Cancer Champions

WELCOME
Aims of being a Cancer Champion

- To help people to recognise signs and symptoms and go for help when needed
  - Early detection saves lives
  - Raise people’s awareness about cancer
  - Engage in conversation

It’s about real people talking to real people, and it does make a difference!!
Humber, Coast and Vale cancer facts

• Each week 160* people are diagnosed with cancer in the Humber Coast and Vale region

• Almost 20,000* people in Humber, Coast and Vale region are diagnosed with cancer each year; a rate significantly higher than the England average

• 53,000* people are currently living with and beyond cancer in the Humber, Coast and Vale region

Making Every Contact Count

wider society

communities & neighbourhoods

family & friends

individuals

Each level has direct & indirect influences on the other levels

degree of personal control

direct

indirect
Your role as a Cancer Champion

What it is......

- To provided opportunistic support to people when appropriate
- To be enthusiastic about supporting people to change their health behaviour
- To understand the components of a Conversation for change
- To provide information and signpost people where appropriate
What we don’t do........

• To give detailed, specialist knowledge or support to people
• To act as a counsellor
• To tell people what to do and or set goals for them
• To police health
So why do we need you to be a Cancer Champion??

People will benefit from your involvement because:

• They are frightened
• They don’t put their own needs first
• They think they may be wasting NHS time
• They feel guilty and it’s their fault – smokers etc.
Cancer

- First thoughts
- What does cancer mean to you?
What is Cancer?

• Cancer is the name given to an illness resulting from one of our body’s own cells growing out of control. Usually they form a lump of tissue called a tumour (Primary)

• If the cancer spreads to another part of the body, it is more difficult to treat (Secondary)

• The cancer can then spread to many parts of the body (Metastasis)
Cancer facts

• More than one in two people in the UK will develop cancer in their life-time

• Late presentation is a concern as this affects chances of a good outcome – 10,000 people a year can be saved with early presentation (this equates to 27 lives each day)

• Cancer survival in the UK has doubled in the last 40 years
Early Presentation of Cancer Symptoms

It is estimated that thousands of lives in the UK can be saved EVERY YEAR if efforts to improve diagnosis and early presentation to the GP are increased.
It is estimated that 4 in 10 cancers might be prevented by adopting a healthier lifestyle.
Can lifestyle changes really make a difference?

Yes, and not just for cancer. In 2008, a large UK study worked out how a combination of four healthy behaviours would affect your health.

These were: not smoking; keeping active; moderating how much alcohol you drink; and eating five daily portions of fruit and vegetables.

People who ticked all four healthy boxes gained an average of 14 years of life compared to people who did not do any of them. By the end of the study, they were less likely to have died from any cause.
What are the 4 most common cancers?

- Breast
- Lung
- Prostate
- Bowel
Signs and Symptoms of:

- Bowel Cancer and Screening Programme
  - Lung Cancer
  - Skin Cancer
  - Throat Cancer
  - Oesophageal cancer
- Breast Cancer and Screening Programme
- Cervical Cancer and Screening Programme
  - Ovarian cancer
  - Prostate Cancer
  - Testicular Cancer
Signs to be aware of...

**Persistent** – symptoms that last 3 weeks or more, such as a cough, a mouth or tongue ulcer, a sore that doesn’t heal or bloating

**Unexplained** – such as a difficulty swallowing food or needing to pee very often or very suddenly

**Unusual change for you** – such as a change in the size, shape or colour of a mole, or a change to your nipple, or skin or shape of your breast
Bowel cancer can affect men and women.

Bowel cancer is also referred to as colorectal cancer or colon cancer.

It can affect anywhere between the colon (large bowel) and the rectum (back passage).

**Did you know that 9 out of 10 people will survive bowel cancer if it is caught early?**
Signs and Symptoms

If you notice any of these symptoms and they last longer than 3 weeks tell your doctor.

- A persistent change in bowel habit to looser or more frequent bowel motions
- A strange smell from your bowel movement
- Tummy pain, especially severe
- A lump in your tummy
- Bleeding from the bottom without any obvious reason
Let’s be clear.
Bowel cancer screening saves lives.

If you’ve had blood in your poo or looser poo for 3 weeks, your doctor wants to know.

Chances are it’s nothing to worry about, but it could be the early signs of bowel cancer, so tell your doctor. Finding it early makes it more treatable and could save your life.
What is bowel cancer screening?

Bowel cancer screening aims to detect bowel cancer at an early stage (in people with no symptoms), which is when treatment is more likely to be effective.

**Who is invited?**

Men and women aged between 60 –74, the NHS will automatically send you a screening kit through the post, with the option of requesting a kit if aged over 75.

If you are aged 75+ you can request screening by calling freephone number: 0800 707 60 60

SCREENING SAVES LIVES
Faecal Occult Blood test (FOBT)
Faecal immunochemical test (FiT)

• Like the FOBT, FiT tests for hidden blood in your poo. It can’t diagnose bowel cancer but if it shows blood in your poo, you will be invited to your local screening centre to talk about having more tests.

