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Pancreatic Cancer Action

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# Raising Awareness of Pancreatic cancer symptoms

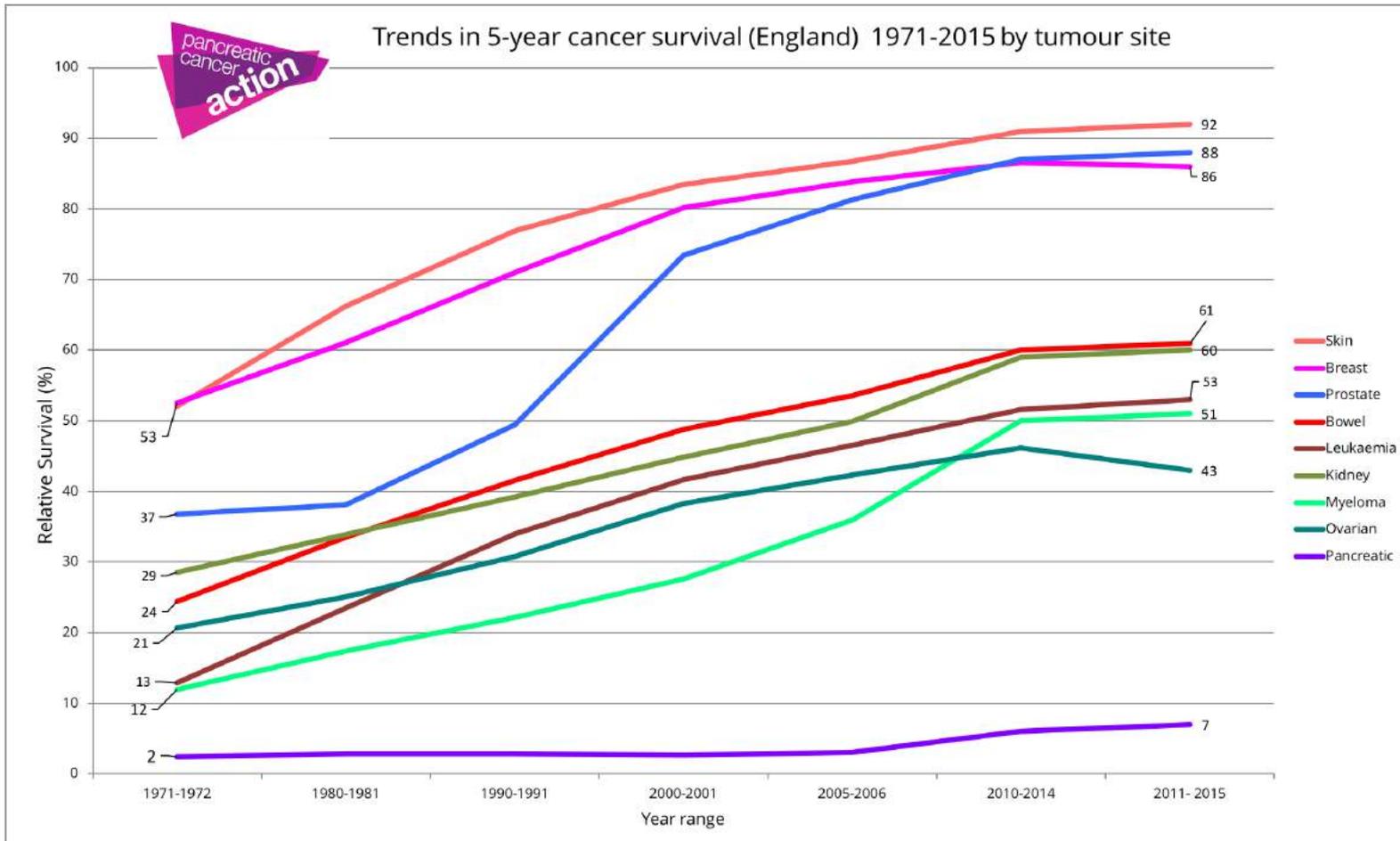
Ali Stunt

Founder & Chief Executive

Pancreatic Cancer Action.

**Let's drive earlier diagnosis**

There have been huge improvements in survival for most cancers...

