

Prostate Cancer UK's Engagement and Empowerment Pilot

Exploring whether black churches are an effective environment for raising awareness

Introduction

Prostate Cancer UK's engagement and empowerment pilot aims to determine the most effective methods of reaching the African and African Caribbean (black) community with the key messages on prostate cancer. For this pilot The Lake Foundation specifically focused on black churches to determine whether, in reality, this is an effective and practical environment to raise awareness of prostate cancer.

Targeting black churches has two main advantages. Firstly, if we take London as an example, a large number of London's black population attends church regularly. The London Church Census, covering the time period 2005-2012, found that 48% of inner London's church goers and 21% of outer London's church goers were black¹. Based on their figures this equates to 238,158 people from the African and African Caribbean community. This means that by targeting black churches we can reach a significant proportion of the African Caribbean community.

The second advantage of targeting churches is that it provides a very structured environment where a large number of people meet regularly. This, in theory, makes it a convenient environment to deliver health awareness messages. Additionally, many churches have developed their institutions beyond just preaching on a Sunday. Many churches have Men's Fellowships, Young Professional Networks, Women's Fellowships, Over 50's Clubs, Men's Conferences, Women's Conferences and social functions. This means that there is the opportunity, in some churches, to select a sub-population within a church that would most benefit from a particular health message.

Whilst there are advantages to targeting black churches there are some logistical challenges. Firstly, churches tend to have a busy programme of events that will have been planned months in advance making it difficult to fit additional events into their schedule. Secondly, the ideal situation would be to deliver a presentation on a Sunday where there is access to the entire congregation, but many churches may not be able to accommodate this. This means that awareness presentations would have to be delivered on a Saturday or during the week where only a small percentage of the congregation is likely to attend. Through a flexible approach, being creative with the methods of engagement and developing long term relationships with churches it is possible to overcome some of these challenges.

The Lake Foundation being based in Croydon, where there is a diverse population and a significant number of black churches, decided to work locally and target churches in Croydon and the surrounding area. The aim was to target at least two churches for this pilot and explore the best strategy for working with churches to raise awareness amongst their congregation.

To measure the impact of targeting churches we explored:

- The number of people reached
- The demographic of the people reached (ethnicity, age and gender)
- The level of knowledge about prostate cancer before the presentation
- The level of knowledge of prostate cancer symptoms after the presentation
- The level of knowledge of the risk factors of prostate cancer after the presentation
- The level of knowledge of testing for prostate conditions after the presentation
- Level of awareness of sources of further information and support
- The action attendees will take after hearing the information delivered during the prostate cancer sessions.

Method

1. The Lake Foundation compiled a list 26 African Caribbean Churches in Croydon and each of these churches were contacted by email and then followed up by phone to discuss opportunities to raise awareness of prostate cancer.
2. Churches that were able to fit awareness sessions into the timeframe of the pilot were prioritised and this naturally worked out to be two churches, the same number as we had aimed for. The churches that we worked with were Croydon Tabernacle and Trinity Baptist Church.
3. We worked with these churches to determine the best format and date for the awareness sessions and also worked with Prostate Cancer UK to secure speakers and awareness material for these events.
4. Promotional material was designed by an external design company The Lake Foundation works with and The Lake Foundation worked with churches to develop a mini promotional campaign. This involved distributing flyers to church members, including information in church bulletins, emailing and texting church members, making announcements during church services leading up to the events, distributing leaflets to the general public in Croydon, including information on Croydon Radio's website and making use of social media outlets.
5. Presentations were held on a Saturday at each church. One church opted for a men's breakfast whilst the other opted for a straightforward seminar. Feedback forms were distributed after each event to measure the impact and monitor the number of people reached.
6. On the Sunday following the prostate cancer sessions an information table was set up and leaflets distributed to church goers allowing us to still reach those members that couldn't attend the session the previous day. We also left awareness material at both churches so that these could be displayed in their foyers.

