

# PRIMARY CARE UPDATE

WE ARE  
MACMILLAN.  
CANCER SUPPORT

**May 2009**

## Update from Macmillan GP Advisors

Welcome to Macmillan Cancer Support's newsletter for GPs to update you on activities in primary care. Macmillan produces this newsletter for the benefit of Macmillan GPs, Primary Care Cancer Leads, and our wider GP and primary care colleagues to keep you informed of developments within Macmillan Cancer Support that may interest you. Further information can be obtained from your Macmillan GP Advisor team at: [macmillan\\_primary\\_care@macmillan.org.uk](mailto:macmillan_primary_care@macmillan.org.uk)

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## Sexual Relationships and Cancer Campaign

In May this year, Macmillan launched a sexual relationships and cancer campaign. Our aim is to raise awareness amongst health professionals and people affected by cancer about how cancer and its treatment affects sexual relationships. With this in mind we have developed an online toolkit for health professionals, which covers topics such as confidence in raising the issue through communication and techniques. This is now available on the Learn Zone: <http://learnzone.macmillan.org.uk/>.

Macmillan's existing patient information and online videos for patients, addressing some of the issues surrounding sexuality and cancer, are available on our website. Themes covered include: body image, medical options and tools available, and how to approach clinicians. One of the key messages for cancer patients is talk to your health professional about the problems you are experiencing. For this reason we want to make sure we can support health professionals to address these issues. The following information booklets are available to order:

*Relationships, sex and fertility - for young people affected by cancer* (MAC 11679)

*Sexuality and cancer* (MAC 11644)

*Cancer treatment and fertility - Information for men* (MAC 12155)

*Cancer treatment and fertility – Information for women* (MAC 12156)

*Cancer, you and your partner – relationships* (MAC 12157)

*Pelvic radiotherapy in women: possible late effects* (MAC 11677)

*Pelvic radiotherapy in men: possible late effects* (MAC 11676)

Our e-learning package and video content for people affected by cancer are on our website: [www.macmillan.org.uk/campaigns](http://www.macmillan.org.uk/campaigns) . Existing patient information booklets can be ordered on 0800 500 800 or from [www.be.macmillan.org.uk](http://www.be.macmillan.org.uk)

For more information please contact us by email at [campaigns@macmillan.org.uk](mailto:campaigns@macmillan.org.uk)

## **Carers Week 8<sup>th</sup> to 14<sup>th</sup> June 2009**

Macmillan is one of the ten official partners in Carers Week, which runs from 8th to 14th June 2009. The theme is “Carers – The UK’s Secret Service”.

We’ll be highlighting how the contribution that carers make is often unrecognised by society, and that recognition by professionals and others can help to make a huge difference. Carers Week is also about celebrating the contribution that carers make. You can find out more on the Carers Week website: [www.carersweek.org.uk](http://www.carersweek.org.uk).

Carers Week is a great opportunity to identify hidden carers and signpost them to the support and information available from Macmillan. Carers of people with cancer can contact our Cancerline on 0808 808 2020 for information and emotional support and our benefits helpline on 0808 801 0304 for financial help. Many of our self-help and support groups welcome carers, and our Cancer Information and Support services are for everyone affected by cancer. For more information, please see [http://www.macmillan.org.uk/Get\\_Support/GetSupport.aspx](http://www.macmillan.org.uk/Get_Support/GetSupport.aspx)

We also have a handbook for carers of people with cancer, “*Hello and How are You?*” This resource, written by carers for carers, covers topics such as working with professionals, the practicalities of caring, relationships and life after caring. You can order free copies at

[http://www.macmillan.org.uk/Get\\_Support/Information\\_for\\_carers/When\\_youre\\_caring\\_for\\_someone\\_with\\_cance.aspx](http://www.macmillan.org.uk/Get_Support/Information_for_carers/When_youre_caring_for_someone_with_cance.aspx)

Primary care professionals can use Carers Week to highlight all the support available to carers by holding an event, such as an open day or information display. For more ideas, please see

[http://www.macmillan.org.uk/Get\\_Support/Information\\_for\\_carers/Carers\\_Week](http://www.macmillan.org.uk/Get_Support/Information_for_carers/Carers_Week)