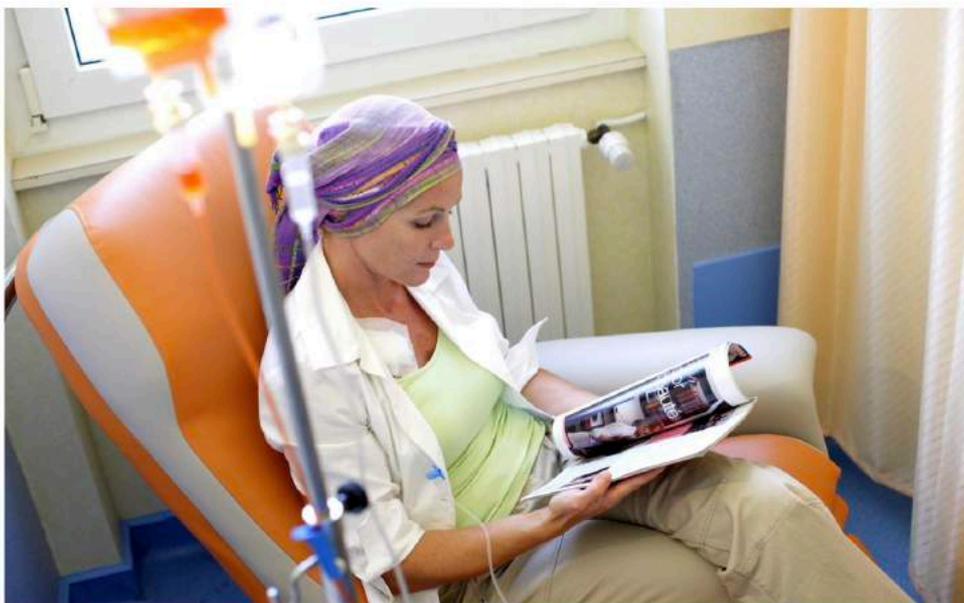


Sadly the same isn't true for pancreatic cancer

## News | Science

🏠 » News » Science

### Survival rate for most common type of pancreatic cancer is half as good as previously thought



A cancer patient undergoes chemotherapy CREDIT: PHANIE / ALAMY STOCK PHOTO

20<sup>th</sup> June 2018  
London School of  
Hygiene & Tropical  
Medicine

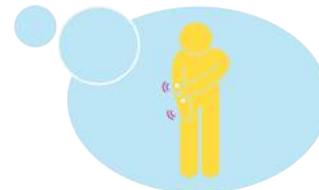
# Symptoms knowledge is low



Upper abdominal discomfort



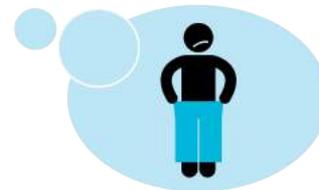
Indigestion



Jaundice



Pale and smelly stools



Significant weight loss



**25%**

OF PEOPLE SAID  
THEY WERE

**TOO  
BUSY**  
TO GO TO  
THE DOCTORS

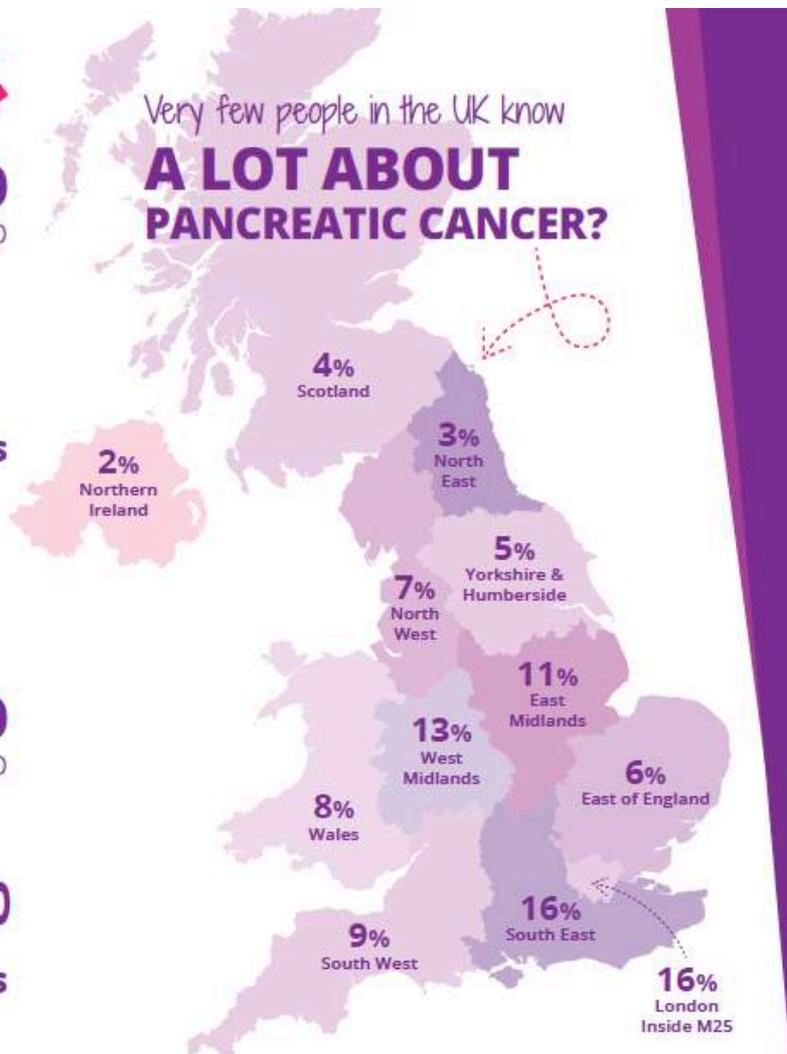


**34%**

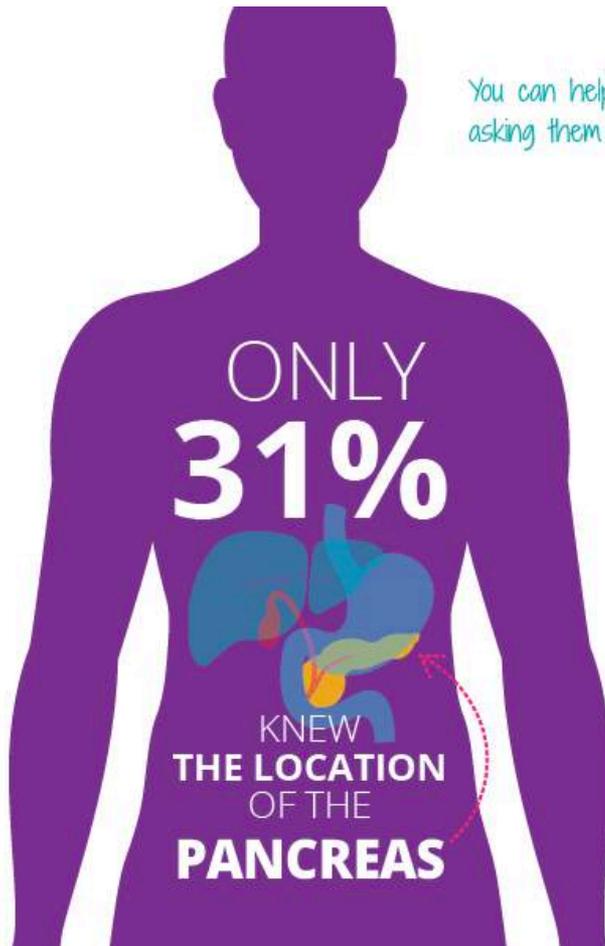
OF PEOPLE SAID  
THEY WERE

**TOO  
EMBARRASSED**  
TO GO TO  
THE DOCTORS

Very few people in the UK know  
**A LOT ABOUT  
PANCREATIC CANCER?**



In our UK public awareness survey, 4,000 respondents



ONLY  
**31%**

KNEW  
THE LOCATION  
OF THE  
