

**Welcome** to the Winter 2011 edition of *In the loop*, the newsletter designed to keep colleagues delivering the NHS Bowel Cancer Screening Programme up to date with news and progress from within the community.

This is your newsletter so please let us know of any local news and events by emailing us at [press.office@nhscancerscreening.co.uk](mailto:press.office@nhscancerscreening.co.uk); call on **020 7400 4499**.

We'd especially love to hear about any activities you're running that are aimed at engaging with hard-to-reach groups. Sharing innovative ideas will help deliver best practice and a better service for all.

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## NHS Northamptonshire gets pensioners on board with new awareness scheme



NHS Northamptonshire has launched a new scheme to promote bowel cancer screening to thousands of local pensioners. All pensioners who apply for a bus pass or request a replacement will now receive it in a wallet branded with NHS Northamptonshire's DETECT (Diagnose Early To get Effective Cancer Treatment) campaign.

The wallets include a fold-out sheet with information on bowel cancer screening and the national helpline number.

As Northamptonshire's Library Service receives around 1,400 requests a month for bus passes this provides an ideal opportunity to promote bowel cancer screening to the eligible age group.

Linette Pandya D'Silva, Social Marketing Manager for NHS Northamptonshire, who is leading the campaign said:

**"We know from a survey that local awareness of bowel cancer screening is only 37 per cent – compared with a 79 per cent awareness level for breast cancer. This makes it even more important for us to be innovative in the way we promote bowel cancer screening."**

"Since the screening programme was introduced in 2006, there's been a 12 per cent increase in bowel cancer rates, a sign that more tumours are being detected. If a tumour is found in the early stages of development then 90 per cent of patients survive for five years and beyond. This falls to less than 5 per cent for advanced tumours."

The scheme, believed to be the first of its kind in England, has been piloted in libraries in Northampton, Wellingborough, Corby, Daventry, Rushden and Kettering and there are plans to extend it to the other 30 libraries across the county. For more information please contact Lynette Pandya D'Silva on [Linette.PandyaDSilva@northants.nhs.uk](mailto:Linette.PandyaDSilva@northants.nhs.uk)

## European Week Against Cancer is re-launched

The European Week Against Cancer (EWAC) has re-launched under the leadership of the Association of European Cancer Leagues. It will be held each year 25 to 31 May.

The aim of the EWAC is to promote the European Code Against Cancer which provides an 11 point guide to cancer prevention focusing on the areas of healthy lifestyles and screening.

This year's conference in Brussels brought together policy makers, industry representatives, politicians and civil society to discuss what kinds of national and European level interventions can be made in order to help Europeans lead healthier lifestyles.

European Commissioner for Health & Consumer Policy, Mr John Dalli, said:

"My message at the occasion of this year's European Week Against Cancer is simple: people can take steps to improve their health and avoid certain cancers, by making healthier choices. While public authorities cannot force people to change their behaviour, I believe that we have a duty to arm our citizens with the information they need to take control of their health". To conclude: "I am committed to supporting Member States and stakeholders in their joint partnership efforts to prevent and control cancer in every way I can".

By working together with the Member States, sharing knowledge, capacity and expertise in cancer prevention and control, more can be done to effectively tackle and combat cancer across the Union. The next EWAC Conference will



*Delegates at the conference in Brussels*

take place in Rome from 31 May to 1 June 2012. The themes will be tobacco control and screening.



## Premier League rivals join forces to support bowel cancer awareness campaign in North London

Two premier league football rivals have joined forces to support the launch of a bowel cancer awareness initiative across North London. Tottenham Hotspur Foundation and Arsenal in the Community have been working alongside the North Central London and West Essex Cancer Commissioning Network (NCL&WECCN) since October 2011 to promote the 'Be Clear on Cancer' campaign. The local campaign will be rolled out across the North London boroughs of Enfield, Haringey, Barnet, Camden and Islington as well as West Essex. The Clubs' charities will encourage local community groups, volunteer organisations, patient support groups and national cancer charities to become 'Community Ambassadors' for the Campaign.

The local initiative is a pre-cursor to the roll-out of the national 'Be Clear on Cancer' campaign aimed at raising awareness of the symptoms of bowel cancer and the importance of early diagnosis among men and women over 55, due to roll out in January 2012.

The local campaign has produced a variety of materials, including branded beer mats which have been delivered to over 100 pubs in the community to help raise awareness. Additionally, information, including leaflets and posters, has been made available in several languages alongside a translation service to help engage with hard-to-reach communities.

Jill Ireland, Colorectal Cancer Programme Lead at North Central London and West Essex Cancer Commissioning Network, said: "Some areas in North London and the West Essex have particularly poor uptake of screening and high incidences of late diagnosis."

