



CANCER AWARENESS IN YOUR COMMUNITY

Let's beat cancer **sooner**.
cruk.org/community



CANCER
RESEARCH
UK

WELCOME

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“I’m glad to see you out here talking about cancer as it’s not talked about enough.”

Roadshow visitor, Scotland

We would like to thank our past and present funding partners for supporting the Cancer Awareness Roadshow: Ronan Keating and the Marie Keating Foundation, The Peter Andre Foundation, Deloitte LLP, Santander and the England Footballers Foundation.



Dr Helen George
Head of Health
Community Engagement
Cancer Research UK

I’m delighted to tell you about some of the work we’re doing in communities to save more lives from cancer.

Cancer Research UK is a national charity with local roots. We’re making change happen locally by working together with the public, health professionals, decision makers and key partners.

Why not browse through this brochure to find out more. You can read about our Cancer Awareness Roadshow, which visits some of the UK’s most deprived areas talking to people about cancer. And learn more about our Talk Cancer training workshops that help equip others working in the community to promote cancer awareness. There’s also our work with GPs and primary care teams, and much more!

We’d love to hear from you if you’d like to get involved. We can achieve so much more together. Let’s join forces to build a brighter future for thousands of people across the UK.

WORKING WITH YOU AND YOUR COMMUNITY

To beat cancer we need to tackle the disease on many fronts and through a united effort. Prevention is better than cure – but if cancer does develop then spotting it early can make all the difference. That's why we're working with others to raise awareness of cancer and encourage positive behaviour change. Through our community engagement work, we reach thousands of people each month.



Our mission at Cancer Research UK is to save more lives through preventing, controlling and curing cancer. We are coming at cancer from all angles.

Research is our most powerful tool against cancer. The collective work of our scientists and doctors is helping us to better understand cancer, and is leading to new ways to prevent and treat the disease.

It is vital that we also use the findings of research to inform and encourage positive action among the public, health professionals and policy makers. This is why our information and advocacy work is so important.

Our local work is far-reaching, from promoting cancer awareness among the public through to supporting GP practices and engaging local politicians. We work at the point where decisions are made, whether personal, professional or political.

We'd like to tell you more about our local work, and how we can work with you and your community to help beat cancer sooner.

Cancer Awareness Roadshow

Our Cancer Awareness Roadshow was launched in 2006 thanks to our long-standing partnership with Ronan Keating and the Marie Keating Foundation.

Today we have four mobile units with trained cancer awareness nurses on board. They talk to people about ways to reduce the risk of cancer through lifestyle changes, and about the importance of early diagnosis and going to the GP promptly. Local NHS and public health staff often join us on the Roadshow to signpost people to helpful services.

More than 400,000 people have visited our Roadshow since it started and the number grows every week. Read more on page 10.

"My sister has cancer which is terminal. I want to live to see my grandchildren grow up, so I have come on board to get help to stop smoking and lose weight."

Roadshow visitor, Wallsend



Talk Cancer

Talking about cancer can be difficult. But through our Talk Cancer training workshops we are using our skills and experience from the Roadshow to inform and equip others working in the community to do just that.

We launched Talk Cancer in 2012 following a successful pilot with public health staff in Sandwell in the West Midlands. Today we deliver cancer awareness training for hundreds of people every year including nurses, pharmacists, health trainers, healthcare assistants and volunteers.

The evaluation of our workshops has shown dramatic increases in knowledge and confidence – and 99% of attendees say they would recommend Talk Cancer to a colleague. Read more about Talk Cancer on page 14.

“Excellent trainers. I feel very empowered to take this into my own work environment.”

Talk Cancer trainee, Enfield



Working with primary care

Our Primary Care Engagement Team works alongside GPs, primary care teams, commissioners and the Royal College of GPs (RCGP) to improve cancer outcomes.

Our experienced Facilitators work directly with hundreds of GPs and their staff, visiting practices and providing them with practical help, up-to-date cancer information and resources to support the early diagnosis of cancer. Working with Clinical Commissioning Groups, our Facilitators also help to develop and implement cancer strategies and action plans.

