

TARGETED EARLY PROSTATE CANCER DETECTION IN HIGHER RISK GROUPS

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QUALITATIVE RESEARCH

Research question for each community:
What are the barriers and facilitators to accessing prostate cancer screening and genetic testing?

Focus groups of
community
members and
community
champions

Initiate group
conversation
about our
research Q
using open
questions

‘Community champion’ refers to someone who works closely with members of their own community to address an issue – they often have excellent experience of their community’s needs.

Interviews
and focus
groups

Participant
discussion

Audio data
gathered

Themes
developed
from data

Themes
analysed to
answer our
research
question

Focus groups were conducted in three communities:

- **Black African and Black Caribbean**
- **Trans women and Non-Binary people with prostates**
- **Lower Socio-Economic background (LSEB)**

Findings from the Black Cohort Involvement Work

“We need to tell a story of lived experience and how that journey brought hope”

Some cultural inhibitions talking about prostate cancer

Communication is better using a lived experience

Lack of trust in research/ NHS generally

Providing reassurance about the safety of data

Interactions with the GP

“There are a lot of people that don’t know their family history or how people have died...”

Genetic testing and insurance

Unaware about genetic testing availability

“There is a history. People are distrustful”

Next steps...



Create materials to promote engagement with prostate cancer screening



Create adjuncts to improve the accessibility of our research consenting process



Create materials to promote engagement with genetic testing



Collaborate with our community stakeholders to increase participation in the long term



Publish our findings so that other trusts can improve engagement with their own services



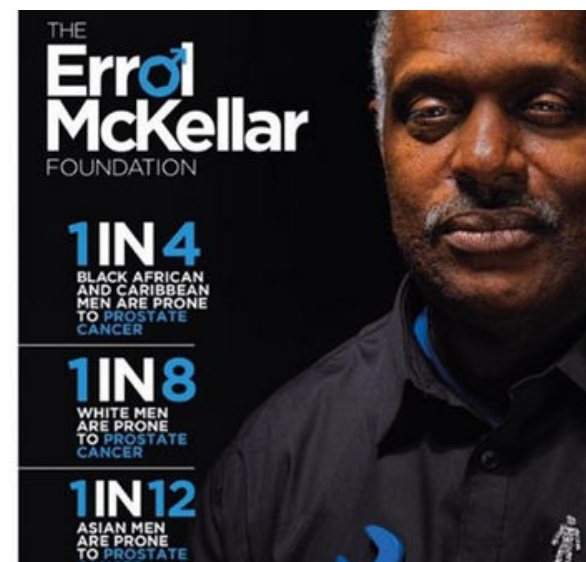
We feel we have gained essential trust within parts of the community and gained collaborative relationships, which we will sustain.

Co-Production Approach

Five co-production principles

1. Share power
2. Include all perspectives & skills
3. Respect everyone's knowledge
4. Reciprocity
5. Build relationships

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