

Cancer Information and Support Services

Analysis of CISS data returns 1st
April to 30th June 2012

01 April – 30 June 2012

**WE ARE
MACMILLAN.
CANCER SUPPORT**

Headlines

This report provides a break down of the activity data which has been submitted by Macmillan Cancer Information & Support Services for the **second quarter of 2012**. In addition this information has been used to estimate the total reach achieved across all Macmillan Cancer Information & Support Services.

Unfortunately only **37 services out of a total of 171 open services across the UK (22%)** were able to submit their data in time for the deadline, so we have had to submit our mid year figures as an estimate based on the data submitted in quarter 1, and the limited data which has been submitted for quarter 2. We will update these figures once the remaining services have submitted their data, but these will have to be included in the quarter 3 figures.

Why is activity data important for individual services?

- Activity data shows who is being reached by the service
- Activity data can be analysed to provide detailed information about the types of enquiries being supported through the service, which helps to ensure that the information team have access to the rights information and support so that they can provide an excellent service to people affected by cancer
- Activity data provides key evidence to help identify gaps, and therefore opportunities to develop and improve the service

Why is activity data important for Macmillan?

- We use the activity data submitted by services to show who is being reached through Cancer Information and Support services
- This helps us to identify gaps in service provision, and opportunities to develop and improve existing services, or to support the development of new ones.
- The data can also provide key intelligence about the types of enquiries being seen in services, which can inform the development of appropriate information resources.
- This intelligence can also identify areas where there may be a need for additional learning and development for information and support professionals and teams.
- We also provide feedback to donors about the work being done through cancer information and support services, so that they understand how valuable their donations have been.

Data Analysis Qtr 2, 2012

- There were an estimated **88,934** enquiries to Macmillan Cancer Information & Support Services in the first quarter of 2012. This includes all of the data which was submitted for Q1 (56% of services), and an estimated figure for those services which were unable to provide their data (78% of services).
- For the first 6 months of 2012 we estimate that there have been **175,494** enquiries, this is based on the Q1 calculations, and the data which has been submitted for Q2.
- In the same period (from January to June 2012) Macmillan Support Line received a total of **33,670 enquiries to the support line** (**7,445** of these were existing callers and **2,041** were made anonymously)
- The quality of the data which has been submitted for Q2 is very high, with a much smaller proportion of 'unknown' or 'not recorded' fields.

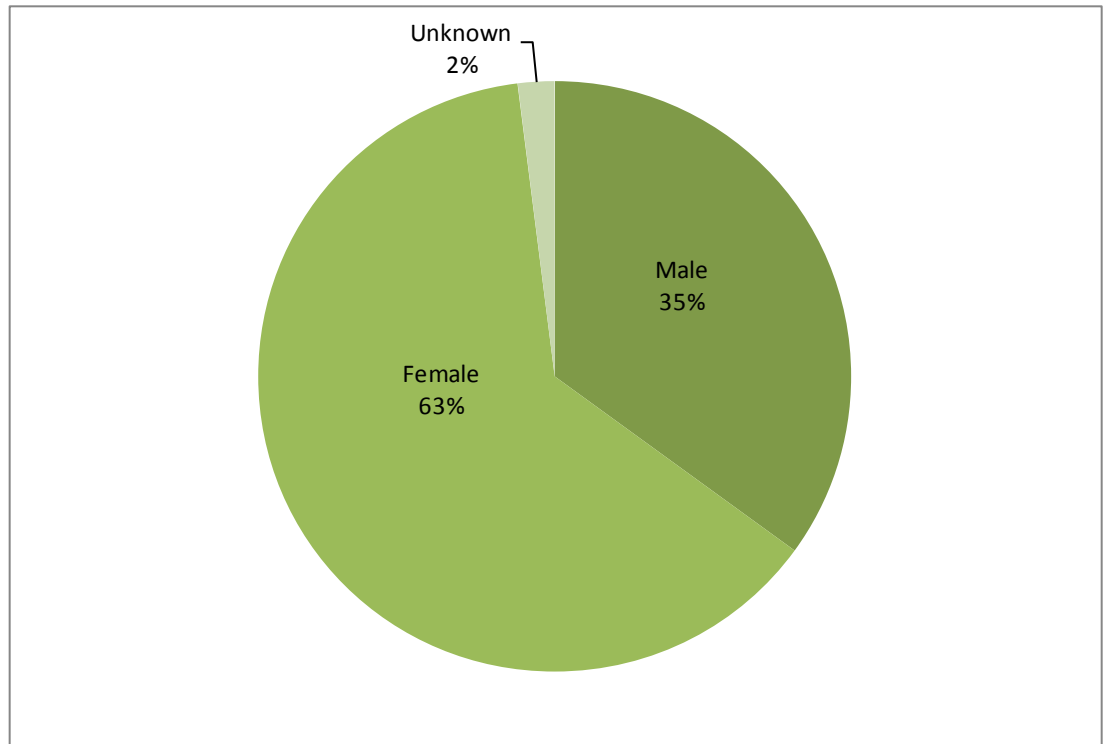
Analysis by Gender

For April to June 2012 visitors to Macmillan Cancer Information & Support Services comprised 35% men and 63% women (2% unknown).