We jointly fund a Clinical Lead for Cancer with the RCGP to provide national leadership to GPs. Through this partnership we are also delivering educational workshops and online training for GPs.



“I’m delighted to have helped set up the Manchester Local Cancer Action Network. By working together as a team, we’re able to provide a valuable local voice and make a difference in our area.”

Jess Campbell, Cancer Awareness Nurse and member of the Local Cancer Action Network.

Working with local decision makers

Decision making about health care is now a significant local responsibility for the NHS and local authorities in England. We are building a Local Cancer Action Network, mobilising our staff and supporters across the country to engage decision makers in their local areas. Members will work together to understand the local landscape and help inform decisions and policies about key cancer issues locally, aligned with our national priorities.

Through our local voice and presence we can support decision makers, offering a wealth of information and local intelligence.

These are just a handful of ways we are making change happen at a local level to save more lives from cancer. We hope you’ll read on to find out more.

WHY CANCER AWARENESS IS IMPORTANT

More than four in ten cases of cancer could be prevented through lifestyle changes. And thousands more lives could be saved every year if cancer was detected and treated at an earlier stage.

Cancer awareness and health behaviours vary greatly across the UK, contributing to differences in cancer incidence and survival rates. To prevent more cancers and save more lives, we need to ensure **everyone** has access to information and services to help them make positive changes for their health.

“The topic of cancer needs more open conversation like this.”

Roadshow visitor, Wythenshawe



40%
More than 40% of cancers in the UK are linked to lifestyle and environmental risk factors.



Prevention is better than cure
More than 40% of cancers in the UK are linked to lifestyle and environmental risk factors¹. And thanks to research, we now know what the major risk factors are. This presents an opportunity to prevent many more cases of cancer but, to do this, we need to help people be aware of how they can reduce their cancer risk and encourage them to make healthy lifestyle choices.

Early diagnosis saves lives
Cancer survival rates in the UK have doubled in the last 40 years². This means that half of people diagnosed with cancer today will survive their disease for at least 10 years.

Despite this progress, one person still dies of cancer every four minutes. Cancer Research UK has set an ambition to increase survival rates to 75% in the next 20 years.

Many more lives could be saved if cancer was diagnosed earlier and treated promptly. For example, when bowel cancer is diagnosed at the earliest stage more than 90% of patients survive for more than five years, compared with fewer than 7% of patients with advanced bowel cancer.

We can help make a difference to the outcome for many people through promoting the importance of early diagnosis and of going to the GP promptly with any concerns.



Reducing health inequalities

More deprived groups have a particularly low awareness of risk factors, and signs and symptoms of cancer⁵. Some studies also suggest that these groups can demonstrate more fatalistic attitudes towards cancer⁶.

Traditional channels for sharing cancer awareness messages, such as printed information, are more likely to reach those with higher literacy levels who tend to be from a more affluent background^{7,8}.

To reduce these cancer inequalities we must focus on those communities most in need and take a tailored approach. Our Cancer Awareness Roadshow helps us to engage people from all backgrounds in a way that isn't possible through traditional channels. Talk Cancer workshops are also available for those working in the community who are ideally placed to reach the public.

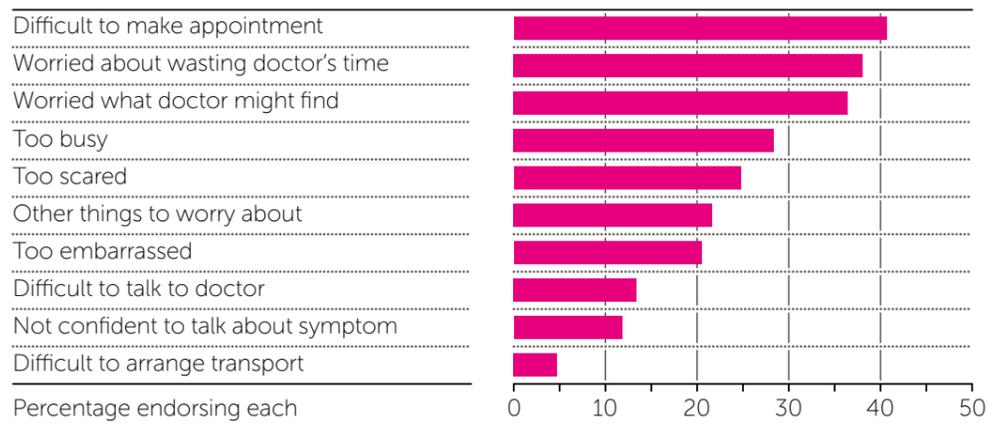
By having conversations with people about cancer we can explore their awareness, attitudes and barriers fully – and help them to feel empowered to make a positive change.

