The reach of Macmillan’s services fact sheet

2017 edition (using 2016 figures)
What is this document for?

When people support Macmillan they want to know that their donations make a difference to the lives of people affected by cancer. It is vital we demonstrate the impact Macmillan makes. Giving people the facts and figures of how our donor’s money translates to more people helped (our reach) - as well as how much money we are able to leverage for people affected by cancer - helps us gain and keep supporters.

The examples in this factsheet need to be:
- phrased appropriately
- factually correct
- clear and not misleading
- easily confirmed

Where might we use this information?
- stories in all Macmillan internal and external publications and media
- emails or letters to events participants
- presentations to prospective legacy supporters
- meetings with high-value / philanthropic donors
- corporate charity of the year / partner pitches
- direct mail appeal packs
- marketing campaigns
- trust or statutory body funding applications.
How to use this fact sheet

Please use the data as it appears on this document. Rounding up or down to the nearest 1,000, 5,000, 10,000, 100,000 or 1,000,000 etc to make messages clearer is permitted. However, please try and use an additional approximating word such as ‘approximately’, ‘about’, ‘over’, ‘more than’, ‘less than’ or ‘under’ in these circumstances. Please note that some audiences, for example corporate partners, may prefer to see precise figures.

Please be aware that there is overlap inherent across the service offering reach figures – this is because a person affected by cancer can often access more than one Macmillan service in a given year. Multiple service use overlap is accounted for in the following 2016 calculations: “Total unique people helped by all Macmillan services” and “Total unique people helped by personal Macmillan services”.

Please remember: many of our audiences may not know what support our services offer. So just saying that ‘our patient-facing Macmillan Nurses helped over 594,024 cancer patients in 2016’ is not enough. It is important that you also describe what is so special about our services. Therefore, if for space reasons any of the stats that follow do not also describe the support provided, please use information from the supporting paragraph above it.

A similar fact sheet to this one called “The cost of Macmillan’s services” is also available and may be helpful to use alongside this fact sheet.

In addition, a suite of Impact Briefs, outlining the need for, the current provision of and the impact of a number of Macmillan’s service solutions, can be accessed on the evidence portal or the research and evaluation pages of the Macmillan website.

For Macmillan staff only:
A detailed Excel spreadsheet with detailed derivations of the stats in this fact sheet is available for Macmillan staff.

We also hold data on the depth of reach (level of intervention) and data on how the reach breaks down by type of person helped (person with a cancer diagnosis, carer, family/friend/colleague, etc).

If you would like to see the detailed spreadsheet, please contact Edoardo Cesarino (ecesarino@macmillan.org.uk) in the Evidence Department.
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HEADLINES: Total reach across all our services

Our externally-approved headlines in relation to total reach in 2016 are outlined below.

The Evidence department holds additional figures that are available on request to Macmillan-staff only. Please contact evidence@macmillan.org.uk with any queries.

2016 headlines:

- In 2016, we helped over **1.4 million** people with personal support through our face-to-face and phone services.
- We also helped **many more** through our information and support resources – both printed and online.

2016 headlines with more precise definition and additional information:

- In 2016, we helped over **1.4 million** people affected by cancer in the UK with personal support through our face-to-face and phone services.
  - This 1.4 million includes:
    - **1.1 million** people with a cancer diagnosis
    - **0.1 million** carers of people with cancer
    - **0.2 million** other people affected by cancer (including family, friends, colleagues, and worried well)
- In addition to the personal support, we also helped **many more** through our information and support resources – both printed and online:
  - We reached an estimated **3.7 million** people affected by cancer through our printed Macmillan information resources.
  - We reached an estimated **5.1 million** people affected by cancer in the UK through the ‘source of support’ sections of our online website.

Please do NOT add any of the above figures up as this will not be representative of the overall reach of our services.

- **69%** of people helped by at least one Macmillan service used more than one Macmillan service in 2016.
- In 2016 we secured a total of **£227.8 million** in benefits and grants for people affected by cancer.
- The current extent of our knowledge on the impact that Macmillan helps achieve for people living with cancer is limited and contained within a set of Impact Briefs, available at http://www.macmillan.org.uk/impactbriefs. Macmillan is working hard to improve our understanding of impact through the development of a defined portfolio of interventions, a comprehensive approach to Monitoring, Evaluation and Learning, and the relevant knowledge generation and management processes to support this.
Healthcare services

**Macmillan Nurses**

- Macmillan Nurses help people living with cancer and their families receive essential medical, practical and emotional support.

