

**FAO: Lead GP / Practice Manager**

27<sup>th</sup> May 2022

At Big C, Norfolk's cancer charity, we see first-hand the impact cancer has on individuals, families, friends, and communities. Since 1980 we've been dedicated to supporting thousands of people affected by cancer across the county and beyond, while working to improve outcomes for the future.

The COVID pandemic has inevitably had an impact on our ability to provide much-needed services. However, we took the opportunity to develop our online virtual centre, to ensure people affected by cancer received the specialised help they needed in a time of crisis and when many were required to shield.

We have continued to create new services and adapt existing support and I wanted to take this opportunity to bring you up to speed on the services we're able to offer your patients, their families, and friends.

**We are here for anyone affected by cancer at any stage,  
from diagnosis and treatment, to life beyond cancer.**

## **Big C's Services**

- Specialised, community-based Cancer Support and Information Centres in King's Lynn, Great Yarmouth, in the grounds of the Norfolk and Norwich University Hospital as well as a Centre soon to open on Dereham Road in Norwich.
- Community Support Hubs in the grounds of the James Paget Hospital, Wells Community Hospital, Thetford Healthy Living Centre and at the Pear Tree Centre in Suffolk – these hubs offer people the opportunity to drop in and speak to someone more locally, rather than having to travel to one of Big C's stand-alone Centres.
- Our Centres are now open on a drop in and appointment basis – appointments can be booked by calling our Support Line **0800 092 7640** or emailing [support@big-c.co.uk](mailto:support@big-c.co.uk)  
Please use these details to pass on to patients and the rest of your team.
- We also offer a full range of support online and by telephone via our dedicated virtual centre and helpline, ensuring everyone can access support in which ever form suits them best.

### Other support services include:

- Complementary Therapies, including reiki, relaxation, general massage, and reflexology
- A variety of support groups both face to face and virtual, including men's groups, women's groups, a teenage and young adult group, palliative care groups and a newly launched breast cancer support group. We also host cancer site specific support groups such as the Norfolk and Waveney Prostrate Support Group
- Expert advice on nutrition and exercise pre, during and post cancer treatment
- 1:1 Cancer Specialist Nurse support
- 1:1 mentoring support with dedicated Support and Information Officers and Senior Healthcare Support Workers
- Family support
- Counselling and psychotherapy support for adults, teenagers and children, including family therapy
- Welfare advice and support in collaboration with Citizens Advice
- Wig and head scarf support
- Hosting 'Look Good, Feel Better' workshops for men, women and young adults
- Self-Supported Management Programme following discharge from hospital

I am also very excited to let you know about our latest funded programmes. If you would like general information, leaflets or posters to display, please contact Steph on 07410 981617 or Corinne on 07780 192474, alternatively please email [communications@big-c.co.uk](mailto:communications@big-c.co.uk). If you would like to discuss any areas in more detail, please do not hesitate to get in touch with either myself on 07514 353010 ([melanie.pascale@big-c.co.uk](mailto:melanie.pascale@big-c.co.uk)) or our Senior Clinical Nurse Specialist, Julian Pollard on 07529 222541 ([julian.pollard@big-c.co.uk](mailto:julian.pollard@big-c.co.uk)).

## Big C's Current Programmes

### Nourish & Nurture Programme

Big C is piloting a 12-week nutrition and wellness intervention programme for patients with cancer, aimed at lifestyle and behavioural change. *Nourish & Nurture* includes expert advice on healthy eating during cancer treatment, malnutrition awareness and how to overcome barriers to good nutrition and weight management pre, during and post treatment. Topics such as 'mood and food', dietary myth busting, and realistic goal setting are covered plus educational health walks for mental wellbeing and a component of physical activity support to combat fatigue and retaining lean body mass. The team at Big C is working with oncology dietitians, nutritionists, and food scientists to deliver this novel intervention in small groups settings.

### Get Moving with Big C

A 12-week wellbeing support programme to increase physical activity with weekly online exercise classes and regular 1:1 support. It is suitable for anyone aged 18 years and over, who would like to get more active at any stage of their cancer treatment, pre, during or after. This programme was particularly valuable during lockdown as the support and exercise classes were able to continue as usual.

## The HILL Programme (Helping in loss of loved ones)

Our Bereavement Project will offer people psychological and practical support and information to help cope with the loss of a loved one.

The service consists of three core elements; an individualised educational bereavement programme with 6 information sessions delivered over 12 weeks, access to bereavement counsellors for psychological support with up to 12 sessions delivered weekly and access to our bereavement support groups, providing emotional and peer support. The service will provide guidance for the practical side of losing a loved one, including tips on how to register a death, signposting to financial help towards funeral costs, funeral service tips on how to choose funeral directors, music, readings and the obituary and how to accept help in the early days following the death.

## Palliative Care Programme

At Big C, we are passionate about changing people's understanding of the word 'palliative' and ensuring patients understand and can be supported after receiving a non-curable diagnosis, whether that be for weeks, months or years. The Palliative Care Programme helps those affected address the important questions, offers support with advanced care planning, financial advice and 1:1 or family support.

We are reaching out to the local community, in particular in the Primary care setting, to ensure people affected by cancer requiring palliative treatment/care know we will support them in any way possible with their diagnosis. Collaborative working between Acute Trusts, Primary care, community palliative care teams, the GP, PBL and Big C to produce this provision of a seamless service which is vital for the health and wellbeing of these patients, their families and loved ones.

For the patient and family members they would see a decrease in length of stay in hospital, early discharge, reduction in admissions and readmission to hospital, and an allocated Big C nurse or support officer to coordinate care and support them and their family at home. Furthermore, a patient advocate. They will have the time and space to have important conversations, support with completion of their preferences and wishes, referral to specific services available to keep them at home and support them holistically plus support for family members. Ultimately and most importantly for the patient they will have death in their preferred place and a seamless transition into Big C bereavement services for family members.

To access any of Big C's services and our programmes, you can refer directly, or the patients can self-refer by contacting our Support Line **0800 092 7640** or emailing [support@big-c.co.uk](mailto:support@big-c.co.uk). We welcome your feedback and would encourage engagement with Big C if you have any initiatives, you feel the charity could support with.

Many thanks for taking the time to read this and I very much look forward to hearing from you.

With kind regards,

A handwritten signature in black ink, appearing to read 'PP S Pascale', written over the printed name.

Dr Melanie Pascale (Director of Charitable Operations)