



A VISUAL REPRESENTATION OF KEY ACHIEVEMENTS FOR 2025/26

Mouth Cancer Campaign

- First region-wide campaign, with targeted community outreach work.
- Collaboration with national charity Oracle Head and Neck Cancer UK, South Asian Health Action and LLR ICB.
- Raise awareness of signs and symptoms, and risks linked to shisha and chewing tobacco.

Reached over 3 million people in target community

Reached over 10,000 people through social media



Appt Health Cervical Screening

- EMCA, in collaboration with Appt Health, has launched a project to increase cervical screening coverage.
- Next phase (from April 2026): equity-focused, co-designed messaging targeting groups with lower uptake

35 practices have completed onboarding



Almost 1,000 screening bookings amongst non-responders

One practice achieved 41% booking rate



Pancreatic Case-Finding Pilot

- 4 PCNs across the region actively involved - expanding to include 5th PCN.
- 1,941 people have been searched in total so far, from both historic and regular search data.

22 patients referred for CT scan so far



1 case of Pancreatic Cancer has been diagnosed so far.



Lung Cancer Screening

- Nottinghamshire's lung cancer screening programme marked 5 years actively delivering services.
- Over 55,000 appointments completed

Over 500 cancers diagnosed so far



Early Diagnosis rate of 71%



Synthesia Video Platform

- AI software used to produce videos for:
 - Patient information
 - Cancer workforce
 - Raising awareness of cancer symptoms
 - Encouraging screening uptake

15 videos produced



Over 600 views on all videos



Translated into 20 languages

Primary Care Education

- Support and empower primary care professionals to deliver high-quality, personalised cancer care.
- All materials made available on dedicated EMCA webpage.

37 toolkits developed

18 education sessions delivered



Reached over 200 primary care professionals



The Health Inequalities Programme

Activities have included cancer awareness presentations for men and women, wellbeing sessions, and online discussion events.

Almost 400 attendees



24 co-production planning sessions delivered



23 community organisations engaged



CRUK Talk Cancer Workshops

Positive feedback with attendees intending to use the knowledge gained to support conversations within their communities.

10 workshops delivered

150 community leaders trained



Days Matter Campaign

- Launched in November 2025 with a focus on 28-day FDS improvement.
- Aim of +5% improvement by end of Q4 25/26.

50% of tumour sites exceeded 10% improvement



NGH Gynae achieved 30% increase in 28-day FDS



INCREASE

NUH Urology achieved 23.7% increase in 28-day FDS



23.7% increase

UHL Gynae and NGH Gynae and LGI have achieved the 80% 28-day FDS target



Workforce

- Strong progress in advancing the workforce agenda, with a particular focus on implementation and engagement.
- Core ACCEND infrastructure is now in place, including development of implementation documentation, and confirmation of three year funding for the digital core competency framework.

Almost 2000 views on Aspirant platform



120 attended ACCEND webinar



East Midlands Breast Pain Pathway

The East Midlands Breast Pain Pathway (EMBPP) was included in the National Cancer Plan as a case study

Contributed 55% of the cases used in national evaluation

Cost to Benefit ratio of 1.26 in year 1, rising to 1.56 in year 3



88% discharged from community clinic, without onward referral