7. The impact of the sessions were analysed and this is summarised in the next section.

Results and Discussion

Overview of the churches and the opportunities to raise awareness

Croydon Tabernacle is a predominately Nigerian church based in West Croydon that was founded in 1996. The church has 250 adult members and approximately 150 children regularly attend their services. It is a dynamic church, active in the community and has a men's group called the Daniel Generation that meets monthly.

Croydon Tabernacle opted for a short presentation on Saturday 20th December specifically for their men's group with refreshments. They also allowed us to host an information table before, during and after their 9am service on Sunday 21st December and we were also able to address the congregation for five minutes during the service.

Trinity Baptist Church is a primarily Ghanaian church based in West Norwood that has been in existence since 1985. Trinity Baptist Church has a membership of at least 600. It is an extremely dynamic church, very active in the community and has a men's group called the Men of Integrity that meets every month.

We worked with Trinity Baptist Church to organise a men's breakfast on Saturday 10th January 2015 where prostate cancer was the theme. The event included breakfast followed by a prostate cancer awareness session. Trinity Baptist Church has a newly formed health and wellbeing ministry and we worked with this team to organise the session. The session included a presentation from Georgina Graham, a Prostate Cancer UK volunteer, followed by a talk from a member of Trinity Baptist Church's health and wellbeing team on exercise and cancer prevention.

Additionally we were able to host an information table on Sunday 11th January which allowed us to reach attendees of all three of their main Sunday services (9am, 12pm and 5pm).

The Number of People Reached

Table 1 shows that in total we were able to reach 153 people, but there was definitely scope to reach significantly more. For example, with Croydon Tabernacle we were given the opportunity to speak for 5 minutes at both their Sunday services but we were only able to attend the 9am service. This service has a smaller attendance than their 11am service which has a regular attendance of approximately 100 people.

With regards to Trinity Baptist Church, we weren't able to speak at their Sunday service. They were open to this but weren't able to accommodate us within the timeframe of the pilot. If we were able to schedule this we could have reached 200 people at each of their three services – 600 people.

It is important to note that whilst large numbers of people can be reached in a Sunday service the time allocated to address the congregation in our case was limited. This means that whilst large numbers can be reached the depth and amount of information communicated will be limited. It is possible to communicate high level key messages (general information, symptoms, those most at

risk and where to get more information) in a five- seven minute slot. Prostate Cancer UK's briefing sheet achieves this and is effective for a Sunday service.

Additionally, it is hard to monitor the impact of addressing a Sunday service as due to the busy nature of the service the completion of feedback forms by a congregation is challenging.

A Saturday session allows a more in-depth awareness session but this suffers from a fairly low attendance in relation to the membership of the church. For example, the attendance at the Saturday session at Croydon Tabernacle equated to about 10% of the church's membership and for the Saturday session at Trinity Baptist Church this was attended by approximately 5% of the church's members. But, by also being at both churches the following Sunday we were able to reach more members of the church.

To ensure that sessions on a Saturday or week day reach more of a church's congregation regular sessions will need to be organised and other forums and groups within a church explored. For example many churches have small home groups where 10-15 people meet weekly. These groups would be ideal for an informal presentation but this would require significant resources to visit each one, but it would be effective.

Ultimately a successful approach to reach the entire membership of a church requires :

- An understanding of a church's structure;
- The development of a bespoke awareness programme that targets multiple departments, forums and events in a church's calendar;
- The development of long term relationship with churches;
- Flexibility;
- Consistent engagement; and
- Persistence.

We believe the above would form a very interesting project and whilst this would be a significant investment of time, personnel and resources we believe it would be a very effective way of reaching large numbers of the black community.

