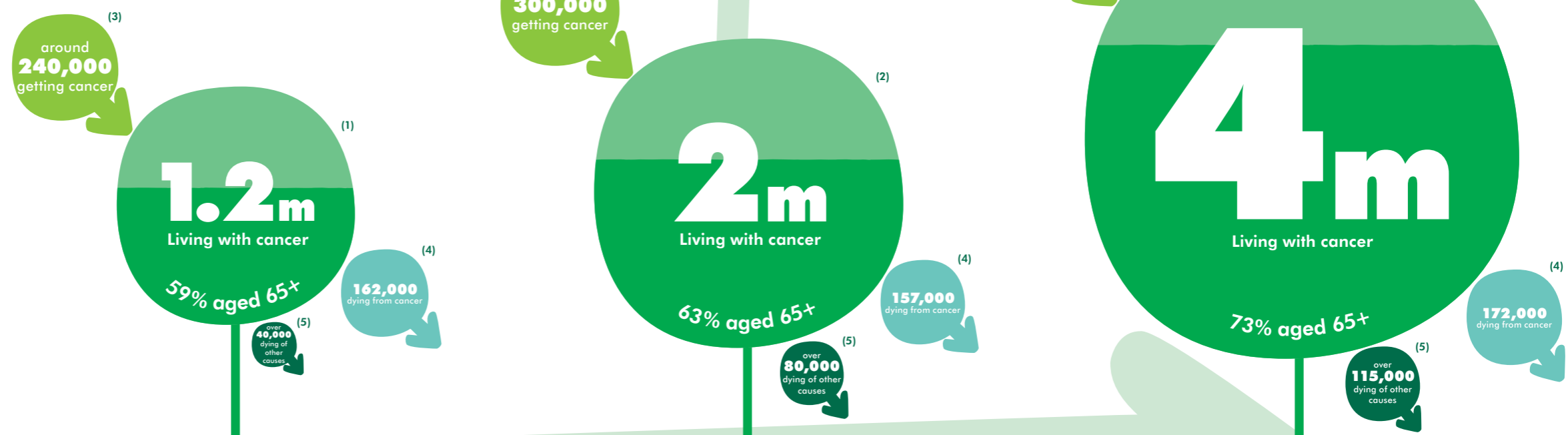
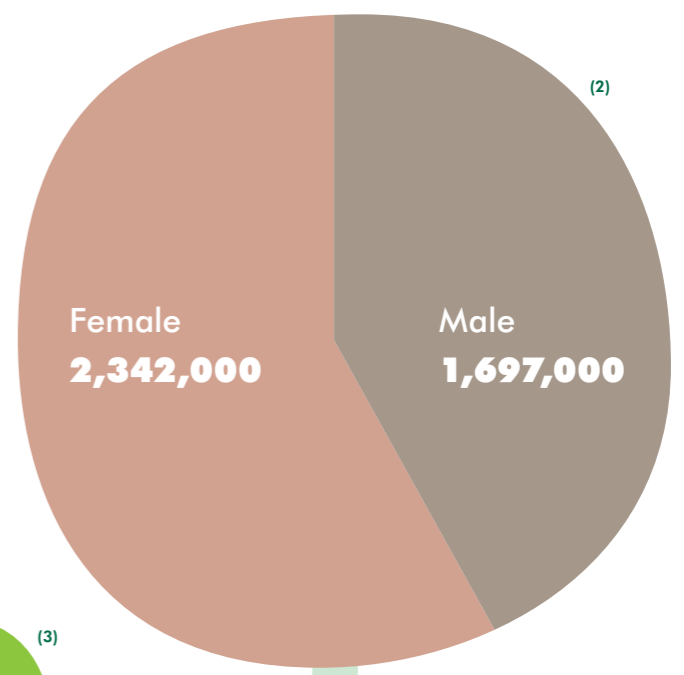
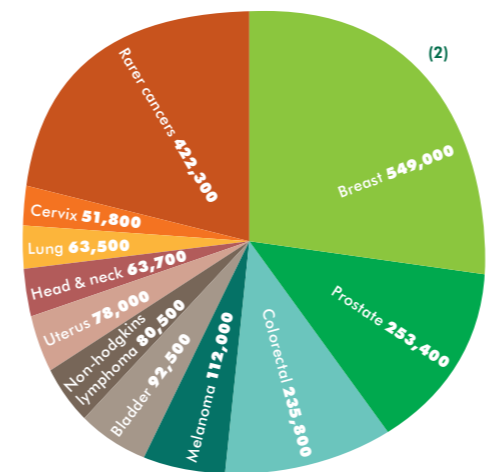


