

# National Cancer Programme

## BULLETIN

Issue 22, October 2011  
Gateway reference 16817

### **This Month in Cancer**

**Professor Sir Mike Richards, National Cancer Director**

Dear Colleague

This month has of course been Breast Cancer Awareness Month, and I want therefore to take the opportunity to mention two bits of work that we have in the pipeline to promote improvements in outcomes for breast cancer.

The first relates to the Trust profiles that we have been working on – which will give commissioners and providers benchmarked data about their Trusts' performance: we have started with breast and bowel cancer. This is very much the information revolution in practice, with data helping to demonstrate the scope for, and to lever up, improvements. More details are provided later on in this bulletin.

The second relates to the local campaigns that we are funding to promote awareness of breast cancer symptoms among women over 70. We know that many women think that, because routine screening stops, their risk of breast cancer must have gone away. These campaigns will tackle that myth, making it clear that in fact their risk increases with age and encouraging them to present promptly with relevant symptoms.

There are of course many other very important strands of work underway in relation to both breast cancer outcomes and cancer outcomes generally. I would like to take this opportunity to express my gratitude to all the people around the country – patients, clinicians, managers, charities and others – who are helping us in this work.

Professor Sir Mike Richards  
National Cancer Director

## Policy News

### 'Be Clear on Cancer' - Regional Lung Cancer Symptom Awareness Campaign

Through the 'Be Clear on Cancer' campaign the Department of Health aims to improve cancer survival rates through achieving earlier diagnosis – and to do this through raising awareness of the symptoms of cancer amongst the general public and encouraging early presentation to the GP and consequently earlier diagnosis.

As part of this work, a five-week regional lung cancer awareness campaign was launched on 10 October in the Midlands and some surrounding areas. The campaign is encouraging people who have had a cough for more than three weeks to see their GP. Cancer Networks have been working with local providers in the area to prepare for the response to the campaign.

For more information about the regional lung campaign visit:

<http://info.cancerresearchuk.org/spotcancerearly/naedi/lungbeclearoncancer/>

### 'Be Clear on Cancer' – National Bowel Cancer Symptom Awareness Campaign

Following up on Professor Sir Bruce Keogh's letter in August asking Trusts to prepare for this campaign, the link to the letter can be found at [http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Dearcolleaqueletters/DH\\_128971](http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Dearcolleaqueletters/DH_128971), meetings have been held with SHAs and Cancer Networks across the country to help them in their preparations. In particular, the meetings have focussed on the likely increased demand for endoscopy services. Copies of the slides from those events are available from [Beth.Capper@dh.gsi.gov.uk](mailto:Beth.Capper@dh.gsi.gov.uk).

## Implementation news

### Low Rectal Cancer Development Programme (LOREC) Extended

The pilot 'Low Rectal Cancer National Development Programme' (LOREC) was launched in October 2010 seeking to improve cancer outcomes and quality of life for patients with low rectal cancers. Initially the pilot was established for 28 colorectal multidisciplinary teams across the cancer networks. Due to the success of the initial tranche of MDTs participating in the programme the programme has been extended to a further 28 teams, one from each network.

For more information about the programme visit:- <http://www.lorec.nhs.uk> or contact Andy McMeeking, National Cancer Action Team, [Andy.mcmeeking@ncat.nhs.uk](mailto:Andy.mcmeeking@ncat.nhs.uk)

### Implementation of the Single National Cancer Registration System for England

The Cancer Registries are currently engaged in a modernisation programme which will see all existing registries in England migrate to a single, shared processing system (Encore) by the end of 2012.

This migration and modernisation programme aims to deliver one of the best national cancer registration systems in the world. Once migrated, a whole tier of replicated data processing and cost will be removed, with significant additional benefits in terms of timeliness, quality and increased use of more relevant clinical information.

For more information visit:  
[http://www.ncin.org.uk/news\\_and\\_events/conferences/2011.aspx](http://www.ncin.org.uk/news_and_events/conferences/2011.aspx)

### Service Profiles for Breast and Colorectal Cancer MDTs

NCIN and NCAT have developed Trust level service profiles for breast and colorectal cancer MDTs as part of the proposed Cancer Commissioning Support Packs; these will be shared with local MDTs during November for a period of consultation and comment. Subject to the outcomes of the consultation, it is proposed that they will then be available to the wider NHS from 9 December (register for access at [www.cancertoolkit.co.uk](http://www.cancertoolkit.co.uk)).

The profiles will contain benchmarked information relating to over 30 metrics or indicators from multiple data sources such as Cancer Waits, Hospital Episode Statistics, Peer Review, Cancer Registration and National Cancer Patient Experience Survey, etc, in one easy to understand format.