**PANCREAS**

You can help GPs learn more about pancreatic cancer by asking them to take our elearning module [www.panact.org/GPmodule](http://www.panact.org/GPmodule)



**95%**

OF PEOPLE SAID  
**GPs**  
SHOULD BE BETTER  
AT GETTING  
**MORE PEOPLE**  
DIAGNOSED  
EARLY



**39%**

OF PEOPLE SAID  
THEY WERE  
**WORRIED**  
ABOUT  
**WASTING**  
THE DOCTORS  
TIME

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Our sub-brand specifically to promote symptoms awareness...

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[Pancreatic Cancer](#) [Symptoms](#) [Risks](#) [Real Stories](#) [Pledges](#) [Quiz](#) [Concerned?](#)



If you have new onset persistent or worsening **abdominal pain**, tell your doctor

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## The Pancreatic Cancer Aware campaign Nov 2016

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- Washroom panel adverts in over 220 shopping centres, network rail and service stations and online advertising.
- Gender targeted.
- National coverage.

**45 million** impacts (potential views) over 4 weeks.

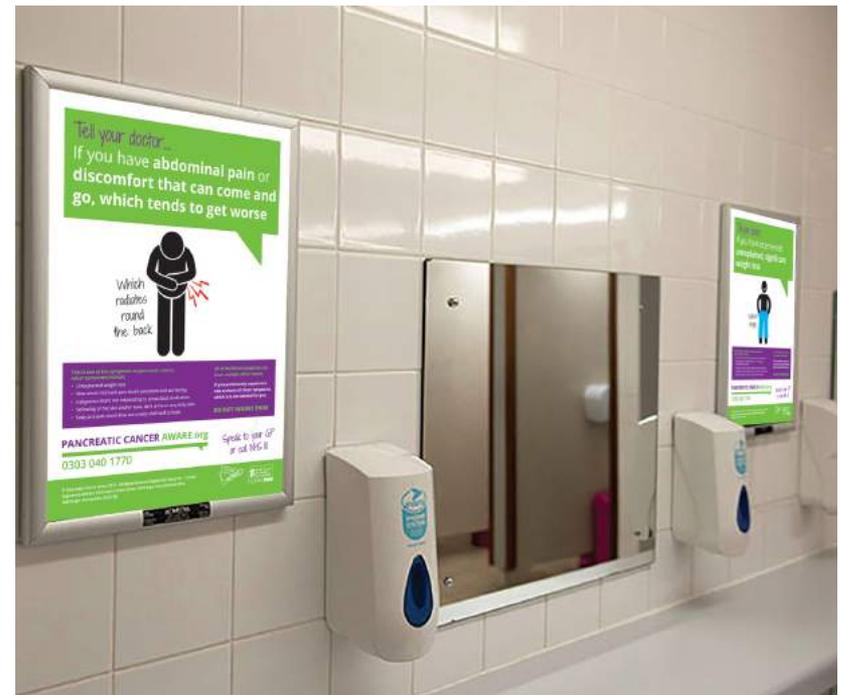
## 2017 public campaign...



