



Officers' meeting minutes

APPG on Breast Cancer

16 January 2018 10am-11am, Room U, Portcullis House

Present	Apologies
Philippa Whitford MP	Karen Lee MP
Craig Tracey MP	Sharon Hodgson MP
Siobhain McDonagh MP	Baroness Massey
Thangam Debbonaire MP	Baroness Finlay
Ailar Hashemzadeh, Public Affairs Officer	
Sarah Osborn, Policy and Campaigns Officer	
Melanie Sturtevant, Policy Manager	
Eleanor Thompson, Campaigns and Public Affairs Manager	

1. Introductions

2. Research tour

The group discussed the best time to visit the Breast Cancer Now research centre in Fulham. It was agreed that the ordinary tour times on a Tuesday afternoon would not be suitable because of last minute business in the house.

ACTION: AH to speak to our research teams about organising an MP tour on a Wednesday afternoon or Thursday morning in May.

3. The report

SO summarised the changes to the report since the last draft received by MPs. This includes – in response to CT's suggestions - a new chapter which draws together the data, includes heat maps of the different statistics, case studies of where areas have improved practice, and highlights the geographical nature of these inequalities. There are also more quotations from patients in the report as a whole from both the oral evidence sessions and the focus groups.

PW said that she felt that the report didn't represent all that the group had heard. She asked that the "critical" shortage of radiologists be addressed more clearly, and that while CNSs are important, the report should not be prescriptive about how these are organised, just that each patient should have access to one. PW would also like to include reference to the proposed Breast Imaging Academy.

PW was keen to include more about data collection in England, stressing that league tables drive change. She highlighted that the new NICE guidelines – which we hope will include reference to bisphosphonates - will come out around a month before the report and it would be good to refer to them.

TD gave her comments to BCN in hard copy and highlighted that there were some areas which would be difficult for the lay person to understand. She asked to see one, if not two more versions before sign off.

All officers stated that they would be unable to sign off documents during recess (8-20 February) and asked the Secretariat to change the dates for when the documents would be received and the deadlines for sign off in light of this information.

ACTION: SO to review report in the light of MP comments and prepare final draft for sign off by co-chairs

ACTION: AH to change time documents will be sent to officers for sign off and deadlines in light of recess

4. Media

MPs expressed the importance of a good media plan in order to ensure that the report's findings are acknowledged and acted upon. The officers requested that time be blocked out in their diaries so that they can take part in media throughout the launch day on 26th February.

SO laid out the current media plan. This includes a proposed exclusive with a national paper, and individual press releases for the daily regionals (like the Yorkshire Post, Manchester Evening News), which highlight the biggest disparities in patient outcomes within their regions.

TD said she is meeting with Victoria Derbyshire and will mention the report and suggest that it is featured on the programme. Officers agreed it would be helpful for the media plan to include specific tasks for each officer – Women's Hour/Victoria Derbyshire/Loose Women – which their assistants can plan into their schedules.

PW said that open letters can be useful in highlighting an issue in a concise way.

Officers also requested that their media briefing include the statistics for their own constituencies.

ACTION: AH to contact Parliamentary Assistants requesting that the 26th be blocked out for media work

ACTION: BCN PR team to draw up and share media plan with final report for sign off

ACTION: SO to ensure each officer has access to their own constituency statistics

5. Breast Cancer Now Campaigning

ET shared that Breast Cancer Now is hoping to amplify the effect of the report by doing its own campaigning alongside the work of the APPGBC. Breast Cancer Now plans to write to the 40,000 supporters who are interested in campaigning letting them know the APPG has published the report and what it has shown. The email will ask supporters to write to their local MP about the findings of the report. Supporters will then ask their MPs to write to their Cancer Alliances asking what their plans are to tackle geographical inequalities. This campaigning is intended to help MPs use their political capital to make change in their local area, but also act as an education piece for those MPs who are not yet aware of Cancer Alliances and how they can work with them to improve outcomes for their constituents.

6. Speakers at the Parliamentary launch

It was agreed that TD would act as the speaker at the launch on behalf of the APPG Officers. Alongside this Steve Brine, the Minister with responsibility for cancer has been invited and we are awaiting a response. Cally Palmer is unable to attend but will send a representative from NHS England., Patient representative Joanne will be sharing her story. Joanne attended one of the focus groups for the inquiry and is a case study in the report who experienced a long delay in being diagnosed with secondary breast cancer because her GP wasn't aware of the signs and symptoms. Baroness Morgan, CEO of Breast Cancer Now, will also be available to talk.

ACTION: AH to keep Officers updated about speakers

7. Debrief

CT suggested that it would be helpful to have a debrief of the project to identify what has worked well, what were the challenges and how we can improve our joint working next time we hold an inquiry of this sort. It was suggested this could form part of a future officers' meeting to reduce the burden of regular meetings.

ACTION: AH to organise debrief