

Here for You annual report: August 2023 to July 2024

Executive summary:

Here for You had another fantastic year and we increased new referrals from 806 to **1,311** in 12 months which is a 61% increase. We made a total of **3066** initial, 3 month and 6 month calls, which accumulated to **639 hours 6 minutes** of support provided by our lovely volunteers and staff.

It's been a busy year, with **10 new NHS Trusts** in England signing up to Here for You- thank you!

Since November 2023, we now also have a **lived experience project group**, guiding us in all the work that we do.

Here for You now have 3 staff members. Michaela Rossmann (manager), Zoe Bolton (support officer, delivery) and Ella Sandler (support officer, geographies).

In this report you will find more statistics about the people we're supporting, the NHS Trusts signed up to Here for You, as well as evaluation results from service users, volunteers and healthcare professionals which show the positive impact we made.

We hope you enjoy reading the report.

Thank you!

Michaela, Zoe and Ella

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1 New partnerships

Between August 2023 and July 2024, **10 new NHS Trusts** in England signed up to the personalised referral route.

- South Tees Hospitals NHS Foundation Trust
- East Lancashire NHS Trust
- Sandwell & Birmingham NHS Trust
- Northampton General Hospital NHS Trust
- Nottingham University NHS Foundation Trust
- Norfolk and Norwich University Hospitals NHS Trust
- Milton Keynes University Hospital NHS Foundation Trust
- The Whittington Hospital NHS Trust
- Salisbury NHS Foundation Trust
- Plymouth Hospitals NHS Trust

We are working with the following NHS Trusts and hope that they'll sign up with us shortly:

- Blackpool NHS Foundation Trust
- Gloucestershire NHS Foundation Trust
- Morecambe Bay NHS Foundation Trust
- Shrewsbury and Telford NHS Foundation Trust
- East Suffolk and North Essex NHS Foundation Trust
- Hampshire Hospitals NHS Foundation Trust
- Royal Berkshire NHS Foundation Trust
- The Alexandra Hospital
- University Hospitals Birmingham NHS Foundation Trust
- Leeds Teaching Hospital NHS Foundation Trust
- Medway NHS Foundation Trust
- North Cumbria University Hospitals NHS Foundation Trust
- Royal United Hospitals Bath NHS Foundation Trust
- Solihull NHS Foundation Trust
- Tameside and Glossop NHS Foundation Trust
- The Christie NHS Foundation Trust
- The Royal Marsden NHS Foundation Trust
- UCLH
- University Lincolnshire Hospitals NHS Trust
- University Hospitals Southampton NHS Foundation Trust

We want to thank the **30 signed up NHS Trusts** and hospitals that refer to Here for You and here's a list of all current referrers.

The top 10 referrers can see a breakdown of how we supported their patients in the appendix on page 14.

Hospital	Number of Referrals
1. Milton Keynes University Hospital NHS Foundation Trust	188
2. London North West Healthcare NHS Trust- Northwick Park Hospital	122

3. Princess Alexandra Hospitals NHS Trust	103
4. Plymouth Hospitals NHS Trust- Derriford	91
5. Great Western Hospitals NHS Trust	87
6. Royal Free London NHS Foundation Trust	84
7. South Tees Hospitals NHS Foundation Trust	75
8. University Hospitals Birmingham NHS Foundation Trust	74
9. Chesterfield Royal Hospital NHS Foundation Trust	62
10. East Kent Hospitals University NHS Foundation Trust	53

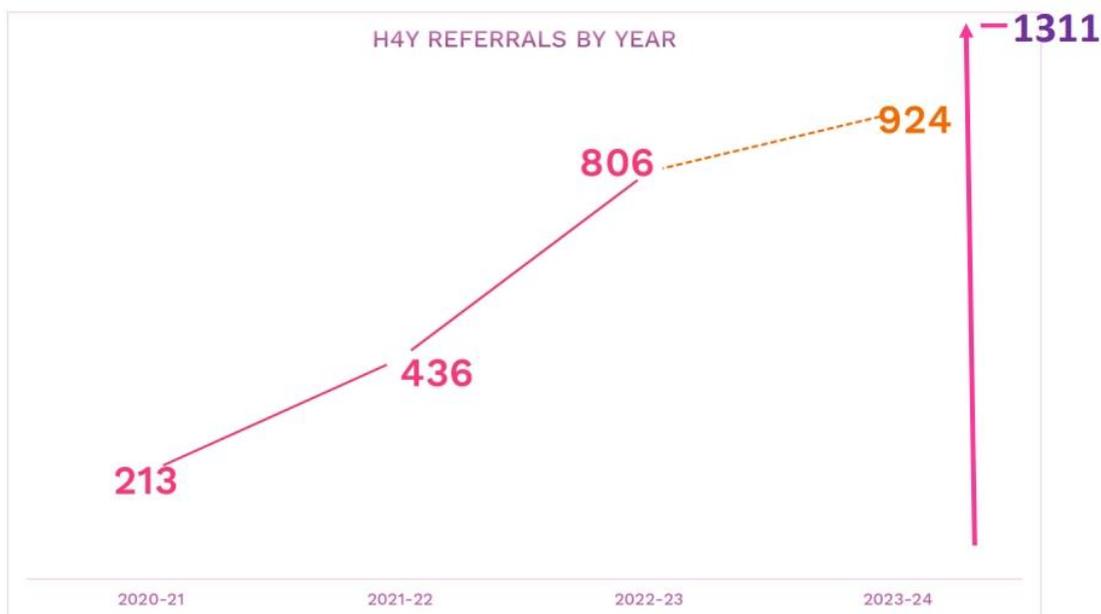
We also received referrals from the following NHS Trusts:

- Sandwell and W Birmingham NHS Trust
- East Suffolk and North Essex Foundation Trust
- University Hospitals of Leicester NHS Trust
- Mid and South Essex NHS Foundation Trust
- Medway NHS Foundation Trust
- Sheffield NHS Foundation Trust
- Nottingham University hospitals NHS Foundation Trust
- Doncaster & Bassetlaw NHS Foundation Trust
- Airedale NHS Foundation Trust
- The Royal Marsden NHS Foundation Trust
- The Rotherham NHS Foundation Trust
- Maidstone and Tunbridge Wells NHS Trust
- Salisbury NHS Foundation Trust
- Northampton General Hospital NHS Trust
- Barnsley Hospital NHS Foundation Trust
- North Middlesex University Hospital NHS Trust
- UCL Hospitals NHS Foundation Trust
- University Hospitals Dorset UHD
- The Whittington Hospital NHS Trust
- Ashford and St Peter's Hospitals NHS Foundation Trust
- Royal Berkshire NHS Foundation Trust
- Harrogate and District NHS Foundation Trust
- Homerton University Hospital NHS Foundation Trust
- Croydon Health Services NHS Trust
- Somerset NHS Foundation Trust
- Bath NHS Foundation Trust
- Hampshire Hospitals NHS Foundation Trust

We had 1 referral from a support worker at Mind as well as referrals from the Scottish Improving Cancer Journey (Renfrewshire Council) and Raigmore Hospital, Inverness.