- In 2016, we reached 625,959 cancer patients through our Macmillan Nurses. In addition to these patients, our Macmillan Nurses helped many more carers, family members and friends.

- In 2016, the average Macmillan Nurse helped 157 cancer patients across the whole year.

**Macmillan AHPs**

- AHPs are Allied Healthcare Professionals, who work alongside nurses and doctors to provide a comprehensive range of cancer healthcare support, including rehabilitation support. Examples of AHPs are given below.

- In 2016, we reached 185,442 cancer patients through our Macmillan AHPs.

- In 2016, the average Macmillan AHP helped 186 patients across the whole year.

- Example AHPs include:

  **Lymphoedema specialists** – Lymphoedema is a condition that causes swelling of the limbs, as a consequence of their cancer or its treatment. Our lymphoedema specialists (who would predominantly be nurses, physiotherapists or occupational therapists) provide therapy that includes massage, bandaging, exercises and skincare. They assess physical movements to improve and manage the impact of any treatments such as surgery, radiotherapy and chemotherapy and optimise recovery time through mobility, balance, range of movement, strength and function and support people to self-manage their condition wherever possible.

  **Physiotherapists** – By using special exercise or massage therapy, physiotherapists help maximise a patients potential in terms of functional ability and independence as well as gain relief from distressing symptoms. Physiotherapists help people with cancer to maintain their independence, mobility and regain any loss of function as a result of their illness or its treatment.

  **Dietitians** – Before, during and after cancer treatment, many people experience eating problems, such as a dry or sore mouth, taste changes or sickness. It may also be important that people eat in a certain way and/or have a specific therapeutic diet if they have lost or gained weight in order to keep body tissue healthy, and fight infection. A dietitian give dietary and nutritional advice and support people with cancer. A dietitian provides the support people need to manage and overcome debilitating symptoms such as nausea, vomiting.
taste changes, diarrhoea and constipation. If these problems are not tackled, people may become increasingly poorly nourished, weaker, isolated, because they are less able to socialise or work.

**Pharmacists** – They prepare drugs and dispense medicines prescribed by doctors, oncologists or nurses for the treatment of cancer. They also provide information for people with cancer and their families so that they can self-manage their medicines.

**Therapeutic radiographers** – Radiotherapy uses high-energy rays to destroy cancer cells. Receiving radiotherapy is an unpleasant and distressing experience for many people. It can also lead to side effects such as sickness, problems with eating and drinking, flu-like symptoms, hair loss, diarrhoea and other reactions. Therapeutic radiographers play a vital role in the delivery of radiotherapy services. They are the only health professionals qualified to plan and deliver radiotherapy. They constitute over 50% of the radiotherapy workforce working with clinical oncologists, medical physicists and engineers. Therapeutic radiographers are responsible for the planning and delivery of accurate radiotherapy treatments using a wide range of technical equipment. They are extensively involved at all stages of the patients’ radiotherapy journey.

**Occupational therapists** – They help people manage day-to-day activities, assessing and helping people to adapt their approach, to reach their maximum level of function and independence and arranging for them to receive any special equipment they need to adapt to being back at home after cancer treatment. They aim to improve quality of life, so that people’s lives will be as comfortable and productive as possible and they can live as independently as possible. They also provide information and support to enable people to get back to work or education.

**Speech and language therapists** – The treatment of some cancers can lead to people having difficulties when speaking or losing their speech. This can be very isolating and distressing for the patient, and also traumatic for their family and friends, as they struggle to adjust to this change. Speech and language therapists specialise in the diagnosis and treatment of patients who have speech, language and/or swallowing problems and help ensure that people get the support they need before, during and after cancer treatment. They provide speech therapy that helps someone learn to communicate in the clearest and most effective way and gives them the skills to adapt to a life in which they may have to communicate differently. Speech and language therapists are the lead professional in managing swallowing problems caused by cancer and/or the treatment patients receive. This will help ensure that patients can maximise their quality of life and are able to adapt to life after cancer.