Whatever you choose to do, Macmillan can help you to promote your event via our website and new Macmillan-branded Carers Week materials. For more information, please contact Charlotte Argyle on 0207 091 2041 or at [cargyle@macmillan.org.uk](mailto:cargyle@macmillan.org.uk)

## Macmillan: *Living with Cancer* Resources

Macmillan's Living with Cancer series is a range of booklets helping people deal with the practical and emotional issues that can arise from a cancer diagnosis. Included in the range is the informative *The Cancer Guide, Men and Cancer* – highly commended by the British Medical Association and a new booklet, *How are you feeling?*, that offers support on the emotional effects of cancer. The series can be ordered free of charge from [www.be.macmillan.org.uk](http://www.be.macmillan.org.uk) or by calling 0800 500 800.

## Macmillan Out of Hours Toolkit

Macmillan's Out of Hours Toolkit has now been distributed in hard copy to all Macmillan GPs, Primary Care Cancer Leads, providers and commissioners of out-of-hours services and a number of key stakeholders in each of the four UK nations. We do not see the toolkit as a finished product; we will continue to include new ideas and local innovations to ensure the resource remains up to date. Your thoughts on what could be added are therefore very welcome. Suggested additions to the toolkit, as well as feedback about the resource, are welcome at [macmillan\\_primary\\_care@macmillan.org.uk](mailto:macmillan_primary_care@macmillan.org.uk).

The toolkit can be viewed and downloaded at [www.macmillan.org.uk/learnzone](http://www.macmillan.org.uk/learnzone) and can be ordered in hard copy or CD format from 0800 500 800.

## Brand Campaign

Cancer patients and carers who need emotional or financial support may not always know who to turn to. A new advertising campaign from Macmillan Cancer Support, running until the end of June 2009, is aimed at these people to show that Macmillan is here for them. Anyone needing support is encouraged to call 0800 500 800 or log onto [www.macmillan.org.uk](http://www.macmillan.org.uk) for further information. Copies of two Macmillan booklets, *Help with the cost of cancer* and *How are you feeling?* are available free of charge to patients, carers or professionals. Macmillan would like GPs and other primary care professionals to help spread the word – we're developing a range of materials including posters and a viral email (with email signature) which should be available shortly to send on to GPs and other colleagues.

If you would like further information about the campaign, or to see a copy of the TV advert, log onto [www.macmillan.org.uk](http://www.macmillan.org.uk) or contact the Macmillan Brand team on [raisingawareness@macmillan.org.uk](mailto:raisingawareness@macmillan.org.uk).

## The National Awareness and Early Diagnosis Initiative (NAEDI)

The National Awareness and Early Diagnosis (NAEDI) was first announced in the Cancer Reform Strategy for England and is being led by Professor Mike Richards, National Cancer Director, and Harpal Kumar, the chief Executive of Cancer Research UK. The role of NAEDI is to co-ordinate and provide support to activities that promote the earlier diagnosis of cancer.

The initiative was launched at a Conference in London in November 2008, at which interesting data was presented, demonstrating the need for such an initiative. Data from the Eurocare studies show that although survival rates for cancer patients have improved significantly in the UK, we still lag behind most other Western European countries. The data further suggests that a large proportion of that reduced survival rate is due to diagnosis of cancer at a later stage than in other countries. Mike Richards has calculated that if we performed as well as the best Western European countries, between 4000 and 7500 lives would be saved annually through earlier diagnosis.

There are a variety of initiatives developing under the umbrella of NAEDI. Cancer Research UK is finalising the development of a Cancer Awareness Measure (CAM) tool which is being piloted in a small number of PCTs and Cancer Networks, with a view to being rolled out nationally later this year. It is envisaged that PCTs will use the tool to measure awareness of cancer and symptoms suggestive of cancer amongst their

populations and then develop strategies to address gaps and raise awareness.

There are a number of Healthy Communities Collaboratives which are looking at innovative ways to raise awareness of cancer and encourage earlier presentation to primary care in several spearhead PCTs.