2. Referrals data and statistics

The total number of new referrals to Here for You between 1 August 2023 to 31 July 2024 has increased by **61%** to **1311**.



Our data shows that the majority (**91%**) of referrals have a primary breast cancer diagnosis and we continue work hard to improve our reach for secondary breast cancer patients.

3 Calls and service requests

Our fantastic volunteers and staff facilitated **3066 calls** in total (a 101% increase compared to last year), which accumulated to **639 hours** of support being provided. This is a new record for us!



Of these calls, 91 calls were supported by language interpreters August 23 – June 24 in **21 different languages**. This is up from 36 calls being made with interpreters in 11 languages in 2022-2023.

The calls have been interpreted in the following languages: Urdu, Bengali, Romanian, Turkish, Russian, Ukrainian, Tamil, Arabic, Gujarati, Amharic, Albanian,

Filipino, Polish, French, Nepali, Portuguese, Punjabi, Farsi, Hungarian, Pashto, Cantonese, Somali, Bulgarian

Of the 639 hours that the volunteers and staff spent making Here for you calls this year, 92% of the calls were made to people with a primary diagnosis and 8% was spent making calls to people with a secondary diagnosis.

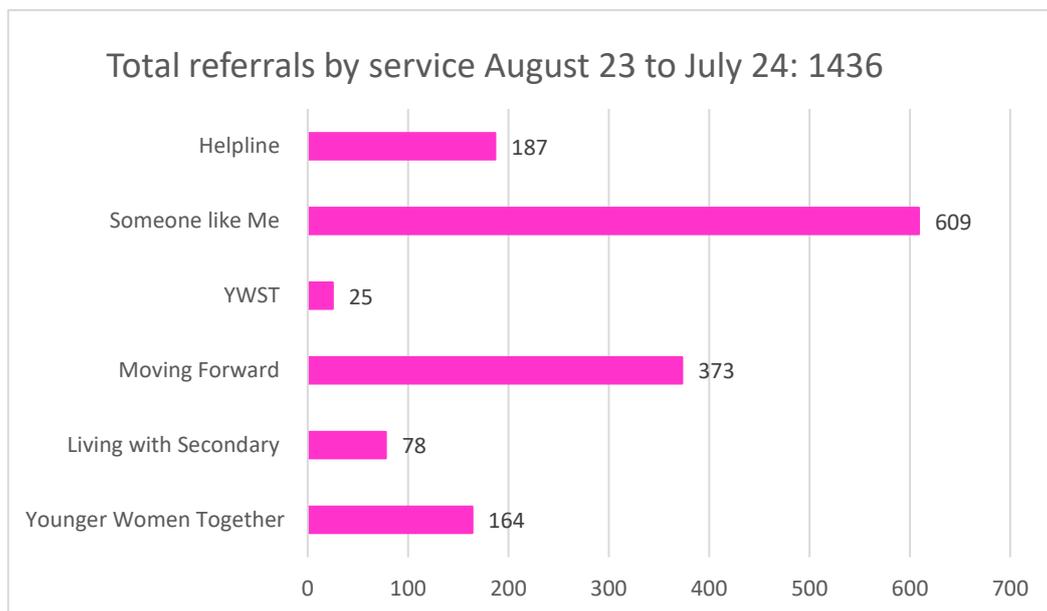
Our conversion rate averages from referral to initial call are 99%, from initial call to 3 month call are 84% so far and the 3 month call to 6 month call is 90% so far. The conversion rates for the 3 month and 6 month calls are not complete yet for the full year but will be by January 2025.

3 a Service requests

The aim of the calls is to introduce patients to Breast Cancer Now and set up a support package for people referred to us. We made **1436** referrals to Breast Cancer Now support services, compared to 763 services, indicating an increase of 91%.

Most referrals went to [Someone Like Me](#), followed by [Moving Forward](#), our Helpline call backs and [Younger Women Together](#).

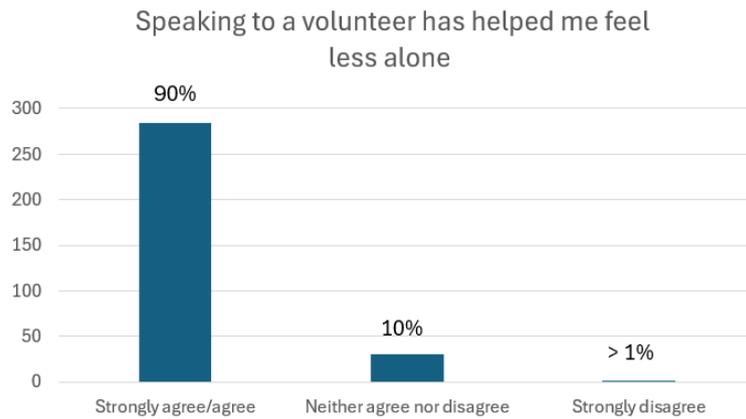
As we only had 9% of referrals for secondary breast cancer patients we have referred most patients to our [Living with secondary breast cancer services](#) but we are keen to improve our reach in the next year and welcome referrals for secondary breast cancer patients.