**Macmillan Support Workers**

- Macmillan One-to-One support is a major project that was piloted in 2014 for new ways of providing one-to-one support for people with cancer across the UK. One-to-One support for people living with a cancer diagnosis might best be understood as a service that supports the person across the whole cancer pathway, based on the intensity and nature of person’s needs, in order to improve quality of care and patient experience in a
cost effective way. The 4 roles introduced in 2014 are: Macmillan Cancer Support Worker, Macmillan Nurse Primary Care, Macmillan Nurse Community Care and Macmillan Complex Case Manager.

- In 2016, there were 52,441 contacts with patients made through One-to-One Support, and 13,111 unique cancer patients were supported through a One-to-One support role.

Macmillan ‘source of support’ Doctors

- We no longer fund ‘source of support’ Macmillan Doctors. However, as a result of historical fundraising and service development activity we have developed a number of Macmillan Doctors across the UK who continue to support cancer patients and their families, diagnosing and treating cancer, as well as managing pain and symptoms. These ‘source of support’ Macmillan Doctors reached an estimated 6,640 cancer patients in 2016.

- Please note that we do currently, however, fund Macmillan GPs – these GPs carry out strategic and quality improvement roles, providing leadership and influencing improvements to cancer services in primary care.

Macmillan electronic-Holistic Needs Assessment (eHNA)

- A Holistic Needs Assessment (HNA) is a process of gathering information from the patient and/or carer in order to inform discussion. The HNA supports the whole person and analyses physical, emotional, spiritual, social and practical concerns. This helps to develop an individual care plan. Macmillan Cancer Support has developed an electronic version of this tool (the electronic-Holistic Needs Assessment) in order to make the process more straightforward and less time consuming for all involved.

- Macmillan’s electronic Holistic Needs Assessment (eHNA), has benefited from widespread roll out, resulting in 15,755 personalised care plans being produced for cancer patients in 2016.

Macmillan Cancer Environments

- Macmillan knows that the design of cancer care buildings can have an impact on the way people feel and respond to treatment. Macmillan helps to fund the design, construction and furnishing of cancer care centres. We also provide furniture, decoration and fittings to create a relaxing and healing environment. Types of clinical building include palliative care units, chemotherapy suites and general cancer care centres.
• In 2016, we helped an estimated 105,524 cancer patients who were treated within our Macmillan cancer environments across the UK.

Macmillan Physical Activity support schemes (including Walking for Health)

• Macmillan physical activity services across the UK are using the NHS physical activity care pathway ‘Let’s Get Moving’ as an overarching framework to support someone to become active in an activity of their choice at an intensity that is right for them. It is recommended that each service provides behaviour change support for a minimum of 12 months, in order to support people to make a sustainable change to their physical activity levels. Activities could range from going to the gym, a dance class or joining a Walking for Health walk. Walking for Health is an England-wide scheme that offers free, short and accessible group walks for everyone and provides people living with cancer an opportunity to be active for free with others.

• In 2016, an estimated 11,327 people living with cancer accessed a physical activity support scheme, including those taking part in a walking for health scheme.

Financial support services

Macmillan Benefits Advisers (face-to-face)

• Macmillan benefits advisers work in a variety of settings (eg in a Citizens Advice Bureau, a Macmillan information and support centre, a local council, or a hospital setting) providing essential welfare benefits advice and casework support to people affected by cancer. They can work as single posts, or in larger teams to provide support across a wider area. A Macmillan benefits adviser can offer specialist advice on entitlements to benefits, tax credits and grants. They can also provide assistance with claims and representation at reviews and appeals.

• In 2016, our national network of face-to-face Macmillan benefits advisers reached 65,919 individual people affected by cancer through 120,615 interactions. This identified around £201.3m in benefits for people affected by cancer.
Macmillan Support Line (Welfare Rights Team, StepChange)

It is always preferable to talk about our Macmillan Support Line phone service as a single service. However, if you only need to talk about the parts of the service delivering financial support, please use the figures below:

- Our Macmillan Support Line has a specialist team of phone-based Macmillan benefits advice experts who offer specialist advice to help ease money worries for people affected by cancer, including providing information on benefits, tax credits, grants and loans.

- In 2015, Macmillan introduced a new debt advice pilot service to the Macmillan Support Line with ‘StepChange’. In 2016, 1,782 unique cases were provided with the specialist service, leading to £5.5m of debt being handled by asking creditors to write it off or arranging debt management plans.

