



Dear colleague,

### **Early Diagnosis Awareness Campaign – Briefing for GPs and Practice Staff**

**This spring the Thames Valley Cancer Network [TVCN] is working with PCTs and national cancer charities across the patch to raise people's awareness of the symptoms (early signs) of bowel and lung cancer, and urging them to contact their GP if they have symptoms.**

**This is our response to the national campaign to increase the proportion of people presenting with early stage cancer, so improving survival rates in the UK and bring us in-line with those in similar European countries.**

**The Thames Valley campaign runs from Monday 7 March – Thursday 14 April.**

### **Find out first hand Thursday 17<sup>th</sup> March**

You are invited to a series of events for GPs and their practice colleagues, co-ordinated by Thames Valley Cancer Network (TVCN).

You will hear about the campaign from key, clinical and public health speakers, as well as project leads. The outline programme for this event is attached.

In Oxford the event is happening on:

- **Thursday 17<sup>th</sup> March, 1pm – 3pm at the Church Mission Society, Watlington Road, Cowley. OX4 6BZ**

If you cannot make this date, a full programme is listed below and we urge you to come to one of those sessions.

The meetings include lunch, and certificates of attendance will be available.

### **Funding: For your time**

If you need to back fill cover, TVCN has a small fund in reserve specifically for that.

To do this contact: Jenny Jones (Deputy Director, TVCN) email: [jenny.jones@tvcn.nhs.uk](mailto:jenny.jones@tvcn.nhs.uk) or call 01865 857166 or 07825 193571.

### **A quick overview**

The campaign has been jointly given £600k non-recurrent funding for 2010/11 by the five Thames Valley PCTs and Swindon PCT.

The local campaign is focussing on bowel and lung cancer. The key messages are likely to be

- Early diagnosis saves lives
- If you have a cough for more than 3 weeks see your GP
- If you have bleeding from the back passage for more than 3 weeks see your GP

The local campaign is very ambitious and having to be delivered to very tight timescales which have been determined nationally.

The campaign will use existing materials from the Department of Health and national charities: Beating Bowel Cancer and the Roy Castle Lung Cancer Foundation. It will include a range of advertising as well a face to face 'roadshows' across the whole TVCN area.

Local practices are key in ensuring that the campaign is successful and results in an increase in appropriate referrals.

### To attend

To book your place, please email: [earlydiagnosis@tvcn.nhs.uk](mailto:earlydiagnosis@tvcn.nhs.uk)

### PCT Contacts

*We are very aware that this is short notice for Practices but would urge practices/clusters to send a representative if they possibly can, since these meetings will give a very useful overview of the campaign*

We look forward to seeing you on the 17<sup>th</sup>.

### Other dates across Thames Valley

Date	Time of presentation	Patch and Venue
2nd March	1- 4pm	WINDSOR/MAIDENHEAD BCA Hall Place, Burchetts Green Maidenhead, SL6 6QR
Mon 7th March	1 - 3pm	BUCKS Bull Hotel, Oxford Road Gerrards Cross, Buckinghamshire SL9 7PA
Tues 8th March	1 - 4pm	BRACKNELL Easthampstead Baptist Church S Hill Rd Bracknell, West Berkshire RG12 7NS
9th March Aylesbury	1 - 3pm	AYLESBURY Holiday Inn Aston Clinton Rd, Weston Turville, Aylesbury
Thur 10 march	1 - 4pm	SLOUGH Burham FC Burnham Bucks SL1 8JG
16th March Swindon	1 - 3pm	SWINDON Swindon FC County Ground County Rd, Swindon SN1 2ED
17th March Oxford	1 - 3pm	OXFORD Church Mission soc Watlington Rd Cowley, Oxford OX4 6BZ
<b>BERKS WEST</b>	TBC	
<b>MILTON KEYNES</b>	TBC	