Our analysis to date has consistently shown that more than half of the visitors to Macmillan cancer information & support services are female.

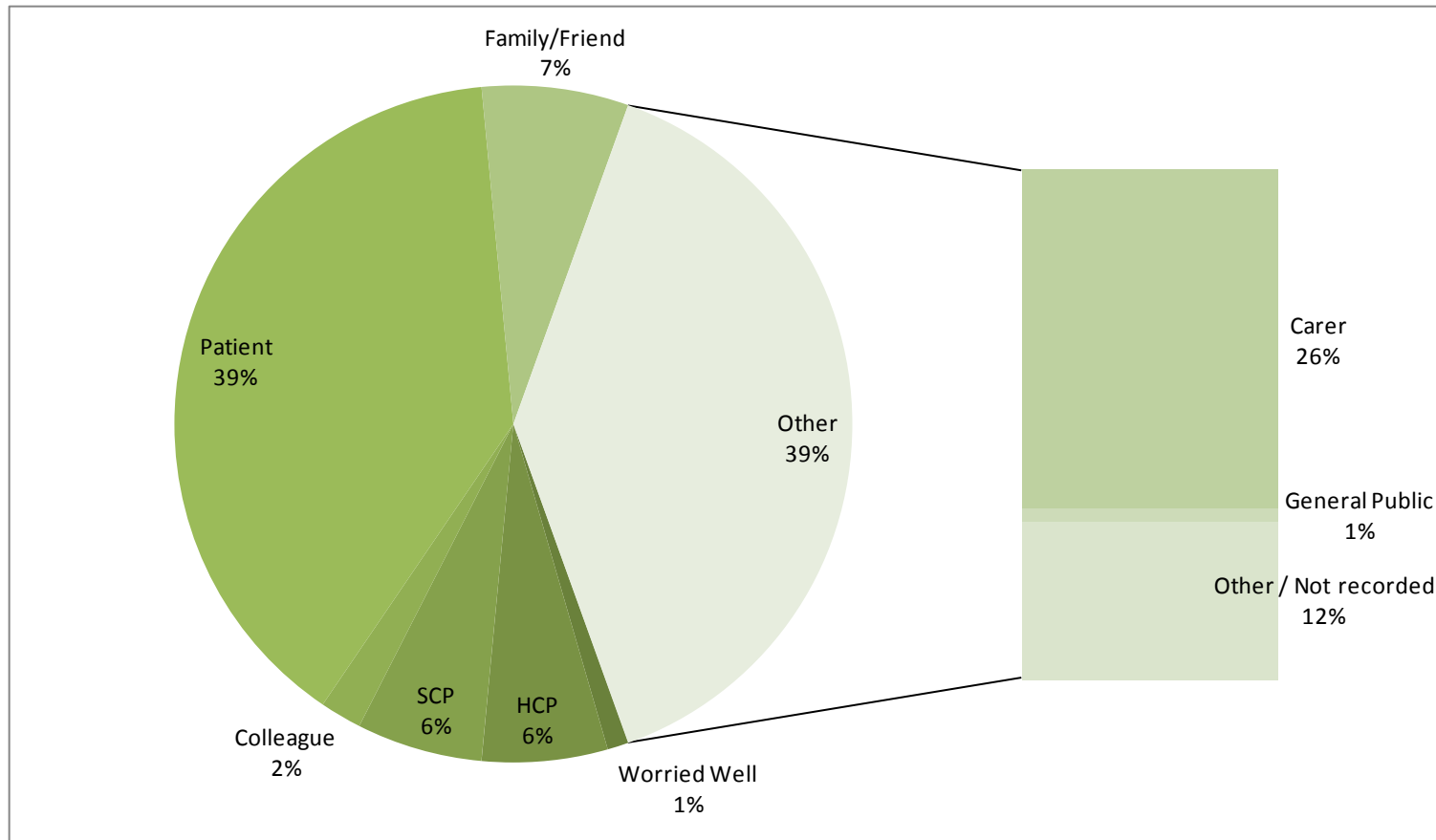
We see slightly different percentages for our Macmillan Support Line callers, and visitors to our Mobile cancer information and support services, (female callers to MSL represent 69% of total calls and males 31%) and we hope to do some further analysis of this data to cross reference e.g. How large a percentage of visitors are carers, members of the family or friends of a patient, and how many are patients. We will then be able to use this information to see if there are different patterns for the other services.

This may provide an opportunity to identify opportunities for joint working, or shared learning.



Who were the enquiries for?

