



Many people affected by bladder cancer are not getting the support they need; deprived populations are even less likely to have these needs met.

We designed and distributed a survey for patients and carers to identify unmet needs, satisfaction with current resources, and options for future services.

Based on the results, our solutions address challenges facing bladder cancer patients and their loved ones.

Solutions for supporting deprived populations of patients and carers

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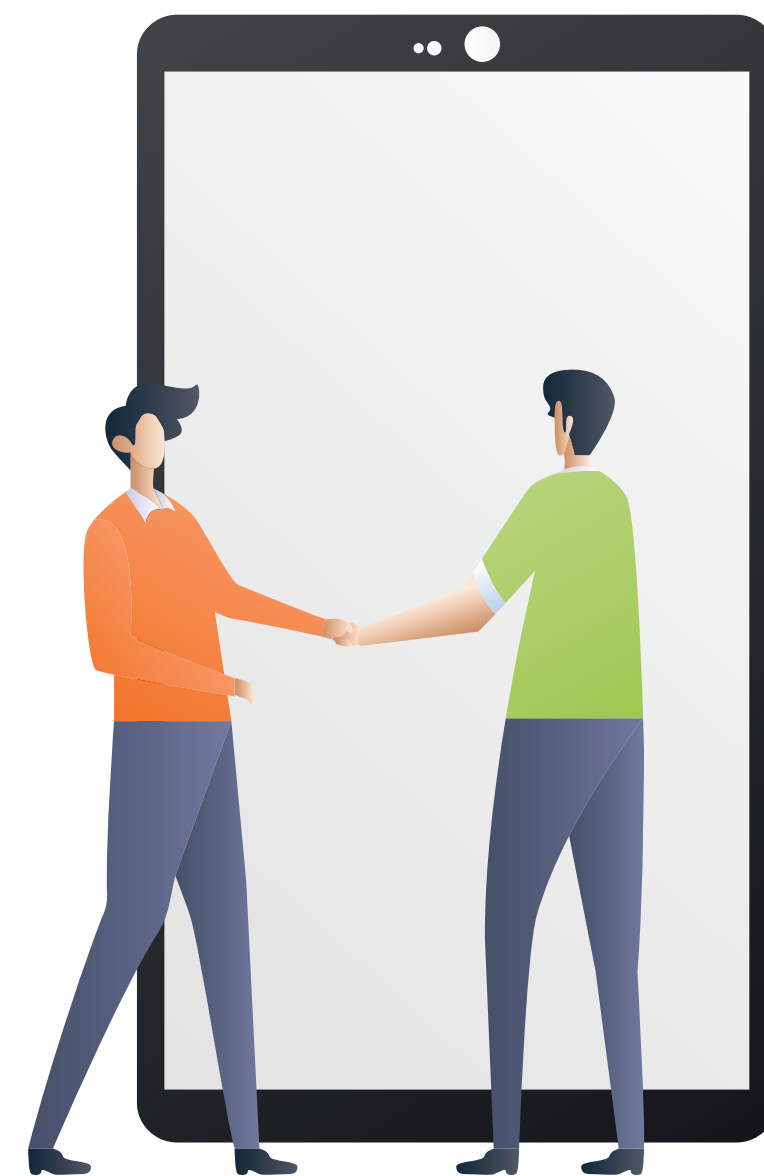


Challenge: People at an educational disadvantage

Solution: Our website has simple language, clear diagrams and photos.

Challenge: People in regional areas are unable to attend face-to-face support groups

Solution: We host monthly online Zoom support groups, and a Bladder Buddy system linking two people with similar diagnoses.



Challenge: Digitally excluded people unable to access online materials

Solution: We designed a suite of full colour booklets that we post for free anywhere in the UK. These can be ordered online by healthcare professionals or patients, or over the phone.



Challenge: Feelings of isolation

Solution: We produce a free monthly newsletter, a Fight magazine posted for free around the UK, awareness merchandise, and organise community Wee Walks every May.



Challenge: Lack of awareness of cancer symptoms in high-risk professions

Solution: We partnered with a workers' union to send information & materials to occupational health and safety officers.



Challenge: Lack of awareness of support services

Solution: We produce nurse contact cards, so the nurse can give the patient information about our support services.

Challenge: Lack of availability of healthcare professionals to answer questions

Solution: Our moderated private online forum offers 24-hour support.



These strategies allow us to improve the health literacy of people affected by bladder cancer. This improves their self-management skills and boosts their ability to engage in shared decision-making, often resulting in better access to timely patient-centred care, and a more positive experience.