



Macmillan @ West Dunbartonshire Libraries

Our Journey So Far 2017

Annual Report Covering January 2017—December 2017



Welcome



We often hear of people with a cancer diagnosis as being on a “Cancer Journey” and very often they take their family, friends and loved ones with them.

Our programme is here to support them on that journey.

The impact of a cancer diagnosis can leave families feeling devastated and lost. Each trying to deal with this trauma in their own way and often concealing their true fears from each other.

Macmillan Cancer Information and Support Services in West Dunbartonshire Libraries offer people a safe and relaxed environment in their local community where our trained volunteers are always ready to offer that listening ear and give people the time to talk openly about their feelings and support them to access the help they need.

Since April 2016 our fantastic volunteers have already:

- **given 955 hours of their time,**
- **engaged with 394 people**
- **referred 47 people for financial assistance**
- **referred 18 people for practical help in their homes**

Although we are only in the early stages of our programme I am so proud of the impact the Macmillan @West Dunbartonshire Libraries service is already making in the local community. Through building relationships with other organisations, strengthening referral pathways and raising awareness of our services we have already provided greater opportunities to improve the quality of life of people affected by cancer.

“I wouldn’t have had a heating grant, I wouldn’t have known about therapies” (Elizabeth, Service User)

We will continue to extend our reach in the community and to engage and work with local organisations as we recognise there are still gaps in the support needed for some of our Service Users and I believe, working collaboratively, we can make our services more visible and accessible to them.

We can’t do this on our own, we need your help. If you would like to become more involved with our programme please get in touch.

Together we can make a difference to people affected by cancer in West Dunbartonshire.

Helen Shearer

Macmillan Services and Volunteering Coordinator

Aims & Objectives

Aim

Provide anyone affected by cancer in West Dunbartonshire with access to high quality cancer support and information, within their local community

Objectives

- Strengthen delivery and mainstream a successful, innovative pilot of cancer support and information
- Develop the role of libraries as health information centres, initially focusing on cancer
- Enhance services offered to library users and increase usage through community development approaches
- Enhance library facilities
- Develop a sustainable volunteering programme
- Evaluate the service
- Extend peer support opportunities for those affected by cancer in their local community
- Enhance the skills of West Dunbartonshire Council staff in relation to;
 - ◇ Volunteer management best practice
 - ◇ Providing customer services to vulnerable groups
 - ◇ Providing health information services
- Extend over time into a support and information service for other long term conditions
- Build partnerships with Macmillan Cancer Support and, throughout the project, with other health information providers

Our Services



The launch of the Macmillan @ West Dunbartonshire Programme in October 2015 was the first of an innovative cross local authority partnership between Macmillan Cancer Support, West Dunbartonshire Libraries and Glasgow Life. This partnership brought immediate success to the programme through the sharing of best practice between all three partners.

The benefits of this agreement were soon realised when amazingly within 6 months of the partnership agreement being signed, three Macmillan Cancer Information and Support Drop-in Services were launched in Alexandria, Clydebank and Dumbarton Libraries. Two more Drop-in services were developed soon afterwards in Balloch and Dalmuir Libraries and by June 2017 **5 Macmillan Cancer Information and Support Drop-in Services** and **3 Information Points** were fully established. This completed the roll out of our services, providing a **Macmillan presence in all 8 libraries across West Dunbartonshire and ensuring that anyone affected by cancer has access to support and information in their local community.** Libraries are seen as a natural fit for our services as they offer a safe, relaxed and welcoming environment where people can access a variety of services and information.

“The library is non clinical and more relaxed” “You don’t have far to travel to get there”

Our Macmillan @ West Dunbartonshire services have already enabled **349** people affected by cancer access to quality information and the support they need, irrespective of where they are on their cancer journey.

With our services established, our focus will be centred on the sustainability of our programme going forward and increasing the profile of our services through Partnership and Stakeholder engagement to provide us with a more stable and recognised service.