100 Co-op supermarkets across the UK



Washrooms of major UK railway stations, motorway service stations and shopping malls



## New forms of symptoms advertising...



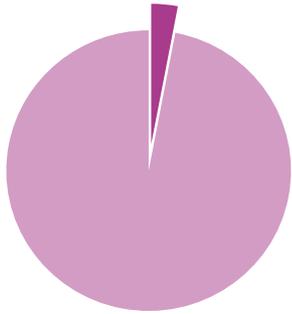
200 bus stops in areas where awareness is lowest across the UK



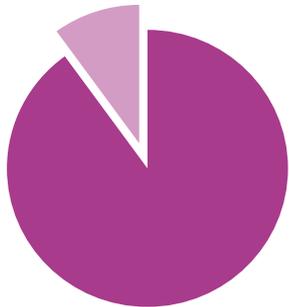
Over 1 million beer mats distributed to 10,000 pubs and bars UK wide.



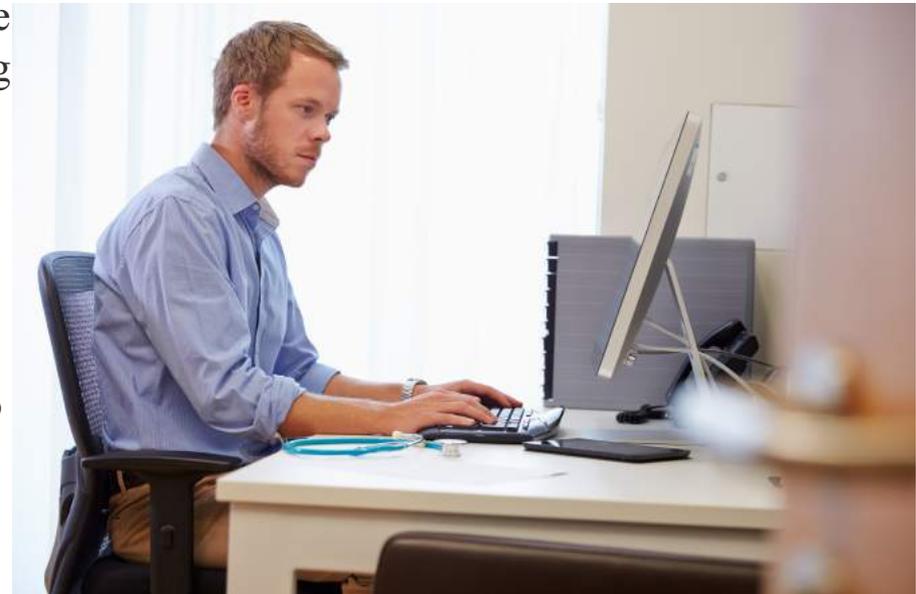
# What we found out was astonishing!



- Although two thirds of GPs stated they had some experience in recognising pancreatic cancer symptoms, **only 3% stated they were fully confident and informed!**



- 90% of GPs believe it to be a “silent killer”.



Survey of 400 GPs in UK conducted by Research Now on 17<sup>th</sup> November 2015.

# Pancreatic Cancer Aware GP Surgery Pilot



In 2017, we ran a highly targeted campaign for three months in Glasgow and Surrey using the GP waiting room information service (WIS). Distribution nationally took place in mid-August 2017 and all sites were live throughout September, October and November 2017.



## Healthcare Professional Packs

There were a total of 143 GP surgeries in the project and all received HCP packs for the GPs to inform them about the campaign, educate them about the disease, motivate them to take our eLearning module and enlist their support.



## Poster and Leaflet Displays

Glasgow had 83 leaflet sites active and 21 sites had A2 Posterframes with leaflets. In total, 2,080 leaflets were in the WIS rack and Posterframe pockets.

Surrey had 60 leaflet sites active and 19 posterframe sites. In total, 1,580 leaflets were made available in Surrey GP practices.

# Pancreatic Cancer: A diagnostic guide for GPs

## Treatment resistant dyspepsia

- Indigestion symptoms that are not responding to PPIs.



## New onset type 2 diabetes mellitus

- Underweight
- Normal weight
- When there is no associated metabolic condition or family history of diabetes.



## Back and/or epigastric pain

- Radiating dorsally
- Relieved by sitting & leaning forward
- The back pain is often described as where the bra strap would sit.



## New Onset IBS like symptoms in those > 45 years

- Common misdiagnosis of pancreatic cancer.
- It is essential to rule out pancreatic cancer as a cause for bloatedness, flatulence and change of bowel habit especially if a patient has never had an IBS diagnosis before.



# PANCREATIC CANCER AWARE.org

## NICE Guidelines for suspected pancreatic cancer: recognition and referral (2015)

Refer using a 'suspected cancer pathway referral' (for an appointment within 2 weeks) for pancreatic cancer if they are aged 40 and over and have jaundice.

Urgent (within two weeks) direct access CT scan, or urgent ultrasound scan if CT is not available.

Consider for patients aged 60 and over with weight loss AND any of the following:

- Diarrhoea
- Vomiting
- Back pain
- Constipation
- Abdominal pain
- New-onset diabetes
- Nausea

## Painless obstructive jaundice

- Yellowing of the skin and whites of the eyes
- Pruritus
- Dark urine and pale stools



## Altered bowel movements

- Increased frequency
- Offensive smelling stools
- Steatorrhea



## Unexplained weight loss, vomiting & anorexia

- Possible signs of malignancy
- Unexplained weight loss is a red flag
- Can occur without any pain or apparent change in digestion.



