

# Annual Events for MCAM 2025

## **1. Oncology session: Health and Wellbeing event**

Date and time of event: 10am-3pm on Thursday 6<sup>th</sup> November

Venue: Oncology Dept at Queens Medical Centre

Professional stalls from MacMillan, Carers Support Service, Look Good Feel Better, Fitmums, Home from Hospital and MenopausHull

Number of adults engaged: 50

Number of children engaged: 0

Dental referral made: 1

The Health and Wellbeing Oncology event was supported by a variety of organisations as detailed above, the session itself was well attended by day patients and public attending various clinics. A display was provided with information on how cancer and its treatment can affect the oral cavity, along with a variety of free dental samples and leaflets were distributed for patients to try and help alleviate symptoms of cancer and the side effects of its medication. I was able to speak to MacMillan and the onsite pharmacy staff, whom I gave leaflets on some of the products that I had recommended for patients to use.

Signposting advice regarding organisations who can help with stop smoking and the reduction of alcohol intake, where necessary were displayed and everyone was grateful for the support, bespoke advice was given depending on the requirements of each client, which proved beneficial for the patients who were having treatment for head and neck cancer. The main concerns were trismus, sensitive teeth, dry mouth symptoms, sore mouths, poor fitting dentures, and recurrent ulcers.

Every individual I spoke to had either a private or NHS dentist, who were aware of their cancer treatment. One lady wanted a new dentist and asked for a referral to a local dental service, as she was struggling to travel to her current dental practice.

### **Outcome**

I was able to promote various dental products to patients and oncology staff that can be used to alleviate some of the side effects of chemo and radiotherapy in the mouth. I also made an NHS dental referral for a patient who required a closer dental practice. It gave me the opportunity to strengthen my links with the MacMillan staff as well as other stakeholders who attended this event. Many of the patients in the oncology department would still be suffering from symptoms of a dry mouth, ulcerations of the soft tissue, sensitive teeth, loose dentures or trismus.

## **2. Mouth Cancer Screening event**

Date and time of event: 10am-3:30pm on Wednesday 26<sup>th</sup> November

Venue: Bridlington Market

Professionals attending:

8 member of staff from CHCP

2 members of the Inclusion team

2 social prescribers

1 representative from Xyla

2 oral health practitioners from My Dentist

Number of adults engaged: 55 screened and a further 20 spoken to during the event by the dental team.

Number of children engaged: 0

**8 referrals** were made by the dental team, ranging from blocked salivary glands, benign polyps and cysts to tumours and lesions.

**3** referred to Oral Maxillofacial department

**3** referred to their doctors for follow up visits

**1** referral to Ears, Nose and Throat dept

**1** referral to their dentist for a further review

Numerous healthy chats with the social prescribers, Xyla, My Dentist staff and the inclusion team reflected in 7 other referrals made with external providers (flexible commissioning, East Riding Partnership, Talking therapy services).

This event was very well attended by the public who were so grateful to be able to be screened and receive preventative advice, they felt there was very little health support in the town. Everyone was aware it was a screening event and not a full examination and were happy to wait for up to an hour or longer for the chance to have this free service. 8 people were identified as requiring further investigation from either their GDP or GP, and three of them had suspicious patches that needed additional appointments with Castle Hill Hospital.

One lady was given the option of seeing a dentist under the flexible commissioning service, as she had several badly decayed teeth and was about to start cancer treatment for lung disease. This event was a great example of a collaborative approach in promoting good oral and general health where all the various services were signposting individuals into other relevant teams, as well as to each other. We networked with members of the Bridlington Town Council and Bridlington Leisure Association (BLA) who in turn organised BBC Look North to come and report on the event for local coverage. Reese from BLA who is also a mouth cancer survivor has offered to provide covered locations and free refreshments for any future events supporting such a worthwhile cause.

The mouth cancer screening was performed in both the YOURHealth and the Inclusion Public Health Vehicles due to a record number of attendees for this free event. The day was very well attended due to a very successful social media promotion and the local free paper, provided by Bridlington Leisure Association and Bridlington Town Council. Appointments were not required, people were able to come for a mouth screening anytime during the day. We had a full dental team present, including two dental nurses and three dental practitioners who were able to review soft tissue and refer any suspicious lesions, or isolated patches in the mouth to local hospitals, GPs and GPs depending on the concern.

### **Outcome**

If members of the public had not attended this session, many individuals would have still been unaware of how to self-check their mouths for mouth cancer. Eight people would have been without support for facial and oral health conditions that require further diagnostics and treatment. Without this event we would not have had the chance to network with Bridlington Town Council and BLA, who are strong advocates for future events. Without the support from our fellow external partners on the day several referrals into various other health and wellbeing services would not have been made.

This national campaign was sent to the following organisations to promote via the following social media feeds:

Bridlington Leisure Association Facebook page, ER HEY Smile, ER libraries, ER Leisure Centres, ER Council, CHCP CHIPS, YOURHealth, Xyla, Bridlington Parish Council and market organiser, ER Carers Support, ER Pharmacies, and ER Inclusion team.

Promotional flyers were also placed in local shops and establishments around Bridlington prior to the MCAM event.



**Manned display for the Health and Wellbeing event at Queens Medical Centre for the oncology event**





**CHCP dental team, with YOUR Health team and Public Health Vehicle**



**MY Dentist Oral Health Team**



Feedback from both events

### **Oncology**

- Thank you for the free sample, hopefully it will help with my dry mouth. I will start using it in between my cancer treatments when my mouth gets very dry.
- Thank you for your support and for your compassion and advice.
- I will soon be starting mouth cancer treatment and one of the side effects I have been told will be a dry and uncomfortable mouth. I am sure these samples will come in very useful in the following months.
- Thank you for assisting me to access a new NHS dentist. I need one a bit closer to where I live, to make life easier for me.
- Thank you for listening to all my ailments and for being so supportive.

### **Mouth Cancer Action Month**

- I had to wait for over an hour for my screening in the cold weather. However, I was relieved to be told I have a healthy mouth
- I think this event was a great idea. We need more health events in Bridlington
- Thanks for a very efficient service, the screening was excellent
- Staff were very professional and friendly
- Thank you for listening to me. You have been very caring.
- I did have to wait a long time to be seen, but it was worth it. Thank you!