



Bowel cancer

There is Moore to know

Following a decision by the England football team to set up their own charitable trust – the Team England Footballers Charity – the squad chose to work with the Bobby Moore Fund for Cancer Research UK.

The players are proud to have launched a bowel cancer awareness campaign entitled “There is Moore to know” in support of the Bobby Moore Fund for Cancer Research UK. The campaign involves a unique collection of powerful images of key players which portray anatomical representations of the bowel in order to raise awareness of bowel cancer.

The Bobby Moore Fund for Cancer Research UK would like to thank the Team England Footballers Charity and the players for launching this incredible campaign to help save lives.

To find out how you can get involved with the Bobby Moore Fund please visit www.bobbymoorefund.org or donate at www.justgiving.com/englandfans



Pass the message on

Further information

Please tell friends and family about bowel cancer and the work of the Bobby Moore Fund. Encourage them to take part in screening when invited and tell them about bowel cancer and the symptoms.

If you or someone you know has been diagnosed with bowel cancer, you will find more detailed information at Cancer Research UK's patient information site www.cancerhelp.org.uk

If you want to talk in confidence about cancer, call our information nurses on **freephone 0808 800 4040**.

You can order our full range of leaflets and posters free online at www.cancerresearchuk.org/leaflets

Photography by John Davis @ Soho Management; anatomical layers generated by www.TheVisualMD.com and scans by Philips Medical.

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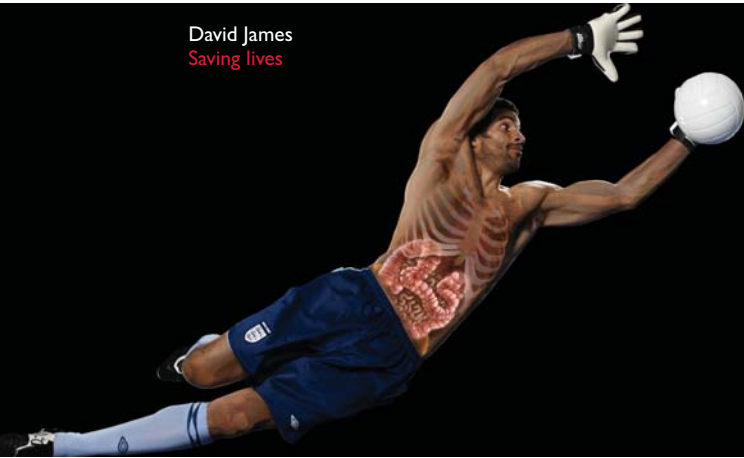
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www.bobbymoorefund.org
www.teamenglandfootballerscharity.com



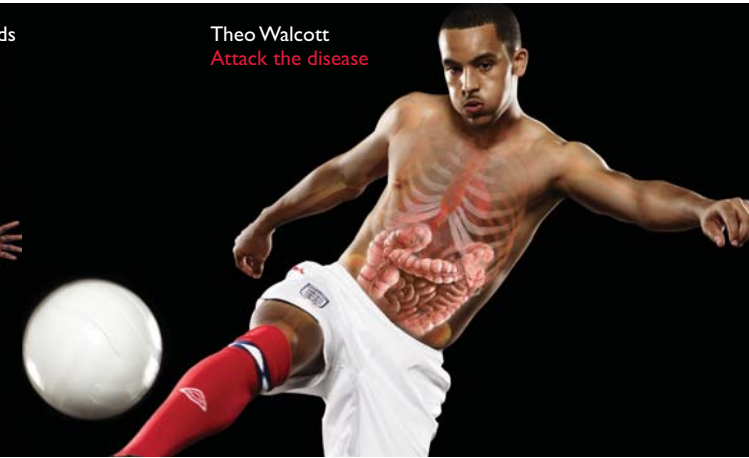
David James
Saving lives



Rio Ferdinand & Micah Richards
Defend your body



Theo Walcott
Attack the disease



Saving lives

The Bobby Moore Fund

Bobby Moore OBE, who will always be remembered for captaining England to World Cup glory in 1966, tragically died of bowel cancer, aged just 51. The Bobby Moore Fund was established by Stephanie Moore MBE, in partnership with Cancer Research UK, in 1993, to raise money for bowel cancer research and to raise awareness of the disease.

Bowel cancer facts

- Bowel cancer is the second most common cause of cancer death in the UK after lung cancer. 44 people die from the disease every day
- Bowel cancer is the third most common cancer in the UK. Around 100 people are diagnosed with the disease every day
- Bowel cancer affects similar numbers of men and women
- More than nine out of 10 cases are in people over 50. But the habits you adopt earlier in life can have a big effect on your risk later on

Defend your body

Early detection saves lives

It's crucial to diagnose bowel cancer early. If bowel cancer is detected early enough, more than eight out of 10 cases can be successfully treated.

If you notice any of the following changes and they last longer than four to six weeks you should report them to your GP. They are unlikely to be caused by cancer, but it's better to play safe:

- Bleeding from the back passage without any obvious reason
- A persistent change in bowel habit to looser or more frequent bowel motions
- Tummy pain, especially if severe
- A lump in your tummy

It is important to know what is normal for your body and to seek advice from your GP if you notice anything unusual.

Attack the disease

Get involved

Screening saves lives

The NHS bowel cancer screening programme started last year. Everyone in England aged 60 – 69 who is registered with a GP is offered a screening test. Similar schemes are rolling out in Scotland and Wales. If you receive an invitation, make sure you take part.

How can you reduce your risk?

Around two-thirds of bowel cancer cases could be prevented by changes to lifestyle. You can reduce the risk of the disease by being physically active, maintaining a healthy body weight, cutting down on alcohol and eating a healthy balanced diet which is high in fibre, fruit and vegetables and low in saturated fat and red and processed meat.