Living Beyond Cancer

Coping through long term survivorship challenges



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Try Pitch

Overview

- What is **Trauma-Informed Design?**
- Research Manifesto
- Relevance
- Research Methodologies
- Workshop 1
- Top Level Findings & Key Insights
- Our Reimaged Service Proposition
- Hypothesis Validation - Workshop 2
- Key Learnings & Reflections
- What did success look like?
- Thoughts/Questions

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“

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

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What it means to be working in trauma informed spaces



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Proximity is not lived experience.
Witnessing is not the same as surviving.
Studying us is not the same as being us.

Tabitha Lean

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Manifesto for Research

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1. We will be maintaining anonymity in data collection, ensuring that personal identifiers are never used or stored.
2. Our research methods shall be art-based and grounded in creativity, engaging participants in activities that facilitate meaningful and nuanced expressions.
3. We will ensure that we obtain consent before photographing any subject, thereby ensuring respect and privacy in all our visual documentation.
4. We will prioritise visual communication methods over verbal communication.
5. We will engage with cancer survivors only through gatekeepers, respecting their space and well-being.
6. Acknowledging the sensitive nature of our project, we will strictly avoid distressing conversations to maintain a supportive space.
7. We will be mindful not to discuss phases of the cancer journey, from diagnosis to recovery, to respect the personal experiences of those affected by it.
8. We pledge never to ask personal questions that might intrude on the privacy or comfort of individuals.

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Maintaining anonymity in data collection.

Obtaining consent before photographing and any documentation.

Prioritising visual communication over verbal communication.

Engage with cancer survivors only through gatekeepers.

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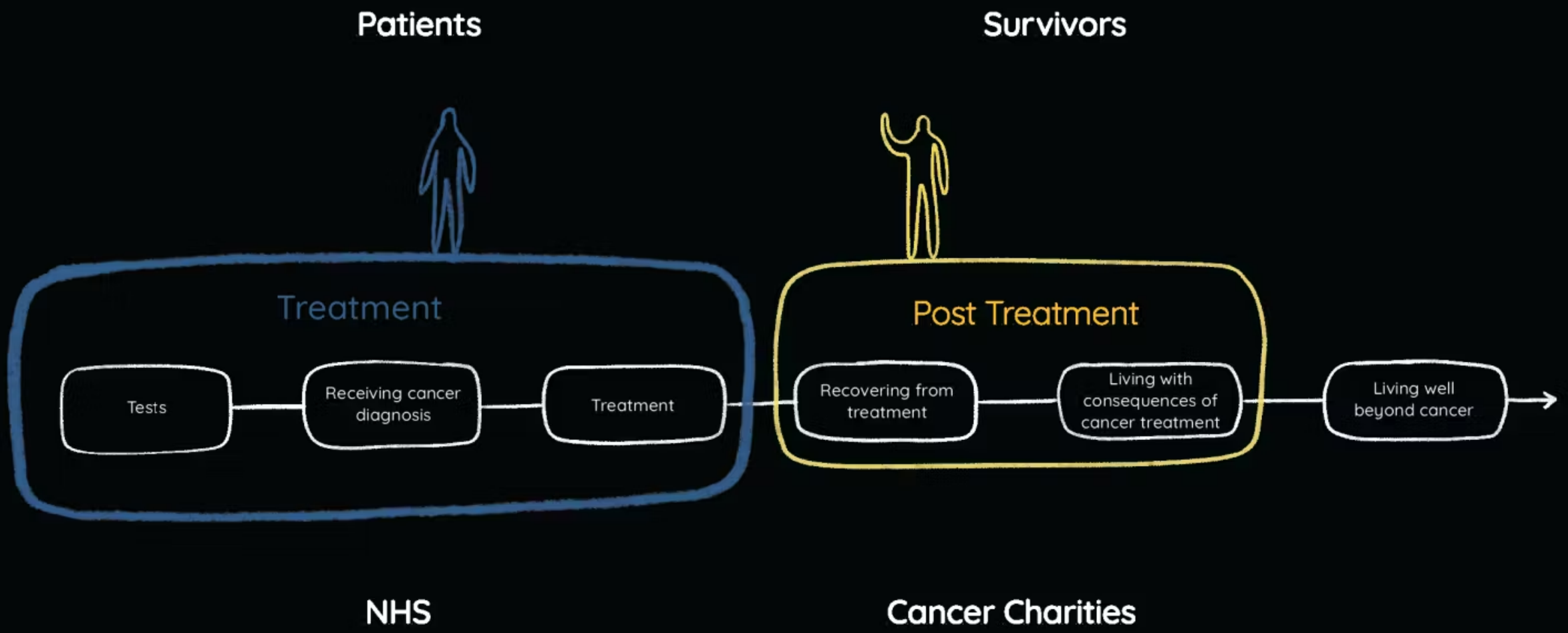
Patients
Survivors
Treatment
Tests
Receiving cancer diagnosis
Treatment
Post Treatment
Recovering from treatment
Living with consequences of cancer treatment
Living well beyond cancer
NHS
Cancer Charities