Changing attitudes and breaking down barriers

Promoting positive behaviour change isn't just about raising awareness and encouraging people to access local services – we also need to change the way that people think about cancer and break down barriers to taking action.

Fear and fatalistic attitudes about cancer can stop people from making healthy lifestyle changes and from seeking help if they notice possible signs or symptoms³. We also know that there are a number of other barriers that people can face when thinking about visiting their GP⁴.

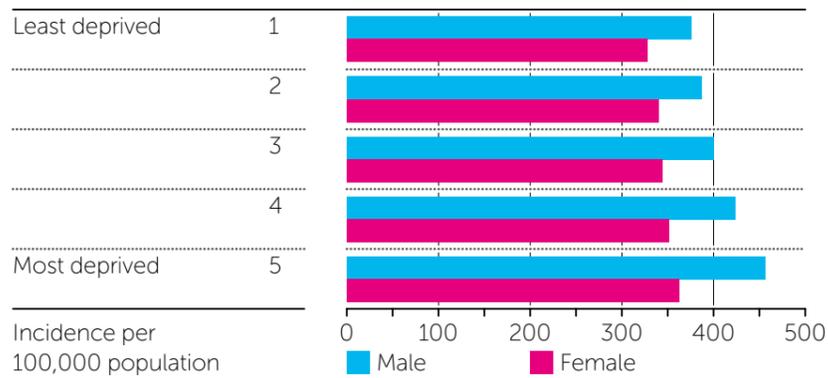
Barriers to seeing a GP⁴ Emotional, practical and service barriers to seeking medical help



Through working in the community and talking to people, we are more able to explore these attitudes and barriers, and help people to overcome them.

Age-standardised incidence rate by deprivation quintile for all cancers

(C00–97 excl. C44), England 2000–2004



“Being a man myself, I know that men avoid talking about anything medical and in particular cancer. As a bowel cancer survivor, I now know first-hand the massive difference early diagnosis can make to surviving cancer. Getting everyone, men, women, young and old talking about cancer is vital. The Cancer Awareness Roadshow and Talk Cancer workshops do this by going into the heart of local communities, raising awareness on how cancer can be prevented and detected early.”

John Hardy – former mayor of Peterlee, bowel cancer survivor



SPOTLIGHT ON OUR CANCER AWARENESS ROADSHOW

"I lost my mum, Marie, to breast cancer in 1998. It was a truly devastating time for me and my brothers and sister. And it made it even harder to deal with when we learnt that the outcome could have been very different if we'd known about the cancer earlier. That's why as a family, we made a promise to do whatever it takes to stop others going through what we did.

We set up the Marie Keating Foundation with mobile cancer information units travelling around Ireland informing people about spotting cancer early and ways to prevent the disease. This was so successful that we teamed up with Cancer Research UK to launch the Cancer Awareness Roadshow. Through this incredibly important work we're helping even more communities across the UK to beat cancer sooner."

Ronan Keating



What difference are we making?

- Increasing awareness – most of our visitors say that the Roadshow has allowed them to access information that they wouldn't have otherwise obtained.
- Encouraging lifestyle change – many of our visitors commit to making positive behaviour changes as a result of their visit⁹.
- Spreading the word – visitors share the information they receive on the Roadshow with friends and family.
- Seeking help and support – many of our visitors plan to visit local health services after visiting the Roadshow such as their GP or local stop smoking service⁹.

We evaluate our activity to make sure that we are having the greatest possible impact. You can read more about our latest results on our website.

Where do we go?