Our Staff Team



John Rushton

**Section Head Libraries and Information
Services**



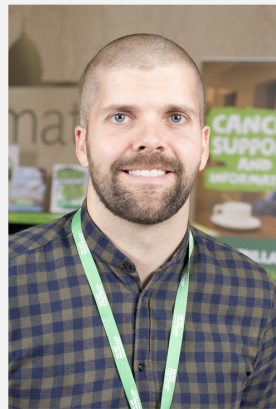
Helen Shearer

**Macmillan Services and Volunteering
Coordinator**



Heather Keltie

**Macmillan Services and Volunteering
Officer**



Craig Menzies

Macmillan Programme Manager



Annmarie Galbraith

Macmillan Services Manager

Libraries: A Hub in the Community



Libraries welcome all sectors of the community and aim to be at the hub of community activities in West Dunbartonshire. We offer a safe, trusted and friendly environment and aim to provide a broad range of high quality services from traditional book lending to free Wi-Fi and PC and internet access.

Increasingly, the positive role libraries can play in improving the health of our community is being highlighted and we are particularly proud of the progress of our Macmillan @ West Dunbartonshire Libraries initiative in providing access to accurate information, along with signposting to additional services for all those affected by cancer. This high quality service is delivered by trained volunteers working across our branch network and encourages customers to make use of the expertise and support available under the auspices of the trusted brands of Macmillan Cancer Support and West Dunbartonshire Libraries.

Now going into the third year of the project and with funding secured to continue a second phase to 2020 we are delighted by the increased uptake and positive feedback received.

John Rushton

Section Head Libraries and Information Services

“It’s a wonderful service which is open to anybody in the local community, who may require information and support. The volunteers who are here are wonderful and very caring- they are an asset to the Macmillan team”.

Sandra, West Dunbartonshire Library staff member

Our Service Model

Satellite drop-in centre (volunteer led)

- Contained within main library space
- 1 session per week
- Informal drop in space
- Macmillan @ West Dunbartonshire Libraries branding
- Supported online access to authenticated websites
- Information leaflets and books on cancer
- Listening ear emotional support
- Direct referral for counselling, massage and other complementary therapies, physical activity programmes and benefits and carers services.
- Space may be booked by other organisations when not in use by Macmillan @ West Dunbartonshire Libraries volunteers

Information point (managed by library staff)

- Cancer information display
- Macmillan @ West Dunbartonshire Libraries branding
- Staff trained to signpost to volunteer-led services
- Potential to transform into satellite drop in should demand be demonstrated

Outreach Service

- Planned approach, targeting communities where deprivation and cancer incidence is high
- Delivery of information and support service by volunteers in the local communities
- Referral to the main service points if required
- Direct referral for counselling, massage and other complementary therapies, physical activity programmes and benefits and carers services.
- Mechanisms to track impact of outreach on library based services for evaluation purposes

Our Volunteer Programme

Our Volunteers

We currently have **twenty three** active volunteers in our programme, who have given an incredible **955 hours of their time** since the programmes inception. Our volunteers have a diverse mixture of life experience, with most being directly affected by cancer in some way.

Of our currently active volunteers, **90% are female and 10% male.**

With regards to age diversity, **65% of our volunteers are aged 60 or above, 17% of our volunteers are between the ages of 46-60, whilst 18% are between the ages of 24-45 years old.**

Our volunteers bring a variety of different experiences and skills to our services. They are a valuable asset to our programme and are committed to delivering a high quality service to individuals in West Dunbartonshire.



Accredited Core Training

All volunteers attend a two day accredited training course, before joining us in our Library and Outreach services. In 2017, we delivered **four training courses with fifteen new volunteers** being assessed and accredited. Of these fifteen new volunteers, **eleven** are now **regular volunteers** within the programme. As with all volunteering roles, commitments and circumstances can change, however, two of the four volunteers who have moved on from our programme have secured permanent employment as a result of their volunteering experience.

We strongly believe our accredited core training enables us to maintain our high standards whilst also, making the experience enjoyable for our volunteers. This is reflected in feedback from a recent trainee;

“Thank you so much for two great volunteer training days. The Macmillan Volunteering Officer made the course so interesting and enlightening . I look forward to being part of the team”



Our Volunteer Learning and Development

Our Learning Programme

Our volunteers had access to high quality learning and development opportunities throughout 2017. These opportunities have been provided by the Macmillan Learning Team whilst others have been delivered by ourselves and our Glasgow Life colleagues.

