Macmillan Cancer Relief
Mobile Cancer Information Service

Catherine Dickens Macmillan
Head of Information Services
and President of ICISG
About the Centre UK tour

- First tour in April 2001
- Around 40 sites in town centres, schools, hospitals etc
- Open 130 days during 8 months
- Helping around 6,000 people/year
Inside the Centre

- Local Cancer Information Service
- Promoting Macmillan
- Service design based on Macmillan’s Quality Model
- Display panels, computer, leaflet racks, seated area and quiet room and kitchen
Staffing

- Cancer Nurse, Local Hospital or Community Nurse and a Volunteer
- Open 10am – 4pm
- Computer and printer
- Around 180 staff and 50 volunteers staffing a tour
Materials available

- Around 160 free materials from over 48 UK organisations, covering cancer issues.
- Local information relevant to each location is made available.
- Quality criteria are used to assess the information chosen, relevant to visitors needs, is not more than five years old and is designed for UK-wide use.
- A computer & printer provides access to websites.
Visitors

- 40% men
- 75% first contact with Macmillan
- 30% have cancer
- 40% friends/relatives

Want to know about:
- Cancer diagnosis
- Prevention
- Treatment and side effects
- Diet (2003)
“I never go to my GP, I don’t really have access to information. If the information centre wasn’t here, then I wouldn’t have got information at all.”

“I just thought I would help myself to leaflets but I found it very helpful to talk to the nurse. It was reassuring and I am grateful that the nurse approached me and helped me.”

Mobile Centre Tour visitor quotes 2003
2003 Evaluation Report

Macmillan Cancer
Information Centre 2003 Tour

Evaluation Report

Part A: Evaluation Tour Report by
Duncan Innes,
Mobile Centre Manager
Part B: Visitor Qualitative
Evaluation Report by
Nicola Beech,
Independent Researcher
Mobile Centre Starter Kit

- How to start your Mobile Centre

![Image of Mobile Centre]

Macmillan cancer relief
Questions

- How long does it take to set up the centre?
- Who drives the centre?
- How much does it cost to lease?
- How do you send stock to somewhere with no postal address?
- Who ensures local staff know where to find leaflets?
- How do staff cope with the uncertainty of not knowing what a visitor will ask?
Catherine Dickens

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