Our four mobile units are based in different regions, currently Scotland, North West England, North East England and London. We also travel further afield to locations such as Northern Ireland and Wales, helping us to extend our reach with our target audiences.

High streets, supermarket car parks and workplaces are great settings for our activity. We also visit a number of relevant large-scale events including 50+ Shows, cultural festivals and community events.

What's it all about?

The Cancer Awareness Roadshow tackles health inequalities from the heart of local communities. Since 2006, our Roadshow nurses have been out and about talking to more than 400,000 people about cancer prevention, screening and early detection. We are literally on the road to beating cancer.

For a full list of the locations that we're due to visit go to cancerawarenessroadshow.org.uk

If you are interested in us visiting your event or local area, email us at cancerawarenessroadshow@cancer.org.uk



Who do we reach?

Anyone is welcome on our Roadshow but we focus on the following groups:

- More deprived communities – the majority of our visitors are from lower income groups.
- Ethnic minority groups – 18% of our visitors are from non-white ethnic groups.
- Men – nearly half of all our Roadshow visitors are male.
- Older people – more than a third of visitors to the Roadshow are aged 50 and over.

What do we offer?

We provide a welcoming environment for people to chat to our friendly Roadshow teams. Our units have an open plan welcome area, leaflet display and private discussion room. Visitors can:

- Talk to one of our Roadshow nurses, no appointment needed.
- Discuss how leading a healthy lifestyle can reduce cancer risk.
- Learn about screening and where to get more information.
- Talk about the importance of spotting cancer early by going promptly to the GP with any concerns.
- Find out about local and national health services.
- Have a free BMI¹⁰ or Smokerlyzer[®] test¹¹.
- Help themselves to a wide range of useful leaflets.

Our Roadshow nurses tailor information to each visitor. It's all about informing, motivating, signposting.

How do we link with local services?

It's very important that people have the support they need to make sustained lifestyle changes. For this reason, we work closely with health partners in many communities we visit, who help signpost people to local services. So far, around 1,000 local health staff have joined us on the Roadshow. This includes stop smoking advisors, health trainers and specialist nurses.

Our volunteers

Our Health Awareness Volunteer project came to life in 2012. We recruited and trained a small pool of dedicated volunteers to support our Roadshow activity.

Our volunteers help to encourage visitors to come on board, hand out leaflets and share our key messages. Their local knowledge is a great asset to the Roadshow.

"Cancer awareness is something I'm really passionate about, so it's great to be able to work with the team and spread the word in my own community."

Alex King, Health Awareness Volunteer, London



OUR KEY MESSAGES

BE SMOKE FREE



DRINK LESS ALCOHOL



EAT HEALTHILY



WATCH YOUR WEIGHT



BE ACTIVE



BE SUNSMART



SPOT CANCER EARLY



Hear from the team

Adam Patterson – Roadshow Logistics Manager, North West

"Every morning is different in my role. I have overall responsibility for the logistical aspects of the unit, including driving and set-up.

Once the Roadshow is open, I encourage people to come on board and help provide health information.

It's a fantastic role and one that is very rewarding. I'm very privileged to get to see the positive impact we can have in communities every day."

"After seeing you guys yesterday I checked my poo and have made an appointment with the GP."

Roadshow visitor, Harpurhey

Ceri Eames – Cancer Awareness Nurse Manager

"I love working on the Cancer Awareness Roadshow and am so passionate about the work we do.

I started working on the North West Roadshow in 2010 and then moved to London to work on the unit there. What has really struck me over the years is how many of the things that I take for granted, like knowing how to lead a healthy lifestyle and where to get help, don't always exist in the communities we visit with the Roadshow. Many of our visitors may not be aware that unhealthy behaviours can increase the risk of cancer or even what a healthy lifestyle means. And many don't have the confidence to see their GP if they are concerned about a sign or a symptom.

We give information to people in a relaxed, approachable environment and if they feel they're ready to make a change we can signpost them to the right services for ongoing support.

Meeting somebody who has come back to the Roadshow to tell us that we made a difference is one of the best feelings in the world and gives us all the drive and determination to keep doing what we do."



