

Living Beyond Cancer

Coping through long term survivorship challenges

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Overview

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

“

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

Maya Angelou

What it means to be working in trauma informed spaces



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



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.

Maintaining **anonymity** in data collection.

Prioritising **visual communication** over verbal communication.

Obtaining **consent** before photographing and any documentation.

Engage with cancer survivors **only through gatekeepers**.

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Patients

Survivors



Treatment

Post Treatment

Tests

Receiving cancer diagnosis

Treatment

Recovering from treatment

Living with consequences of cancer treatment

Living well beyond cancer

NHS

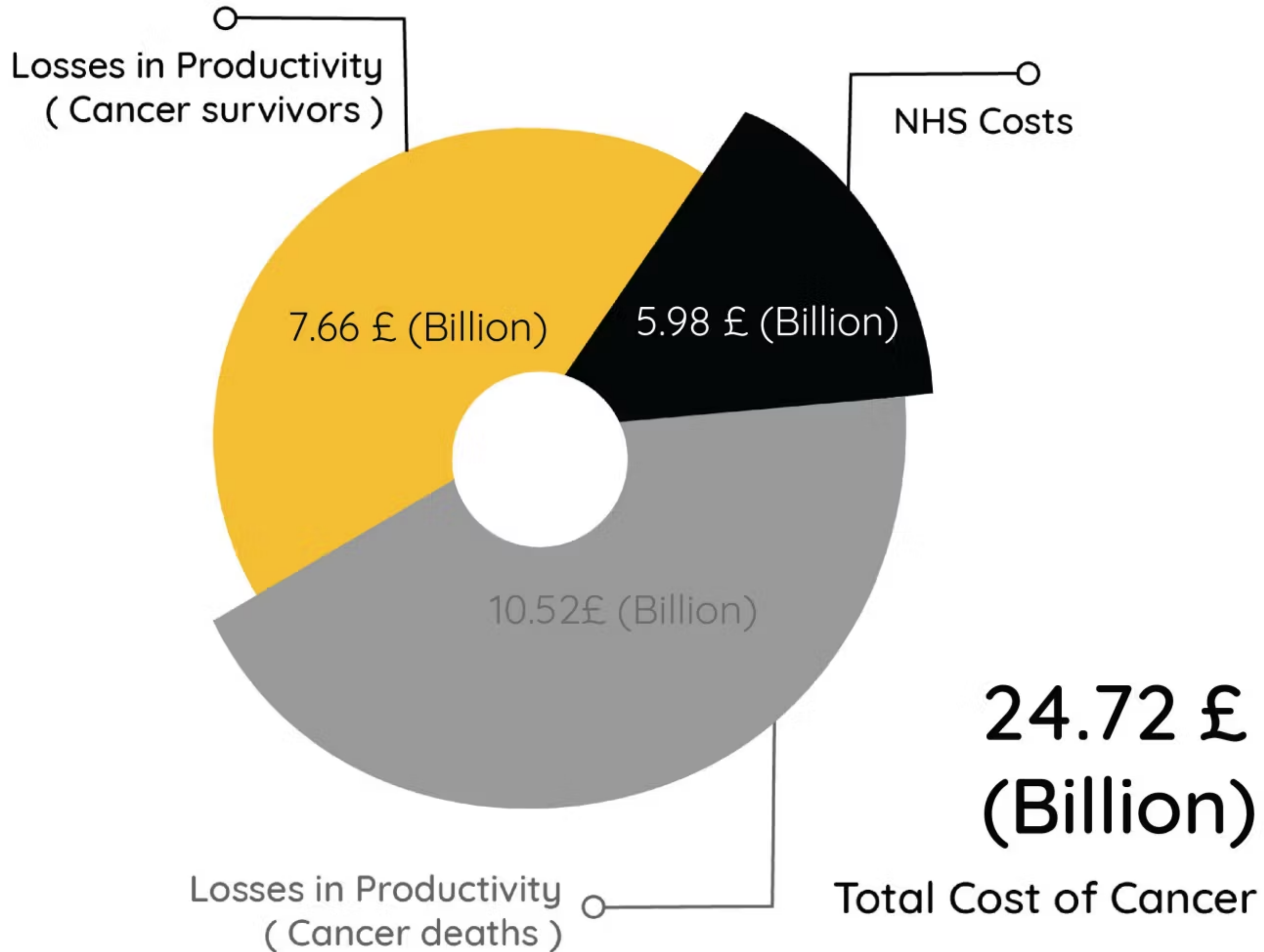
Cancer Charities



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





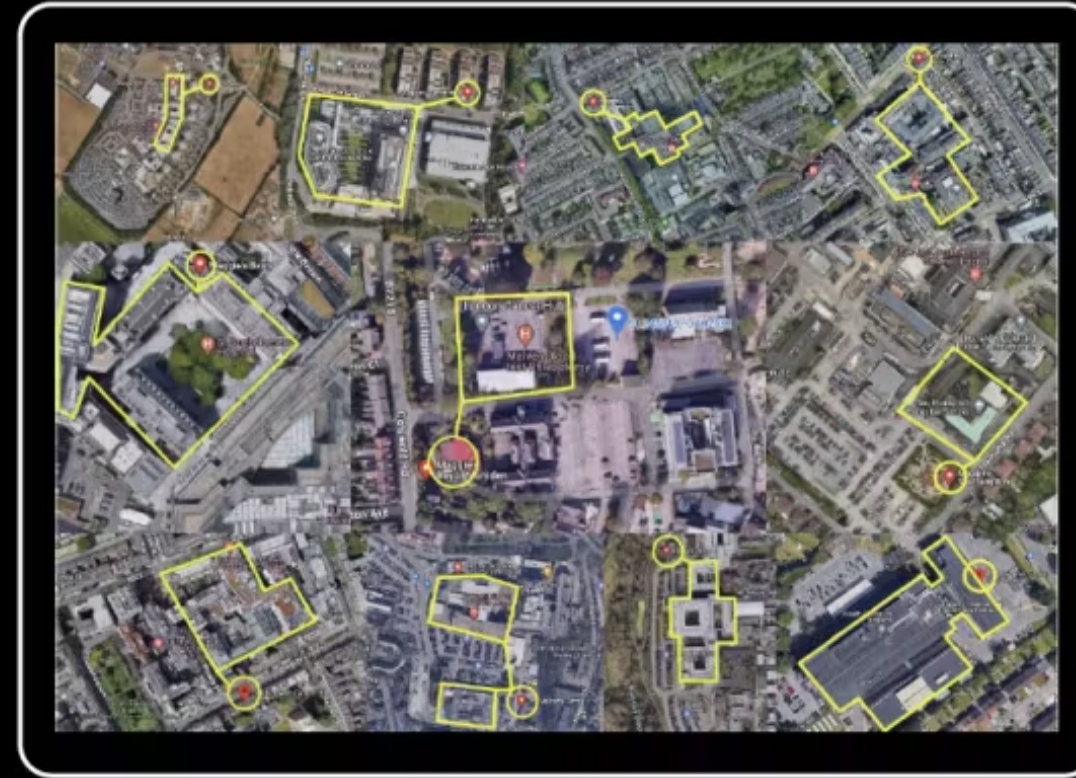
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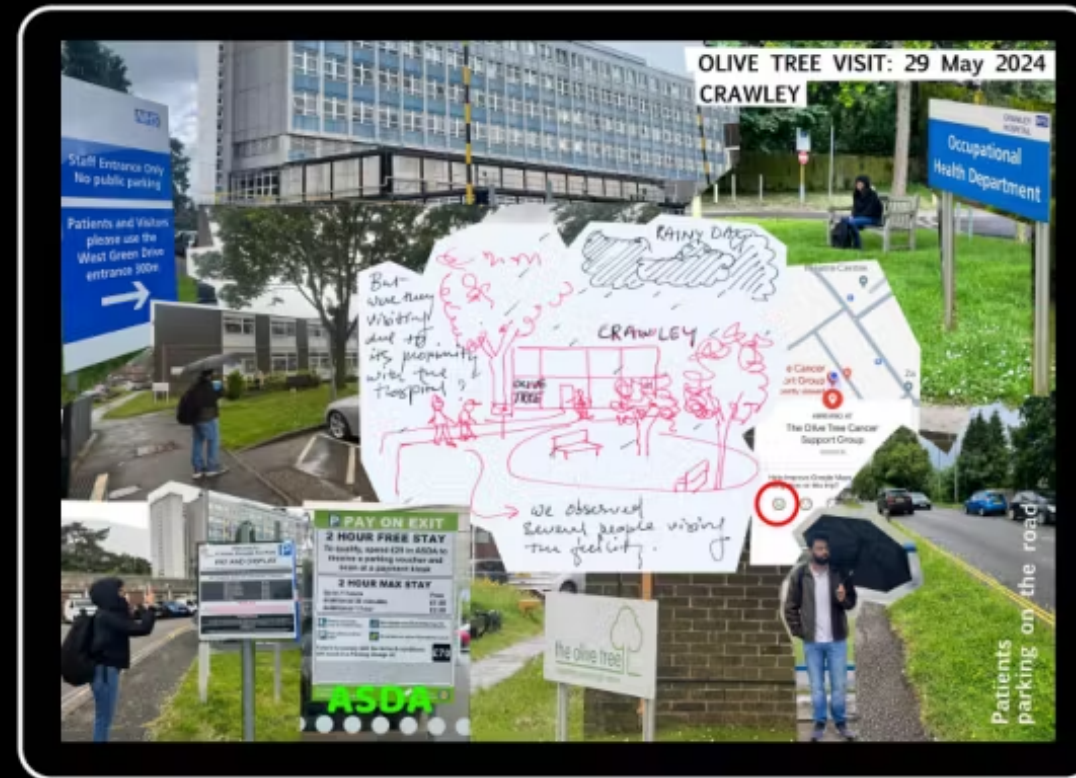
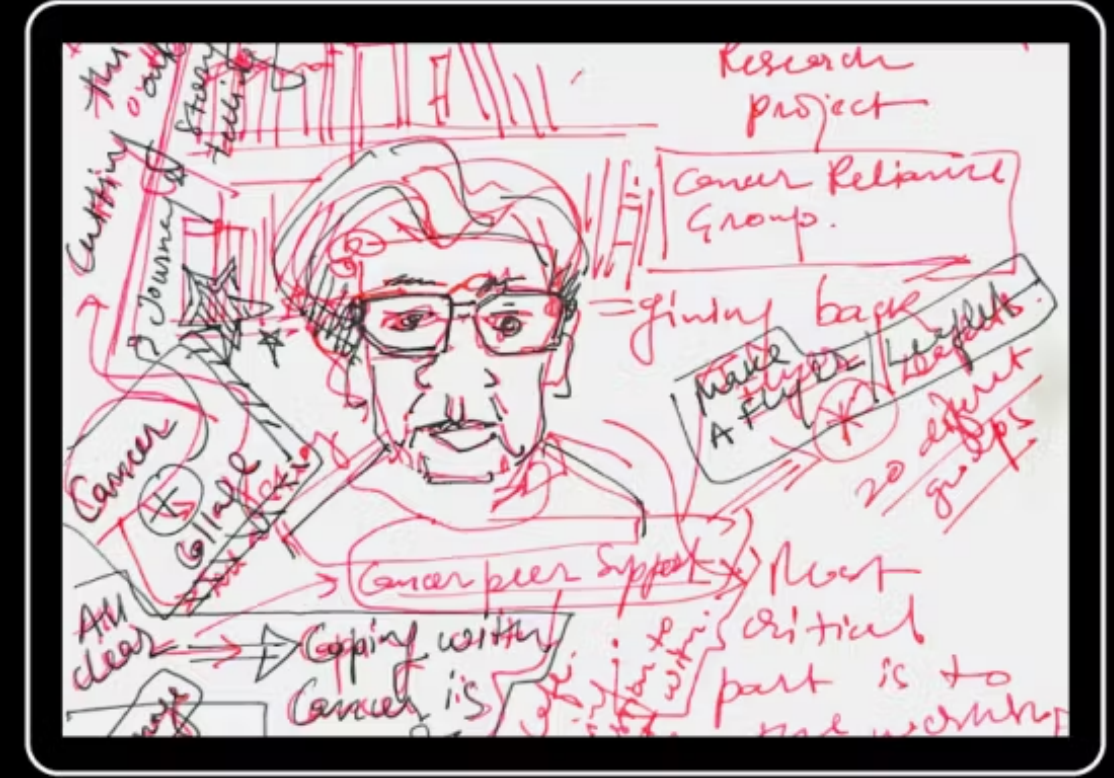
Listen



