**National Help Us Help You - lung cancer campaign Feb 2021**

A national lung cancer campaign has been launched this week.  This is because lung cancer GP referrals remain lower than normal and have been the slowest by far out of all cancer types to recover since the start of the pandemic.

Please help promote the campaign to your patients.

As of December 2020, lung cancer referrals had reached 73% of pre-COVID levels, while referrals for all cancers were just over 100%.  This suggests that there are people who may have worrying symptoms who are still not contacting their GP.

Some key facts

* Lung cancer is England’s biggest cause of cancer death. Around 28,100 people die from lung cancer in England each year
* In the UK it is estimated that nearly 6,000 people who have never smoked die of lung cancer every year
* More than four in 10 cases of cancer could be prevented, largely through lifestyle changes such as not smoking, keeping a healthy bodyweight, eating a healthy balanced diet and cutting down on alcohol
* In 2018, 33.6% of all cancers in England were diagnosed via an emergency presentation.   Those diagnosed through emergency presentations are often at an advanced stage, resulting in poorer survival
* Five-year survival for persons diagnosed with stage 1 lung cancer is 57% compared with just 3% for those diagnosed with late stage (stage 4) lung cancer

BSW CCG number of lung cancer cases and deaths in 2018.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Total number of lung cancer cases registered in 2018 | | | Total number of lung cancer deaths registered in 2018 | | |
|  | Males | Females | Persons | Males | Females | Persons |
| South West | 2062 | 1841 | 3903 | 1515 | 1178 | 2693 |
| **Bath and North East Somerset** | **47** | **38** | **85** | **37** | **28** | **65** |
| **Swindon** | **68** | **63** | **131** | **42** | **39** | **81** |
| **Wiltshire** | **161** | **133** | **294** | **112** | **95** | **207** |

**Resources:**

Some resources are included in the [national](https://bswccg.nhs.uk/for-clinicians/primary-care-documents/primary-care-bulletin-documents/1748-lung-cancer-toolkit-help-us-help-you-toolkit-17-02/file), and [TVCA toolkits](https://bswccg.nhs.uk/for-clinicians/primary-care-documents/primary-care-bulletin-documents/1749-social-media-toolkit-tvca-knowyourcancerrisk-lung/file), including key messages, social media posts, items for inclusion on Practice websites.

Other resources including posters, tv and radio ads, etc are available at, and can be downloaded free of charge from, the [Public Health England Campaign Resource Centre.](https://campaignresources.phe.gov.uk/resources/campaigns/113-help-us/overview)

Lung cancer or Covid? Infographic:

* <https://www.roycastle.org/app/uploads/2020/12/APPROVED-How-to-Differentiate-Lung-Cancer-from-COVID-19-Infographic.pdf>

Patient videos:

* Patient video from Dr Andie Siggers:  <https://www.youtube.com/watch?v=hLo_0rMUhu4&feature=emb_logo>
* Patient video from Jenny Graves: <https://www.youtube.com/watch?v=bw1ZcrCp0K8&feature=emb_logo>

Podcasts/Webinars:

* Health Professionals: Wessex LMC podcast on Lung Cancer: <https://www.podbean.com/media/share/pb-bkpxx-ebed3c?utm_campaign=u_share_ep&utm_medium=dlink&utm_source=u_share>
* Health Professionals: Gateway C webinar - "Lung Cancer vs Covid-19" - <https://www.gatewayc.org.uk/free-webinars/>  - then click on "2020 Webinars"

Further resources will be distributed over the next 3 weeks including:

* GP practice education pack
* GP practice webinar
* “Talking head” videos, featuring input from colleagues including:
* Dr Joe Mays (Peninsula Cancer Alliance)
* Dr Steve Holmes (Somerset CCG)
* Charlotte Garland (Lung Cancer Nurse Specialist)
* Dr Jennie Wallace (BaNES MacMillan GP)
* Dr Karen Sandhu (Swindon MacMillan GP)