Across 2017, **twenty six of our volunteers** attended learning and development opportunities. These included: **Macmillan Safeguarding, Loss Grief and Bereavement, Emotional Wellbeing and Cancer Awareness Training**. These courses, alongside volunteer specific training such as **digital and online training**, help them within their services.

Volunteers have also been given the opportunity to visit and learn from other partners. This included a group tour of The **Maggie's Centre in Glasgow** in June 2017 and attending our colleagues **Macmillan @ Glasgow Libraries' Partnership Forums**.

Volunteer feedback on learning and development opportunities has been exceptionally positive. All of our volunteers have praised the learning and development opportunities during our one-to-ones with them. We believe this substantial offer helps both develop our volunteers and enriches their volunteering experience with us.



Volunteer Development Sessions

As part of our learning programme, volunteers are also given continual opportunities throughout the year to meet and share ideas and feedback.

This year, we held **three volunteer development sessions, in February, April and October**.

These sessions were held in different venues across West Dunbartonshire and each had guest speakers from a mixture of charities and services.

Almost thirty volunteers attended these development sessions throughout the year, with feedback consistently being positive about the content and experiences shared at each session.

Guest speakers have included a variety of charities and partners including Cancer Support Scotland, Carers of West Dunbartonshire, Beatson Health and Wellbeing Service, Cancer Research UK and West Dunbartonshire Councils Working 4 U team.



Our Volunteer Celebrations

Volunteer Celebrations

61% of our volunteers have been with the programme **for over a year**, with our remaining volunteers just close to celebrating their first year of volunteering with us. It is extremely important to us that our volunteers' commitment to our Service Users and the programme is recognised and that they consistently feel valued.

To recognise their efforts and to show our appreciation we have hosted several volunteer celebrations this year.

Firstly, we arranged an event during National Volunteering Week. Our volunteers joined others from across West Dunbartonshire services on a guided walk and afternoon tea at Levensgrove Park. The sun was shining for the volunteers who attended on the day! This was a great afternoon of celebration and gave our volunteers the opportunity to meet fellow volunteers from partner organisations in the West Dunbartonshire area.

In addition, we also hosted our Christmas dinner, with our partners in the Macmillan Carers team, with 12 volunteers attending our festive celebration.



Marian - My Volunteering Story

Macmillan @ West Dunbartonshire Libraries provides a much needed service in the community for anyone who has been affected by cancer and is unaware of the support available to them.

I became involved with Macmillan @ West Dunbartonshire Libraries after retiring from a career in nursing I thought it would be a new challenge which would allow me to continue to use the skills I had attained during my career and also offer me new opportunities to learn and develop during my retirement.

In my relatively short time in this role I have already been able to help a Service User gain quick access to a Macmillan grant when they have been struggling to survive financially and to access complementary therapies to help them feel less anxious. Having our service in the library gives people a place to come and talk and can help so many people feel less lonely, and we are there to offer them support even after their treatment is over.

I enjoy meeting Service Users and getting to know the people who visit the service on a regular basis, giving them time to talk and signposting them to services they didn't even know existed.

It's also been great to meet and get to know other volunteers too. I really enjoyed the Volunteer Training and enjoy the social events and outreach sessions with other volunteers.

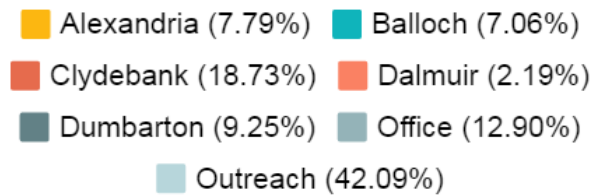
Volunteering has allowed me to give something back to my local community and hopefully to provide the kind of support someone may need to alleviate even one worry during their cancer journey. I feel a great sense of achievement and it makes my volunteering so worthwhile. In addition, I get a lot of support from the Macmillan team. Volunteering gives me a purpose and enhances my view of what I wanted from my retirement.

We need to continue to promote this valuable service so that more people can access the support they need.