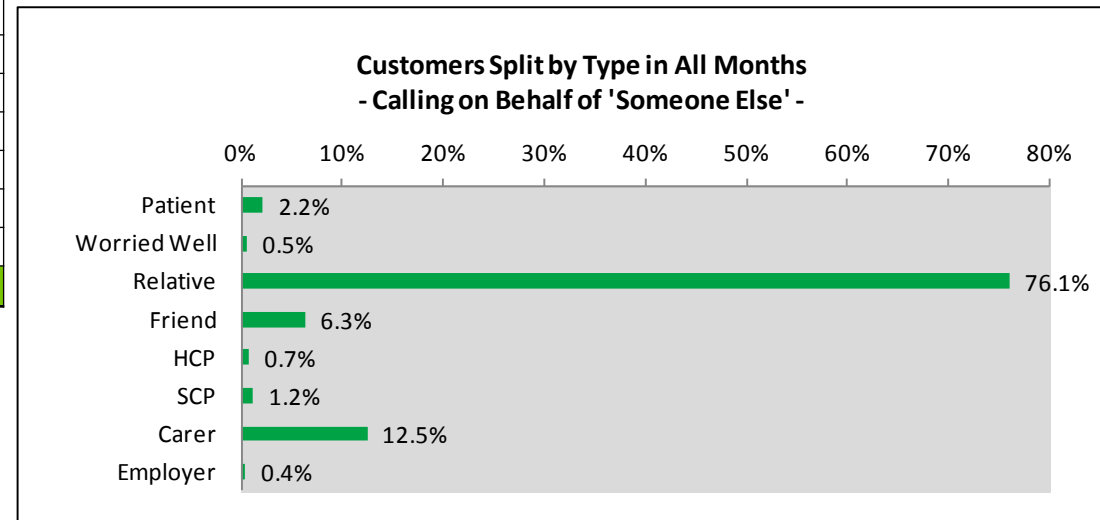
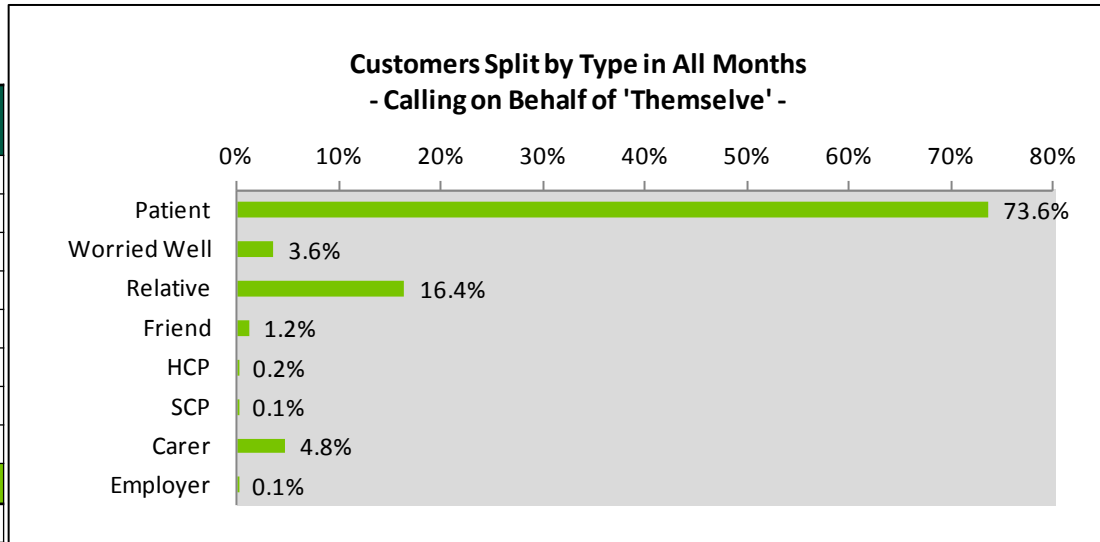
39% of enquiries over the first half of 2012 were from cancer patients, 26% of enquiries came from carers and 12% were health or social care professionals



