



Royal College of
General Practitioners



In partnership with

CANCER
RESEARCH
UK

PROVIDING NEWS AND UPDATES ON CANCER CONTROL IN PRIMARY CARE

Feel free to share this Bulletin with colleagues.

Upcoming Cascade workshops

- 13 October 2016: Manchester, Hotel Football - Old Trafford
- 1 December 2016: Glasgow
- 2 February 2017: Wales

Upcoming events

6-8 Oct: RCGP annual conference

19 Oct: The National Association of Primary Care Conference

6-9 Nov: NCRI Cancer Conference

Manchester Cancer Cascade Workshop – register now for our last few places!

Our next Cascade workshop will be held in **Manchester on Thursday 13th October** at Hotel Football, Trafford.

We only have a small number of tickets remaining for this **free event** and would particularly encourage **GPs** with a special interest in cancer to [sign up now](#).

The agenda for the day is attached to this bulletin, and the following speakers are confirmed:

- **Professor Chris Harrison** (NHS England's National Clinical Director for Cancer)
- **Mike Prentice** (Regional Medical Director for the North Region)
- and **Neil Smith** (GP Cancer Lead for Blackburn with Darwen CCG and East Lancashire CCG and CRUK/Macmillan GP)

If you have any questions, please do get in touch with Lindsay Allan (Lindsay.allan@cancer.org.uk)

21 Nov: Scottish Cancer Conference

Our research:

CRUK have a number of ongoing and recently completed pieces of commissioned research, including:

- **Decision making relating to the treatment of cancer in older people across the UK (Nov 2016)**
- **Evaluating cancer services across the NHS in Scotland, Wales and Northern Ireland (July 2016)**
- **Evaluating pathology capacity (Oct/Sept 2016)**
- **Evaluating the performance of MDTs in NHS cancer services (Oct 2016)**
- **Access to chemoprevention drugs in the NHS**

For more information, contact Helen Beck, CRUK Policy Research Manager helen.beck@cancer.org.uk

Updates from Cancer Cascade – Reading 24 May

On the 24th May 2016 we held our 7th Cancer Cascade workshop in Reading. The workshop focused on cancer prevention within the changing landscape of public health and included:

- an update on latest developments in the cancer control and prevention agenda from Dr Richard Roope
- national and local perspectives on the changing landscape of public health and their implications for cancer control from Ms Lucy Elliss-Brookes and Dr Lise Llewellyn
- an interactive session focusing on behavioural interventions to encourage management of obesity and smoking cessation from Professor Paul Aveyard.

The full summary report is attached to this Bulletin.

Dr Richard Roope - Royal College of General Practitioners & Cancer Research UK Clinical Lead for Cancer.

Ms Lucy Elliss-Brookes - Deputy Head for National Cancer Analysis, Public Health England.

Dr Lise Llewellyn - Director of Public Health Berkshire and Bracknell Forest Borough Council.

Professor Paul Aveyard - Professor of Behavioural Medicine at The University of Oxford.

Takeaway points

At the end of the workshop attendees were invited to identify one action or area worthy of further consideration. Key takeaway actions and messages highlighted by participants included:

- better awareness of new approaches to encouraging behaviour change within primary care. Following on from Professor Aveyard's presentation applicants made specific reference to trying out a specific script designed to get overweight and obese patients to take action (see the summary report attached for more information)
- a need for consistent and focused messaging around cancer prevention amongst primary and secondary care
- a need for more targeted approaches to teachable moments within primary and secondary care – in order to make every contact count

- the importance of good and complete databases – it was recognised that data is essential for understanding the current situation, evaluating targets and monitoring change
- the importance of being aware of the current financial challenges faced by local authorities and how this has an impact on NHS services
- the increasing importance of prevalence as a result of an ageing population and the long term effect this will have on services
- the difficulties in reaching hard to reach groups and the importance in sharing ideas on how to reach these communities.

What we have committed to do

A number of participants expressed an interest in the opportunity to get involved with the development of a 'community oncologist' or GP with a special interest in oncology role.

We have committed to exploring this option further and will bring back an update on 13 October.

Resources and tools:

Health Matters resource on bowel cancer

Public Health England has released their latest edition of [PHE's Health Matters](#), a resource for public health professionals with effective interventions to tackle major public health problems (attached). This 6th Edition includes information on preventing and diagnosing bowel cancer and increasing screening uptake.

What's new?

RCGP Cancer toolkits

The RCGP have launched two cancer toolkits to provide GPs with a collection of key evidence-based cancer resources.

The [Primary Care Cancer toolkit](#) was created by RCGP and CRUK and provides links to current guidance, professional development resources, patient information, and information for those involved in commissioning.

