

National Cancer Programme

CANCER PROGRAMME BULLETIN

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Dear Colleague

Just as the national bowel cancer symptom awareness campaign and a range of local awareness pilots come to an end, we are busy planning our work programme for next year to keep up the momentum to deliver earlier diagnosis of cancer, and thereby help improve cancer survival rates. This bulletin reports on the results of both the bowel and lung regional pilots, and we hope shortly to publish the evaluation of the local activity in 2010/11. Bruce Keogh has written out to NHS Chief Executives asking them to plan for a national lung cancer symptom awareness campaign starting in May, and running for 8 weeks. We hope there will be news of further activity in the next bulletin.

We are also busy on many other fronts. For example, on the screening side, we have had a lot of interest from local bowel screening centres in bidding to become flexible sigmoidoscopy pilot sites and decisions will be made in April. The work we did last autumn to model the necessary increases in endoscopy capacity to deliver earlier diagnosis of symptomatic colorectal cancer and to extend the bowel screening programme led to some very useful analytical work from NHS Improvement (the link to this is in the bulletin). We are considering now, with Roland Valori, the Endoscopy National Clinical Director, what our next steps should be to improve endoscopy capacity and productivity. Following Secretary of State's announcements on proton beam therapy in December and on molecular testing of cancer in January, we are moving forward on these two very important areas. Again, we hope shortly to provide more information. We have been running the 2011 patient experience survey, which, in the Summer, should provide us with data to see what improvements have been achieved since the 2010 survey. Finally, as promised in the first annual report on *Improving Outcomes - a Strategy for Cancer*, we are working on a new survivorship document which will set out the evidence base for improvements in the way in which cancer survivors are supported.

Professor Sir Mike Richards
National Cancer Director

Policy News

Be Clear on Cancer Campaign Activity

A programme of activity under the Be Clear on Cancer campaigns is underway to achieve earlier diagnosis of cancer to improve England's cancer survival rates.

The national bowel cancer awareness campaign launched on 30 January finished at the end of March and the evaluation report will be available towards the end of the year.

Early findings of the regional pilot lung cancer campaign which ran in the Midlands in October and November 2011 show it was successful. There was a significant increase in public awareness of a persistent cough as a symptom of lung cancer, increases in referrals for both chest xrays and CT scans and GPs received on average an additional 2.4 patients per practice per week presenting with the relevant symptoms. Eleven local campaigns are running across England on breast cancer in women over 70, lung cancer and the symptom of blood in urine (common to kidney and bladder cancer) and seven campaigns on oesophagogastric cancer will commence from April 2012.

The Department will also conduct a series of meetings with the NHS to discuss plans for future campaign work and regular email bulletins will be circulated. For more information contact Beth Capper:

beth.capper@dh.gsi.gov.uk

National Campaign to Promote Awareness and Earlier Diagnosis of Lung Cancer (DH Gateway 17417)

The Department will be launching the first national lung cancer campaign to raise awareness of symptoms of lung cancer and encourage people with a persistent cough to see their GP. The campaign will run from 8 May to 30 June 2012. Bruce Keogh, NHS Medical Director has written to chief executives and medical directors to ensure providers are aware of the plans for the campaign. For more information visit:

http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_133134.pdf

Palliative Care Funding Pilot Sites Announced

On 20 March the Secretary of State, Andrew Lansley, announced the seven adult and one children's consortium pilot sites which will collect vital data to help the Government develop a fairer funding system for palliative care in England. The sites will be supported by £1.8 million funding.

Ministers are setting up the pilots following a recommendation from the independent Palliative Care Funding Review. The review, which reported last summer, made a number of proposals on how to make the funding of

palliative care fair and transparent. It recommended that pilots be set up to collect information to test its proposals.

For more information visit: <http://www.dh.gov.uk/health/category/policy-areas/social-care/palliative-care-funding/>

Implementation news

The Information Prescriptions Programme – Building on Success

The National Cancer Information Prescriptions Programme has just completed its first year of a two-year programme providing national support for local implementation of Information Prescriptions (IPs) in acute trusts in England.

Since the Programme went live in December 2010, the proportion of cancer multi-disciplinary teams and clinical teams now routinely issuing IPs are now; 54.6% in the 15 'Beacon' acute Trusts and 56.2% in the 28 acute trusts in Wave 1, demonstrating the programmes good progress and movement towards achieving its objectives. By December 2012, the programme expects to have worked with at least 70% of acute trusts in England.