Church	Number of people reached - Saturday Session	Number of people reached -Sunday	Total
Croydon Tabernacle	24	41 (number of people in the congregation)	65
Trinity Baptist Church	27	61 (people who visited the information table)	88
Total			153

Table 1: The Number of People Reached

The demographic of the attendees at the Saturday presentations

In total, through the awareness presentations that were delivered on the two Saturdays we reached 51 people and 39 people (76% of attendees) completed feedback forms.

All of those who completed the forms were male, all were black African and their average age was 45 with the age range of attendees being 25-60.

Level of knowledge of prostate cancer prior to the presentation

Figure 1 shows that respondents of the feedback forms had different levels of knowledge of prostate cancer prior to the events with most respondents (38%) having some knowledge.

A significant number of respondents, 25%, had little or no knowledge of prostate cancer prior to the presentations.

Seven percent of respondents had a high level of knowledge and 28% had a reasonably high level of knowledge.

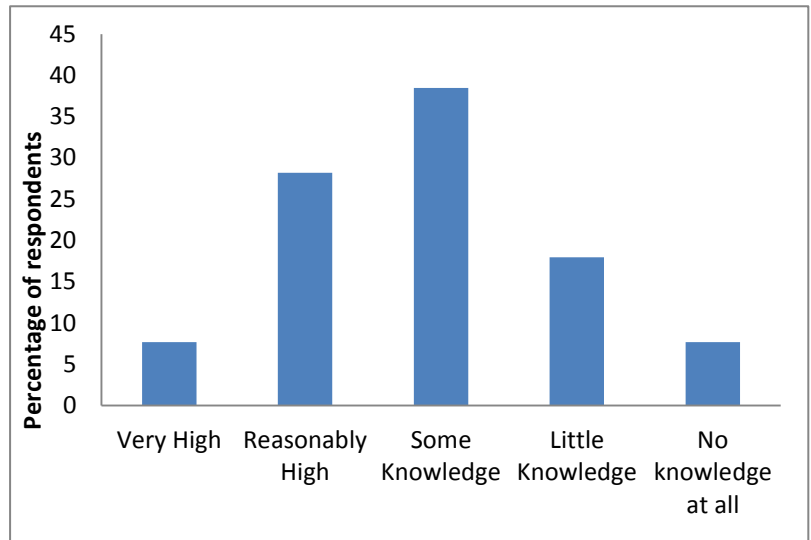


Figure 1: Respondents’ level of awareness of prostate cancer prior to the presentation

Impact of the presentation on attendees’ level of knowledge

1. Knowledge of Symptoms

Figure 2 shows that the presentation was effective at improving knowledge of the symptoms of prostate cancer with 86% of respondents stating that they **definitely** knew more about the symptoms after the presentation.

There were a small minority who were only **a little** more aware (2%) of the symptoms of prostate cancer.

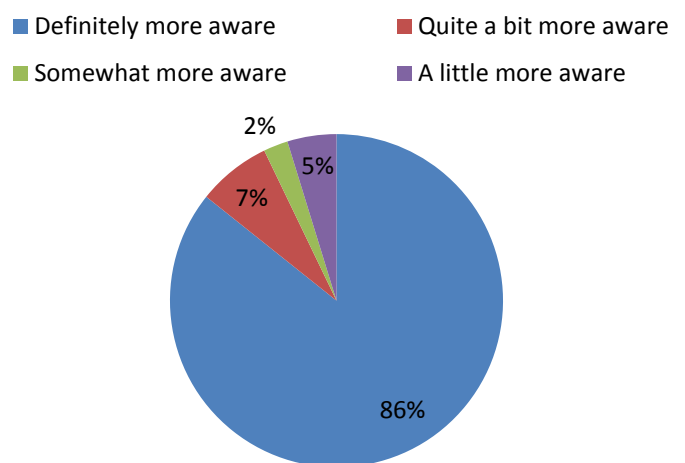


Figure 2: Respondents’ knowledge of symptoms after the presentation

2. Knowledge of Risk Factors

Figure 3 shows that 87% of respondents felt that they **definitely** knew more about the risk factors of prostate cancer after the presentation. This demonstrates that the risk factors for prostate cancer were clearly described in the presentations.