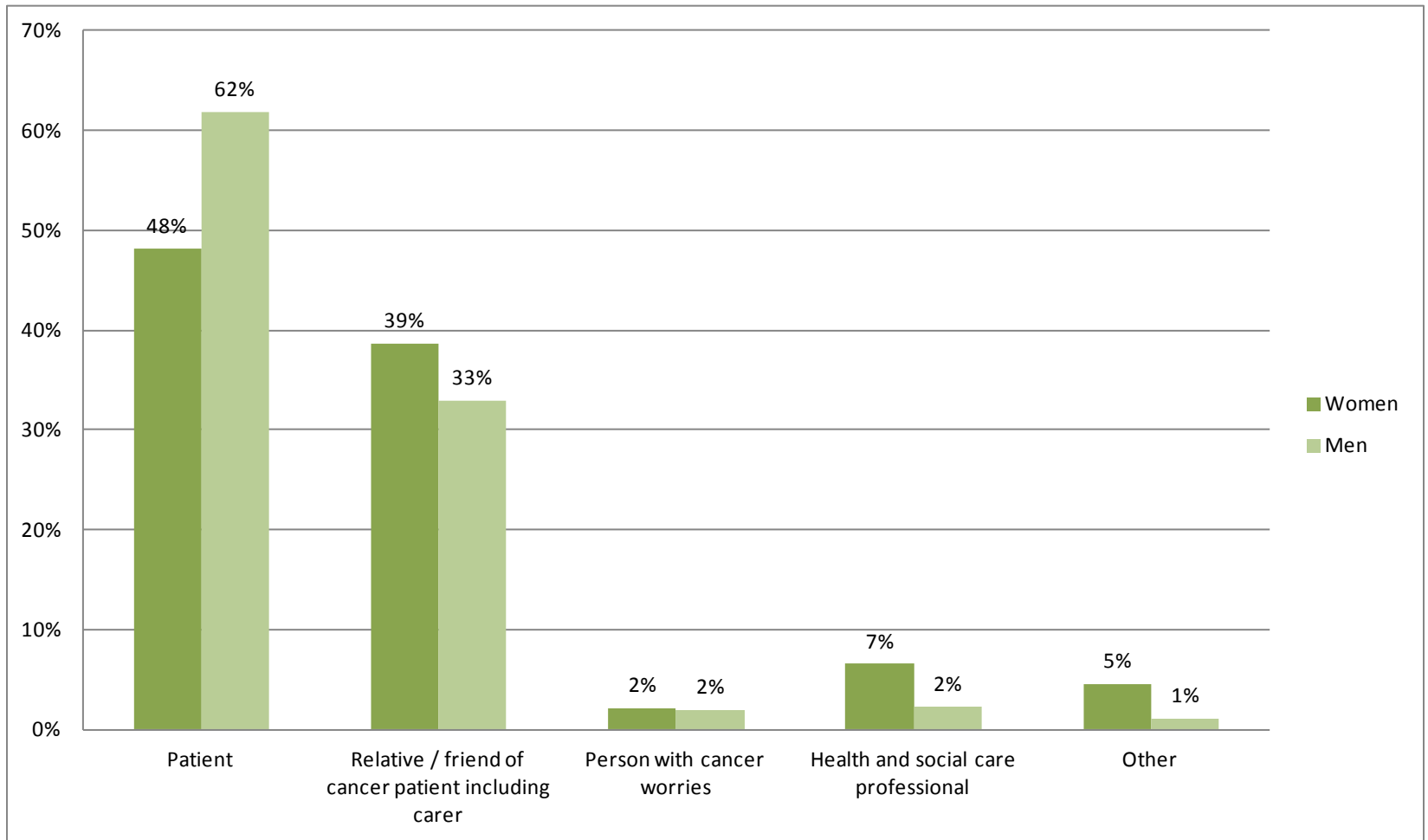
Who is the enquiry for?

The table below is from Macmillan Support Line data for Qtr 2. Data is split by whether the caller was calling for themselves or on behalf of someone else.

Calling on behalf of	Customer Types	Apr	May	Jun
Self 57%	Patient	2,468	3,166	2,696
	Worried Well	131	163	124
	Relative	512	745	732
	Friend	44	53	62
	HCP	6	7	4
	SCP	3	5	2
	Carer	170	245	213
	Employer	2	6	1
	Grand Total :	3,336	4,390	3,834
Someone Else 43%	Patient	66	86	51
	Worried Well	10	27	10
	Relative	1,951	2,459	1,938
	Friend	162	224	159
	HCP	25	26	20
	SCP	34	41	18
	Carer	319	428	368
	Employer	7	15	8
Grand Total :	2,574	3,306	2,572	