SPOTLIGHT ON OUR TALK CANCER WORKSHOPS



Our Talk Cancer training workshops are for local staff and volunteers who are ideally placed to promote cancer awareness messages to the public. By drawing on first-hand experience from the Cancer Awareness Roadshow, we provide the people we train with the knowledge, confidence and skills to make a difference to cancer outcomes in their community.

We launched Talk Cancer in April 2012 following a successful pilot in Sandwell and neighbouring districts. Since then we have been commissioned to train hundreds of community-based staff and volunteers across the UK.

Why Talk Cancer?

Talking about cancer can be difficult. Fear and fatalism around cancer can act as major barriers to people accessing help earlier. And community-based health workers often have limited training on cancer awareness and how to engage the public on key messages. This is where we can help.

Through Talk Cancer, we can equip and empower local staff and volunteers with the knowledge and confidence to have effective conversations about cancer with people in their local area¹².

“It gave me the confidence to talk about cancer without being afraid.”

Talk Cancer trainee, Dudley

What do we do?

Talk Cancer workshops are delivered by Cancer Research UK trainers who have nursing backgrounds and many years of experience talking to people about cancer. They draw on the latest evidence base and use an interactive style to ensure the training is engaging, motivating and relevant.

They help those who attend training by:

- Increasing knowledge of key messages around cancer prevention, screening and early diagnosis.
- Building their confidence to talk to the public about cancer.
- Exploring cancer myths and barriers to seeking help, and how to address these.
- Helping them encourage people to make lifestyle changes, access local services and visit their GP promptly with any concerns.

The training is tailored to the specific needs of the trainees – to their roles, local priorities, existing knowledge and capability. The aim is to give them the tools to make a difference through their existing roles in the community – by not only knowing what to say but how to say it.

Who is Talk Cancer for?

Anyone who has a remit for promoting the health and well-being of people in their community could benefit from Talk Cancer training, including:

- Public health teams and other local authority staff
- Nurses and healthcare assistants
- Pharmacy staff
- Community and voluntary sector groups



What impact are we having?

Independent evaluation of the training pilot in 2010–11 (submitted for publication) showed excellent results. We saw significant increases in the confidence of trainees to talk about different aspects of cancer awareness. Follow-up at one and three months showed that this was sustained.

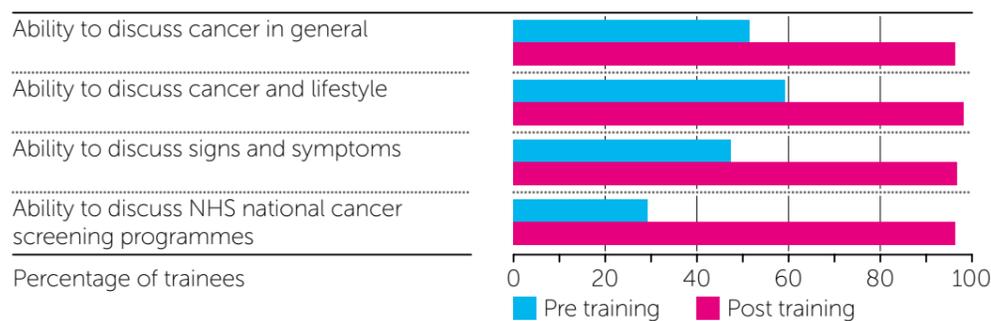
For example, the proportion of trainees who reported feeling 'Very confident' or 'Fairly confident' in discussing risk factors for cancer increased from 48% pre-training to 95% at one-month follow-up.

In addition, two-thirds of trainees at one-month follow-up reported that they had already used what they had learnt and estimated that they had shared information with an average of 38 people.

Since launching Talk Cancer in 2012, we have continued to see significant increases in trainees' knowledge and confidence to talk to the public about cancer as a direct result of the training.

The chart below shows the results of our internal evaluation of 31 Talk Cancer training workshops.

Proportion of trainees reporting good confidence levels, pre and post training



Our workshops can be commissioned in your local area for up to 20 people per session. Workshops cost from £100 per person and can be tailored to your needs.