A small minority of respondents were only **a little** more aware (5%) of the risk factors of prostate cancer.

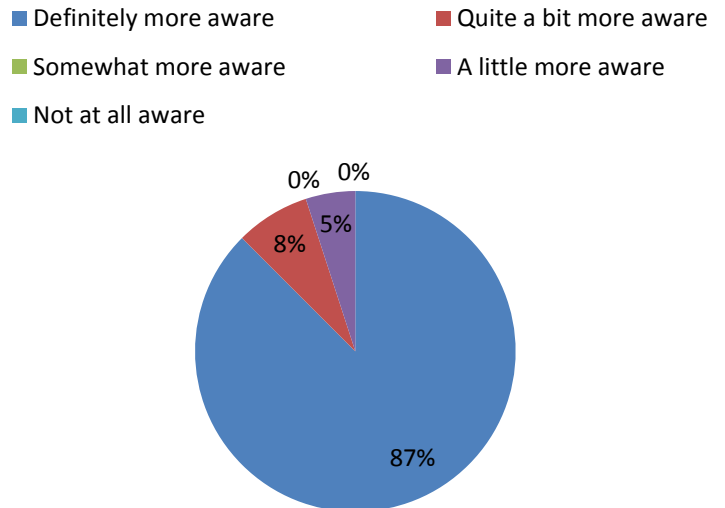


Figure 3: Respondents' knowledge of risk factors after the presentation

3. Knowledge of the Tests for Prostate Conditions

Figure 4 shows that 78% of respondents **definitely** knew more about what tests are conducted to explore prostate conditions. This demonstrates that the presentation is effective at improving knowledge in this area. It is interesting to note that this is significantly less than the percentage of respondents who reported to definitely be more aware of the symptoms, risk factors and where to find more information. If any improvements are to be made in raising awareness it would be worthwhile focusing on this area.

A small minority of respondents were only **a little** more aware (3%) of the tests for prostate conditions.

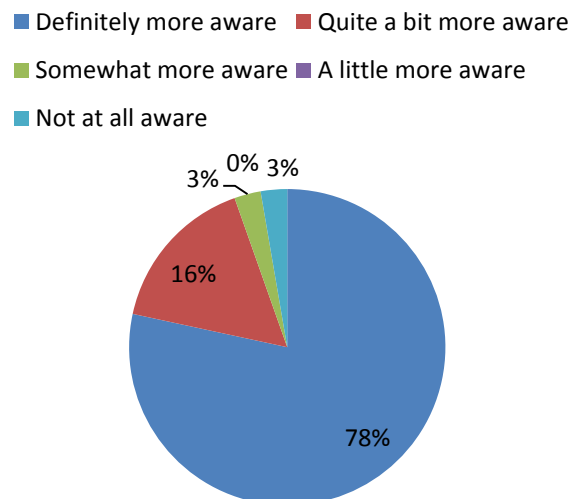


Figure 4: Respondents' knowledge of the tests for prostate conditions

4. Knowledge of Where to get More Information

Encouragingly all respondents stated that they were **definitely** or **quite a bit more** aware of where to get more information about prostate cancer. This demonstrates that throughout the events there was good signposting.