For more information on the programme and to access the annual report visit:
<http://www.ncat.nhs.uk/our-work/improvement/improving-patient-information>

Refined pathways launched for living with and beyond cancer: Adults and Children and Young People

The NHS Improvement National Cancer Survivorship Conference was held on 28 March in London. It provided an opportunity to acknowledge the work of all the National Cancer Survivorship Initiative teams, to share recent evaluation work, the latest evidence and to hear from patients on their experience of the new pathways of care. For more information visit:
www.improvement.nhs.uk/cancer/Default.aspx?alias=www.improvement.nhs.uk/cancer/survivorship

Walking for Health (DH Gateway 17370)

As from April 2012, 'Macmillan Cancer Support' will work in partnership with 'The Ramblers' to run Walking for Health. The partnership of these two organisations will help to secure the future of the scheme. Their expertise will be used to encourage the growth and development of services for local health walk schemes and increase opportunities for people living with cancer or any other condition to participate.

Walking for Health is England's national network of health walks schemes, offering regular short walks with trained walk leaders. Over 75,000 walkers attend health walks regularly on around 650 schemes. They are usually short walks (up to an hour) and open and free to everyone. For more information about this scheme visit:
<http://www.macmillan.org.uk>

Launch of the Understanding Cancer E-learning Course

On 2 April 2012 a new e-learning course will be launched. It is aimed primarily at MDT co-ordinators and cancer registry staff is being launched by the NCIN. It is free of charge and has been accredited by the Institute of Healthcare Management. The course can also benefit other NHS users. For more information and to register visit the NCIN website www.ncin.org.uk.

Systemic Anti Cancer Therapy Dataset – Information Standards (ISB 1533)

Data collection will commence on 1 April 2012 for all NHS trusts providing chemotherapy services. Implementation will be phased with the expectation that all Trusts will provide full returns by April 2014.

For more information on the standard visit: www.isb.nhs.uk

End of Life Care Co-ordination Information Standard (ISB1580)

On the 20 March, a new national information standard was published which specifies the key data needed to ensure co-ordinated end of life care.

The 'End of Life Care Co-ordination: Core Content Information Standard' will facilitate consistent recording of information by health and social care agencies and, with the consent of the individual, will support safe and effective management of care and sharing of information at the end of life. For more information about the standard visit:

www.isb.nhs.uk

or

<http://www.endoflifecareforadults.nhs.ukh>

A New Data Collection: The Diagnostic Imaging Dataset (ISB1577)

The Department of Health and the NHS Information Centre are opening a new monthly data collection 'The Diagnostic Imaging Dataset' from 14 May 2012, based on imaging carried out in April. The data collection will give information about access by NHS patients to diagnostic imaging tests across the country and is mandatory for all NHS Providers.

Radiology Departments and Radiology Information System managers will play a key role in extracting and submitting data. This collection will provide a rich national dataset on key diagnostic tests concerned with the earlier diagnosis of cancer. For more information visit: <https://did.ic.nhs.uk/> .

Publications

The Characteristics of Individuals with Colorectal Cancer who Die Rapidly after their Diagnosis

On 26 March the National Cancer Intelligence Network (NCIN), published an analysis of bowel cancer patients diagnosed in England between 2006 -8. Researchers from the University of Leeds and the Hull York Medical School collaborated with the [Northern and Yorkshire Cancer Registry and Information Service](#) (NYCRIS). They found that almost 10 per cent of bowel cancer patients die within a month of being diagnosed. And, of those dying within a month, over half (56 per cent) were over 80 years old and 60 per cent were diagnosed following an emergency admission to hospital. To access the analysis visit:

http://www.ncin.org.uk/publications/data_briefings/the_characteristics_of_individuals_with_colorectal_cancer_who_die_rapidly_from_their_disease.aspx

These results show the importance of diagnosing bowel cancer early. The Department's National Bowel Cancer Symptoms Awareness Campaign seeks to raise public awareness of the early symptoms of bowel cancer and encouraging people to go to their GPs earlier.