Analysing Our Reach

Attendances

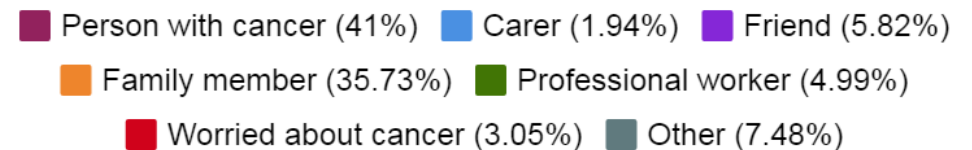


The highest attendances in 2017 were at Outreach Services which saw 42% of attendances.

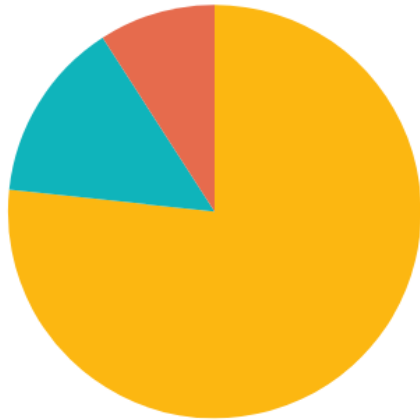
The highest attendances at a library drop-in were seen at Clydebank library, 19%.

41% of those who attended in 2017 described themselves as a person with cancer.

The next highest group were family members who made up 36% of all attendances.



Frequency of Visits



■ First visit (76.71%) ■ Been once or twice (14.18%) ■ More often (9.11%)

23% of service users in 2017 said that they had accessed the services more than once.

Reason for Visit

Someone to talk to



More than half of those attending the services said that one of their main reasons to visit was to have someone to talk to.

Referrals

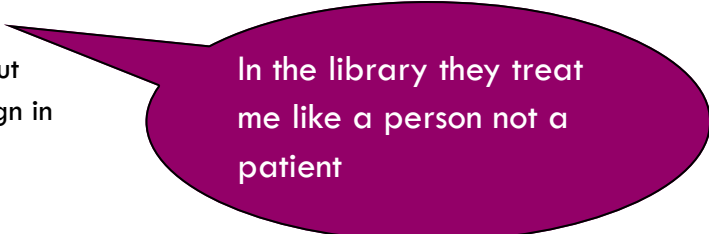


■ Macmillan Benefits Team (71.11%) ■ Macmillan Carers (13.33%)
■ Cancer Support Scotland (13.33%)
■ Carers of West Dunbartonshire (2.22%)

Kirsty - My Story

I'm Kirsty, I'm 34 years old and last year I was diagnosed with a brain tumour.

I found it very difficult to talk to people close to me and that's why I was interested in finding out what the Macmillan @ West Dunbartonshire Libraries service offered. I noticed the Macmillan sign in Clydebank Library when I passed and checked the internet for more information.



In the library they treat me like a person not a patient

I decided to go along to the library to have a look at the service. I hung about pretending I was looking at the books until one of the Macmillan volunteers approached me and asked if I would like to sit in the service for a chat. They could see I was struggling and not ready to talk so they just explained why they were there and that if I wanted to ask or talk about anything they would listen or if I just wanted to sit for a while that was fine too.

That was 11 months ago now and I haven't looked back since.

When I was first diagnosed and when I'm going through my treatment there is a darkness descends on me – like it's 2 O'clock in the morning all the time - when I visit the **Macmillan service I can see a light in that darkness**. Friends and family ask you about the physical side of your illness but they don't realise the mental side of this illness is such a big thing.

Two of my friends visited the service with me and were surprised to find the volunteers were not pampering or pitying me but were very honest and provided information to help me make important decisions and respected my choices. It has been great to hear other people's views on their cancer experience and to hear what people who care for a loved one feel at this time too. It has also made me realise what my friends and family are going through.

When I go to the service I don't always talk about my cancer. Sometimes I just want to talk about everyday things and that's fine with the volunteers because **they treat me like a person and not a patient**.

I feel so lucky to have found out about this service and to have met the volunteers.

If I could use 3 words to describe what the Macmillan @ West Dunbartonshire Library service has meant to me they would be: **Lifesaving, strengthening and comfortable**.

