

Conference Abstract

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“Building Bridges”: Amplifying Underrepresented Voices to Shape Cancer Care at Kingston and Richmond NHS Foundation Trust

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Background

Cancer inequalities remain a pressing challenge, with minority ethnic and underserved groups often underrepresented in patient experience data and poorly engaged in early cancer awareness. At Kingston and Richmond NHS Foundation Trust, analysis of the National Cancer Patient Experience Survey (NCPES, 2022) revealed minimal responses from Hong Konger, Korean, South Asian, and refugee communities. Their missing voices highlighted an urgent need for a new approach to ensure that cancer pathways reflect diverse lived experiences, in alignment with NHS Core20PLUS5 priorities and personalised care commitments.

Methods

“Building Bridges” reimagined engagement by taking cancer awareness, education, and listening directly into trusted community settings. A multidisciplinary working group—comprising cancer nurse specialists, community partners, interpreters, and the Macmillan Information and Support Manager—delivered culturally sensitive sessions using plain language, clear visuals, and

representative imagery. Interpreters supported real-time dialogue, and structured discussions invited attendees to share barriers, needs, and solutions. Engagement was relational rather than transactional, with repeated visits to build trust and confidence.

Results

More than 300 individuals participated across 20+ sessions between 2023–2024. Communities identified consistent barriers including language, stigma, unfamiliarity with NHS pathways, and uncertainty about support after diagnosis. Participants proposed solutions such as access to interpreters, continuity of care, culturally tailored information, and support navigating the healthcare system. Outcomes included increased engagement from Hong Konger, Korean, Tamil, and refugee communities, redesign of patient information using culturally relevant imagery, and establishment of a Health Inequalities Working Group to embed findings into service development.

Conclusion

This project demonstrates that by listening with intent, amplifying underrepresented voices, and meeting people where they are, equitable cancer care becomes achievable. The model offers a sustainable, scalable framework for reducing health inequalities and ensuring that all communities are seen, heard, and supported.

References

1. Kingston and Richmond NHS Foundation Trust. *Health Inequalities Report*, 2024.
 2. NHS England. *Core20PLUS5: Reducing Health Inequalities*, 2023.
 3. Kingston Council. *Diverse Communities and Health in Kingston*, 2023.
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