

What does '*prevention*' mean + to communities in Greater Manchester?



Learnings from the Community Cancer Insight Group (C.C.I.G.)
Listening Session

Thursday 3rd July 2025



What's the C.C.I.G.?

- The Community Cancer Insight Group (C.C.I.G.) is a dedicated public group of 12 community members based in Gorton
- The group was established by:

Cancer Prevention and Early
Detection (CPED) theme

NIHR | Manchester Biomedical
Research Centre

VOCAL



- The groups aims to continue to build **trusting relationships** between research and under-served communities and inform **health equitable, inclusive approaches** across the CPED theme

What happened at the listening event?

- The listening event explored the C.C.I.G members' views and opinions on the **prevention of cancer** (a topic previously prioritised by group members and researchers)
- Four PED researchers joined the session to listen to members' priorities:
 - Sarah Hindmarch; health psychologist
 - Chinenye Amadi; project manager
 - Eleanor Richards; clinical researcher
 - Adam Perrett; data scientist
- Following the session, the researchers reflected together on how insights from the session could be meaningfully applied to PED research

How should you use these learnings?

- The following slides summarise both the insights from the sessions and include suggested prompts to reflect on for how learnings could be applied to PED research
- We'd encourage you to work through these slides independently or with your team to explore how these learnings could help improve your research and bring about **meaningful change** in your **current projects** and **future grant applications**

What did we learn?

Positively Reframe Prevention

- Let's shift the narrative from fear to empowerment. This reframing encourages people to see prevention not as a burden, but as a path to vitality, agency, and wellbeing.
- For example, instead of 'reducing cancer risk', what about 'gain health'?

Communication That Resonates: Community, Culture, Creativity

- Stories make research human — they turn data into lived experience
- Social media amplifies voices, sparks dialogue, and meets people where they are
- Community connectors build bridges of trust, making research more relevant

Beyond Research: Making PED a Catalyst for Change

- Tackle health inequalities by co-designing inclusive, culturally sensitive approaches to prevention
- Work beyond your research to build public trust and understanding in research and shape health policy in collaboration with public partners

Positively Reframe Prevention

What's important to community members?

- **Empowerment over fear:** Prevention messages should focus on hope, support, and practical steps — not fear or blame. Acknowledge that people are doing their best in complex circumstances.
- **Culturally sensitive and stigma-free:** Open, respectful approaches can help break down taboos and lead to more accessible and inclusive conversations.
- **Compassionate and non-judgemental:** Recognise that health behaviours are shaped by social and structural factors. Prevention should support people, not shame them.
- **Community and collective action:** Individuals tend to prioritise prevention for their family and friends rather than themselves. Think about actions and support beyond an individual level.

Prompts to explore in your PED research

Members suggested reframing prevention messaging more positively, for example:

- Gaining health
- Taking care and/or control of your health (and wellbeing)
- Protecting your future health
- Taking proactive steps to maintain good health
- Increasing prevention possibilities
- Being health conscious
- Keeping family and friends safe
- Getting peace of mind

What prevention messaging would most meaningfully engage participants in your research?

How can prevention research consider an individual as part of a community (e.g. impact of personalised risk score on family members or community-level health behaviour interventions)?

Communication That Resonates: Community, Culture, Creativity

What's important to C.C.I.G. members?

- **Trust and relatability:** Members connect most with information and stories shared by peers, family, and local community voices.
- **Clear, consistent messaging:** Conflicting cancer prevention messages lead to confusion and information overload
- **Diverse communication channels:** Trusted sources like the NHS should use TV, social media, and creative formats to reach more people effectively

Prompts to explore in your PED research

- How could you work with community organisations, community connectors or social prescribers to help build trust in your research and develop culturally appropriate research information?
- Could you signpost research participants to community organisations as well as or instead of their GP?
- How could your work help to address misinformation around cancer prevention?
- How could you work with people with lived experience and creatives to use stories in your research?
- How could you use social media or other media (TV, radio, influencers) in your work?

Beyond Research: Making PED a Catalyst for Change

What's important to C.C.I.G. members?

- **Policy rooted in lived experience:** Members support policies that shape healthier environments like smoking bans or school food programmes and want their real-life experiences to guide these changes.
- **Inclusive approaches to prevention:** Members felt that current prevention messages and strategies often overlook systemic inequalities that people face. Approaches must be co-designed and tailored to reflect cultural diversity, lived realities, and structural barriers.
- **Relevance:** For some, especially younger people or those experiencing inequalities, cancer prevention feels distant or a low priority. Older members may feel it's "too late." Messages must meet people where they are with empathy and relevance.

Prompts to explore in your PED research

- How could your PED research help to influence policy?
- How could your research help develop clear, actionable advice on cancer prevention that is tailored for different communities?
- What role could you play in helping provide practical support to address health inequalities?
- How could PED connect with research or work into other conditions or the wider determinants of health to take a more holistic prevention approach?
- How can we better engage and involve the public in cancer prevention research so that it feels relevant to their lives?
- How can we widen and adapt our dissemination approaches to better connect with local people?

Where can I find out more?

- To find out more about community engagement and inclusive research work in CPED, please email Anya (anya.webber@nhs.net) or Emma (emma.thorpe@nhs.net)
- You can find out more about the C.C.I.G. in this [blog post](#)
- This work was funded by the NIHR Manchester BRC and was supported by [Vocal](#).