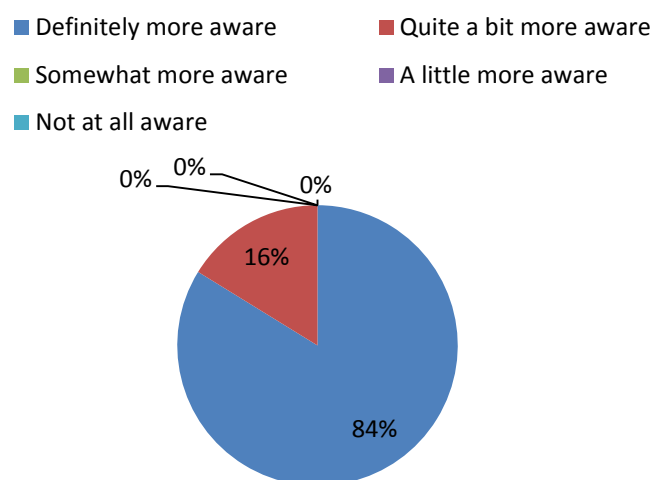


Figure 5: Respondents' knowledge of where to get more information on prostate cancer

The actions attendees will take after hearing the presentation

Attendees were asked what action they are likely to take based on the information that was presented to them during the awareness sessions. Figure 6 shows that a significant number of respondents felt they were likely to:

- Get tested for a prostate condition (38% of respondents); and
- Be vigilant about recognising if they have symptoms (36% of respondents).

Additionally, respondents stated that they would:

- Share what they had learnt with family, friends and colleagues
- Speak to their GP if they have any questions or concerns
- Aim to understand their own personal risk by finding out about their family history and being more informed
- Adopt a healthy lifestyle

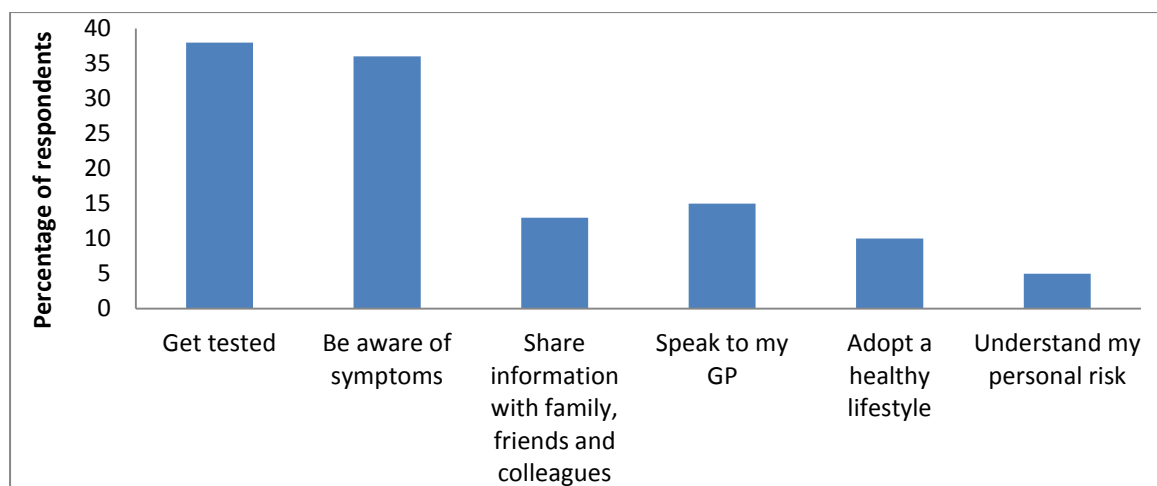


Figure 6: Actions respondents will take as a result of the presentations

Conclusions

1. Engaging with black churches can be an effective way of reaching the African Caribbean community with the key messages about prostate cancer because of the potential of reaching large numbers.
2. To reach large numbers in a church setting may require the development of a regular bespoke engagement programme.
3. There is a need to understand the structure of individual churches to ensure the best strategy is implemented to reach as many of their members as possible.
4. Engaging with churches may include targeting Sunday services for maximum reach and/or organising awareness sessions on a weekday/Saturday to ensure members have a more in-depth knowledge of prostate cancer.
5. Prostate Cancer UK's presentation is effective at increasing awareness of symptoms, risk factors, tests for prostate conditions and where more information can be obtained. It is also effective at empowering men to take action.

