

Macmillan Cancer Support: Hard facts driving the social care agenda



The social care needs
of people with cancer

March 2015

Macmillan Cancer Support has recently published [Hidden at Home](#), to extensive media comment. Hidden at Home is based on the findings of an innovative research study we conducted on behalf of Macmillan. It provides answers that will help to set the research, policy, campaigning and service delivery agendas for years to come.

The Breaking Blue challenge

Macmillan needed to put facts around social care perceptions, to help drive the national agenda. They asked Bright Blue to measure, for the first time, the range of social care needs among those with cancer. These needs are multi-dimensional, subjective, complicated and deeply personal.

The solution

We highlighted the complex needs of those affected by cancer by adapting approaches traditionally used in market sizing studies. We adopted a range of methodologies to capture the cancer experience, for both the person being treated and their carer(s). We worked with people who were reluctant to talk about sensitive personal issues, gathering opinions of an extremely hard to reach audience – those

nearing end-of-life – in a considerate, sensitive way.

So...

For the first time Macmillan can quote the proportion of people with unmet needs and can quantify the impact. Macmillan is now beginning a programme of strategic partnerships with local authorities that will deliver crucial services to those with cancer.

The ground-breaking nature of our work has been recognised the industry, with Macmillan being finalists at the MRS Public Policy/ Social Research awards.