

West Yorkshire and Harrogate
Cancer Alliance



Cancer

S M A R T

Yorkshire Cancer Community

- Network of patients, carers, professionals
- Charitable status
- Access to patient experience, feedback, intelligence, to shape services and respond' to 'live' issues
- Partnership to deliver Cancer Smart
- Supporting 'Healthy Communities'
- Improve screening uptake
- Prevention of cancer -
- Smoking cessation, healthy weight, physical activity, reducing alcohol intake



Dr Stewart Manning Chair
Paul Vose Treasurer



What is the Cancer Alliance?

- 21 Cancer Alliances nationwide
- Funding from (and accountable to) NHS England
- Deliver cancer work programme in West Yorks/Harrogate
- **All organisations** involved in cancer care and services
- Supported by a Programme Management Office
- Provide regional leadership, support, facilitation and added value by working as a whole system



“Cancer Alliances bring together clinical and managerial leaders from different hospital trusts and other health and social care organisations, to transform the diagnosis, treatment and care for cancer patients in their local area.

These partnerships enable care to be more effectively planned across local cancer pathways” - NHSE



West Yorkshire & Harrogate

Every week in West Yorkshire & Harrogate...

- 250 people are diagnosed with cancer
- **115 people** will lose their lives because of cancer

https://democracy.leeds.gov.uk/documents/s153843/3%20Yorkshire%20Cancer%20Research%20Summary%20Report_WYICS_14Apr16.pdf



Image credit: World Obesity Federation

Some groups tend to have worse cancer outcomes = **inequalities**

- People living in more deprived communities
- 'BAME' (Black, Asian, and Minority Ethnic) groups
- People living with mental illness, physical disabilities or learning disabilities
- Trans and gender diverse people

<https://www.macmillan.org.uk/assets/health-inequalities-paper-april-2019.pdf>

Cancer

Screening saves lives by prevention and early detection

Making cancer an everyday conversation

Awareness of unusual and persistent changes

Reduce risk with a healthy active lifestyle

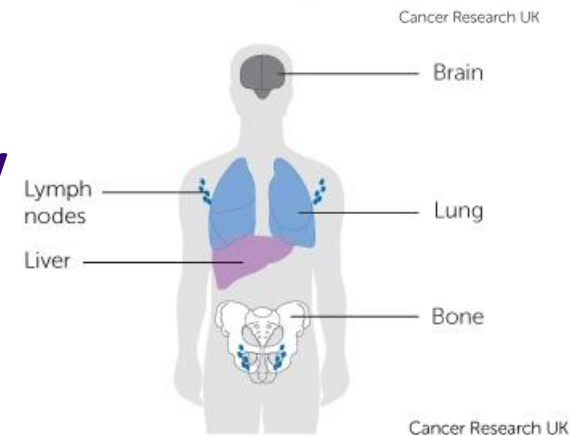
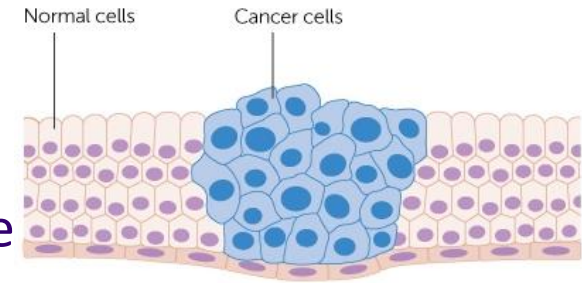
Take action NOW against cancer

What is cancer?

1 in 2 people will develop cancer in their lifetime

- Cancer occurs when our body's cells become abnormal and multiply out of control. Usually they form a lump of tissue "tumour" = **primary**
- These abnormal cells can spread, forming lumps in other parts of the body = **secondary/metastasis**
- Symptoms depend on the type of abnormal cell, and where in the body the cancer is

<https://www.cancerresearchuk.org/about-cancer/what-is-cancer>



Screening saves lives by prevention and early detection

Bowel: 2-yearly FIT kit for people aged 60-74

Breast: 3-yearly mammogram for people with breasts aged 50-70

Cervical: 'smear' for people with a cervix, 3-yearly 25-49, 5-yearly 50-64

Catches cancer early - before symptoms start

Screening can even **prevent** cancer!

<https://www.england.nhs.uk/wp-content/uploads/2019/02/report-of-the-independent-review-of-adult-screening-programme-england.pdf>



Making cancer an everyday conversation

More cancers can be diagnosed and potentially lives saved in our community if we help each other to:

- ...be aware of cancer symptoms and unusual body changes
- ...attend screening
- ...reduce our risk of cancer (and live better with cancer)
- ...know where to go for information and support

Making cancer an everyday conversation

40 years ago, **24%** of people diagnosed with cancer survived for at least 10 years. What is that figure now?

Put your answer in the chat!

A: 30%

B: 40%

C: 50%

D: 60%

Awareness of unusual and persistent changes

Why is early diagnosis of cancer important?

- When a tumour is smaller, and the cancer is in fewer places (= earlier stage), treatment is more likely to be successful
- If more cancers were diagnosed in the early stages, **27 lives could be saved each day** (10,000 per year)

<https://www.england.nhs.uk/wp-content/uploads/2019/02/report-of-the-independent-review-of-adult-screening-programme-in-england.pdf>

Booking that GP appointment could be crucial!

What are the symptoms of cancer?

Unexplained weight loss,
blood in urine or stool

g,
vo
on
ng



c
p
he

**Persistent,
unexplained, unusual
for you... contact
your GP!**

ing,
ache, persistent
seizures, testicular changes...

Reduce risk with a healthy active lifestyle

4 IN 10 CANCER CASES CAN BE PREVENTED...

...MAKE A CHANGE TO REDUCE THE RISK OF CANCER



Larger circles indicate more UK cancer cases

Circle size here is not relative to other infographics based on Brown et al 2018.

Source: Brown et al, British Journal of Cancer, 2018.

LET'S BEAT CANCER SOONER
cruk.org



<https://www.cancerresearchuk.org/about-cancer/causes-of-cancer>

Get help to quit today!



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Arrange a call with one of our advisors

We are open during COVID-19



QUIT SMOKING AND BREATHE

For support, search Stoptober

Better Health LET'S DO THIS



Quit Online



Request a Callback



Take action NOW against cancer

Help us spread the word and potentially save someone's life

- Relatives
- Friends
- Peers
- Colleagues

... anyone in your community and beyond!