"Having the cooperation of such well-known and supported football clubs is a fantastic way of really getting into communities and harnessing the local support for these clubs to raise awareness of bowel cancer in the community, especially among groups that are traditionally quite hard to reach.



*Branded campaign beer mats delivered to 100 pubs in the community to raise awareness*

"The ambassador scheme is already proving a big success with great take-up across all the areas. Both Arsenal and Spurs have a great pedigree in supporting wide-reaching health campaigns and we're finding great volunteers all the time. Each community engagement is a truly bespoke piece of work and we hope that the high level of enthusiasm across the network will continue as the initiative progresses."

The campaign is expected to run until May 2012.



# In Parliament

## Health & Social Care Bill returns to Parliament

In September, the Health & Social Care Bill re-entered the House of Lords. Despite opposition from some corners of the House, peers voted down a number of bids to delay the Bill at its first and second readings.

The Committee stage saw a great deal of discussion by Peers over the proposed transfer of responsibility

for the NHS from the Secretary of State for Health to an unelected NHS Commissioning Board. After a series of amendments were disregarded, negotiations continue to take place, which if prolonged, would provide a significant challenge to Andrew Lansley's plans for the Bill to attain Royal Assent before the New Year.

## Ed Miliband appoints new Shadow Health team



In October 2011, Ed Miliband MP, Leader of the Opposition, announced his new frontbench team following

an autumn reshuffle. Among a number of key ministerial appointments, Andy Burnham MP made a return to the health brief after John Healey MP decided to step down from the Shadow Cabinet for personal reasons. In a letter to Ed Miliband, Mr Healey said he had "relished the last year as Shadow Health Secretary" but felt that it was "time for me to put my family first".

Andy Burnham MP served in the Cabinet under Gordon Brown from 2007 to 2010 as Chief Secretary to the Treasury, Culture Secretary and Health Secretary. He was a candidate in the 2010 Labour leadership election, coming fourth out of the five candidates, and

was subsequently appointed Shadow Secretary of State for Education. Since his move to Shadow Health Secretary in October, he has launched a major national campaign calling on the Government to "Drop the Bill".

The new Shadow Health Team also includes:

**Liz Kendall MP**, Shadow Minister for Care and older people

**Diane Abbott MP**, Shadow Minister for Public Health

**Andrew Gwynne MP**, Shadow Minister of State for Health with responsibility for legislation, NHS financial performance and NHS performance

**Jamie Reed MP**, Shadow Minister of State for Health, with responsibility for medicines, pharmacy and industry

## Bowel cancer charity launches interactive bowel cancer map

The charity Beating Bowel Cancer has launched an interactive map detailing the regional variations in mortality rates from bowel cancer across the UK. The map features data compiled by the UK Cancer Information Service, which allows users to find information by Local Authority area simply by typing in a postcode.

Glasgow was found to have the highest mortality rates in the UK, with 31 people per 100,000 dying per year from the disease, while Rossendale, Lancashire, was seen to be the lowest with only nine deaths per 100,000.



While the exact causes of the variations are unclear, the charity attributed the discrepancy in results to a combination of generally low uptake of screening, lack of awareness of symptoms, unhealthy diets and lifestyles.

Commenting on the map, Beating Bowel Cancer chief executive Mark Flanagan emphasised the importance of early diagnosis in catching bowel cancer early and urged people to participate in bowel cancer screening to help lower their risk from the disease. He said: "Too many people are dying from bowel cancer, no matter where they live. Deaths from bowel cancer could, and should, be much less common. Early diagnosis is key so today we are calling on people to take responsibility for their bowel cancer risk.

"People can give themselves a life-saving chance by being aware of bowel cancer symptoms and taking up invitations to be screened when it is offered to them."

For more information, please visit <http://www.beatingbowelcancer.org/>

## NHS Bowel Cancer Screening Programme wins Plain English award

The Programme has won a Plain English award for the bowel cancer screening test kit instruction leaflet. The award celebrates clear and concise communication, and was bestowed by The Plain English Campaign, who has held these awards for over 30 years in order to fight jargon and gobbledeygook.

Dr Steve Smith, Director of the Bowel Cancer Screening Hub (University Hospitals Coventry and Warwickshire NHS Trust), who was part of the team who produced the leaflet, accepted the award on behalf of the Programme at a ceremony in Liverpool on 9th December 2011.