## Risk factors

- **Age**, the risk of having pancreatic cancer is low until the age of 50 when it increases sharply
- **Smoking is attributed to a third of cases**
- **Family history** of pancreatic cancer
- **High BMI**
- **Presence of BRCA 1 or 2 genetic mutation**

# GP Aware Pilot 2017 – Glasgow & Surrey



## Do you know the symptoms of pancreatic cancer?

<p>Where a woman's bra strap sits and may be eased by leaning forward</p> <p><b>Mid-back pain</b></p>	<p>That don't flush easily</p> <p><b>Pale and smelly stools</b></p>	<p>Which may move to the back</p> <p><b>Upper abdominal pain</b></p>
<p>Yellowing of the skin and whites of the eyes, and/or very itchy skin</p> <p><b>Jaundice</b></p>	<p>Without trying</p> <p><b>Significant weight loss</b></p>	<p>Not responding to medication</p> <p><b>Indigestion</b></p>

If you **persistently** experience **one or more** of these symptoms, which are **not normal for you**, **DO NOT IGNORE THEM!**

Worried? Speak to your GP!

It is unlikely your symptoms are caused by a serious health issue, but you are not wasting your doctor's time by getting them checked out.

**PANCREATIC CANCER AWARE.org**

0303 040 1770



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 PANCREATIC CANCER ACTION



# GP Surgery Feedback



I like the simplicity in this campaign and it worked well.  
GP, Surrey

Good symptoms awareness campaign. The poster was a good idea as well as men are less attentive than women to read a leaflet.  
GP, Glasgow

Very important message to my patients that I am supporting.  
GP, Surrey

The illustrated cartoon pictures in the poster are very effective in conveying what to look out for.  
Practice Manager, Surrey

I had a few patients that presented with possible symptoms for to check out from this campaign.  
GP, Glasgow

Very well designed and clear.  
GP, Glasgow

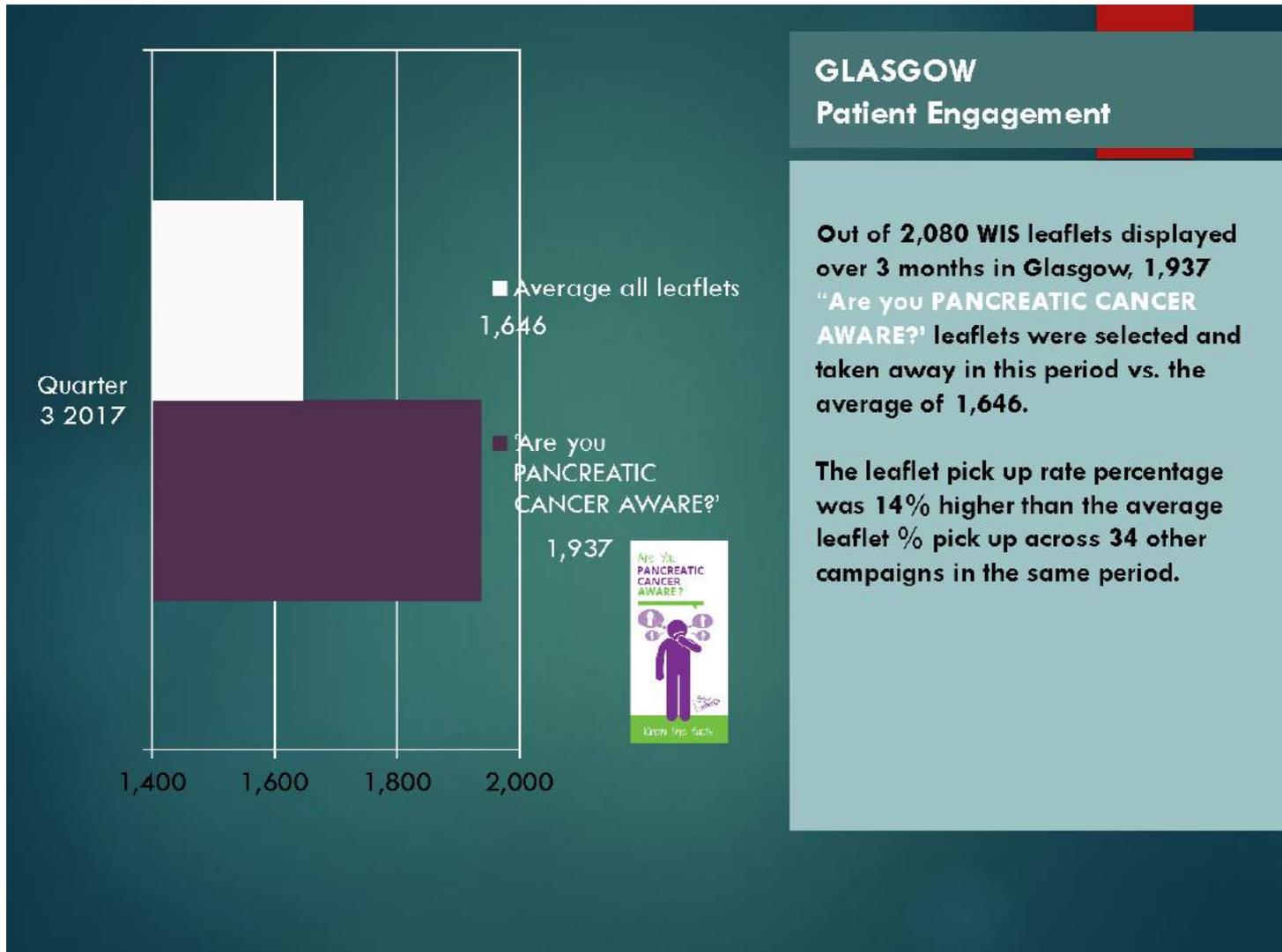
Pleased to see pancreatic cancer given more attention and patients need to be aware of the symptoms.  
GP, Glasgow