- In total, Macmillan Support Line welfare rights and financial advice experts supported 22,616 unique people affected by cancer, through 41,414 interactions, identifying around £60.86m in benefits.

Macmillan Work Support Service

- Macmillan’s Work Support Service is a small scale pilot which aims to provide support to people affected by cancer with work issues, and to provide access to legal advice and assistance through a partnership with the charity LawWorks.

- In 2016, Macmillan’s Work Support Service Pilot reached 888 people affected by cancer, each receiving advice and support on employment related issues.

Macmillan Financial Guidance services

- Our Financial Guidance Services provide information and guidance on issues such as pension options, insurance (such as life and critical illness insurance), mortgage options, financial planning, or even just explaining financial jargon.

- In 2016, it provided 8,323 unique people affected by cancer with advice in the UK, identifying almost £2.05m in financial gains.

Macmillan Grants

- Macmillan Grants help people on low incomes with cancer to meet costs that can arise from the condition and its treatment. A Macmillan grant is a one-off payment for adults, young people or children with cancer, to cover a wide range of practical needs. This can include things such as heating bills, extra clothing, or a much needed break.

Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk

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• In 2016, **34,712 unique** people with cancer received a Macmillan Grant, with **£13.5m** in grants awarded in total.

**Social, emotional and practical support**

**Macmillan Social Workers**

• Macmillan social workers (alongside a smaller number of Macmillan family support workers) work with community and social services agencies to help people manage the social and practical problems of living with cancer.

• In 2016, we reached an estimated **27,471** people through Macmillan social workers.

**Macmillan Emotional and Practical Support Schemes**

• Macmillan offers a broad range of emotional and practical support schemes - such as befriending schemes, bereavement schemes, carers services, counsellors, and children and family services. The schemes often contain volunteers and provide face-to-face support to help people affected by cancer with their daily needs. In 2016, a total of **10,644** people affected by cancer were supported through an emotional and practical support scheme:

  • A Macmillan befriending service offers emotional, social or practical support by matching a trained ‘befriender’ to someone affected by cancer.

  • A Macmillan bereavement scheme involves supporting someone affected by cancer so they can grieve and helping them cope with the loss of a loved one.

  • A Macmillan counsellor provides psychological and emotional counselling support to people affected by cancer including patients, carers and relatives, including bereavement support.

  • A Macmillan children & family service supports the carers, children and families of people living with cancer, including bereavement support and help to access practical and financial support.

  • A Macmillan carers service provides support to unpaid carers looking after someone affected by cancer, including practical help, information and signposting to other services and emotional support.
Macmillan Volunteering Schemes

- Macmillan volunteer-led schemes help people affected by cancer with their emotional & practical support needs, with volunteers helping out in a variety of ways, from one-off basic needs such as driving someone to hospital, looking after someone’s garden, or doing the shopping for someone who struggles to cope alone through to providing longer term practical and emotional support.

- In 2016, the Macmillan Direct Volunteering Schemes provided emotional and practical support to 1,508 people affected by cancer.

Macmillan Self-Help and Support Groups

- Meeting other people with similar experiences can be invaluable when you’re affected by cancer. Self-help and support groups offer the chance for people to talk to others who really understand how they are feeling.

- In 2016, the self-help and support groups (who have had Macmillan funding) reached 36,673 people affected by cancer.

Information and Support Services

When you’re affected by cancer, having the right kind of information and support, at the right time, is essential. That’s what Macmillan provides. We offer up-to-date cancer information written by specialists to help people make informed choices about their treatment and care and to take away some of the fear. We offer practical advice and solutions for the everyday problems that can arise from living with cancer. We also offer vital emotional support – somewhere to turn when people affected by cancer need to chat or share their experiences.

Macmillan Cancer Information and Support Services

- A visit to a cancer information and support centre provides people affected by cancer with the chance to ask questions and talk through their concerns with specialist staff and trained volunteers. Macmillan information professionals working in these centres answer questions and talk to people affected by cancer about their concerns. The centres hold booklets and leaflets about cancer and information on financial support. Many centres have benefits advisers available to help and some offer complementary therapies too. Macmillan also funds the design, construction and furnishing of hospital and community-based cancer information and support centres.
In 2016, the Macmillan Information and Support Services were accessed 502,179 times by 302,382 unique people affected by cancer were supported through our UK network of Macmillan Information and Support Services.

