

Reducing Health Inequalities

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- 50% of the patients were over the age of 70
- 60% were from the poorest deprivation
- 55% were women
- 42% were stage 4

- 62 patients were yet to be reached by our programme
- 86 invited but did not take part; because
- 7 declined
- 72 of them were DNAs

- We took from this a further audit against our found cancers, comparing; age, marital status, smoking history, ethnic origin and deprivation – we saw no huge difference
- Things we learnt – we have to keep trying
- We now – have open access for appointments, advertise at football matches, pharmacy bags, GPs social groups, pubs, markets, Salvation Army, local radio, family events