Very powerful and clear message. Poster stickmen images could be bigger maybe but very good.  
GP, Surrey

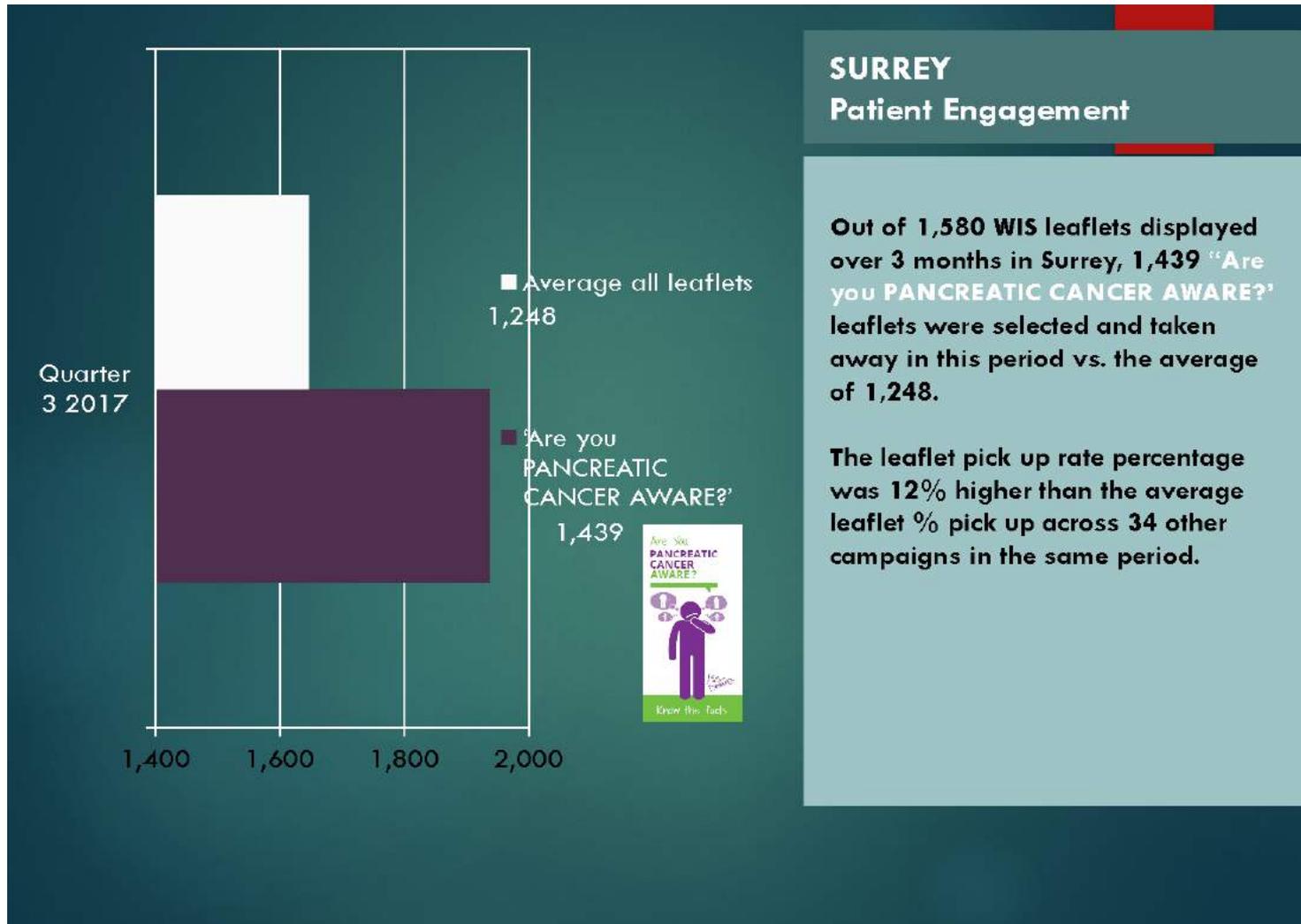


GP Surgery Feedback

# Patient Leaflet Take-up in Glasgow



# Patient Leaflet Take-up in Surrey



## SURREY Patient Engagement

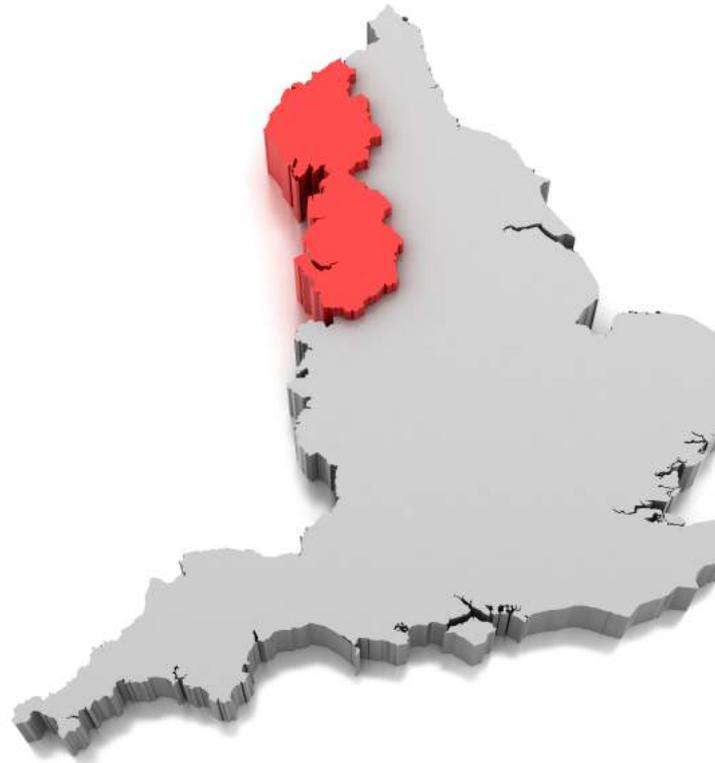
**Out of 1,580 WIS leaflets displayed over 3 months in Surrey, 1,439 "Are you PANCREATIC CANCER AWARE?" leaflets were selected and taken away in this period vs. the average of 1,248.