



Norfolk and Suffolk Health and Care Awards 2026

Treatment to Prevention Award

Norfolk and Waveney Cancer Team

NHS Norfolk and Suffolk ICB

The Norfolk and Waveney ICB Cancer Transformation Team is recognised for its sustained, system-wide leadership in improving early cancer diagnosis through a strategic, evidence-based and highly collaborative approach. Over several years, the team has coordinated work across screening services, Public Health, Primary Care and Place-based partners, supported by a dedicated early diagnosis lead. Using population health management (PHM) analysis, they identified priority areas such as cervical screening uptake and prostate cancer diagnosis, enabling targeted, locally tailored interventions.

The programme has delivered innovation at scale, including early adoption of FIT testing, rollout of AI-enabled decision support tools such as *C the Signs* (achieving 95% uptake), and the introduction of Lung Cancer Screening programmes. Additional initiatives include community pharmacy referral pathways, image optimisation pilots for skin cancer, and compassionate care training. The team has also worked closely with underserved communities, co-producing culturally appropriate resources and outreach strategies to improve access and reduce inequalities.

This comprehensive approach spans prevention, awareness, screening, referral and diagnosis, embedding data-driven decision-making and improving clinical processes. Measurable outcomes demonstrate significant impact: early-stage lung cancer diagnosis has increased from around 21% to 41%, with screening programmes identifying cancers predominantly at Stage I/II. Improvements in cervical screening uptake, referral quality and diagnostic pathways further highlight system-wide progress.

Through strong partnerships, innovation and a focus on equity, the team has delivered lasting improvements in cancer outcomes and patient experience. Their work has established sustainable practices that continue to drive earlier diagnosis, reduce variation and strengthen cancer care across the region.