Observe



Conversations



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 survivorship 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.

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Together, we improve the lives of local people affected by cancer.

Try Pitch



Art as a research tool





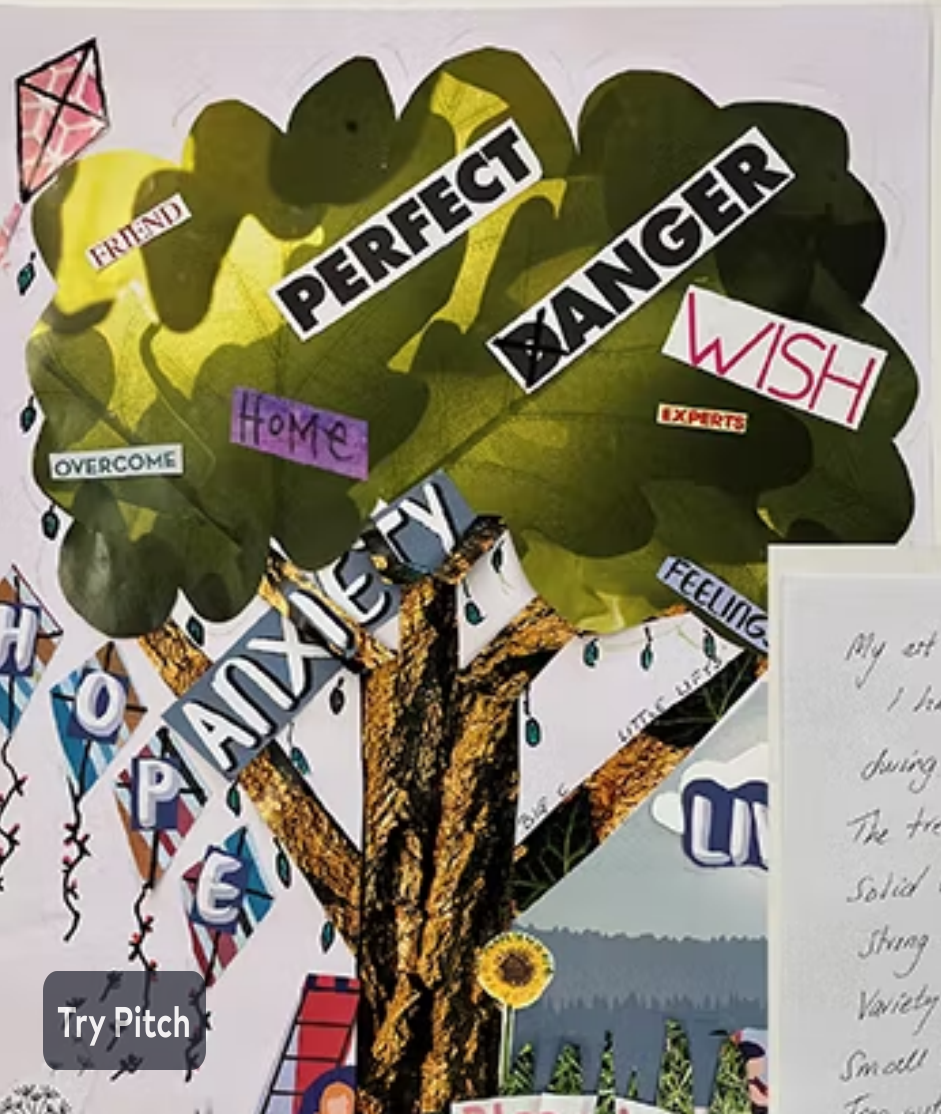
The Girl & The Wolf

I have split my page into story, and representing aspects of life. Some of which I have written like happiness, love, family etc.

In the middle is a child figure surrounded by wolves. The wolves represent one anxiety I fell upon my treatment. The wolf is big and scary the girl was escaping the darkness and reaching the utopian dream of life.

The girl looks very young, highlighting how young and vulnerable I felt despite being 18 and technically an adult at the time of treatment when the girl doesn't realize yet that she's wrong and she's never and she's not with her there.

Phase



My art work shows, The journey I have taken at the start, during and the road, Via Words. The tree represents the NHS solid with its branches, strong and sturdy full of a variety of experts within, it's small and at the bottom of the tree with a ladder, to help me up.



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Top-level Findings



Finding 1 :

“**Giving back**” is a natural human way of therapy.

Finding 3 :

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

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.**

Finding 2 :

Cancer survivors **need to be enabled** not helped.