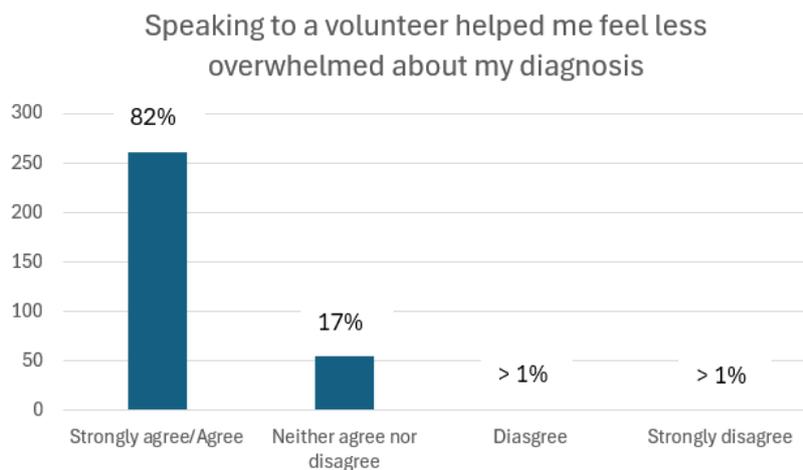
3 b Service User Feedback

After each call, we send a short survey to look at how we can improve our support and information provision. We also have a separate end of service survey.

We received 335 responses to our anonymous feedback survey, which showed that we understand their need, that our calls help them feel less alone, we support them to feel less overwhelmed by their diagnosis and we increase their confidence in accessing other support.

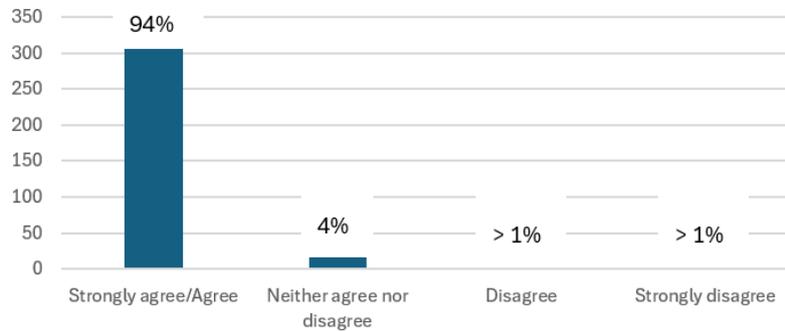


“At a time when I was feeling at my lowest in 7 months, I very much appreciated a call from a Here for You volunteer. A very nice volunteer who listened and who I felt connected. I didn’t expect myself to talk but I did, and this felt like a huge burden lifted. Can I add that this service has been a lifeline to me and I really appreciate receiving a call from you.”



“I spoke with such a kind lady. She listened to me and made sure I felt reassured, and in a position to make a decision about the support I could access. It’s quite amazing that a complete stranger can make you feel so comfortable talking about something so personal and upsetting. She was brilliant.”

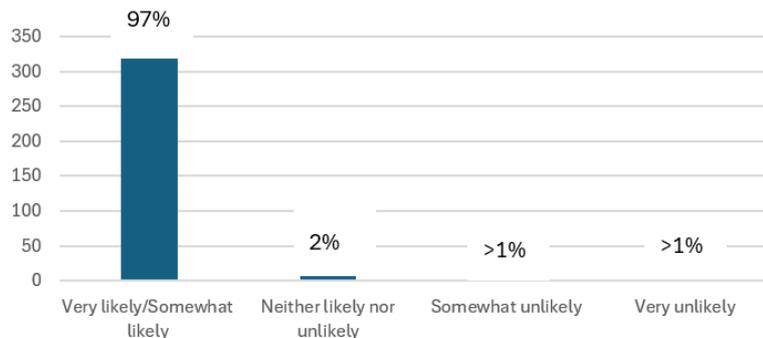
As a result of speaking to a volunteer, I feel more confident about accessing information and support when needed



“The volunteer had a friendly, calm and relaxed approach during our conversation. She allowed me to put over my point of view/feelings. I did not feel pressurised in the slightest. I think these intermittent calls are useful because, while one may not want to engage with that is available at the time of one call, that may change in the future, which is has with me. So ‘Thank you’ for not giving up. I do appreciate your time, consideration, knowledge and patience.”

The highlight though is that **97% of people would recommend** to their healthcare professionals that they refer other patients to Here for You.

How likely would you be to recommend that your Healthcare Professionals refers others patients to Here for You?

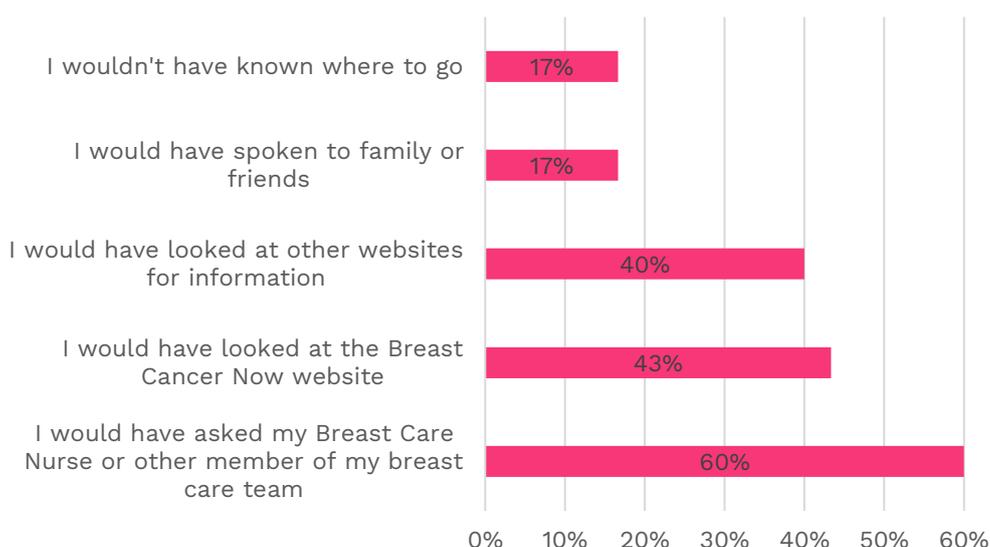


END OF SERVICE SURVEY

We also received 40 end of service survey responses, with 93% of service users rating their experience as very good/good and **96% of respondents** saying they would recommend that health care professionals refer patients to Here for you.

We also wanted to find out a bit more about where patients would go for help without being referred to Here for You.

Where would service users go for support without H4Y



3 c HCP feedback

Our insight and evaluation team conducted our first ever survey with the Healthcare Professionals (HCPs) that refer to Here for You. We had a 40% response rate across 26 different NHS Trusts.

We were keen to explore how Here for You works for HCPs and how we can improve.

The results were overwhelmingly positive and we wanted to share a summary with you here.