Service User Profile - 2017

Cancer Experience



- Undergoing tests (9.72%) ■ Undergoing treatment (25.36%)
- Living with cancer (26.07%) ■ Bereaved (5.92%)
- Recently diagnosed (13.51%) ■ Recently completed treatment (3.32%)
- Receiving palliative care (4.27%) ■ Secondary diagnosis (1.66%)
- None of these apply to me (10.19%)

26% of service users in 2017 described themselves or their family member as living with cancer, this was closely followed by 25% who stated they were undergoing treatment.

Of those accessing the services in 2017, 6% were seeking support after a bereavement.

Cancer Type

The most common type of cancer affecting those attending the services, or their friends and family, was lung cancer which impacted 17%.



- Prostate (8.98%) ■ Lung (17.14%) ■ Brain (12.65%)
- Head and neck (6.53%) ■ Bowel (9.80%) ■ Breast (10.20%)
- Liver (6.94%) ■ Kidney (4.90%) ■ Other (22.86%)



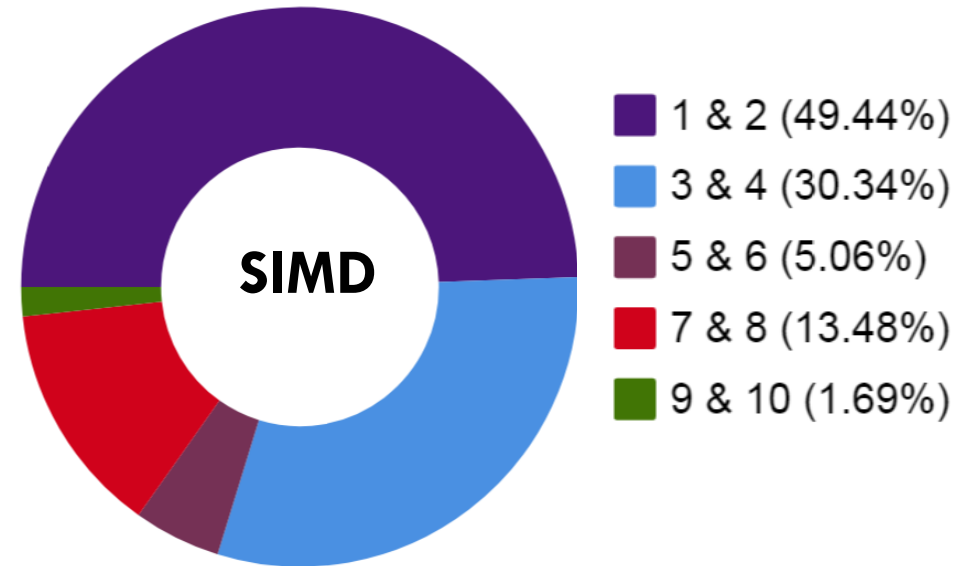
38% of attendances were from a person aged 65+.

8% of attendances were from individuals who described themselves as having a disability.



2 in 3 service users in 2017 were female.

Demographic Categories



Postcodes collected during visits to the services show that 49% of users live within the most deprived areas in Scotland, deciles 1&2, as defined by the Scottish Index of Multiple Deprivation (SIMD).

This rate is 9% ahead of the West Dunbartonshire rate (40% live within the most deprived areas).

Community Engagement and Outreach

To maximise the promotion of such a new and innovative service, and to learn about existing services, it was essential for us to identify and start building relationships with organisations and community groups across West Dunbartonshire and the surrounding areas.

We have embraced this challenge by building relationships with West Dunbartonshire Council's Health and Social Care Partnerships, Working 4 U, West Dunbartonshire Leisure Trust, Carers of West Dunbartonshire, Cancer Support Scotland, Beatson Cancer Charity and many more groups in this area. As well as raising awareness of our services, we have developed good working relationships and work collaboratively with other organisations and services to deliver enhanced and more easily accessible services for people in West Dunbartonshire.

Our Outreach sessions also play a very important part in extending our reach in the community. They provide us with an opportunity to engage with a larger more diverse demographic across West Dunbartonshire. By targeting areas of increased deprivation and where cancer incidences are higher, we can give people affected by cancer on the spot access to cancer information and support and signpost them to their nearest library drop-in service for ongoing support.