Please get in touch to discuss further:

Email: talkcancer@cancer.org.uk

Call: 020 3469 8111

Visit: cruk.org/talkcancer

97%

of trainees felt confident to discuss signs and symptoms compared to 47% before the workshop

99%

of trainees would recommend Talk Cancer to a colleague

97%

of trainees felt that the training was relevant to them

“Excellent trainers. I feel very empowered to take this into my own work environment.”

Talk Cancer trainee, Enfield

“I was bowled over by how relevant it was for the pharmacists. I will recommend it to everyone I know!”

Talk Cancer commissioner, London

Talk Cancer experiences

Talk Cancer Lead Trainers, Gwen Kaplan and Gill Kilgour

“We both have nursing backgrounds and have worked in several areas of the cancer field, including palliative care and public health.

By visiting communities with our Cancer Awareness Roadshow, it was clear that various misconceptions still exist about cancer. We also heard about the difficulties people face in making positive choices around lifestyle, and what stops them from seeking help earlier. This first-hand experience is what drives the success of Talk Cancer.

It's such a good feeling seeing people's understanding and confidence grow in front of you. We hear at the start of a workshop how hard people can find it to talk about cancer, and for us to help them overcome this is so rewarding.

One gentleman who attended training told us he had been experiencing abnormal bleeding for five years, but had not spoken to anyone about it. He came back a couple of weeks later and told us he had seen his GP as a result of the training.

We have met lots of really passionate people who are as keen as we are to get people talking about cancer, without the fear and fatalism – it's great that we can help them do this.”

Kirsty Bennett – Talk Cancer trainee, London

“The training was very thorough and covered all the essential topics that I will need when volunteering. I liked that it included people with different experiences and existing knowledge levels, but was still pitched at the right level for everyone.

The best thing about Talk Cancer was the trainers, who were funny and engaging, but also serious when they needed to be. You could tell they were very passionate about what they do.

I feel much more confident about talking to the public about cancer and will definitely use the tips that we learnt for starting conversations and signposting people to services.”

Renuka Godawatta – Talk Cancer commissioner, Gateshead

“As cancer is one of the leading causes of premature death in Gateshead, I was looking for experienced trainers who could deliver informative cancer awareness training to local, frontline staff.

The staff who attended Talk Cancer particularly enjoyed how friendly and interactive the workshop was, and the jargon-free language used.

Talk Cancer has provided staff in my area with the knowledge and messages to use in their day-to-day activities. Since attending the workshops, they have been a lot more confident to talk about cancer in their community.

I was really pleased to be able to commission the workshops and would recommend Talk Cancer to other communities where there is a need for increased cancer awareness.”

WORKING TOGETHER

If we're going to beat cancer, we need to get people talking about it and taking action. That's why we work with organisations, the public and health professionals, to equip them with the information they need to raise cancer awareness and encourage earlier diagnosis.

Cancer Research UK Primary Care Engagement Programme

Our Primary Care Engagement Team work with and support GPs and primary care teams to detect cancer symptoms sooner to save more lives. We offer a variety of resources, tools and training as well as providing cancer information, case studies and sharing best practice. At a local level, our team of experienced Facilitators provide specialist support to GP practices and commissioners to deliver cancer priorities.

Get to Know Cancer

As part of the 'Get to know cancer' campaign, which is led by NHS England, London Region, we have delivered Talk Cancer training to more than 300 volunteer activists. These volunteers from local communities across London have gone on to work in temporary pop-up shops, stalls and community events across London alongside cancer nurses. Exemplary Activists are also trained to give presentations in their local community, through faith groups for example. They help people understand that cancer can be beaten and encourage them to visit their GP with any concerns. This campaign has been backed by the Mayor of London, Boris Johnson, and Tottenham Hotspur Football Club.



Morrisons Pharmacy training

Pharmacy staff can play a key role in getting their community talking about cancer and nudging people to seek help. We can help them do this through providing training and increasing confidence to have conversations with their customers about cancer where appropriate. Following a successful pilot, we were commissioned by Morrisons Pharmacy to deliver nine Talk Cancer workshops to 153 of their pharmacists across the UK. Evaluation of the training showed it was extremely well-received and resulted in marked increases in pharmacists' confidence to promote cancer awareness in their roles.