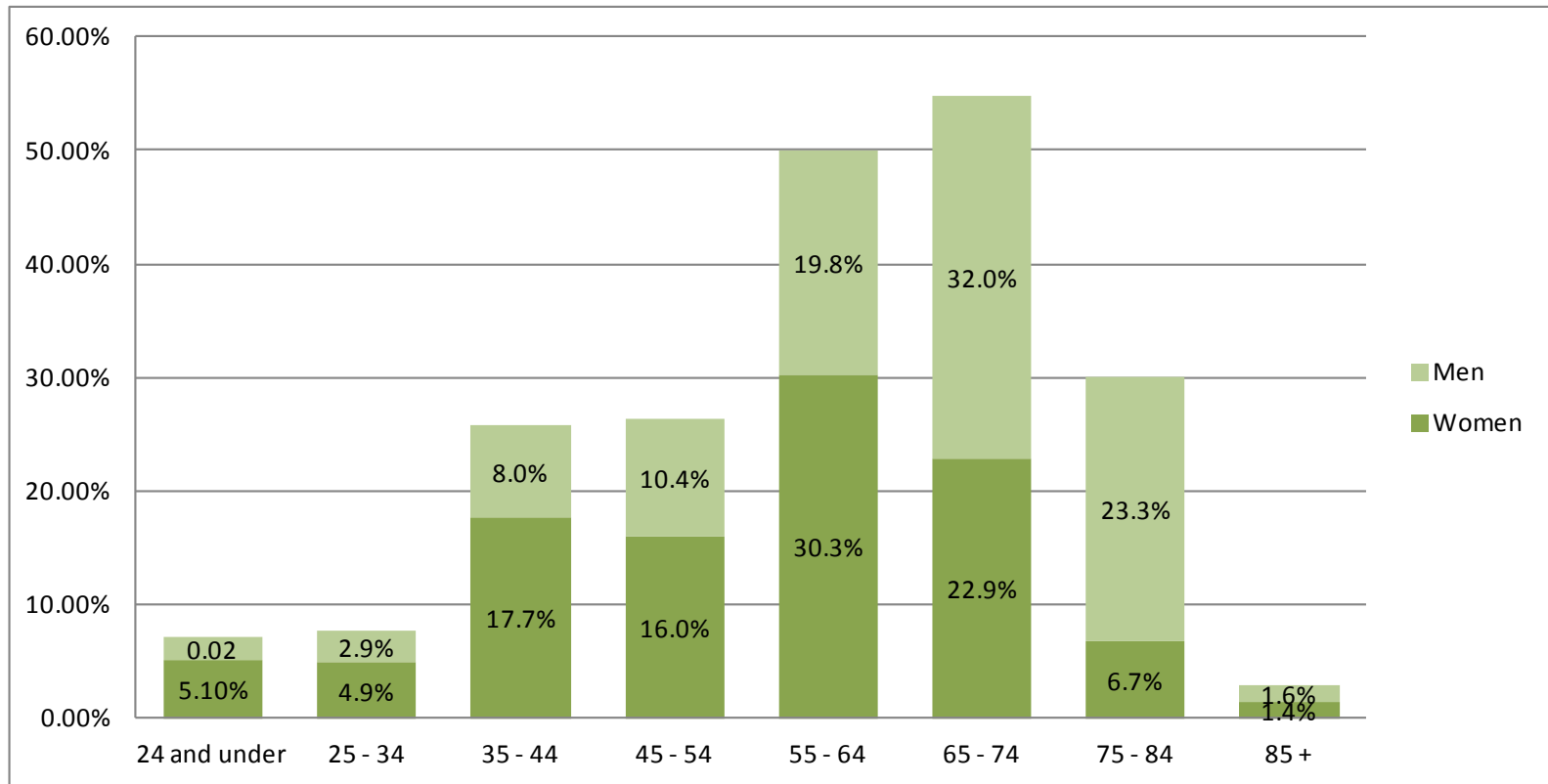


A comparison of status of enquiry by gender



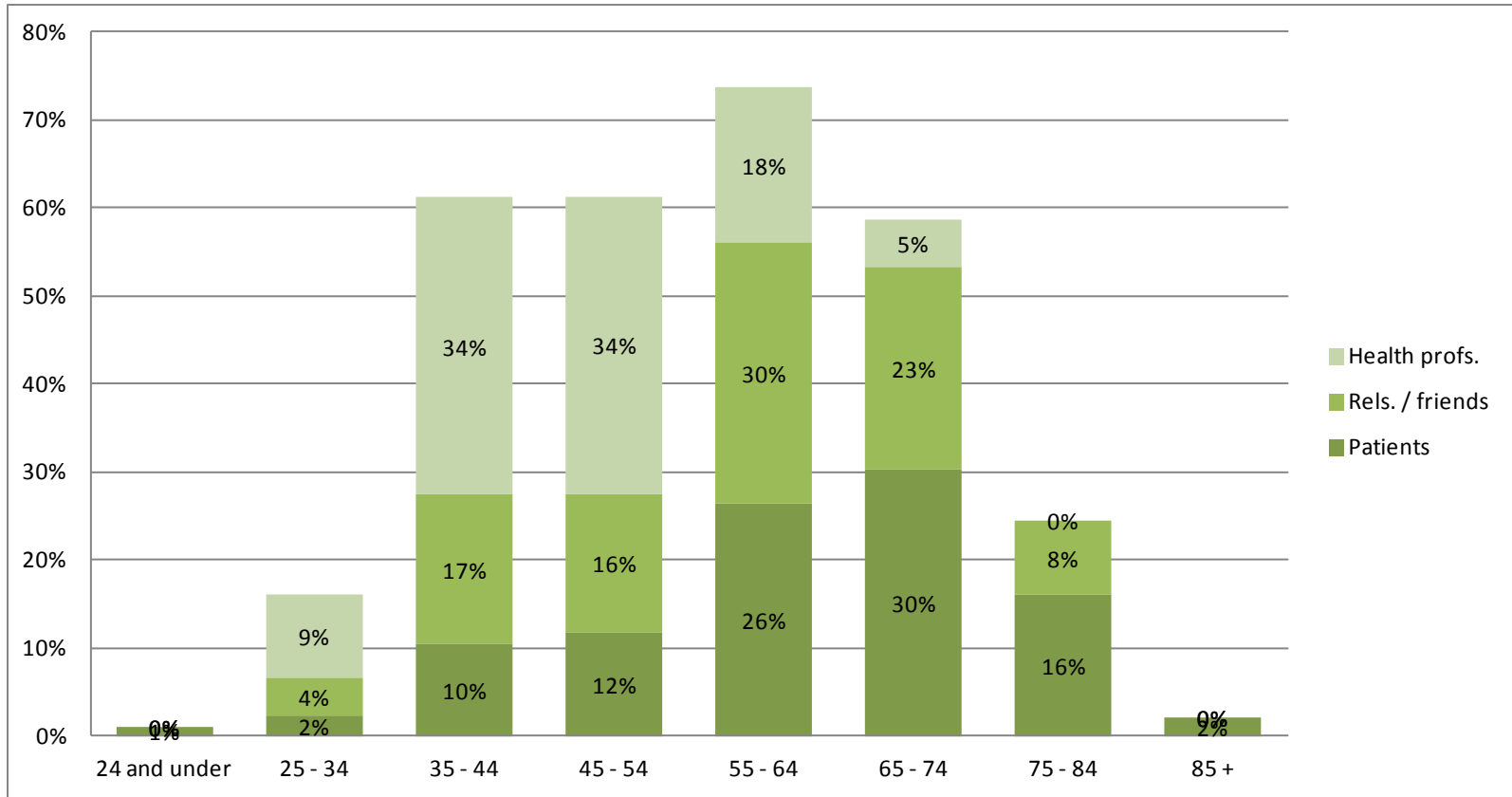
This chart demonstrates the gender breakdown of the different groups of visitors. It provides some evidence to suggest that although overall we see more female visitors to our information