**

**The leaflet pick up rate percentage was 12% higher than the average leaflet % pick up across 34 other campaigns in the same period.**

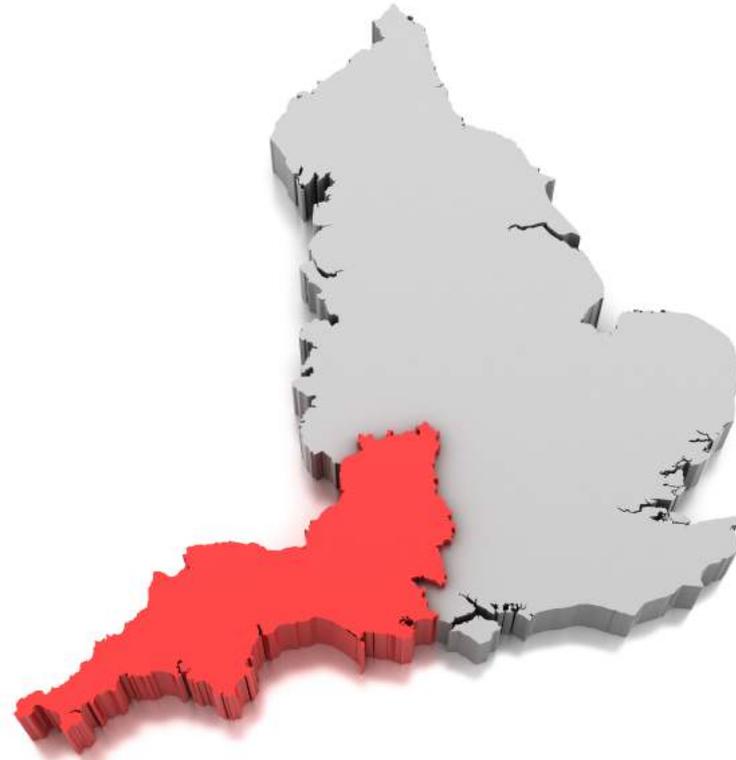
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# Pancreatic Cancer Aware GP Surgery Campaign 2018

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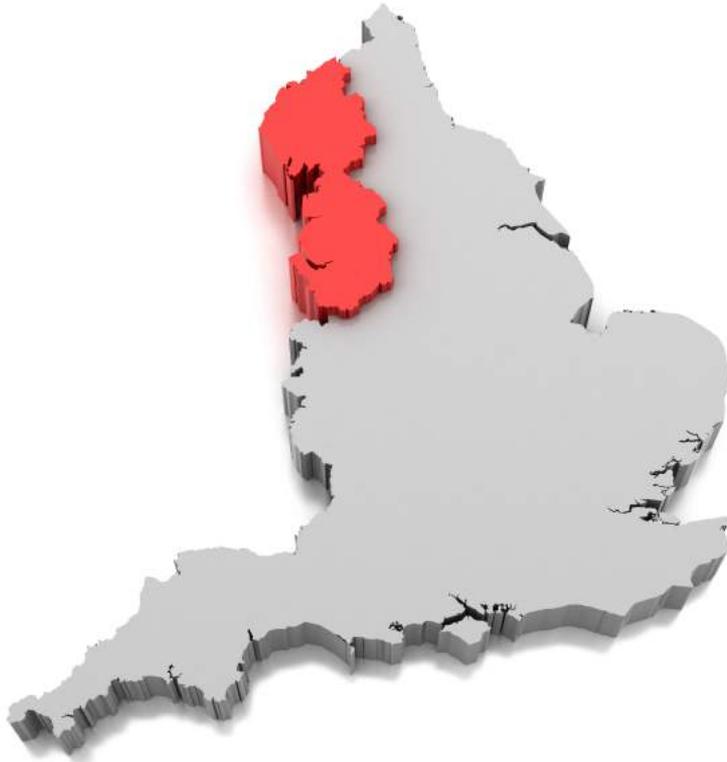
**North West**