Macmillan Mobile Information and Support Services

Our Macmillan Mobile Information and Support Services tour the UK throughout the year, offering free, confidential information and support to people in their communities. Anyone is welcome, whether they have a cancer diagnosis, are visiting on behalf of a friend or relative, or are worried about cancer. The services are staffed by Macmillan cancer information and support specialists who can offer a wide range of information and support tailored to a person's individual needs. In 2016, the Macmillan Mobile Information and Support Services have been successful in expanding their reach into off-unit activities such as information sessions, volunteer-delivered activity, corporate partnerships and other diverse support interventions such as static info-pods.

In 2016, our four Macmillan Mobile Information and Support Services reached a total of 115,823 people affected by cancer across England, Wales and Scotland.

We do not currently have a Mobile Information and Support Service in Northern Ireland and only have a limited service in Scotland. Please check if it would be relevant to use this information in any localised activity in the Celtic Nations.

Boots Macmillan Information Pharmacists

Boots Macmillan Information Pharmacists are able to help people affected by cancer access the information and support they need, signpost and connect them to services in their local area and offer support in an accessible, trusted, familiar and informal environment.

In 2016, Boots Macmillan Information Pharmacists helped 58,894 people affected by cancer across the UK.

Boots Macmillan Beauty Advisors

Boots Macmillan Beauty Advisors are No.7 Advisors who have volunteered to be specially trained by Macmillan to help people manage the visible side-effects of cancer. By providing a tailored and personalised service to people undergoing cancer treatment, Boots Macmillan Beauty Advisors are able to provide practical advice on a range of areas to help people manage the visible side-effects of cancer.

In 2016, Boots Macmillan Beauty Advisors helped an estimated 17,924 people affected by cancer across the UK.
Macmillan Support Line (0808 808 00 00)

- Our support line is staffed by cancer support specialists. They are here for everyone affected by cancer, whatever they need. They can answer questions about cancer types and treatments, provide practical and financial support to help people live with cancer, and are there if someone just wants to talk.

- In 2016, we supported to a total of 34,861 unique people through the frontline Cancer Information and Support teams, responding to 63,155 phone calls, emails, and web enquiries via the Macmillan Support Line.

- In 2016, we supported a total of 25,386 unique people through the Specialist Cancer Information Nurse team, responding to 34,218 enquiries via the Macmillan Support Line.

- During 2016 Macmillan sent follow up communications to callers signposting them to additional support and services. A total of 90,924 letters and emails were sent to people affected by cancer, ranging from the initial welcome letter to relevant campaigns, e.g. identifying hidden carers and providing support.

Macmillan Information Resources

- Macmillan produces a wide range of publications in a range of formats specifically for people with cancer, their family and friends, and we make these available free of charge for people affected by cancer and the professionals and volunteers who work with them.

- In 2016, we reached an estimated 3.67 million people affected by cancer through our Macmillan information resources.

Macmillan Website (support sections)

- Our website features high-quality cancer information, an online community where people can chat and support each other, and information on how Macmillan and other organisations can provide emotional, practical and financial support.

- In 2016, the ‘source of support’ sections of our website helped an estimated 5.1 million unique people affected by cancer in the UK.

Macmillan Online support via Social media

- We host regular live chats on the Macmillan Facebook page allowing people affected by cancer to chat to our healthcare professionals. Professionals are on hand to answer questions from users on a variety of topics and signpost to additional services.
• In 2016, **1.2 million** people got support through viewing our ‘Get Support’ videos embedded into Facebook.

• In 2016, **35,468** people received support through our ‘Get Support’ posts on Facebook pages.

• In 2016, **3,934** people received support through contact with a Macmillan professional through a web chat, post, or comment on our Facebook pages.

• In 2016, **12,609** people viewed Macmillan’s cancer information content via the Twitter social media platform.

• In 2016, **120,078** unique people got support through viewing Macmillan's specialist ‘Get Support’ videos on our YouTube channel.

Learning and development for people affected by cancer

• Macmillan is committed to providing people affected by cancer with the tools they want and need. As well as helping people living with cancer, we also help carers, families, communities and professionals. To do this we offer a comprehensive range of courses, workshops and learning toolkits.

• In 2016, we reached **10,015** people affected by cancer through our learning and development courses aimed at people affected by cancer. We reached many thousands more professionals through courses aimed at professional audiences.