and support services, a larger proportion of the male visitors are patients.

Age by gender



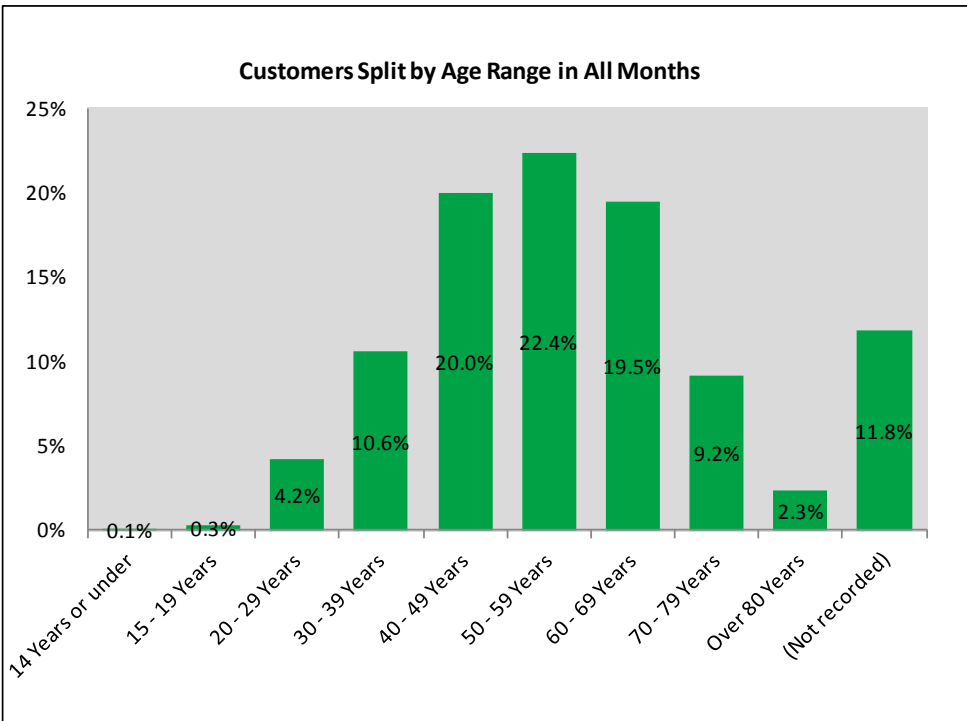
This breakdown gives a comparison of age by gender. It can be seen that the majority of women enquirers (30%) were aged between 55-64 where as male enquiries were aged between 65-74.