• FiT is more reliable than FOBT because your diet and medicines are unlikely to affect the results. If you don’t have bowel cancer, you are less likely to get an abnormal result (a false positive) with FiT.

• Another benefit is that you only need one poo sample.
FiT KIT
Lung cancer mainly affects older people and is rare in people younger than 40.

Lung cancer is most commonly diagnosed in people aged 70-74.

People who have never smoked can develop lung cancer, although smoking is the main cause (accounting for over 85% of cases).
Signs and Symptoms

- Having a cough for longer than 3 weeks for no obvious reason
  - Get out of breath easily
  - Frequent chest infections
- A change in a cough you have had for a long time
- Coughing up phlegm (sputum) with signs of blood in it
  - Chest or shoulder pain
  - Loss of appetite
  - Tiredness
  - Losing weight

If you have any of the above symptoms, visit your doctor, you may need a chest x-ray. Smokers are more at risk.
**Been coughing for 3 weeks?**
**Tell your doctor.**

A persistent cough could be a sign of lung cancer. Finding it early makes it more treatable.

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**Do you get out of breath doing things you used to be able to do?**

It could be a sign of lung or heart disease or even cancer. Finding it early makes it more treatable, so don’t ignore it, tell your doctor.
Skin

There are two main types of skin cancer; malignant melanoma which is less common but more serious; and non melanoma which is very common but not so serious.
Skin cancer can appear as:

- A spot or sore that does not heal within 4 weeks
- A spot or sore that continues to itch, hurt, scab, crust or bleed for more than 4 weeks
- Areas where the skin has broken down or forms an ulcer, if you can't think of a reason for this change, and it does not heal within 4 weeks...

You should show your GP any area of skin that is damaged and does not heal up
Moles

- Getting bigger
- Changing shape, particularly an irregular edge
- Changing colour – getting darker, becoming patchy or multi shaded
- Large diameters, 7mm or more (smaller areas should still be checked if other changes are present)
- Itching or painful
- Bleeding or becoming crusty
- Looking inflamed
Throat

Affects both men and women usually aged over 40
Signs and Symptoms

- A hoarse or changing voice for longer than 3 weeks for no obvious reason
- Unexplained lump in the neck
- Difficult swallowing food
- Feeling like something is stuck in your throat
- Coughing and shortness of breath
- A persistent sore throat
- Tiredness
- Losing weight

Remember that all these symptoms can be caused by other illnesses. But it is important to report them to your doctor.
Oesophagus

Affects men and women usually over the age of 50 years
Signs and Symptoms

- **Difficulty in swallowing** i.e. food sticking (dysphagia)
  - Upper abdominal pain
- **Regular acid reflux (heartburn) most days for 3 weeks or more**
  - Indigestion (dyspepsia)
  - Hoarseness more than 3 weeks
  - Chronic cough more than 3 weeks
- Pain or discomfort in the throat or back
  - Coughing up blood
  - Vomiting
  - Weight loss
Breast

Be breast aware, get to know your own body, know what is normal for you and if you notice any changes please tell your GP as soon as you spot them.

**Breast cancer is the most common cancer in women** and is more common in older women, but can affect younger women.

Men can get breast cancer, but this is very rare.

1 in 8 women in the UK will develop breast cancer in their lifetime.
Signs and Symptoms

Things to look out for are:

• Any lumps, thickening or bumpy areas
• Axilla lumps (under the arm)
• Changes in appearance (puckered or dimpled skin)
• Discomfort or pain
• Nipple discharge, a rash, red areas that won’t heal, or a change in your nipple position (pointing differently or pulled in).

You can develop breast cancer at any time

Changes in your breasts may be harmless, but you should get them checked straight away
WHAT BREAST CANCER CAN LOOK & FEEL LIKE

Recognize something? Don’t panic, some changes are normal. But if it stays around be smart—show a doctor.

“A cancerous lump usually feels hard and immovable like a lemon seed. It can be any shape or size.”

Want information on each symptom? knowyourlemons.com

 Designed by charity WorldwideBreastCancer.org, USA. Do not alter, crop or add to this image without written permission.
What is breast cancer screening?

• A mammogram is the name of an x-ray carried out on the breast

• A picture is taken of the breast, to check for any small changes that are too small to be felt

• This helps to diagnose breast cancer at an early stage

All women between 50 and 70 years old are invited for breast screening, every three years

What are the benefits of breast screening?

• Regular screening prevents deaths from breast cancer

• Screening can find cancer early, before you know it’s there

• The earlier breast cancer is found, the better your chance of surviving it
Cervical cancer often has no symptoms

You should visit your doctor if you notice any of the following signs:

- Bleeding between periods
- Bleeding during or after sex
- Bleeding after you have been through the menopause
- Any unpleasant vaginal discharge
- Discomfort or pain during sex

These symptoms may also be signs of other common conditions and do not necessarily mean you have cancer.
What is cervical cancer screening?