The Cancer Action Team is also working with the RCGP and other GPs to finalise a Cancer Diagnostic Pathways Audit which will be used alongside Significant Event Audits (SEA) to identify where delays are occurring, (which may be in primary care, secondary care or before patients reach primary care). The information gathered by the audits can be used to inform strategy, identify training needs and can also form an important part of GP PDPs. The template for the audit has been developed from a template which has been used successfully by primary care in Scotland for the last 2 years and has been piloted in Lambeth and Bristol.

The Significant Event Audits (SEA) review has been piloted in the North of England with GPs being asked to review their last lung cancer patient and their last teenage cancer patient.

Finally, a big piece of work is also under way using the GP research database to extract data from GP records looking at cancer patients and measuring the number of times each patient attended the GP surgery in the year before diagnosis. The results of this research are awaited.

The Department of Health has made available an additional £5m from 1<sup>st</sup> April 2009 to support cancer networks and PCTs in developing their own Local Awareness and Early Diagnosis Initiatives (LAEDIs) in the expectation that PCTs will support this work.

Further information on NAEDI can be obtained from the Cancer Research UK website: [www.cancerresearchuk.org](http://www.cancerresearchuk.org) where the regular NAEDI newsletters are also available to download.

## Adoption of Macmillan Primary Care Cancer Leads

All Primary Care Cancer Leads (PCCLs) in England have been invited to apply for adoption by Macmillan. A letter has been sent by Macmillan and the NHS Cancer Action Team to each PCCL individually and also to PCT Chief Executives encouraging them to take up this offer. If you would like further information about Macmillan's adoption offer, please contact Heather Stephens, Macmillan Support Programme Co-ordinator, 5 Burton Place, Castlefield, Manchester, M15 4PT or [heather@innove.info](mailto:heather@innove.info).

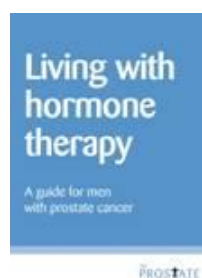
## National Macmillan Primary Care Conference

We're going to Wembley!!!! The conference will be held on 24th and 25<sup>th</sup> September 2009.

The event will start on Thursday evening with Professor Mike Richards as a pre-dinner speaker and will run through Friday 25th September. Accommodation will be available close by. Please save the date in your diary and look out for the formal invitation to Macmillan GPs to secure your place.

## New booklet! *Living with hormone therapy: A guide for*

In June 2009 The Prostate Cancer Charity is launching a *with hormone therapy: a guide for men with prostate* describes the different types of hormone therapy how they involves. It includes information on the possible side effects suggests ways to help manage these.



## *men with prostate cancer*

new booklet called *Living cancer*. The booklet work and what the treatment men may experience and

Reviewed by an extensive panel of health professionals, including members of The Macmillan GP Advisory Group, we hope the booklet will be useful for you to share with your patients.

## Other Useful Links: Learn Zone.

Macmillan's Learn Zone gives you free and easy access to a wide variety of online resources, e-learning programmes, professional development tools and information about Macmillan's latest learning and development opportunities. Learn Zone is open to Macmillan professionals, other healthcare professionals and members of the public.

We hope you've enjoyed reading this update from Macmillan GP Advisors. Please feel free to send us your comments by responding to [macmillan\\_primary\\_care@macmillan.org.uk](mailto:macmillan_primary_care@macmillan.org.uk)

Best wishes

## Macmillan GP Advisors

Dr Rosie Loftus (lead GP Advisor)  
Dr Kevin Bolster  
Dr Terry Bowley  
Dr Cathy Burton  
Dr Charles Champion-Smith  
Dr Rhys Davies  
Dr Duncan Leith  
Dr David Linden  
Dr David Plume  
Dr Kavi Sharma  
Dr Lucy Thompson  
Dr Hong Tseung

## DID YOU KNOW?

Around **4-5 new patients** per 1000 on your list will **be diagnosed with cancer** each year

*(the younger the age profile of your practice, the lower this figure is likely to be).*

Around **25 patients** per 1000 on your list are **LIVING WITH cancer** – do you know who they are?

3-4 were diagnosed last year  
8-9 were diagnosed 1-5 years' ago  
6-7 were diagnosed 5-10 years' ago  
6-7 were diagnosed 10-20 years' ago