

Breast Cancer Care: Transforming Access to Support

Breast Cancer Care has a community of nurses, volunteers and people affected by breast cancer, all helping to provide information and support for people through its free telephone helpline, peer support, and online or app-based resources. In a year alone, the charity responded to almost six million requests for breast cancer support.

Analysing the Effectiveness of Services for Key Themes



Awareness of Breast Cancer



Behavioural Change



Increased Knowledge



Improved Wellbeing

Embedding Impact - Breast Cancer Care

Using the Impact tool, Breast Cancer Care will be able to streamline its process for gathering data from service users, boosting efficiency and improving the evaluation of its UK-wide services.

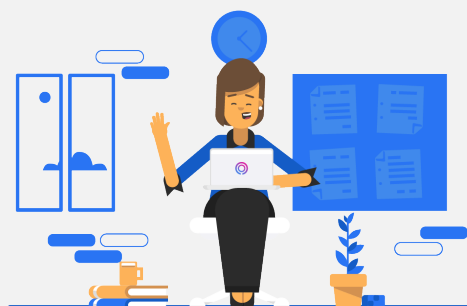
The tool is initially set to be rolled out across five UK-wide Breast Cancer Care support services aimed at those diagnosed, living with or moving forward from breast cancer, including groups aimed at younger women and those diagnosed with secondary, incurable, breast cancer.

Impact will be used to measure the effectiveness of services across key themes, including quality of life, behaviour change, increased knowledge and awareness of breast cancer, as well as improved wellbeing.



Qualitative

By collecting feedback from service users that gauges their ability to manage side effects of breast cancer treatment before and after interacting with Breast Cancer Care's services, the charity will be able to more accurately measure improvements in users' quality of life and ability to self-manage.



Insight

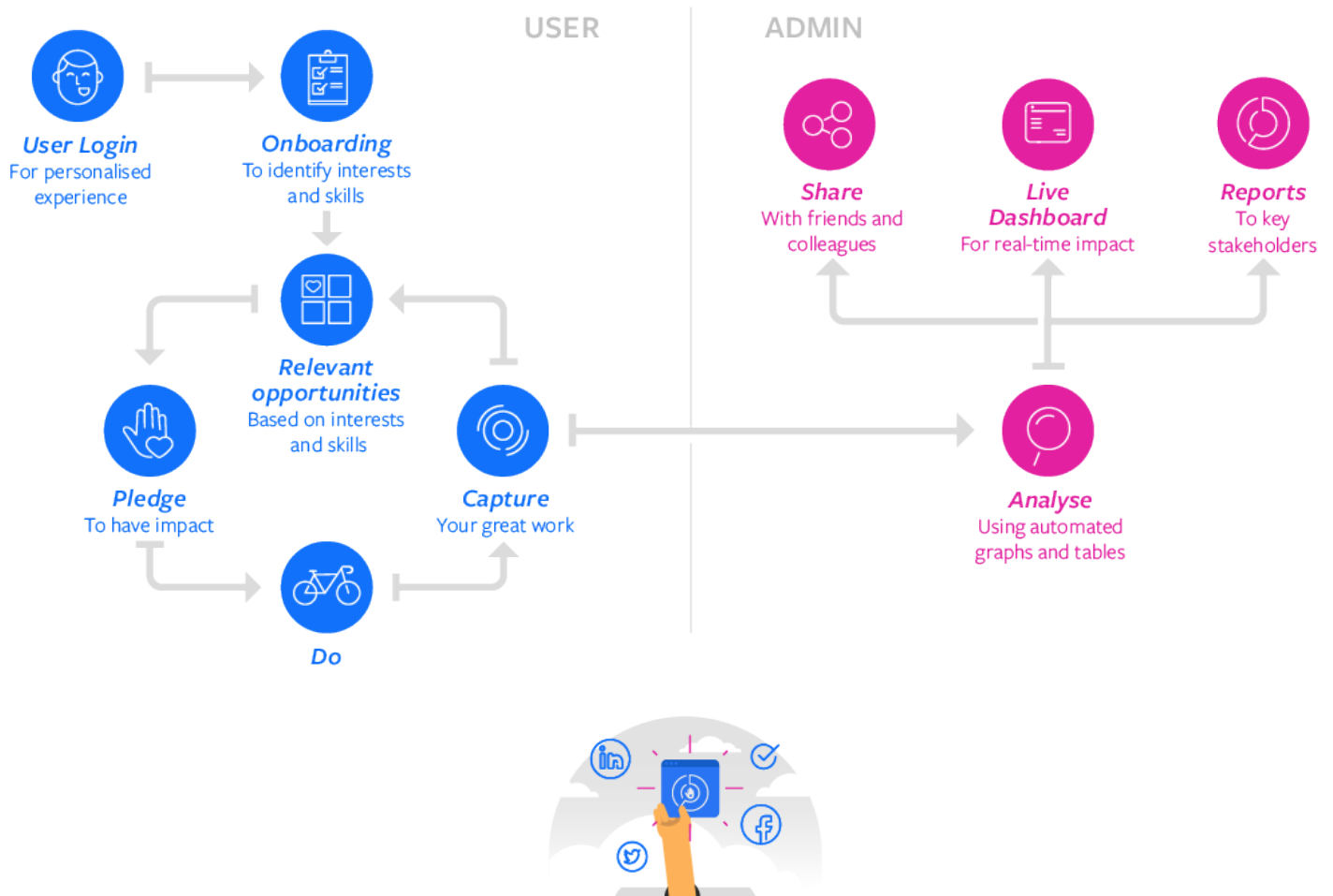
This in-depth analysis of the effectiveness of Breast Cancer Care's services will enable the charity to demonstrate the effectiveness of different support models to the NHS and help transform care for people affected by breast cancer.



“We were impressed with how Impact could be adapted to our specific objectives; it will help us to further enhance how we record, measure and analyse crucial data to ensure our support services continue to meet the needs of those who use them and to help us demonstrate the value of tailored support.”

- **David Crosby, Director of Services and Engagement at Breast Cancer Care**

How Impact works:



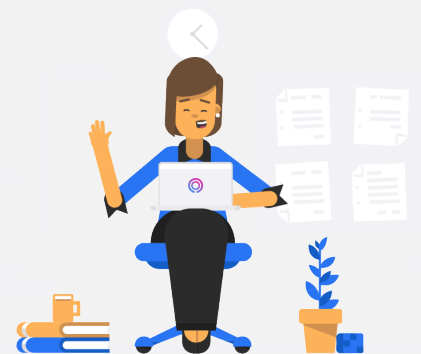
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