Waiting Times for Suspected Cancer Patients - Commissioner Based: Quarters ending June, September and December 2011

On 23 March 2012 information on the waiting times for suspected cancer and those subsequently diagnosed with cancer by commissioner base was published for quarters 1-3 in 2011/12. This is the first time commissioner data has been published on a quarterly basis. For more information on the data visit:

<http://mediacentre.dh.gov.uk/2012/03/23/cancer-waiting-times-april-to-december-2011-q1-q2-q3-2011-12/>

Evaluation of the Bowel Cancer Awareness Pilot in the South West and East of England: 31 January to 18 March 2011 (DH Gateway 17349)

On 22 March the Department published the evaluation report on the first regional pilot bowel cancer awareness campaign ran in the East of England and South West in January-March 2011. The positive pilot results were used to design the Government's first ever national cancer campaign to raise awareness of the signs and symptoms of bowel cancer. For more information visit:

<http://www.dh.gov.uk/health/2012/03/evaluation-bowel-cancer-pilot/>

Cancer Incidence and Mortality in the UK, 2007-2009

On 14 March 2012, the Office for National Statistics released a report on number of newly diagnosed cases (incidence) and deaths from cancer (mortality) in the UK during 2007–09, together with the age-standardised incidence and mortality rates.

Some of the key points highlighted were that around 158,900 males and 156,300 females were newly diagnosed with cancer each year in the UK during 2007–09 corresponding to incidence rates of 427 per 100,000 males and 371 per 100,000 females. For more information visit:

<http://www.ons.gov.uk/ons/rel/cancer-unit/cancer-incidence-and-mortality/2007-2009/stb-cancer-incidence-and-mortality.html>

Good Practice in Endoscopy Services - NHS Improvement Rapid Review of Endoscopy Services (DH Gateway 17167)

On 5 March NHS Improvement published findings from its review of endoscopy services. A rapid review of 14 NHS endoscopy services was undertaken to understand some of the issues and challenges they faced in planning for increases in demand for their services and in identifying opportunities to increase capacity through productivity. This 'Rapid Review of Endoscopy Services' aims to share some of the good practice to support local service improvement initiatives elsewhere. For more information visit: [Rapid Review Endoscopy Services](#)

The Impact of Patient Age on Clinical Decision-Making in Oncology (DH Gateway 17160)

On the 23 February, the Department of Health published 'The Impact of Patient Age on Clinical Decision-Making in Oncology'. This report sets out the results of a study investigating the extent to which age is a factor in oncology treatment decisions. The results suggest that clinicians may over rely on chronological age as a proxy for other factors which are often but not necessarily associated with age such as co-morbidities and frailty. For more information visit:

<http://www.ncat.nhs.uk/our-work/improvement/equality>

Equality For All: Delivering Safe care –Seven Days a Week

NHS Improvement have published a guide with case studies demonstrating examples of safe delivery models that are being used across the NHS to deliver clinical services outside standard working hours and at weekends. The case studies includes two specific examples for cancer care, one to extend radiotherapy services and the other to offer a six day chemotherapy service. For more information visit:

<http://www.improvement.nhs.uk/SevenDayWorking/tabid/218/Default.aspx>

First Steps Towards Quality Improvement: A Simple Guide to Improving Services (DH Gateway 17413)

This publication is aimed at all healthcare professionals provides the information, tools, resources, practical examples taken from the NHS Improvement project sites and support needed to guide the first steps towards making quality service improvements and the best possible chance of sustained success.

For more information visit: www.improvement.nhs.uk
and to access the publication: [Service Improvement Guide](#)

A Network's Experience in Improving 1 Year Survival rates in Lung Cancer

In this National Cancer Intelligence Network (NCIN) data briefing, Mount Vernon Cancer Network provides a case study to demonstrate how regular and systematic reviews of information about process / clinical measures and survival rates have increased their 1-year survival rate by 25%.

For more information visit:
http://www.ncin.org.uk/publications/data_briefings/default.aspx

Recurrent and Metastatic Breast Cancer Data Collection Project

In March 2012, a report was published by the NCIN on the findings of a 6 month data collection pilot across 15 breast MDTs for patients with recurrent and metastatic breast cancer, in collaboration with Breast Cancer Care and the Association of Breast Surgery.

The report highlights the importance of the National Cancer Waiting Times Monitoring Dataset in helping to capture data on metastatic cancers to support service development. For more information visit:
<http://www.ncin.org.uk/publications/reports/default.aspx>

National Institute for Health and Clinical Excellence (NICE) Quality Standards

[NICE Quality Standards](#) are a set of specific, concise statements and associated measures. They set out aspirational, but achievable, markers of high-quality, cost-effective patient care, covering the treatment and prevention of different diseases and conditions. Derived from the best available evidence such as NICE guidance and other evidence sources accredited by NHS Evidence, they are developed independently by NICE, in collaboration with NHS and social care professionals, their partners and service users, and address three dimensions of quality: clinical effectiveness, patient safety and patient experience.

