

CASE STUDY

EVERY BREATH MATTERS

A partnership led approach to improving lung health in Kirkby



What if early diagnosis started in the community?

In Kirkby, lung screening uptake was transformed by putting trust, relationships and local insight first.



Delivered by
One Knowsley

one
KNOWSLEY

THE CHALLENGE

Lung cancer incidence in Knowsley is **nearly twice the national average**, yet in 2021 **two thirds** of eligible residents **did not attend** lung screening.

This meant around **70 lung cancer cases** were likely missed, reducing opportunities for early diagnosis when treatment is most effective.

EARLY DIAGNOSIS MATTERS

65%

Five year survival when diagnosed at **Stage 1**

5%

Five year survival when diagnosed at **Stage 4**

Preventing late diagnosis not only saves lives, it also reduces pressure on health and care services.

£916K

Estimated societal cost of one late stage lung cancer case

£9M

Potential savings from preventing just ten late stage diagnoses

THE APPROACH

Rather than beginning with a campaign, partners started by understanding the problem, **listening to the community** and designing solutions **together**.

Using the RECITE methodology, they:

- Identified the challenge using **health system data**
- Gathered **community insight** through local partners
- **Co designed** solutions with residents
- Delivered through **trusted** organisations
- Tested, learned and improved using **real time data**

THE PARTNERSHIP

Led by One Knowsley, partners included, 12 Million Minds, DIVA Creative Health, Healthwatch Knowsley, Knowsley Libraries, Kirkby Primary Care Network, Macmillan, Cheshire and Merseyside Cancer Alliance, Social prescribing link workers.

Working together as the **Knowsley Innovation Team**.

THE IMPACT



1,130 people attended after previously missing screening



862 CT scan referrals



950+ Trusted conversations



63.8% Overall screening uptake



262 Additional appointments delivered due to demand

COMMUNITY ACTIVITIES INCLUDED:

- **27** breathwork and coffee sessions
- Community **pop up events**
- Halloween **town centre takeover**
- Christmas lights event
- More than **7,900 campaign stickers** across Kirkby
- **Hundreds** of trusted conversations about lung health