The [Early Diagnosis of Cancer Significant Event Analysis toolkit](#) was funded by NHS England and Macmillan. It's recognised that Significant Event Analysis (SEA) is a valuable tool to help primary care providers reflect on a patient's cancer diagnosis, and identify any possible improvements. This toolkit provides all the resources needed

Interactive NICE desk easel now live

We have recently developed a NICE desk easel which is now in distribution. The interactive version is now available on the NICE guidelines [webpage](#).

Take a look online

We have a range of learning and development resources on our website which support early diagnosis, referral decisions and guidance on best practice. [Take a look](#).

CRUK and Woman's Own magazine – raising awareness in primary care.

CRUK has partnered with Woman's Own to create a bespoke magazine full of early diagnosis and cancer prevention messaging for patients – to help raise awareness of signs and symptoms of cancer.

The magazine includes: top tips on how to live a healthier lifestyle, Q&A with a CRUK nurse and health reports on alcohol and staying safe in the

for CCGs, cancer leads, and interested GPs to not only detect and manage emerging diagnosis themes, but also to support dialogue between primary and secondary care, improving patient outcomes.

To find out more about the College's clinical toolkits, visit <http://www.rcgp.org.uk/clinical-and-research/toolkits.aspx>.

CRUK facilitator programme

What? Cancer Research UK Facilitators work directly with health services to drive improvement in cancer prevention and diagnosis. We provide free of charge, practical support to change the way health professionals manage cancer. This ranges from helping organisations to do in-depth reviews of their care to training on key topics such as screening programmes.

Where? Our regional teams of Facilitators work across England, Scotland and Wales, and will soon arrive in Northern Ireland. To connect with your local Facilitator please visit our website at cruk.org/facilitators.

One You

Public Health England (PHE) launched the most significant new health campaign to launch in the last eight years: [One You](#).

This programme has been developed to support with lifestyle changes and aims to become the friendly voice of adult health across England.

PHE has devised a tool kit with tips to help health professionals talk to patients about taking action in response to the One You survey. [Get in contact](#) to find out more.

Be Clear on Cancer - Respiratory symptoms awareness campaign

Public Health England will run the next national Be Clear on Cancer campaign from **14 July to 16 October 2016**, focusing on the symptoms of a persistent cough and inappropriate breathlessness. [Read the campaign announcement](#).

Be Clear on Cancer activity launched in Wales earlier this year and focused on raising awareness of lung cancer.

sun.

The magazine is free.

Order a copy on the [publications website](#). They have a shelf life of approx. 6 months.



CRUK cancer stats update

New indicators 'Exercise' and 'Healthy Diet' for England, Northern Ireland, Scotland and Wales.

The new statistics cover the percentage of adults who get the recommended amount of daily exercise, and the percentage of adults who get the recommended 5

The campaign ran from **11 July to 11 August 2016**.

Find out more [here](#).

National Cancer Diagnosis Audit

The National Cancer Diagnosis Audit (NCDA) uses primary and secondary care data relating to patients diagnosed with cancer and will start this year by looking at cases diagnosed in 2014. This will help us understand patterns of cancer diagnosis for all cancer types, across the UK prior to the 2015 NICE guidelines for suspected cancer referral, so that in time, we can assess the impact of the new referral guidelines.

Read more [here](#).

We are aiming for at least 10% of GP practices across the UK to take part in this audit. Support is available from Macmillan GPs and Cancer Research UK's health professional engagement (HPE) facilitators. In order to maximise local learning the HPE facilitators will work closely with practices when reviewing feedback.

Find out more and how you and get involved [here](#).

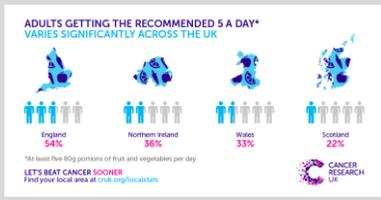
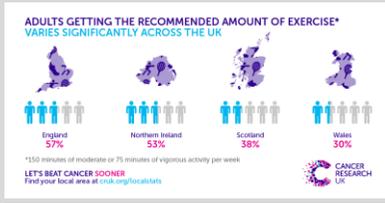
In the news

Coffee and cancer – what does the evidence say?

International Agency for Research on Cancer (IARC), a group of international cancer experts convened by the World Health Organisation, [has just concluded](#) that there's no strong evidence that coffee *increases* your chances of cancer.

Our [blog](#) discuss what their announcement means in practice.

portions of fruit or veg a day, both for all countries in the UK.



Where is it?

