

WE LEAD THE WAY

WE ARE
MACMILLAN
CANCER SUPPORT

Early diagnosis of oesophago-gastric cancer

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Direct Mailing

Personalised letters with information leaflets about symptoms and signs of OG cancer were sent to:

- over 5000
- men over 55
- living in areas of high deprivation within Wandsworth

Preliminary results of a survey of the men targeted showed:

- Over 20% response
- Over two thirds of respondents reported to be interested in the information
- One quarter said they had discussed the leaflet with family and friends
- Over 20% said they would make a lifestyle adjustment as a result of the direct mail

Pharmacy Pilot

16 pharmacies situated in areas of higher deprivation and with a high proportion of men over 55 were selected within Wandsworth.

Pharmacists screen customers requesting over the counter and prescription Proton Pump Inhibitors, H2 antagonists and antacid tablets screening questions:

- Indigestion or heartburn
- Difficulty swallowing
- Unexplained heartburn
- Tiredness or rundown (?iron deficiency anaemia)
- Persistent vomiting
- Jaundice
- Meleana
- Epigastric pain

When significant symptoms are identified the Pharmacist refers the customer to their local GP to consider onwards referral to secondary care.

WE SHARE OUR EXPERIENCES