Age by status of enquirer

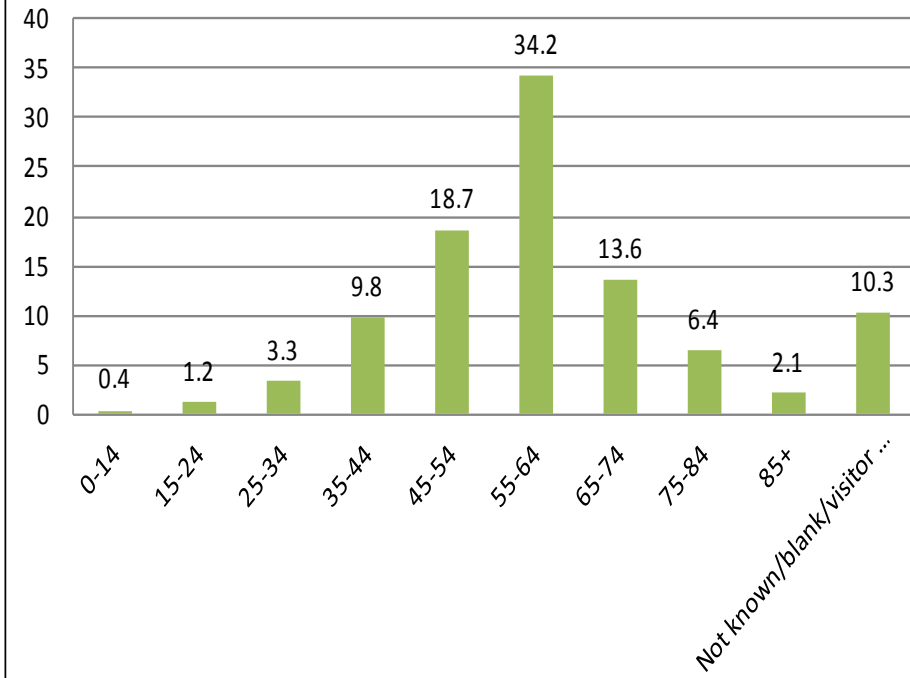


An analysis of the data broken down by age group show that visitors who are patients are predominantly from the older age groups (as would be expected given cancer prevalence amongst older groups). Similarly relatives and friends are predominantly from the same groups.

MSL Age data vs CISS Age data



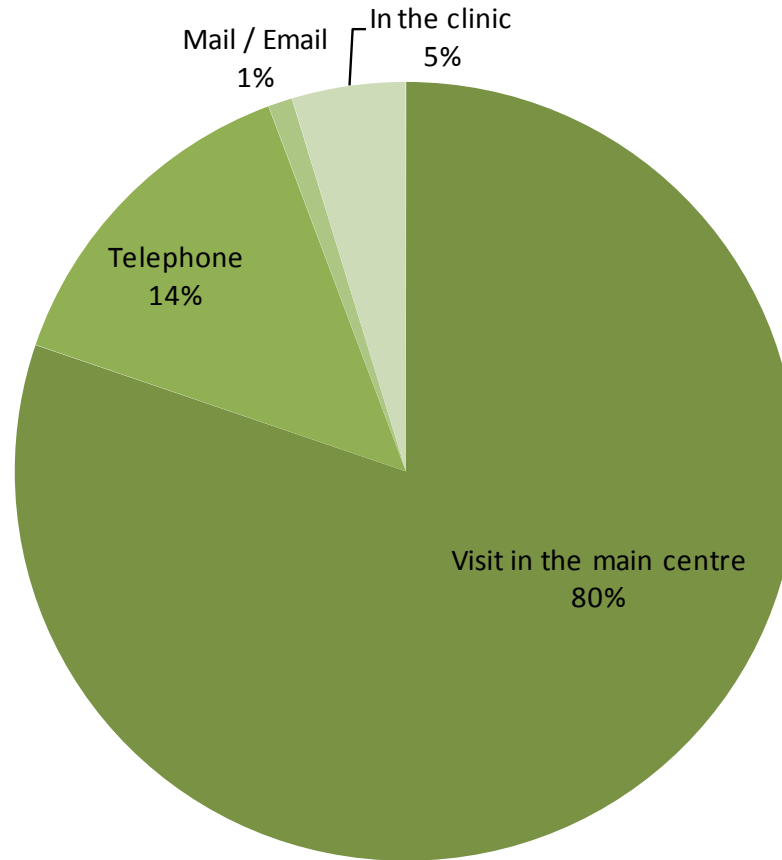
Macmillan Support Line data



Macmillan information & support services data

These charts demonstrate the differences in the age groups of enquirers to MSL and our Information and support services, with a larger proportion of information and support service visitors being from the 55-64 age group. MSL shows a similar pattern, but with a more even spread across the age ranges.