Recommendations

Overall The Lake Foundation recommends that Prostate Cancer UK explores developing a structured awareness program for African Caribbean churches in the UK or contracting this work out to community organisations. Whilst this may require significant time, personnel and resources we believe it is an effective way of reaching the black community.

Our specific recommendations:

1. Target Sunday Services

This pilot has shown that targeting Sunday services would ensure large numbers of people are reached but with limited information because of time constraints. Despite this Sunday services would serve as a good forum to provide an introduction to Prostate Cancer UK, prostate cancer and raise general awareness.

Targeting churches successfully on a Sunday would require two approaches:

- A short presentation during all their Sunday services
- Setting up an information table throughout the day on a Sunday

It is possible that churches may allow an extended presentation in their Sunday services and if this is the case then for these churches a regular presentation to maintain awareness and reach new members will suffice. These could be yearly or every two years.

Specific recommendations:

- Develop a 5-7 minute presentation that could be used for Sunday services
- Develop an easy method to measure the impact of delivering short presentations at a Sunday service

- Be flexible and persistent

2. Target churches outside of a Sunday service to achieve depth of knowledge

If the aim is to deliver in-depth information about prostate cancer to church goers and if this isn't possible through a Sunday service due to time constraints then an additional approach will need to be taken.

The pilot has shown that targeting churches through a one-off event (not on a Sunday) is not the most effective method of reaching the largest number of people, this only reaches a small percentage of a church's congregation. Therefore a regular engagement programme is needed.

Specific recommendations:

- Work with individual churches to understand their structure and how best to reach their members
- Identify groups, departments, events and forums within individual churches that can provide an effective environment to raise awareness
- Organise regular events with the same church throughout the year
- Make good use of churches' communication platforms - social media, website, newsletters, bulletins, TV stations, YouTube channels etc.

References

1. Brierley Consultancy, London Church Census and London City Mission, 2013. *London's Churches are Growing*. Kent: Brierley Consultancy

Appendix

Leaflet designed for the prostate cancer awareness events

TRINITY BAPTIST CHURCH
AND THE LAKE FOUNDATION PRESENTS:

**UNDERSTANDING
PROSTATE CANCER**

A PRESENTATION ON:
- WHAT IS THE PROSTATE?
- PROSTATE CONDITIONS
- PROSTATE CANCER
- SIGNS AND SYMPTOMS
- KNOW YOUR RISK
- KNOW YOUR RIGHTS

THE LAKE FOUNDATION
Working Stronger Communities Through Good Health

SPEAKER:
PROSTATE CANCER UK

JOIN US: AT THE MEN'S FELLOWSHIP
BREAKFAST ON SATURDAY 10TH JANUARY
2015 AT 9AM (THE PRESENTATION BEGINS
AT 10AM, AFTER BREAKFAST)

VENUE:
TRINITY BAPTIST CHURCH
2 THORNHAW ROAD
WEST NORWOOD
SE27 6SA

TRINITY BAPTIST CHURCH
info@trinitybaptist.org.uk
www.trinitybaptist.org.uk
0208 746 7732

THE LAKE FOUNDATION
events@thelakefoundation.com
www.thelakefoundation.com
07440 146 645

Trinity PROSTATE CANCER UK

Pictures from prostate cancer awareness session at Croydon Tabernacle (20th December 2014)



Pictures from prostate cancer awareness session at Trinity Baptists Church (10th January 2015)



Thank You

The Lake Foundation would like to thank Prostate Cancer UK for their help and support during this pilot. We would specifically like to thank Tony Wong, Georgina Graham, Jolynne De Souza and Nicola Davidson.

We would also like to thank Kola Olamiju and the leadership team at Croydon Tabernacle and Mark Akiwumi and the leadership team at Trinity Baptist Church, for their warm welcome and working closely with us during this pilot.

Finally, we'd like to thank Adinqra Digital for their design work and Printed.com for their fast turnaround times.