Throughout 2017, our volunteers delivered quarterly outreach sessions at the **Golden Jubilee Hospital in Clydebank** and in July 2017 we “adopted” a well-established Macmillan Cancer Information and Support outreach service at the **Vale Centre for Health and Care in Alexandria**, providing a weekly outreach service in this area too.

As well as delivering these regular outreach sessions we also held **6 outreach sessions** across West Dunbartonshire in 2017, extending our reach to a further **352** people.

In 2018 we intend to expand our regular outreach sessions to all Health Centres in the area.



Partnership Working

The Macmillan @ West Dunbartonshire Libraries partnerships have continued to go from strength to strength in 2017. Working alongside services in the community has been extremely positive, with emphasis around the potential for organisations to network and explore opportunities to work together to help improve services for people affected by cancer. Here are some examples of our progress so far:

The Carers of West Dunbartonshire



Macmillan @ West Dunbartonshire Libraries has developed a very positive relationship with this service. It is very much a two way partnership as we recognise how both of our services can support carers in their time of need.

Carers often provide a substantial amount of care to their loved ones and this can be a very stressful time, leaving them feeling physically and emotionally drained.

To help support the carers in West Dunbartonshire and help make our services more accessible to them we have:

- Shared our facilities and information leaflets
- Delivered staff and volunteer awareness sessions
- Shared contacts and promotional events

Going forward, we have started to investigate the possibility of establishing a third sector operational group in West Dunbartonshire to enhance communication and information on sharing our services and make them more accessible to the community.

Cancer Support Scotland



Recognising the demand for counselling and complementary therapies in West Dunbartonshire it was important for us to highlight the services Cancer Support Scotland

could offer to our Service Users.

Accessing their centre at Gartnavel could be difficult for some people, however through our partnership with Macmillan @ Glasgow Libraries we have been able to refer our Service Users to this much needed support in Drumchapel Library, a location more accessible to people living in the Clydebank area.

“Loved the complementary therapies at Drumchapel Library and it empowered me to make the decision to ask for counselling too. I started walking again as Drumchapel Library was close enough to Clydebank for me to do this”. (Comment from Service User)

Partnership Working

Macmillan in West Dunbartonshire

Before the introduction of our Macmillan Cancer Information and Support service in West Dunbartonshire, Macmillan services were already available in this area through the well-established Macmillan Benefits and Carers services.

Our services have established a very positive and professional relationship due to the dedication and commitment of all our teams. Through working in partnership and delivering joint promotional events, we have raised the profile of Macmillan services and made them much more accessible across West Dunbartonshire.

Regular meetings allow us to discuss the strategic development of our services and have produced some valuable work including **establishing a cross referral pathway** to our services and monitoring and recording Service User statistics and feedback.



**WE ARE
MACMILLAN.
CANCER SUPPORT**

Beatson Cancer Charity

In September 2017, the **Beatson Cancer Charity** recognised the need for therapies to be delivered to cancer patients and their families within West Dunbartonshire and extended their free service, currently running at the Vale Hospital, by offering; podiatry, reflexology, reiki, Indian head massage, manicure and pedicure at the **Vale of Leven Centre for Health & Care in Alexandria**.

Recognising the potential to complement each other's services we engaged with the Beatson Cancer Charity and invited their therapist along to talk to our volunteers. Sharing information on our services has increased awareness and signposting to both our services and improved access to these services in the Vale of Leven area.



"Beatson Cancer Charity would like to thank Macmillan @ West Dunbartonshire for working together to promote this local service ."

Chris, Beatson Cancer Charity Podiatrist and Complementary Therapist

Our Evaluation

Rocket Science and Consillium UK Ltd. were commissioned to undertake an independent evaluation of the Macmillan @ West Dunbartonshire Libraries service over a two year period, 2016 – 2018. To date they have produced a baseline report in February 2017 followed by an interim report in September 2017. These reports outline the successes and challenges of implementing the services in West Dunbartonshire and the impact the programme has made in these early stages of development, along with several recommendations to strengthen the delivery of the service.