- 100% respondents would recommend Here for You to other HCPs.
- 98% of HCPs trust that Here for You will offer patients the most appropriate support
- 90% of HCPs felt supported by the Here for You team.
- 98% of HCPs trusted that Here for You will offer their patients the most appropriate support

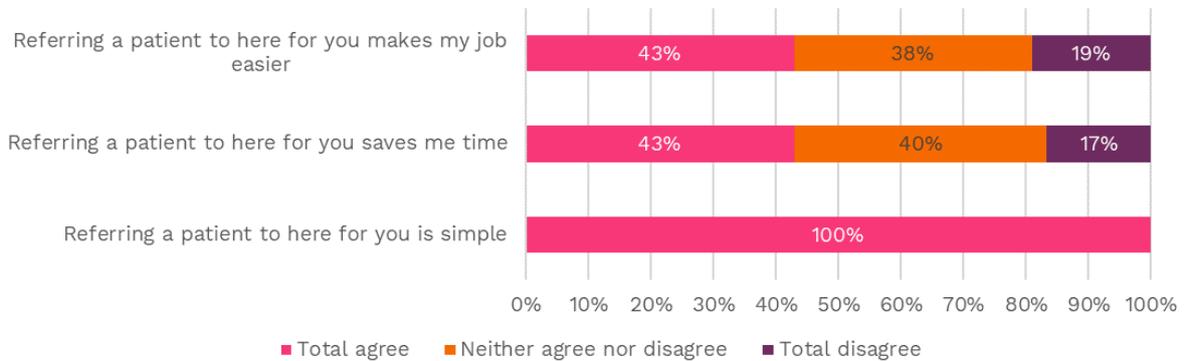
“I have been well supported by Michaela, who has always been there to answer any of my queries and offer her support and explain the service you provide. Could not of made me feel any more welcome than I did. I am always recommending Here for you to my colleagues” (HCP survey)

By using a centralised referral route, nearly all HCPs (95%) felt **patients got more accurate information** about support available and that it was easier for HCPs than remembering multiple different services. All HCPs felt confident explaining to patients what Here for You is.

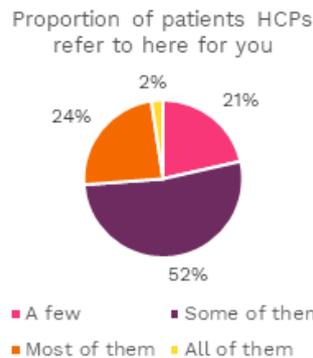
“Being a fairly new post, I am not aware of all the services on offer to patients, so I feel my lack of knowledge is supported by here for you and I feel confident that my patients are being fully supported

*by the service and not missing out due to my lack of knowledge”
(HCP survey)*

We are really happy to see that HCPs think it’s easy to refer their patients, you trust us and that HCPs feel well supported by the team.



We appreciate that patients choices are important and it’s great to see that over half (52%) of HCPs referred some of their patients to Here for You. 21% referred a few, 24% most of them and 2% referred all of them.



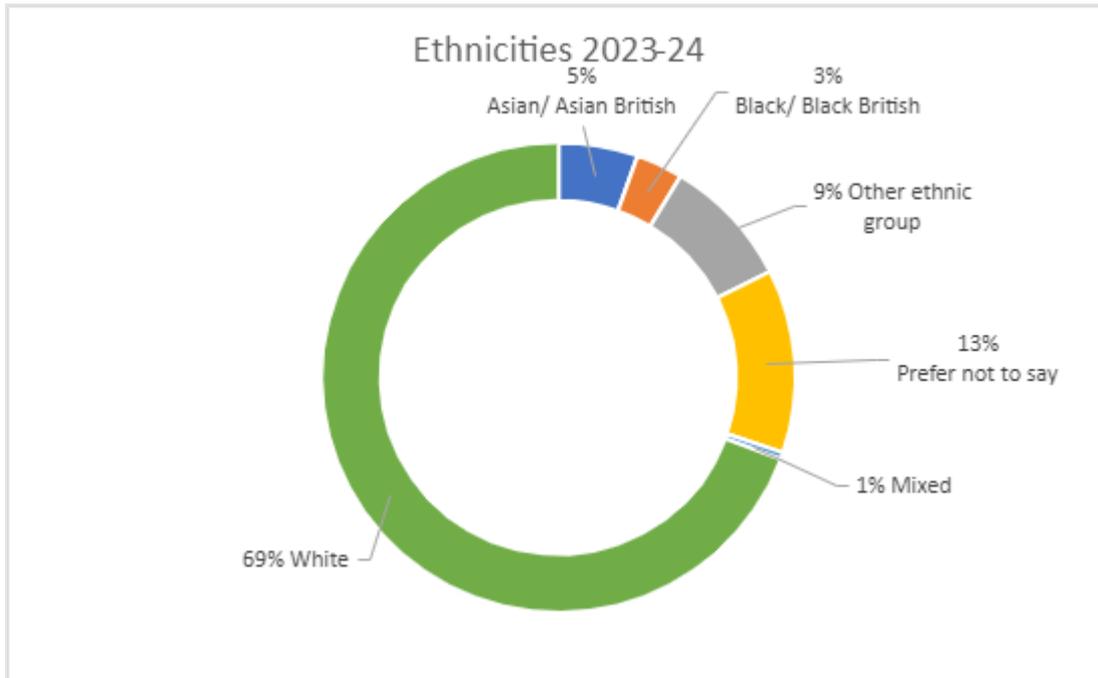
“I feel reassured that they will get additional support from another service who can signpost them to more information.” (HCP survey)

We were surprised to find out that only 57% of HCPs were aware that we use Language Line for interpreting calls, and this is an area we’ll be working to improve.

4. Ethnicity data of new referrals

We are working hard to make sure that the personalised route is inclusive and that anyone can access our information and support. 91 calls were supported by language interpreters August 23 – July 24 in **21 different languages**. This is up from 36 calls 2022-2023.

This year, we reached more ‘other ethnic groups’ than before.



We have compared our numbers to England’s incident rate by ethnicity and we’ll be working on the ‘prefer not to say’ part in the next year.

	H4Y 2023-24	ENGLAND
Asian/ Asian British	5%	3.70%
Black/ Black British	3%	2.10%
Other ethnic groups	9%	2.10%
Unknown/ Prefer not to say	13%	5.30%
White	70%	86.60%

5. Volunteers

It has been another busy year for our Here for You volunteers. 51 volunteers and staff made **3066** calls and provided 639 hours and 6 minutes of information and support. We want to say THANK YOU to their commitment and passion. In recognition of their dedication, we nominated some volunteers for our Tracey Willimas Outstanding Volunteer Award.