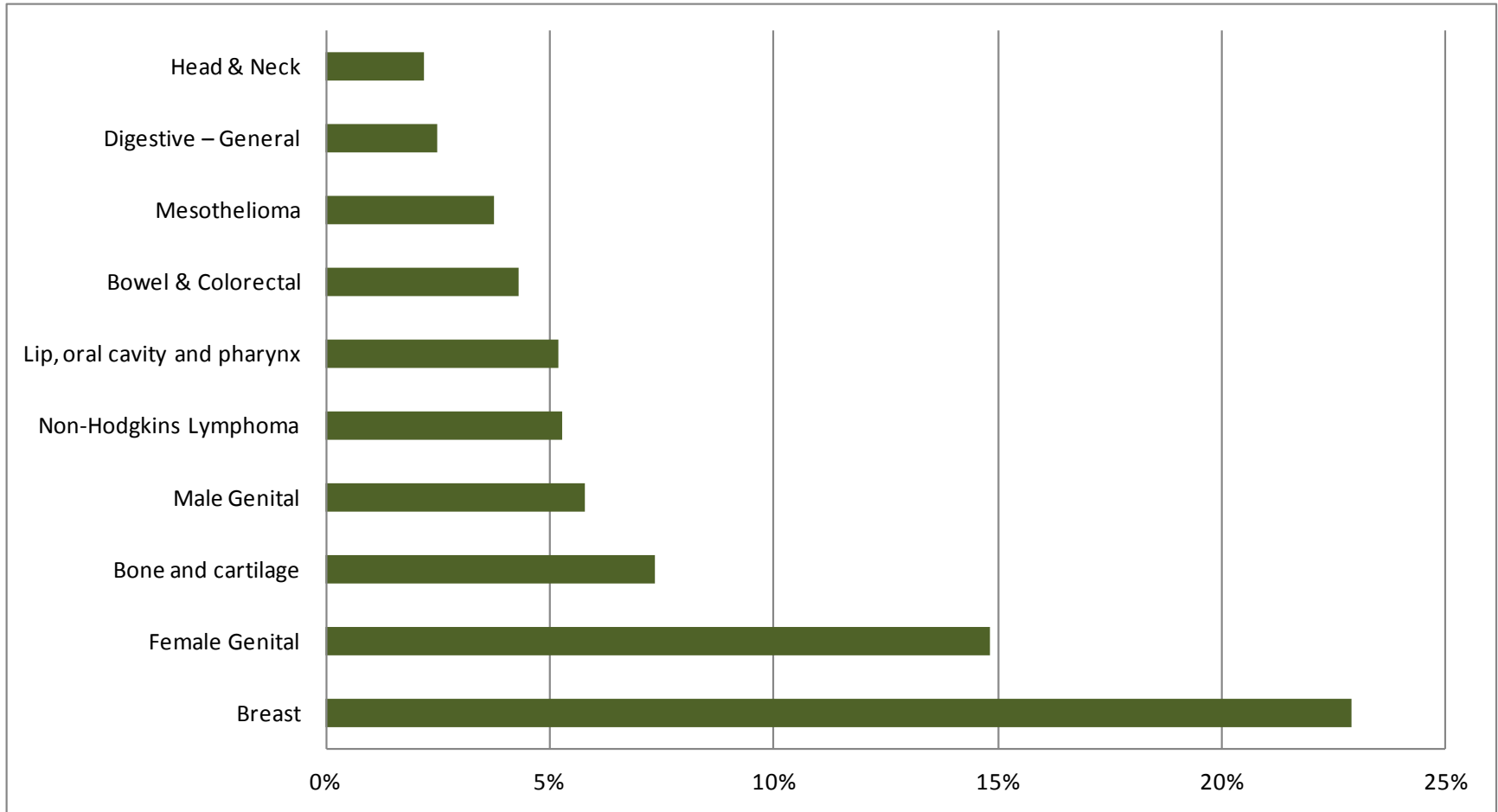
Where was the contact made



Although the large majority of enquiries are seen in the main centre, 14% of enquiries were made via telephone and a further 5% of enquiries were made in the clinic (or what was categorised as outreach).

Cancer Type

The graph below illustrates the 'top 10' most enquired about cancers in a information centre.



The chart offers a breakdown of the types of cancers that were enquired about in quarter 2 at information centres. The numbers are based on estimates but have been extrapolated upwards to offer a estimate figure for all information centres

Thank you

On behalf of the Information & Support Team – **Thank you to everyone who has submitted data for the first half of 2012.**

It is clear that the value of the analysis is much higher with better data returns, and we will be looking at developing our reports further over the course of this year now that we have the additional data to work with.

In order to do this we really need your quarterly data to be provided in 'raw' form, rather than collated totals. Essentially this means that we would like you to send us all of the data you have collected each quarter. If this isn't clear please get in touch, and we will be able to help to clarify how this will work with your data collection system.

Your activity data is an important part of demonstrating the value of your services, but we know that it is only part of the picture we are continuing to work on evaluation and monitoring.

For more information, or if you have any questions please contact:

cissinfo@macmillan.org.uk