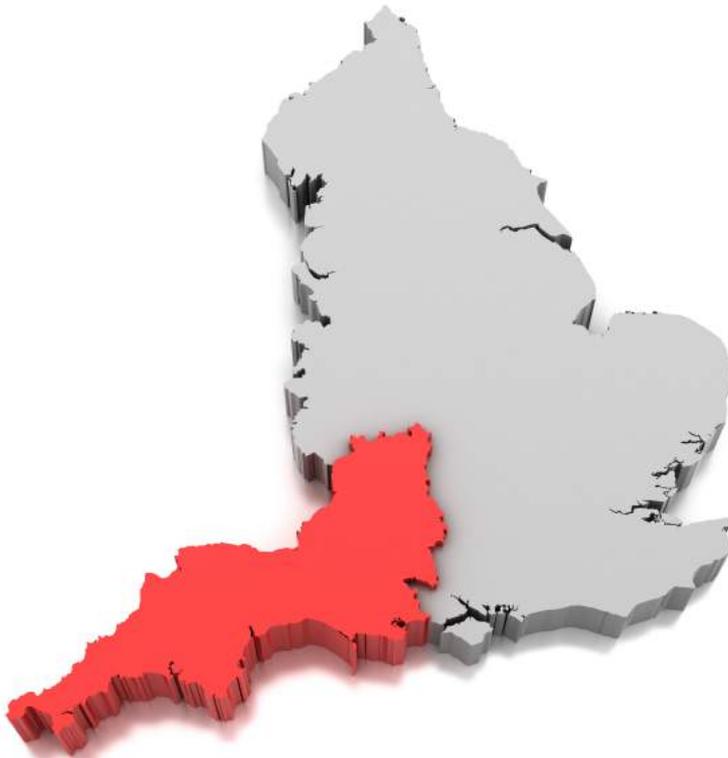
**South West**

### Rationale

- **Just 7% awareness** i.e. the proportion people in the North West know about the symptoms of pancreatic cancer
- **Liverpool** has been identified by Public Health England as **one of the three most cancer stricken cities in England**.
- Cancer mortality in Merseyside and Cheshire is 76% higher than the European average.
- **Life expectancy** in some areas of the UK's North West is **approximately 10-15 years less than the UK average**.
- **Uptake for screening programmes for bowel, breast and cervical cancers is lower** than many other places in the country.



### Rationale



- Just **9% of people** in the South West know about the symptom of pancreatic cancer
- Between 2010 and 2015, the South West had the **highest pancreatic cancer incidence increase in England at 30%**.
- Age is the biggest risk factor for pancreatic cancer and this region has the **highest proportion of men and women aged 65+** in England.
- **South West is made up of area of high deprivation which tends to have higher incidence of cancer.** Between the area of the lowest and highest deprivation group in UK, there is a 22% gap in incidence.

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## 2018 Pharmacy campaign – aims

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- ❑ Raise awareness of pancreatic cancer and its symptoms amongst pharmacists and their support teams
- ❑ More pharmacies becoming ‘pancreatic cancer friendly’ pharmacies
- ❑ Be recognised as a charity that takes the role of pharmacists and their support teams seriously when it comes to their role in diagnosing pancreatic cancer.
- ❑ Have more pharmacies involved with Pancreatic Cancer Action, specifically Pancreatic Cancer Awareness month.





### TIP pharmacy communication

- Develop a video infographic overlay for the website and to run for the first week in November on all magazine websites and CIG titles
- Reprint and distribute the 4-page leaflet to all pharmacies with Pharmacy Magazine (3<sup>rd</sup> week of November)
- Turn magazine website homepages purple
- CIG titles – editorial and purple pages
- Using social media channels – LinkedIn and Twitter
- Produce a bespoke e-mail broadcast for the end of October

### TIP pharmacy competition

- Editorial profile of Bedminster pharmacy who turned their pharmacy purple in 2017 – CIG explore idea of turning pages purple (CIG)
- Run and editorial ‘Turn It Purple Pharmacist Award’ competition campaign (CIG)

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Thank you!

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**Thank you for listening – here's how to find out more about us:**

[www.pancreaticcanceraction.org](http://www.pancreaticcanceraction.org)

Email: [enquiries@panact.org](mailto:enquiries@panact.org)

Twitter: [@OfficialPCA](https://twitter.com/OfficialPCA)

Facebook: <https://www.facebook.com/PancreaticCancerAction>