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Cancer survival rates in the UK have **DOUBLED** over the past 40 years

4 Million people are expected to live with or after cancer by 2030



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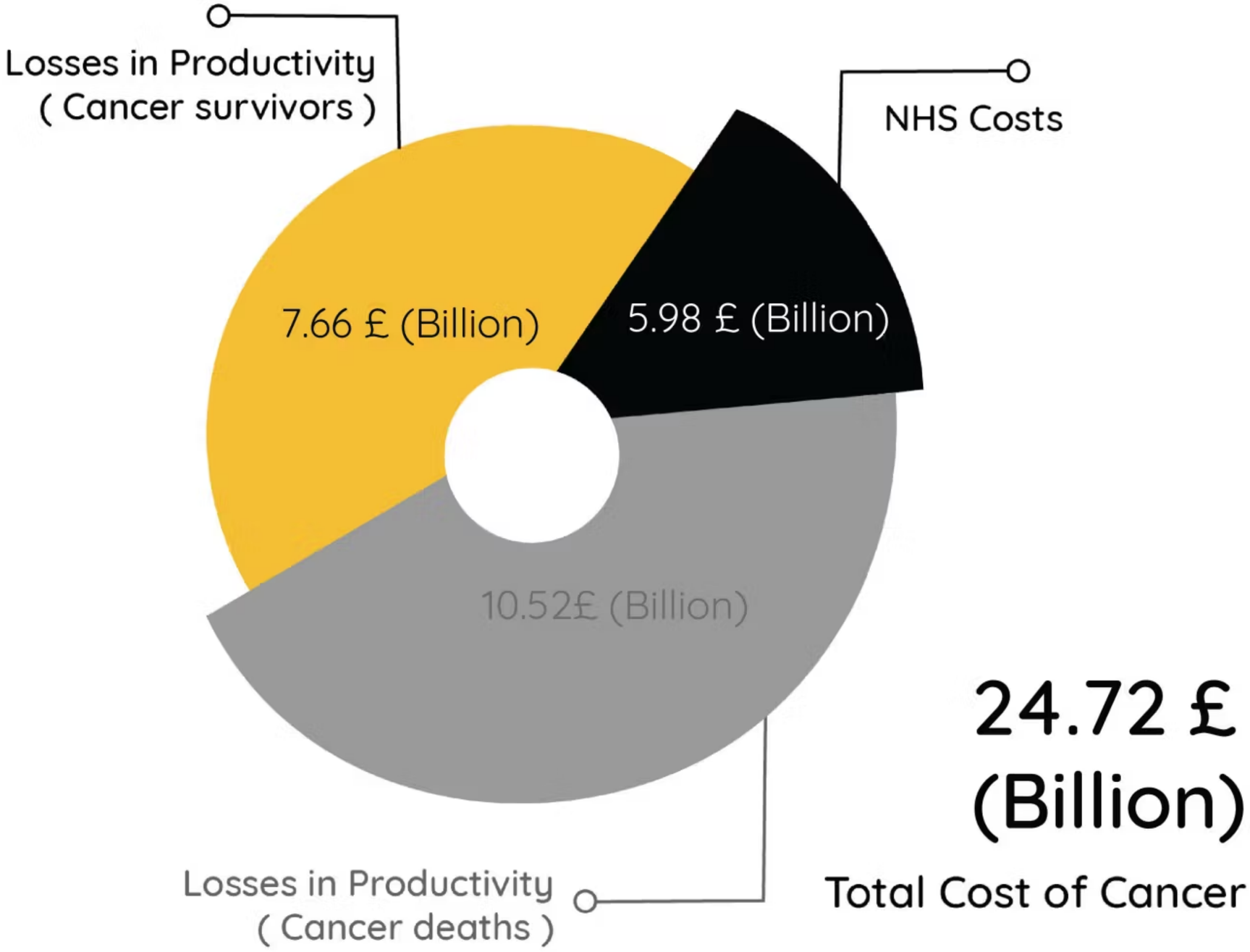
Losses in Productivity
(Cancer survivors)
NHS Costs
7.66 £ (Billion)
5.98 £ (Billion)
10.52£ (Billion)
Losses in Productivity
(Cancer deaths)
24.72 £
(Billion)
Total Cost of Cancer

