisted	270	372
• Number of business seminars	18	19
• Businesses – reviewing & changing policy	-	45%
• Employees – more positive working environment	-	7,500

## 6. **IMPLICATIONS**

<b>Financial :</b>	There were no financial implications as a result of this project as it has been delivered at zero cost to NAHSCP. All project costs were fully funded through Macmillan Cancer Care. Over the one year pilot, a contribution of almost £30,000 was paid by Macmillan Cancer Support to contribute to the salary costs of the Project Manager, an existing member of NAHSCP staff.
<b>Human Resources :</b>	There were no additional commitments as a result of this project.
<b>Legal :</b>	There were no direct legal implications as a result of this project.
<b>Equality :</b>	The results of an initial equality impact review are clear that this approach has made a contribution to North Ayrshire Health and Social Care Partnerships commitment to promote equality with more Ayrshire businesses ensuring compliance with the Equality Act 2010.
<b>Environmental &amp; Sustainability :</b>	There are no negative environmental implications as a result of this project.
<b>Key Priorities :</b>	<p>The implementation of the proposal has the potential to contribute to all five strategic priorities of the Strategic Plan 2015-2018:</p> <ul style="list-style-type: none"> <li>• Tackling Inequalities</li> <li>• Engaging Communities</li> <li>• Integrated Services</li> <li>• Prevention &amp; Early Intervention</li> <li>• Improved Mental Health and Well-being</li> </ul> <p>Furthermore, the implementation of the proposal will contribute to the achievement of the North Ayrshire Single Outcome Agreement 2013-2017 and NHS Ayrshire &amp; Arran Local Delivery Plan, specifically:</p> <ul style="list-style-type: none"> <li>• Impact on Worklessness</li> <li>• Reducing local health and employment inequalities;</li> </ul>

	<ul style="list-style-type: none"><li>• Improving mental welfare;</li><li>• Supporting adults to live healthier and more active lives.</li><li>•</li></ul>	
<b>Risk Implications :</b>	<p>Potential risks include:</p> <ul style="list-style-type: none"><li>• Project – Cancer is still taboo</li><li>• Project – High level of need / Low level of demand</li><li>• Project / Business – Perceived low priority</li><li>• Project – Open communication through social media</li><li>• Project – Self-management and evaluation evidence</li><li>• Project – Achieving sustainability</li><li>• Business – Lack of understanding of legislation</li><li>• Business – Potential reputational damage</li><li>• Business – Lower team /organisational moral</li><li>• Business – Productivity losses</li><li>• Business – Higher costs</li></ul>	
<b>Direction Required to Council, Health Board or Both</b>	Direction to :-	
	1. No Direction Required	√
	2. North Ayrshire Council	
	3. NHS Ayrshire & Arran	
	4. North Ayrshire Council and NHS Ayrshire & Arran	

## 7. CONSULTATION

- 7.1 Research, consultation and engagement has been extensive involving all national and local partners identified in this paper. Presentations have been delivered at three national conferences, the project has also been showcased at a national exhibition and a briefing provided to an MP resulted in a mention during a Westminster Parliamentary debate. Ongoing engagement with a Patient and Carer Panel has resulted in true co-production being undertaken that provided direct input from former cancer patients that influenced both the development and delivery of the Ayrshire Employability Project. A Steering Group involving all partners including representation from the Patient and Carer Panel provided strategic direction throughout.

## 8. CONCLUSIONS

- 8.1 Clearly the Ayrshire Employability Project was developed on the basis of identified need, however it became clear very early that the level of demand was very low. The promotion and awareness campaign aimed at stimulating demand and securing involvement gathered momentum. Every level and layer of communication utilised had a dual aim to raise awareness of the issues and potential solutions available.
- 8.2 Securing the participation of businesses has been challenging. Many businesses do not view cancer in the workplace as a priority and consequently significant activity has been focused on stimulating demand amongst employers and employees. This has provided a real opportunity to raise awareness of work and cancer issues.
- 8.3 The Ayrshire Employability Project was a pilot and ran for one year to 30th June 2017. Discussions and activities are already underway to assure provision in the short, medium and long term. Partners have assured that employability support established is still available to people affected by cancer. There is potential that this project can be embedded in mainstream activities and services.

- 8.4 This project has raised some very real challenges. Yet the partners involved view the project and its achievements as a starting point. There is an opportunity to facilitate a more positive business environment that will benefit employees and employers. There is a clear opportunity to develop individual support for people affected by cancer and other health conditions to assist them move back into work at the most appropriate pace. No one organisation can ensure these opportunities are translated from theory to practice. This has been a partnership of like minds with a shared objective that all partners are committed to. Partnership is key at a strategic and delivery level.
- 8.5 A video has been produced that informs and encourages positive action beyond the lifetime of the project. It focuses on TCAT priorities, the Equality Act, business benefits, tips for managers and further support. A key part of the video features representatives from North Ayrshire Health and Social Care Partnership, Macmillan Cancer Support, TCAT Employability Project, Chamber of Commerce, businesses and social enterprises and a former cancer patient who has returned to work. Macmillan Cancer Support requested a two minute version for use on Macmillan Cancer Support national social media campaign. The video is now available on YouTube <https://youtu.be/axhjrPYeGiQ>
- 8.6 The overall results of the project are extremely encouraging coupled with a large amount of learning that can be applied at a local and national level. There is strong evidence that the vast majority of outputs and outcomes have been exceeded. Some of the key results are highlighted in the full evaluation report which can be accessed by [clicking here](#). Content of this report has been verified by Edinburgh Napier University and presented and approved by TCAT Macmillan Boards at regional and national levels. This project has generated significant interest in Scotland and the UK and discussions are already underway to facilitate a roll-out of services nationally.

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