"I was delighted to work with Cancer Research UK to train the pharmacists in our stores. Community pharmacists are often the first port of call for people and are well placed to raise cancer awareness and encourage customers to go to their GP early with any concerning signs or symptoms."

Bruce Pimlott, former Superintendent Pharmacist, Morrisons Pharmacy

"I'm really happy that the Peter Andre Foundation is helping to support the Cancer Awareness Roadshow, reaching deprived communities with cancer awareness messaging."

Peter Andre



Tony – "Thankfully, my cancer was caught in the early stages. I am now back living a very full and active life."



Port Talbot early diagnosis campaign

In 2013 the Roadshow visited communities in Wales as part of a wider campaign in partnership with Abertawe Bro Morannwg Health Board (ABMU). The campaign included a mix of local advertising, press coverage and targeted direct mail. The Roadshow set up cancer awareness stands at Tata Steel Works and the Port Talbot resource centre, allowing us to reach key groups such as male construction workers.

Ronan Keating & the Marie Keating Foundation

The Roadshow was launched in partnership with Ronan Keating and the Marie Keating Foundation – a charity formed in 2001 in memory of Ronan's mother, who sadly died of breast cancer.

We want to say a big thank you to Ronan, the Keating family and everyone at the Marie Keating Foundation for their continued support. Thanks to this partnership we have helped bring cancer awareness information to more than 400,000 people since 2006.



Peter Andre Foundation

We are delighted to have been working with the Peter Andre Foundation since 2013 and would like to say thank you for its support of the Roadshow. The Foundation is supporting two of our units, helping us to talk to hundreds of people every week about cancer.

"I'm really happy that the Peter Andre Foundation is helping to support the Cancer Awareness Roadshow. We're funding two buses, in London and North West England, helping to reach deprived communities with cancer awareness messaging. It's so important that people go to see the GP if they notice any unusual or persistent changes in their body. That's why my brothers and I are so passionate about supporting such a great cause."

Peter Andre



PETER ANDRE
FOUNDATION

Cross-disease work

Many of our health messages are relevant for many chronic diseases, not just cancer. The public receive so many varied health messages that it can sometimes be a bit of an information overload. We like to take a holistic view of health messaging, joining with other health partners and charities to streamline awareness activity and equip the public with easily digestible information that could arm them against a number of chronic diseases.



Cancer Awareness Roadshow

To find out more about the Roadshow and how we can work with you visit our website: cancerawarenessroadshow.org.uk or email us: cancerawarenessroadshow@cancer.org.uk

Talk Cancer

To find out more about our Talk Cancer workshops and the impact they can have in your community visit our website: cruk.org/talkcancer or email us: talkcancer@cancer.org.uk

Primary Care Engagement Programme

To find out more about how we can support primary care teams email: primarycare@cancer.org.uk

Publications/Resources

To order from our wide range of publications head to our publications website: cruk.org/leaflets

Healthy Living

To learn more about how to help reduce the risk of cancer visit cruk.org/health

Spotting Cancer Early

For more information about the signs and symptoms of cancer and screening programmes visit spotcancerearly.com

Volunteering with us

To get involved with volunteering please see our volunteering website: cruk.org/volunteering or email: healthawarenessvolunteering@cancer.org.uk

Online Patient Information

For trustworthy information for people affected by cancer check out our online patient information at cruk.org/cancer-help

Cancer Information Nurse Helpline

Call 0808 800 4040 (freephone) to talk to one of our information nurses in confidence about cancer.

Cancer Chat

Visit our online discussion forum for people affected by cancer. This forum focuses on sharing information and experiences: cruk.org/cancerchat

Local Policy

If you are interested in finding out how you can help influence local policy visit our web pages: cruk.org/cancer-info/publicpolicy

Marie Keating Foundation

To find out more visit mariekeating.ie/

“Seeing my BMI in black & white has helped motivate me to take action to get back into the healthy weight range.”

Roadshow visitor, Lanarkshire

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