We’ve had **19 new volunteers** join Here for You in the past year and ran ‘refresher training’ for our volunteers who have been with us for more than one year to ensure everyone is as skilled and as up to date as possible in their delivery of the Here for You calls.

The team continues to support our volunteers through 121s and we have hosted 7 Here for You volunteer virtual get-together sessions. This is a way for the volunteers to support each other. We also invite colleagues from other teams to speak about their work which keeps our volunteers informed.

Our surveys have shown that the majority of service users felt supported by Here for You, and that it helped them feel less overwhelmed and alone, and more in

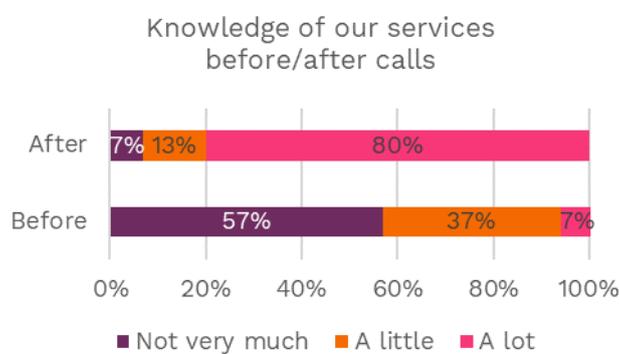
control. Many also mentioned feeling reassured after their calls and valued having someone to speak to who understood what they were going through.

Nearly all felt their needs were understood and that their volunteer was empathetic and a good listener – this was also emphasised in the qualitative responses.

“It is good to know I am giving back and supporting services users. I am proud to volunteer for Breast Cancer Now.”

Service users reported that their knowledge of our services was higher after their calls than before (7% new a lot about our services before the call, increasing to 80% after).

And nearly all knew how to access services and felt confident to do so, and felt able to make an informed choice about what services to use.



Our volunteer evaluation has shown that we have dedicated and committed volunteers who feel supported.

“Feel valued for giving my time & well supported by the Here for You team.”

5 a Our lived experience project group:

Since November 2023 we have recruited individuals from Louder Voices to help us shape Here for You. The objectives of this group is to support the team in the strategic development but also being a critical friend.

In June 2024, as part of co-production week, [Coral](#) has shared her experience of being a project group member. And you can read our [blog](#) on how the importance of co-production too.

A big thank you goes to Coral, Lisa, Neva, Leile and Leighanne for their input, ideas and suggestions.

“It has been a privilege to be part of the Here for You project group. (...) I feel very much involved in the development of Here for You and can see where my input has had an influence on the activity output of the team. Rather than just providing the view of someone with lived experience, I can bring my whole self and add value with my professional skill set. This is a rewarding experience, and I feel a valued member of the team.” Coral

“I am delighted to be able to share my knowledge and experience with the Here for You project group. It’s brilliant that some of the suggestions I’ve made have been implemented and adopted by other services too. It’s important as a volunteer that you feel you’ve made a difference.” Lisa

6. What’s new?

We want to respond to the HCP survey where the respondents want more information about the services we have. So, here’s what’s new.

6 a Speakers Live

[Speakers Live](#) is an opportunity to learn more from experts about relevant topics. These include healthy eating, exercise, hormone treatment and returning to work. The events take place in real time over Zoom.

6 b Healthcare professional hub

Our healthcare professionals hub is a dedicated area for healthcare professionals where you can find out more about breast cancer and how it affects patients. It’s open to all healthcare professionals in clinical practice based in the UK. [Become a healthcare professional member](#) for free support and resources today. By joining you’ll get access to our:

- Recorded [webinars](#) facilitated by our clinical nurse specialists, covering topics like managing side effects of treatments, family history and risk, as well support for your own wellbeing.
- Monthly email newsletter full of research, policy, news and features from the breast cancer field.
- Specialist interest and champion groups for healthcare professionals, we currently have our Secondary Breast Cancer Nursing Group, Younger Women Nursing Champion Group, Family History & Genetics Champion Group and Breast Screening Champion Group. The groups meet twice a year, as well as regular clinical updates, networking opportunities and sharing best practice.

You can sign up to become a healthcare professionals hub member [here](#), or [email](#).

6 c Publications in other languages and easy read formats

You can order some of our [publications in other languages](#). We also have 2 easy read guides on being [diagnosed with primary breast cancer](#) and [surgery for primary breast cancer](#).

6 d Access Fund

Through our partnership with Asda, we can provide an [Access Fund](#) to anyone with financial hardship who would like to attend our face-to-face services. We can support service users with transport costs, childcare costs and other expenses.

7. Here for You developments 2024-25 and future plans:

In the past 12 months, Here for You has grown from strength to strength but there's always room for improvement.

We will continue working hard to have a **greater reach of under-represented groups** (Black and South Asian women, older people and those from socio-economically disadvantaged backgrounds), with a focus on providing **equity of support**.

We will increase our resources and **expand the team**. We will also start to pilot a self-referral route in future.

In November, we have been invited to the [UK ONS annual conference](#) in Manchester to present a poster on "The impact of an innovate personalised referral route to support breast cancer patients".

As always, we will work with our Breast Cancer Now colleagues to make patients' experiences of our services the best we can. We will take the learning from the evaluations, take on board suggestions and implement positive changes.

Lastly, we wanted to say a big **THANK YOU** to our healthcare professionals, volunteers, service users, colleagues and everyone who supports Here for You.