The evidence and feedback from these initial reports show very positive progress has been made in the communication and marketing of the services and in the quality of training and development offered to volunteers.

However there is still a good deal of work to be done and we have already acted upon the following recommendations of the evaluation team:

- **Take targeted action to strengthen local community engagement and involvement in the service** - we have increased outreach sessions especially within areas of multiple deprivation; strengthened existing partnerships to produce collaborative promotional work;; engaged further with health professionals to strengthen the referral offer; increased social media activities; and continued to build relationships with new organisations and services across West Dunbartonshire.
- **Address gap in resources and explore additional services** - we have identified new and existing complementary and counselling services available in the area; engaged with local organisations offering physical activities; and encouraged the development of a West Dunbartonshire Third Sector Operational Group to raise awareness of the local service offer.

We have successfully embedded the service within West Dunbartonshire libraries, however the recommendations of the evaluation team recognise that we will need more time to embed our service within the wider West Dunbartonshire network and to ensure the long term sustainability of the service within the West Dunbartonshire Library structure.

Macmillan Cancer Support and West Dunbartonshire Libraries also share this view and Macmillan Cancer Support have agreed to provide an additional £150,000 to fund a two year extension of our programme from September 2018 to September 2020.



Programme Sustainability

With funding for Phase 2 of our programme secured until September 2020, over the next 3 years we will focus on the ongoing strategic development of the programme.

A major part of this work will involve:

- Extending our existing service times - to cater for increased demand
- Continued development of our communication and marketing strategy - to increase the profile of our services in the community
- Develop and build new partnerships - integrating our services in the community and increasing accessibility and availability of services across West Dunbartonshire
- Embed the Macmillan Programme into West Dunbartonshire Libraries - ensuring the development and delivery of a sustainable model, which will form part of the normal service delivered by West Dunbartonshire Libraries

We are also looking forward to welcoming the “Improving the Cancer Journey” (ICJ) team who will be joining West Dunbartonshire later this year. Improving the cancer journey is a service available to all cancer patients and offers a “Holistic Needs Assessment” to assess their concerns at significant points in their cancer journey. It provides dedicated support to all people affected by cancer including families and carers.

Forming a new partnership with the ICJ team will be a key priority for Macmillan @ West Dunbartonshire in 2018. This new project will be a huge asset to our programme and will bring a number of initiatives to improve our service delivery across West Dunbartonshire.

Volunteering

We will continue to recruit and train volunteers as we increase our session times in our existing drop-in services. Continuous volunteer development is essential for the long term success of our programme to ensure our Cancer information and Support services are equipped with informed, confident and motivated volunteers.

Our volunteering strategy over the next year will focus on:

- Piloting the Lead Volunteer Model – to strengthen and sustain the service
- Developing a shared delivery of our Core Training Programme with Glasgow Life - to save on resources and share best practice
- Continuing Volunteer Development Sessions - to engage and encourage our volunteers to remain motivated and active in the development of our services
- Developing the existing volunteering strategy to complement the 2 year extension of our programme

Evaluation

Rocket Science and Consillium are now in the 2nd year of conducting a two year evaluation of our Macmillan @ West Dunbartonshire Programme. Our interim report was published in September 2017 laying out their findings and recommendations to date and will help inform the improvement and development of our programme going forward as we continue to act upon their recommendations.

Thank You

Thank you to our partner and stakeholder organisations for your continued support



Voice Of Our Service Users

It's a neutral venue and it's non clinical. You can sit and have a cup of tea and a chat about cancer or anything for however long you like.

It does benefit the situation if you have someone to talk to who is not emotionally involved.

The people were really nice and made me feel more relaxed. I was very nervous at first but after 10mins I began to relax and laugh.

It took me about 10—15 mins to go up the steps and into the library. I'm glad I went that day. I would like to go again.

I feel if I had not accessed the Macmillan service I would feel more alone.

It's local and less intimidating

Report compiled by

Helen Shearer

Macmillan Services and Volunteering Coordinator

and

Heather Keltie

Macmillan Services and Volunteering Officer

Macmillan @ West Dunbartonshire Team

E: macmillan@west-dunbarton.gov.uk

T: 01389 608049

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@wdclibraries

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