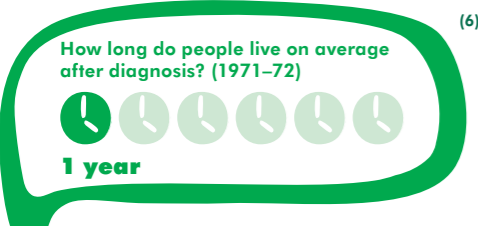
THE CHANGING STORY OF CANCER

WE ARE MACMILLAN. CANCER SUPPORT



1970s: Cancer is mostly about dying from cancer

2010 onwards: Cancer is increasingly about living with cancer



1970 1990 2010 2030

The area of each stylised circle is proportional to the number of people. For access to the Macmillan research listed in this graphic, please visit www.macmillan.org.uk/research

1 Forman D, et al. Cancer prevalence in the UK: results from the EUROPREVAL Study. *Ann. Oncol.* 2003. 14: 648-654.
 2 Maddams J, Utley M, Møller H. Projections of cancer prevalence in the United Kingdom, 2010-2040. *Br J Cancer.* 2012. 107: 1195-1202. [Projections scenario 1]. Prevalence figures by cancer (excluding non-melanoma skin cancer, lung, prostate, breast and colorectal cancer) for 2008 have been estimated by Macmillan and are indicative only. Estimates calculated by applying 20-year prevalence rates in England by cancer type from NCIN. One, Five and Ten Year Cancer Prevalence by Cancer Network, UK, 2006, to prevalence figures for 'other cancers' from Maddams J, et al. Cancer prevalence in the United Kingdom: estimates for 2008. *Br J Cancer.* 2009. 101: 541-547.
 3 Macmillan estimate of number of people diagnosed with cancer, based on incidence data from Office for National Statistics; Information Services Division (ISD) Scotland; Welsh Cancer Intelligence & Surveillance Unit; Northern Ireland Cancer Registry; and incidence projections from Mistry M, et al. 2011. Cancer incidence in the UK: Projections to the year 2030. *Br J Cancer.* 105: 1795-1803; and assuming 5% of people get two or more primary diagnoses of cancer as noted in Sasieni P.D, et al. What is the lifetime risk of developing cancer?: the effect of adjusting for multiple primaries. *Br J Cancer.* 2011. 105: 460 - 465.
 4 Macmillan Cancer Support estimates cancer mortality trends to 2030 assuming trends from 2000 to 2010, continue at the same rate. 2000 to 2010 data are provided by Office for National Statistics (England and Wales); Scottish Cancer Registry & Northern Ireland Cancer Registry.
 5 Macmillan broad estimate, of the number of people with a cancer diagnosis dying from cause other than cancer, using data on prevalence trends (see reference 1 & 2), people getting cancer (see reference 3) and people dying from cancer (see reference 4) along with all causes- mortality data from Office for National Statistics, General Registrar Office for Scotland, Northern Ireland Statistics and Research Agency.
 6 Average survival time is the median survival time since a cancer diagnosis when relative survival is at 50% and we interpret this as the time when half of the patients have survived (or half have died). Median survival time was calculated for people diagnosed in the periods 1971-72, 1990-91 and predicted for those diagnosed in 2007. Macmillan identified median survival times based on research by the Cancer Research UK Cancer Survival Group at the London School of Hygiene and Tropical Medicine. Incidence and mortality data for the survival analysis are originally sourced from the Office for National Statistics.