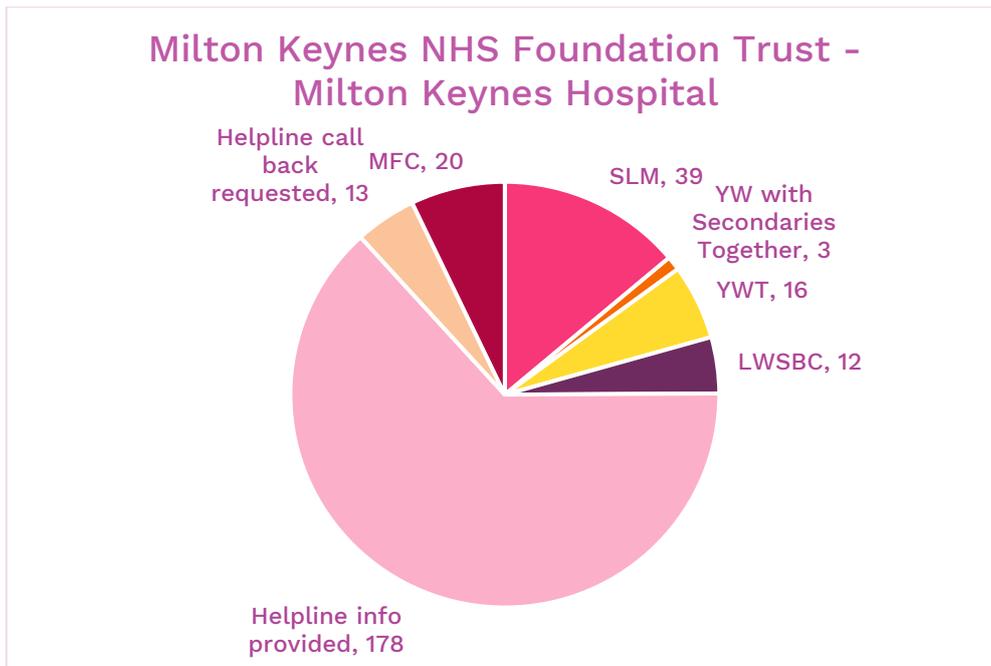
Michaela, Zoe and Ella - your Here for You team

8. Appendix

Here's a breakdown of how we supported patients of our top 10 referrers:
MFC= Moving Forward Course; SLM= Someone like me; YWT= Younger women together; LWSBC= Living with secondary breast cancer;

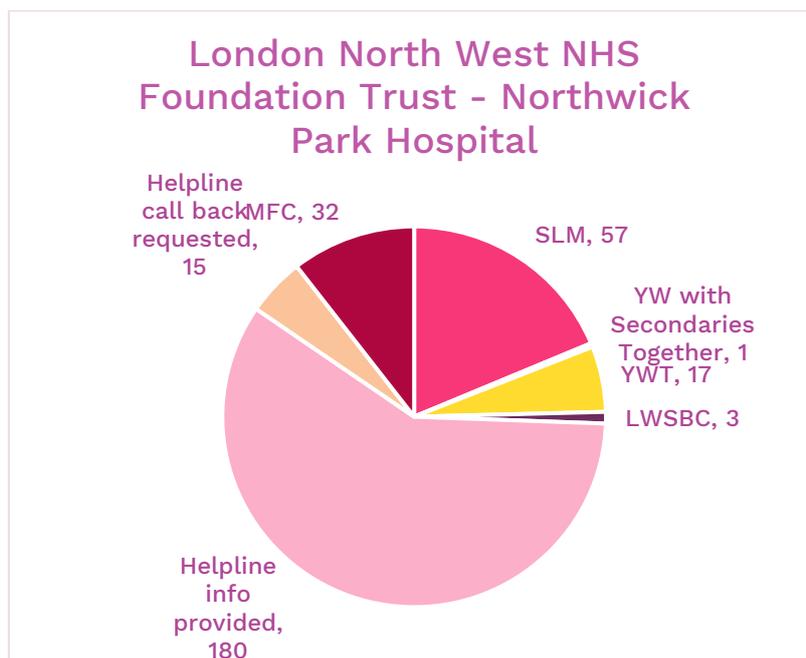
1. Milton Keynes NHS Foundation Trust – Milton Keynes Hospital

(236 calls made in total - 135 initial, 79 3-month, 12 6-month, 1 interpreter, 9 manager requested)