NICE Quality Standards are central to supporting the Government's vision for an NHS focussed on delivering the best possible outcomes for patients. Quality standards will be reflected in the new NHS Commissioning Outcomes Framework and will inform payment mechanisms and incentive schemes such as the Quality and Outcomes Framework (QOF) and Commissioning for Quality and Innovation (CQUIN) Payment Framework.

NICE has published a [Breast Cancer](#) Quality Standard and is planning to publish three more in the months ahead for Lung Cancer, Ovarian Cancer and Colorectal Cancer. Prostate Cancer has also been referred by the Department of Health, and work on this will begin in due course.

Health Supplement on Cancer and the Irish Community

To coincide with St Patrick's Day 2012, National Cancer Action Team and the Federation of Irish Societies teamed up to produce a Health Supplement on Cancer and the Irish community. Over 60,000 supplements were distributed free of charge at various St. Patrick's Day events, as well as other Irish-themed events over the coming weeks. The Irish have the highest mortality rate relating to cancer than any other community group in the UK. For more information visit:

[Irish Health Supplement](#)

Improving End-of-Life Care: Professional Development for Physicians: a Working Party Report

Royal College of Physicians published 'Improving End-of-Life Care: Professional Development for Physicians: a Working Party Report' (March 2012). The report indicates that most physicians will be involved in the provision of end-of-life care during their careers and recommends the need for improving pre- and post-registration training and education in end-of-life care for physicians. For more information visit:

<http://www.rcplondon.ac.uk/resources/improving-end-life-care-professional-development-physicians>

What's On?

National Institute for Health and Clinical Excellence Referral for Suspected Cancers Guideline

Recruitment runs for the 'Referral for suspected cancer' Guideline Development Group from 3-30 April 2012. If you are interested in becoming a member of this group and developing the guideline please visit the following link from 3 April 2012 for a job advert, job description and details of how to apply:

http://www.nice.org.uk/getinvolved/joinnwc/join_a_nice_committee_or_working_group.jsp

Consultation on the draft scope of the 'Referral for suspected cancer' guideline update will run from 3-30 April 2012. For more information please visit the following link from 3 April 2012 to view the draft scope and provide your comments

http://www.nice.org.uk/getinvolved/currentniceconsultations/current_nice_consultations.jsp

If you would like to register as a stakeholder for this guideline update, you can do this at <http://www.nice.org.uk/getinvolved/sh/cg/shregistration.jsp>

A Better Journey for Patients, a Better Deal for the NHS

The 2012 National Enhanced Recovery Summit will be held on 30 April, Lancaster Hotel London and is free for everyone working in the NHS, including patients, carers and charitable organisations.

Learn more about: commissioning enhanced recovery (ER) as a good standard of care to improve patient care and outcomes, to help get patients better sooner. It will also be an opportunity to hear the views of professional colleges, NHS organisations who have implemented the ER pathway and patient experiences of ER.

The summit will also launch the latest publication and a patient information booklet entitled 'My role and my responsibilities, steps to a successful recovery start before my operation'.

For registration and more information about ER and the Summit visit: <http://www.improvement.nhs.uk/enhancedrecovery>

Teenage Cancer Trust 7th International Conference 2012

On 25-26 June 2012, the Teenage Cancer Trust will hold its 7th International Conference on Teenage and Young Adult Cancer Medicine at the Royal Society of Medicine, London.

The conference will showcase the latest developments, research and challenges in treating and caring for teenagers and young adults with cancer. The programme will cover issues including trials, consent, transition and late effects, as well as focussing on particular diseases.

To find out more about the conference and to register for a place visit: [TCT International Conference](#)

HeadSmart Child Brain Tumour Awareness Initiative Launched in Europe

On 29 February the new pan-European 'HeadSmart' campaign was launched to raise awareness of the symptoms of brain tumours in children and young people. The formerly UK-based campaign is to be rolled out in other EU countries, through partnership between patient groups and professionals. The launch was set to coincide with Brain Tumour Awareness Month in March.

For more information visit: [Pan-European HeadSmart Campaign](#) and for general information about HeadSmart in the UK <http://www.headsmart.org.uk/>

Editor's Notes

Unless otherwise stated, guidance referred to in the bulletin has not been commissioned or endorsed by the Department of Health - it is evidence that organisations and professionals may find helpful in improving practice. The National Institute for Health and Clinical Excellence is the Department's sole provider of accredited evidence and guidance, which can be found on the Institute's website at www.nice.org.uk.

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