Profiles for other cancer areas will also be developed in line with service specifications currently being prepared by commissioning groups.

For more information, contact [driley@nhs.net](mailto:driley@nhs.net).

## 'Key Worker Alert' Project Wins Award

Pan Birmingham Cancer Network and Sandwell and West Birmingham Hospitals won the 'Outstanding work in IT enabled change in healthcare' category at the EHealth Insider (EHI) awards 2011 on 6 October 2011.

The award recognised the positive impact that a keyworker alert has had on the length of stay of known colorectal cancer patients who were admitted as an emergency. Patients were flagged on the trust's IT system, which generated an email to the key worker, who could ensure that the patient received appropriate care leading to speedy but supported discharge. The project improved the patient experience and delivered a reduction in readmission rates for colorectal patients from 28% to 8%.

For more information on the project visit:

<http://www.improvement.nhs.uk/cancer/inpatients> and for the award:

<http://www.ehealthawards.com/awards>

## Seasonal Flu Vaccinations 2011-12

NHS Chief Executive Sir David Nicholson has written to colleagues regarding the seasonal flu immunisation programme for 2011/12, urging active support within the NHS for promoting the programme during the winter. It is important that eligible patients and frontline healthcare workers are encouraged to get vaccinated. .

For more information visit:

NHS Chief Executive's Letter:

<http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars>

Professional advice: <http://www.dh.gov.uk/health/2011/10/winter-flu/>

Public Advice:

<http://www.dh.gov.uk/health/2011/09/seasonal-flu-vaccinations/>

## Publications October 2011

### Designing and Implementing Pathways to Benefit Patient Aftercare: Continuing to Build the Evidence

This is the fifth in a series of publications from the National Cancer Survivorship Initiative Children and Young People (NCSI CYP) workstream. It was launched on 12 October at their NCSI CYP workshop.

The publication brings together the evidence so far from the NHS teams testing the concepts of alternative models of aftercare for children and young people living with and beyond cancer and provides the initial evidence to help to support the commissioning of effective aftercare services in the future

For more information visit: [www.improvement.nhs.uk](http://www.improvement.nhs.uk)

### Healthy Lives, Healthy People: a Call to Action on Obesity in England

This report was published on 13 October. It outlines the Government's new national ambitions for a downward trend in excess weight in both children and adults by 2020 and sets out how, by working together, a wide range of partners will be able to make these ambitions a reality. England's Chief Medical Officer, Professor Sally Davies, said: "Obesity is a leading cause of serious diseases such as type 2 diabetes, heart disease and cancer. We must get to grips with the problem now to save lives and money in the future"

To find out more information visit:

<http://www.dh.gov.uk/health/2011/10/call-to-action/>

### Mortality Monitoring Bulletin: Life expectancy and all-age-all-cause mortality, and mortality from selected causes, overall and inequalities: Update to include data for 2010

On 27 October 2011, an updated version of Department of Health's annual mortality monitoring bulletin was published. It covers life expectancy, all-age-all-cause mortality and mortality from selected causes (cancer, all circulatory diseases, intentional self-harm and injury of undetermined intent and accidents) and includes the latest 3 year average figures for 2008-10. For more information visit: <http://www.dh.gov.uk/en/Publicationsandstatistics>

## What's On?

### **7<sup>th</sup> NCRI Cancer Conference 2011**

The NCRI Cancer Conference is the major forum in the UK for showcasing British and international cancer research.

The conference brings together the leading experts across all disciplines and features a mix of high-quality plenary speakers, symposia and parallel sessions, including focussed satellite meetings and workshops.

The conference takes place on 6-9 November at the BT Convention Centre in Liverpool. For more information about the conference visit:

<http://www.ncri.org.uk/ncriconference/>

### **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](http://www.nice.org.uk).

## Need help?

### **Subscribe/Change in details**

If you would like to subscribe to this bulletin or if your details have changed, please email [\*\*NCPbulletin@dh.gsi.gov.uk\*\*](mailto:NCPbulletin@dh.gsi.gov.uk) including your name and full contact details.

### **Technical Difficulties**

If you have trouble opening the attachment or accessing links please email [\*\*NCPbulletin@dh.gsi.gov.uk\*\*](mailto:NCPbulletin@dh.gsi.gov.uk)

### **General Comments**

If you would like to make general comments, or suggest news stories for the NCP Bulletin, please email the editor on [\*\*NCPbulletin@dh.gsi.gov.uk\*\*](mailto:NCPbulletin@dh.gsi.gov.uk)

Or write to:

The Editor  
National Cancer Programme Communications,  
Room 402,  
Wellington House,  
Department of Health,  
135–155 Waterloo Road,  
London SE1 8UG

[ENDS]