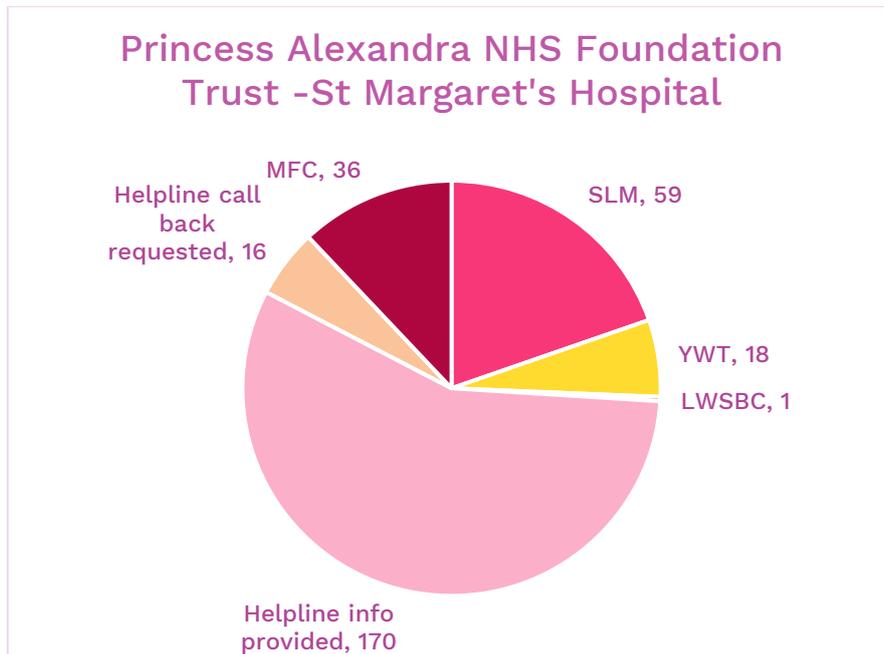


2. London North West NHS Foundation Trust – Northwick Park Hospital

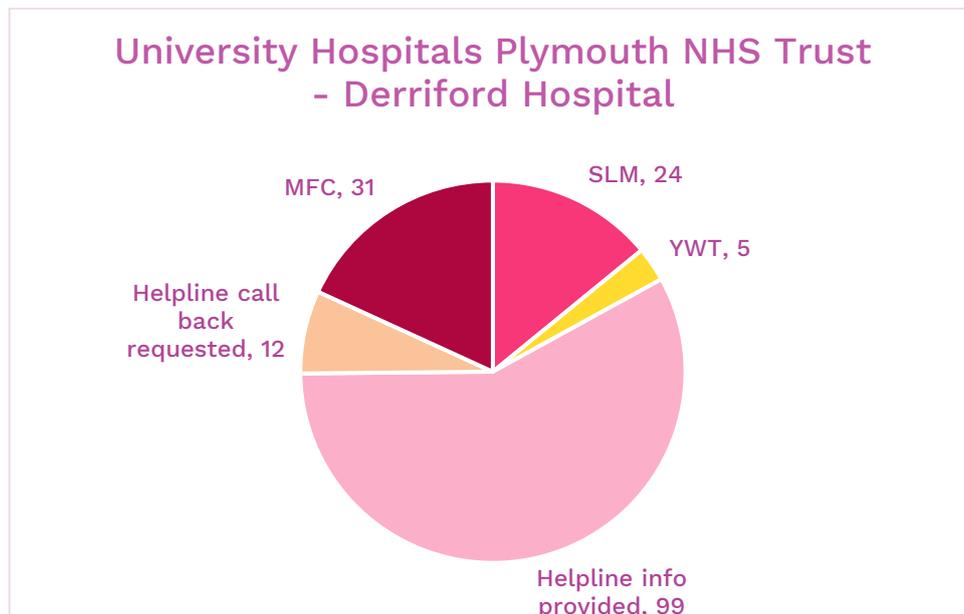
(254 calls made in total - 98 initial, 85 3-month, 66 6-month, 5 manager requested)



3. Princess Alexandra NHS Foundation Trust – St Margaret’s Hospital
 (240 calls made in total - 78 initial, 76 3-month, 79 6-month, 2 interpreter, 5 manager requested)

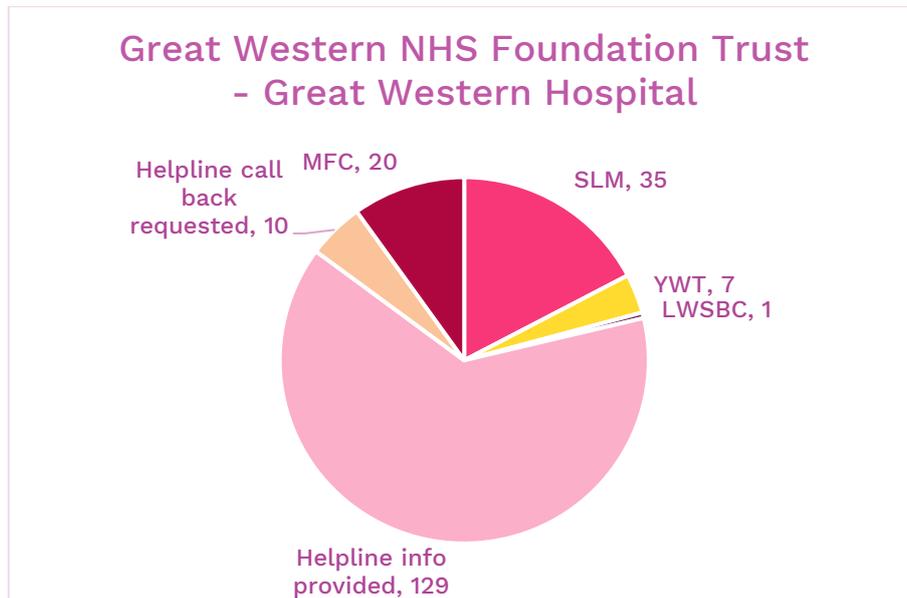


4. University Hospitals Plymouth NHS Trust – Derriford Hospital
 (158 calls made in total - 57 initial, 49 3-month, 50 6-month, 1 interpreter, 1 manager requested)



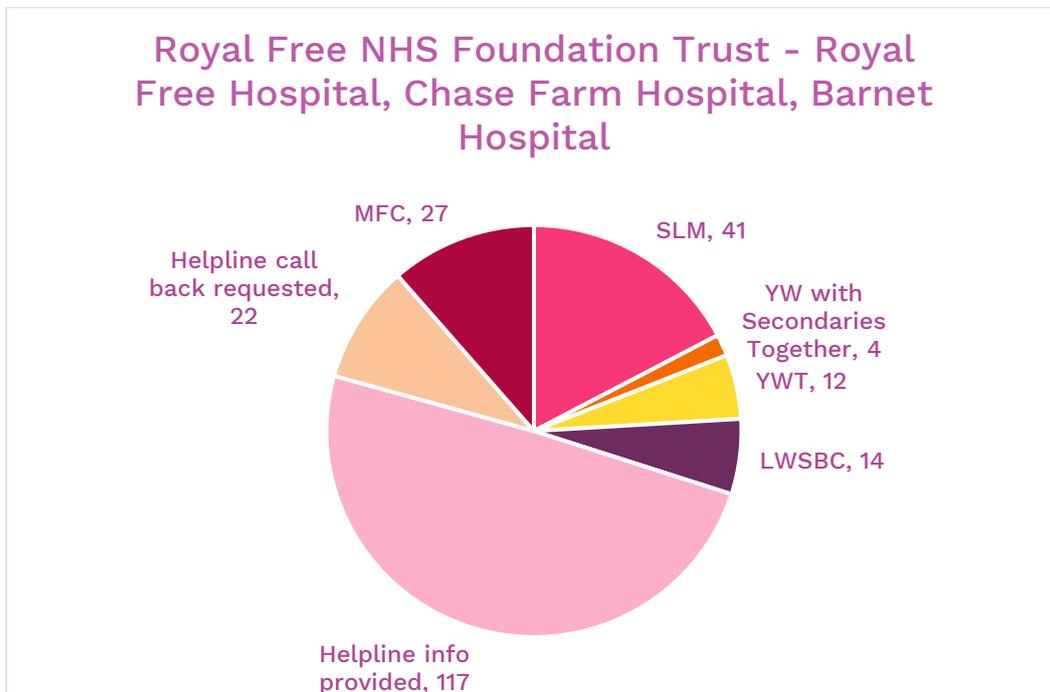
5. Great Western Hospital NHS Foundation Trust – Great Western Hospital

(197 calls made in total - 76 initial, 52 3-month, 67 6-month, 2 manager requested)