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Listen



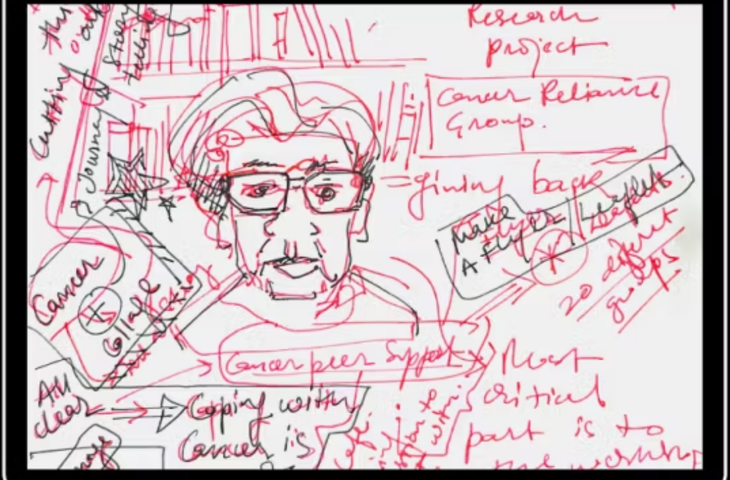


Observe





Conversations





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Finding 1

Only **30%** of people accessing **cancer support** offered by charities are men, and this is often **not spoken about openly by charities**.

Finding 2

The challenge of **returning to hospitals for suvivorship support** due to trauma they have experienced during their treatment.

Accessible cancer support for men by leveraging their natural support network

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Together, we improve the lives of local people affected by cancer.
Together, we improve the lives of local people affected by cancer.
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Art as a research tool

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Trauma Informed Design

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Top-level Findings

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Finding 1 :
“Giving back” is a natural human way of therapy.

Finding 2 :
Cancer survivors **need to be enabled** not helped.

Finding 3 :
Our findings are **not limited to men**, however it is more evident in this particular demographic as compared to women.

Finding 4 :
Charities show **less transparency** and it’s difficult to measure their impact. The most significant metric is only engagement.

