



**Report of the Health & Wellbeing Improvement Manager – Inner East**

**Area Committee - Inner East**

**Date: 24 March 2011**

**Subject: Early Diagnosis and Intervention to Lung Cancer**

**Electoral Wards Affected:**

**Burmantofts & Richmond Hill**  
**Gipton & Harehills**  
**Killingbeck & Seacroft**

Ward Members consulted  
(referred to in report)

**Specific Implications For:**

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council Function

Delegated Executive Function available for Call In

Delegated Executive Function not available for Call In Details set out in the report

**Executive Summary**

This report introduces a presentation to the Area Committee which provides details of work underway to reduce the high levels of lung cancer deaths within Inner East Leeds, through undertaking a social marketing campaign encouraging local residents to attend for early screening if they have key symptoms such as an ongoing troublesome cough.

**1.0 Purpose of This Report**

1.1 The attached presentation by NHS Leeds outlines the significant high levels of lung cancer deaths in Leeds which data suggests are highest for the city in Inner South and Inner East. The work underway aims to reduce these levels through early intervention and diagnosis and Members will receive details of where people can access support.

**2.0 Background Information**

2.1 In 2010 NHS authorities were encouraged to bid for some national funding to undertake work to reduce high numbers of lung cancer deaths, as the UK, compared to other European countries had some of the highest figures. Leeds NHS successfully bid and confirmation for the funding was approved. A steering group, which includes involvement from the East North East Health and Wellbeing Partnership members has been working to put together the delivery plan.

- 2.2 Some of the arrangements that have been agreed and now being implemented include:

Opportunity for people to be referred or self refer for chest x-rays at Seacroft Hospital (Mon-Fri 9.30am – 4.30pm) and St George’s Centre, Middleton (7 days, 9.00am – 8.30pm)

The criteria is focussed on members of public over 50yrs with 3 weeks or more of chest symptoms. Results of reports are sent to the GP within 2 weeks and patients are recalled directly to hospital for further tests/clinic appointments if there is any suspicion of cancer.

- 2.3 The social marketing campaign which is specifically focussed on Inner East and Inner South Leeds includes mail drop of postcards LS9/LS11 February and LS10/LS14 March; pharmacy bags with campaign logo/information; articles for Licensing Leeds for licensed cab drivers; housing association resident newsletters; information posted at police and fire stations; information on back of buses and press releases.

In Seacroft, the Health and Wellbeing Team have distributed 500 postcards, along with other stop smoking related information to East North East Homes, for circulation via new tenancy packs.

### **3.0 Implications For Council Policy and Governance**

The work being undertaken directly contributes to reducing premature mortality which is a priority within the city wide health and wellbeing strategy. It also fits with the work of the East North East Health and Wellbeing partnership to address local health challenges such a reducing high levels of smoking related deaths.

### **4.0 Legal and Resource Implications**

- 4.1 None.

### **5.0 Recommendations**

- 5.1 Members note and support the promotion of the lung cancer work taking place in Inner East Leeds.

### **6.0 Background Papers**

- 6.1 None.