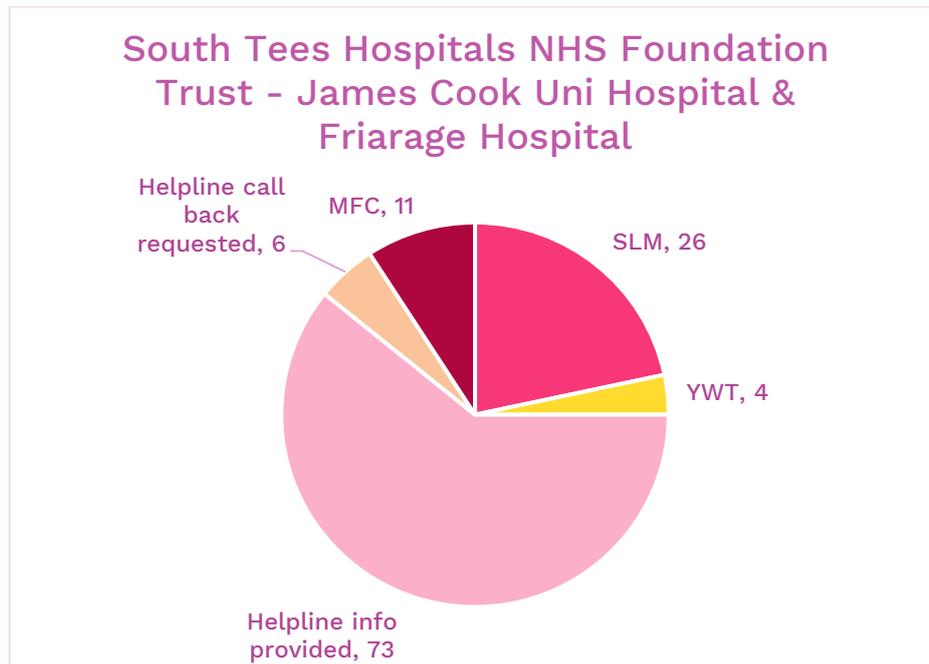
6. Royal Free NHS Foundation Trust – Royal Free Hospital, Chase Farm Hospital, Barnet Hospital

(180 calls made in total, 55 initial, 66 3-month, 44 6-month, 10 interpreter, 5 manager requested)



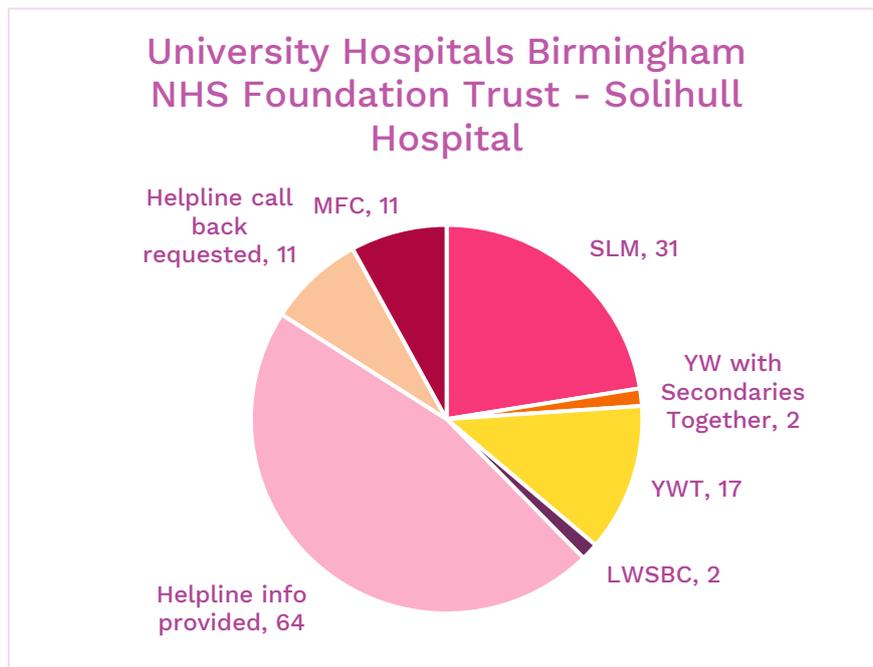
7. South Tees Hospitals NHS Foundation Trust – The James Cook University Hospital & Friarage Hospital

(100 calls made in total - 54 initial, 35 3-month, 7 6-month, 2 interpreter, 2 manager requested)



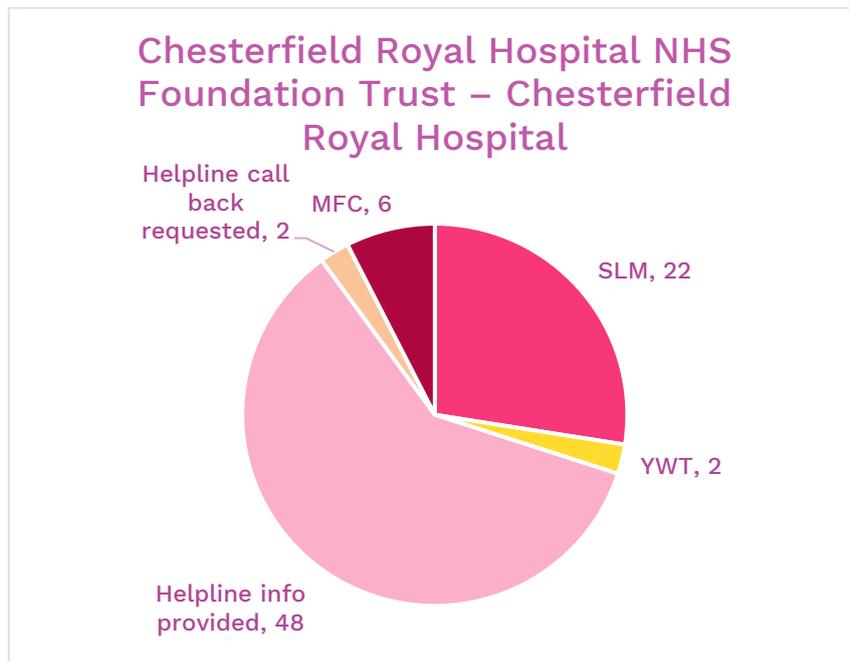
8. The University Hospital Birmingham – Solihull Hospital

(109 calls made in total – 64 initial, 16 3-month, 23 6-month, 1 interpreter required, 5 manager requested)



9. Chesterfield Royal Hospital NHS Foundation Trust – Chesterfield Royal Hospital

(78 calls made in total, 53 initial, 16 3-month, 7 6-month, 2 manager requested)



10. East Kent Hospitals University NHS Foundation Trust – Queen Elizabeth the Queen Mother Hospital and William Harvey Hospital
(157 calls made in total- 43 initial, 45 3-month, 68 6-month, 1 manager requested)