Cervical screening (smear test) checks the health of the cervix

Women aged 25 – 64 are invited for screening

It helps find changes in the cells of the cervix before they have a chance to develop into cancer

Treating early changes can prevent cervical cancer from developing

Cervical screening saves the lives of thousands of women every year
Human papilloma virus (HPV) vaccination

Vaccination

• HPV vaccination started in 2008 for young women aged 12/13 – year 8
• 2 injections 6 months apart
• Aims to stop girls getting the HPV virus that causes most cervical cancers
• Being introduced for boys age 12/13 (year 8) in September 2019
Ovarian

Many women with a very early stage of ovarian cancer often don't have any symptoms at all.

Ovarian cancer usually occurs in women over 50 years of age.

The symptoms may be very vague.
Signs and Symptoms

- Bloated, full feeling in the abdomen
- Pain in the pelvic area or lower abdomen
- Feeling full quickly and loss of appetite
- Needing to pee urgently or more frequently than normal

Symptoms after cancer has spread
- Irregular periods or vaginal bleeding after menopause
- Back pain
- Constipation
- Pain during sex
- A swollen abdomen
Prostate cancer affects men only

There is a very low risk in men under the age of 50, but the risk does increase after that age.
The following symptoms may be caused by problems that are much less serious than prostate cancer. Try not to worry if you develop any of them; however do get them checked out by your GP (doctor):

- Difficulty or pain in passing urine
- Having to rush to the toilet to pass urine
- Frequent visits to the toilet, especially at night
- Starting and stopping while urinating
  - Dribbling urine
- A feeling of not having emptied the bladder fully
Testicular

- 15-35 is the age group of men with most cases of testicular cancer

The most common symptom of a testicular cancer is a lump or swelling in the testicle. It can be as small as a pea or it may be much larger.

Remember that most testicular lumps are NOT cancer

- 95% of patient with testicular cancer are alive after a five year period
- Men should self-examine themselves every month
Signs and Symptoms

Discomfort or pain
Testicular cancer is not usually painful, but about 1 in 5 men (20%) have a sharp pain in the scrotum as a first symptom. Some men may have a dull ache in the affected testicle and/or their lower abdomen.

A heavy scrotum
Your scrotum may feel heavy.

What will happen if you go to your GP with these symptoms?
Your GP may shine a strong light through your testicle. If you have a fluid filled cyst (called a hydrocoele) rather than a cancer, the light will show through.

A cancer is a solid lump and the light can't pass through it. Your doctor may call this test transillumination.
So...

Now what do you think about cancer?
How would you feel talking to someone about cancer concerns?

Things to consider:

• Check they want to talk about it
• Be honest
• Ask open questions
• Learn to listen, different techniques
• Close the conversation encouragingly
Ask

When the opportunity presents itself, ask a question

- How often does it happen?
- When did it start?
- How long have you felt this way?
- How long have you had that cough?
Questions to avoid

**Leading questions** – Leading someone to an answer they want you to hear
• So you’re feeling better then, yeah?

**Multiple questions** – Asking more than 1 question at once gets the person in a muddle and they will usually only answer the last one.

**Intrusive questions** – Sometimes we ask questions because we are curious
• Be careful when treading in sensitive areas

**Judgemental questions** – These show that you disapprove
• Won’t your partner drive you to hospital?
• Why don’t you……

‘**Why’ questions** – These sound judgemental as if the person has to justify what they have done
• They can be rephrased with a ‘what’ or ‘how’
Active Listening

- Pay attention
- Show empathy
- Prove you’re listening
- Check your understanding
  - Don’t judge
- Respond encouragingly
- Body language/non-verbal communication
Role play

Scenario

You have met a friend for a coffee and noticed that they have a mole on their hand that looks inflamed.

How do you approach the topic?
Confidentiality

• Respect people’s confidentiality
  • It’s a small world
• If someone shares information with you that puts themselves or others at risk this information should be passed on
Cancer Champion Aims

- To help people to recognise signs and symptoms and go for help when needed
  - Early detection saves lives
  - Raise people’s awareness about cancer
  - Engage in conversation
  - Share knowledge regarding signs and symptoms

It’s about real people talking to real people, and it does make a difference!!
Know 4 sure

Key signs of cancer:

• Unexplained blood that doesn’t come from an obvious injury

• An unexplained lump

• Unexplained weight loss, which feels significant to you

• Any type of unexplained pain that doesn’t go away
Persistent – symptoms that last 3 weeks or more, such as a cough, a mouth or tongue ulcer, a sore that doesn’t heal or bloating

Unexplained – such as a difficulty swallowing food or needing to pee very often or very suddenly

Unusual change for you – such as a change in the size, shape or colour of a mole, or a change to your nipple, or skin or shape of your breast
What happens now?

We will share our quarterly newsletter with all of our trained cancer champions.

Would you like to help with cancer promotions that we have coming up in your local area?

Please let us know if you would be happy to be contacted further.
Stories !!

Please inform us if you have any stories

We would love to hear from you if –

• Have you signposted anyone to their GP surgery regarding cancer concerns
• Have they had any investigations
  • Any outcome good or not
Thank You and Remember…..

- If in doubt ask – in health there are no “stupid” questions!!!
  - Remember your own limitations
  - Seek advice and support as necessary
  - Look after yourselves!!!
Any questions?
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