



Norfolk and Suffolk Health and Care Awards 2026

Treatment to Prevention Award

Norwich Health CIC

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Norwich Health CIC is recognised for delivering a proactive, targeted prostate cancer case-finding project across Central Norwich, with a strong focus on prevention, early intervention and reducing health inequalities. Despite the withdrawal of wider system funding, the organisation continued the initiative at its own cost, demonstrating a clear commitment to improving patient outcomes. Using clinical data and population health management approaches, the team identified 165 men at increased risk— including Black men aged 45–69, those with a family history, prior raised PSA levels, or living in deprived areas. Through personalised outreach, 127 patients completed PSA testing, achieving an impressive 77% uptake rate.

The project not only promoted early detection but also empowered individuals to engage more actively with their health, improving awareness of prostate cancer risks and supporting timely access to monitoring and treatment pathways. Delivered within existing primary care resources, the initiative was efficiently integrated into routine practice, with care coordinators using multiple engagement methods and GPs reviewing results promptly.

The impact has been significant: 14 patients required further clinical action, including suspected cancer and urology referrals, while 12 were placed on structured monitoring pathways. This early identification reduces the risk of disease progression and helps alleviate future pressure on health services.

Importantly, the project addressed inequalities by reaching underserved and higher-risk groups and normalising conversations around men's health. It has also created a practical, scalable model for targeted case-finding that can be replicated across primary care, supporting sustainable improvements in early diagnosis and population health.