Finding 4 :

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

Key Insights



Loss of Agency





Complementary therapies



Wellbeing Days



Counselling services



Fishing for wellbeing

Momentary Services



Welfare advice



Feel Good Friday



Get Moving



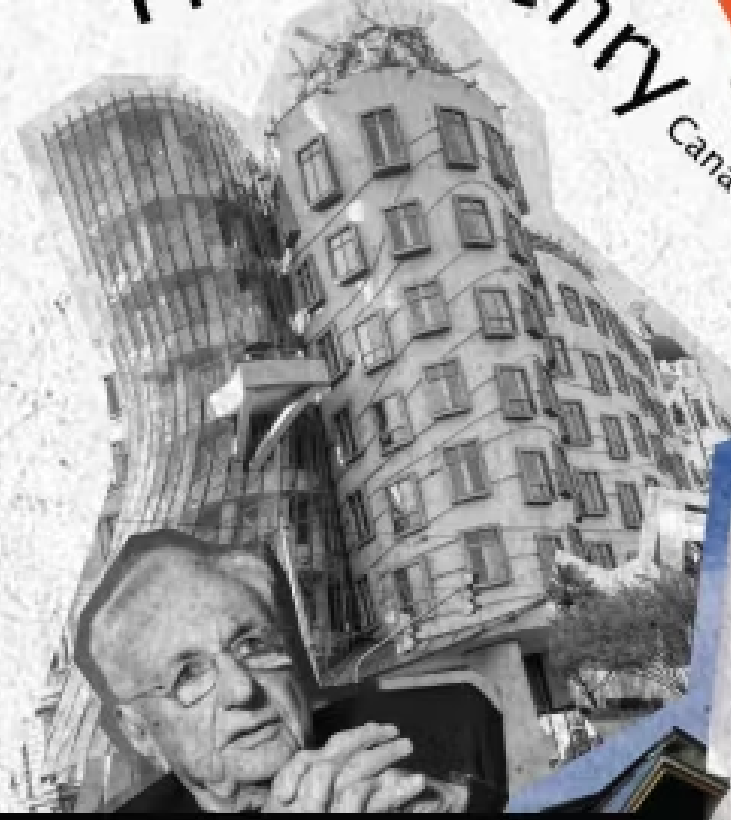
Tackle Cancer

Try Pitch

We are funded entirely by voluntary donations and grants.

Frank Gehry Canadian American Architect

Norman Foster



Art in Hospitals & Charities



MAGGIE'S

Everyone's home of cancer care

25 centres in UK

3 international centres

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.

Zaha Hadid



Luxury Toilet

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

Try Pitch

A person wearing a black long-sleeved shirt and black pants stands in a vast field of tall, golden-brown grass. They are holding a large, circular object with a white border, filled with a dense mass of dry, yellow straw. The background shows a horizon line with some trees and a sky filled with soft, white clouds.

Care as Therapy

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.

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



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Our Reimagined Service Proposition





Trust



Healing



Metrics



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Hypothesis **Validation**





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

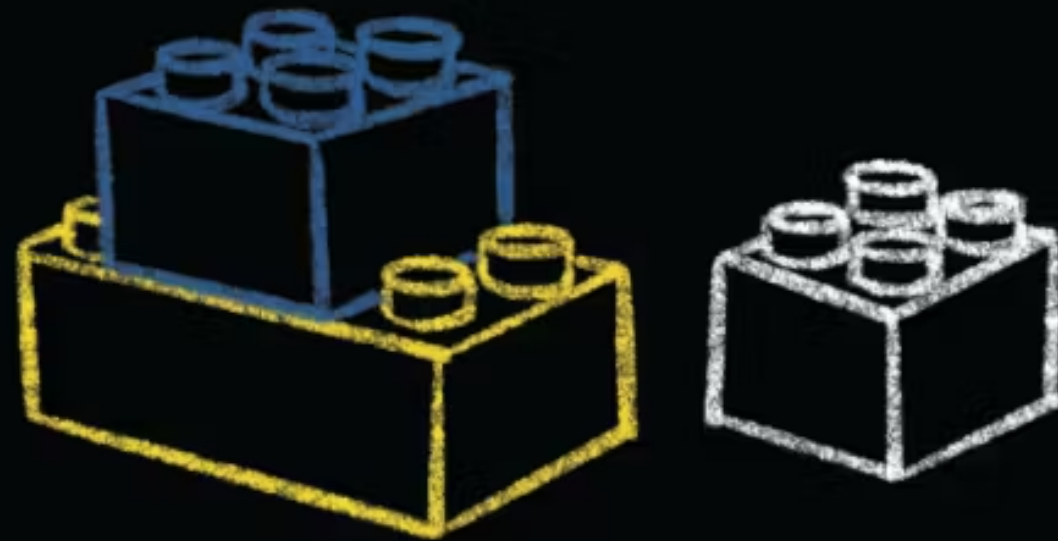
3.**Art-Based** Research

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

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What did **success**
look like for us?



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?**

What's next?

C square
Culture Care. Care Culture



culture2care.com



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