# Endoscopy training

The list below gives contact details for each of the 9 training centres in England. All training courses are now available through the Jets website – [www.jets.nhs.uk](http://www.jets.nhs.uk)

## LIVERPOOL

### Royal Liverpool & Broadgreen

University Hospital, Endoscopy Master Unit,  
Prescot Street, Liverpool L7 4XP

**Email:** [carol.pierpoint@rlbuht.nhs.uk](mailto:carol.pierpoint@rlbuht.nhs.uk)

**Web:** [www.jets.nhs.uk/liverpool](http://www.jets.nhs.uk/liverpool)

## LONDON

### St George's

St George's Hospital, Endoscopy Unit,  
St James Wing, Blackshaw Road,  
London SW17 0QT

**Web:** [www.jets.nhs.uk](http://www.jets.nhs.uk)

### St Mark's

St Mark's Hospital, Endoscopy Unit,  
Wolfson Unit for Endoscopy,  
Watford Road, Harrow,  
Middlesex HA1 3UJ

**Email:**

[wolfson.endoscopy@imperial.ac.uk](mailto:wolfson.endoscopy@imperial.ac.uk)

**Tel:** 0208 235 4203

**Web:** [www.wolfsonendoscopy.org.uk](http://www.wolfsonendoscopy.org.uk)

## TORBAY

### Torbay Hospital

Endoscopy Unit, Lawes Bridge,  
Torquay TQ2 7HN

**Contact:** Linda Beard

**Email:** [endoscopy.sdhct@nhs.net](mailto:endoscopy.sdhct@nhs.net)

**Tel:** 01803 654 826

**Web:** [www.jets.nhs.uk/torbay](http://www.jets.nhs.uk/torbay)

## WOLVERHAMPTON

### New Cross Hospital

Endoscopy Unit, Beynon Centre,  
Wolverhampton WV10 0QP

**Email:** [rachel.fudge@rwh-tr.nhs.uk](mailto:rachel.fudge@rwh-tr.nhs.uk)

**Tel:** 0190 269 4193

**Web:** [www.jets.nhs.uk/wolverhampton](http://www.jets.nhs.uk/wolverhampton)

## NORWICH

### Norfolk & Norwich University Hospital

Endoscopy Unit, Colney Lane,  
Norwich NR4 7UZ

**Email:** [sarah.pond@nnuh.nhs.uk](mailto:sarah.pond@nnuh.nhs.uk)

**Tel:** 01603 288 628

**Web:** [www.nnuh.nhs.uk](http://www.nnuh.nhs.uk)

## HULL

### East Yorkshire School of Endoscopy

Castle Hill Hospital, Castle Road,  
Cottingham HU16 5JQ

**Email:** [EYSE.Queries@hey.nhs.uk](mailto:EYSE.Queries@hey.nhs.uk)

**Tel:** 01482 624 061

**Web:** [www.jets.nhs.uk/yorkshire](http://www.jets.nhs.uk/yorkshire)

## SHEFFIELD

### Northern General Hospital

Endoscopy Suite, Herries Road,  
Sheffield S5 7AU

**Email:** [linda.allsop@sth.nhs.uk](mailto:linda.allsop@sth.nhs.uk)

**Tel:** 0114 271 4826

**Web:** [www.jets.nhs.uk/sheffield](http://www.jets.nhs.uk/sheffield)

## GLOUCESTERSHIRE

### Cheltenham General Hospital

Gloucestershire Endoscopy Training Centre,  
Sandford Road, Cheltenham,  
Gloucestershire GL53 7AN

**Email:** [carol.quance@glos.nhs.uk](mailto:carol.quance@glos.nhs.uk)

**Tel:** 08454 224 305

**Web:** [www.glosendotraining.nhs.uk](http://www.glosendotraining.nhs.uk)

## Survivor seeks to address low awareness of bowel cancer with personal plea

A bowel cancer survivor has written a personal appeal to encourage people to take up their invitation for bowel screening. Southampton resident Jules Hieatt-Smith was diagnosed in 2010 following an FOB test and flexisigmoidoscopy examination. After undergoing surgery and chemotherapy, he has now made a full recovery. Jules has since decided to share his experiences in an open letter to help people recognise the symptoms of bowel cancer and urge them not to ignore their invitation.

In his letter, Jules admits that recognising the symptoms of bowel cancer and contacting his GP probably saved his life. He stresses the importance of early diagnosis and praises the availability of the FOB test and the roll-out of flexisigmoidoscopy, stating: "I would truly love to have been given the opportunity to have what you are now being offered. If I had, my cancer could have been terminated there and then."



Since being given the all-clear, Jules has spent a great deal of time speaking of his experiences at local events in order to help increase awareness of the importance of screening, as part of an on-going project with Cancer Research UK. He said: "Many of my friends have ignored the FOB test, and since they may just be representative of the general public, I feel I have to do something to help convince others that it's worthwhile."