Finding 5 :
Almost all UK cancer hospitals display artwork to care for the patients to **uplift patients' moods and reduce anxiety, however without any metric to measure that.**

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Key Insights

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Loss of Agency



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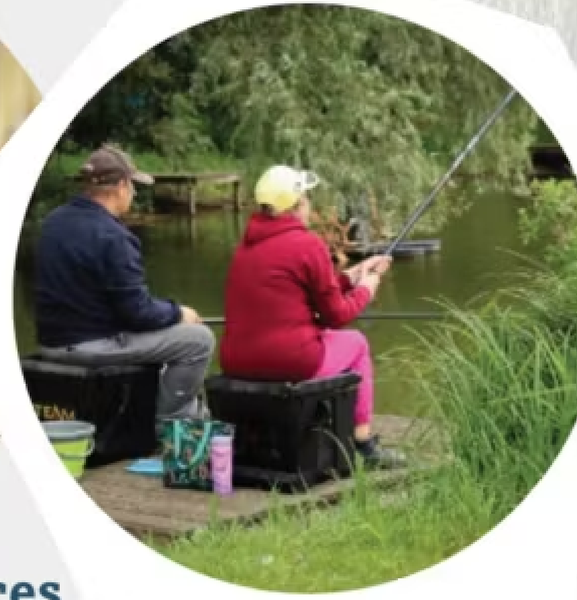
Complementary therapies



Wellbeing Days



Counselling services



Fishing for wellbeing

Momentary Services



Welfare advice



Feel Good Friday



Get Moving



Tackle Cancer

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We are funded entirely by voluntary donations and grants.

Canadian American Architect

Norman Foster

Art in Hospitals & Charities

zaha hadid

MAGGIE'S

Everyone's home of cancer care

Warm and welcoming spaces

Everything you see is designed with you in mind. You won't see a reception desk, or signs on the walls; no name badges or uniforms. There are no clocks either, as we want you to feel you can stay for as long as you need, and come back as often as you like.

The kettle is always on, so make yourself a cup of tea and join others at the kitchen table, find a space to take a quiet moment or talk to us. You're always welcome.

25 centres in UK

3 internationa centres

United Kingdom

Dublin

Ireland

Luxur Toilet

At Maggie's we don't have signs, even on the toilets…you wouldn't in your own

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Hypothesis

Empowering cancer survivors to **find healing by supporting others** undergoing cancer treatment can enhance their engagement with cancer charities, leading to more meaningful support and increased trust within the system overall.

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How might we enable survivors to re-claim their lost agency to care?

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Our Reimagined Service Proposition



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Trust



Healing



Metrics

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Hypothesis Validation



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Assessing Hospital’s Interest in Displaying Artwork



Exhibition at Norfolk Hospital & Royal Marsden Trust

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1.Importance of **Secondary** Research

2.Care can be **exploited**

3.**Art-Based** Research

4.Role of a **designer** as a **problem solver?**

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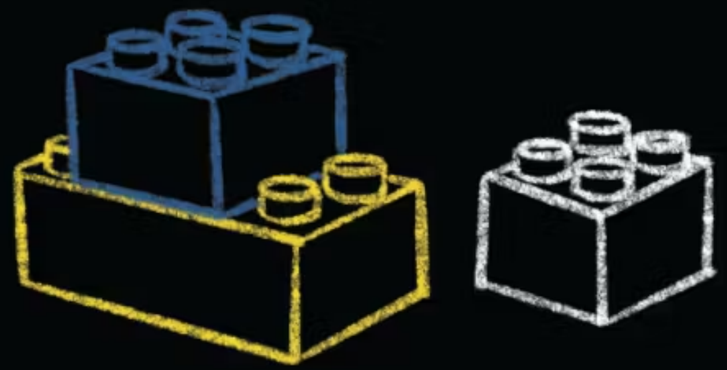
What did success look like for us?



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What did participants say?

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To what extent can we design authentic relationships? How?

What is the value of design research for service innovation?

What is inherent in the craft and practice of Service Design?

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What's next?

C square

Culture Care. Care Culture



culture2care.com

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