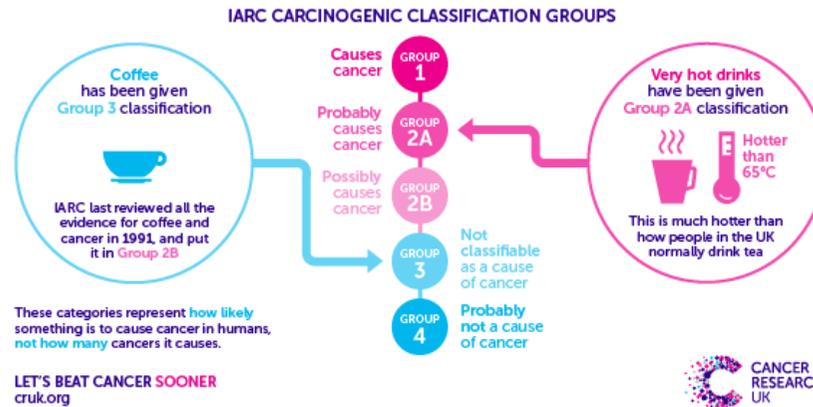
On our Local Cancer Statistics [webpage](#).

Added screening content

The updated statistics are for breast, bowel and cervical cancer screening. There are new key stats, at-a-glance-graphics, and in-depth content on: coverage and uptake, by age, trends over time, outcomes, benefits and harms.

Where is it?

COFFEE, VERY HOT DRINKS AND CANCER



Commitment to introduce FIT in England

The Government has now committed to introduce Faecal Immunochemical Test (FIT) to the bowel screening programme to replace the current Faecal Occult Blood Test (FOBT).

The new home testing kit is easier than the previous one. It will be rolled out nationally and offered to all men and women aged 60 to 74, every two years.

Previous test

New test

'X cancer by diagnosis and treatment' on the Survival [web content](#) for breast, bowel and cervical cancer.

Use CRUK infographics in your work

We've made our cancer stats and science infographics available online for you to use in presentations, posters and any other uses you can think of. Visit the [CRUK Pinterest](#) to see them.

For queries about their re-use please [contact us](#).



More detail [here](#).

UK introduces plain packaging laws

All tobacco products must now be produced in plain, standardised packs with large picture health warnings. Shops and retailers have 12 months to sell existing packets.

WHAT'S CHANGING ON CIGARETTE PACKS?

Larger health warnings, on 65% of the front and back



Graphic picture at the top of pack



Brand name in a standard font



Minimum size of 20 cigarettes, no more 'lipstick' or 'perfume' packs



Top opening only, no more **side-opening** packs



Packs are drab brown, **not white...**



...with **no glamorous, glitzy** packaging.



No more misleading information like 'low tar' or 'organic'

Picture: Action on Smoking and Health. The image conforms to the requirements of the EU Tobacco Products Directive and UK law on standardised packaging.

LET'S BEAT CANCER SOONER
cruk.org/tobacco

ash.
action on smoking and health



Read more about Cancer Research UK's "Setting the Standard" campaign [here](#).

Physical activity associated with lower risk for many cancers

Higher levels of leisure-time physical activity were associated with lower risks for 13 types of cancers, according to a new study published online by *JAMA Internal Medicine*.

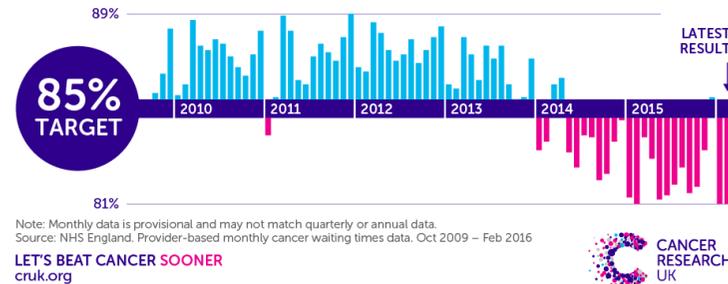
"These findings support promoting physical activity as a key component of population-wide cancer prevention and control efforts," the authors conclude.

Reference: *JAMA Intern Med*. Published online May 16, 2016. doi:10.1001/jamainternmed.2016.1548. Available pre-embargo to the media at <http://media.jamanetwork.com>.

Over two years of missed cancer waiting times in England

UNACCEPTABLE DELAYS FOR CANCER PATIENTS FOR OVER TWO YEARS

ENGLAND: MONTHLY % OF NHS CANCER PATIENTS STARTING TREATMENT WITHIN 62 DAYS



The 62-day cancer waiting times target has been missed for over two years in England. We look at why, what the future holds and what the solutions are.

Read the blog post [here](#).

News and Views – have your say

Are you working on something that would benefit from more input from likeminded health professionals?

Have you got any questions you'd like to pose to other health professionals interested in Cancer?

Would you like to share an update on relevant activities taking place in your area?

[Let us know](#) and we will share your questions and insights in the next Cascade Bulletin.

Bulletin Feedback:

If you would like to give feedback on the Cancer Cascade Bulletin or unsubscribe please email: Cascade@cancer.org.uk

GET IN TOUCH
Cascade@cancer.org.uk