

Generic Cancer

Output Summary

Cancer Research UK





Gill, 67, Warrington – cancer survivor

Spotting cancer early really can make a difference

I know how important it is to see your doctor if you notice any unusual changes. I was diagnosed with breast cancer and began treatment. Spotting cancer early saved my life, and now I'm free to live it.

Visit your GP – the sooner, the better

If you notice persistent or unusual changes in your body, don't ignore them, visit your GP.

When cancer is diagnosed at an early stage, treatment is often simpler and the chances of surviving it are higher. In fact, thousands of people beat cancer every year.

So spotting cancer early is important. Here's a leaflet, full of information about what to look out for and why.

Remember, if you do spot any persistent or unusual changes in your body, make an appointment and visit your GP. The sooner, the better.

All the best,

Gill

On behalf of Cancer Research UK and Merseyside and Cheshire Cancer Network

www.spotcancerearly.com



Want to know more?

You can speak to a Cancer Research UK nurse and get more information about the symptoms to look out for on 0800 800 4040.



Direct Mail

- Leaflet



Common concerns

I don't feel or look ill, so it must be nothing.

The most ordinary thing could be a sign of cancer. It's best to see your doctor if you notice any warning signs or symptoms described in this leaflet.

I've seen the doctor already but my symptoms haven't gone away.

If your symptoms haven't gone away, have changed or have got worse, your doctor will want to know. It is important to go back and see your doctor again. Be stubborn if your symptom is stubborn.

I'm worried about what the doctor might find.

Unless you go and get yourself checked out you won't know if anything serious is the matter. You have nothing to lose by going to the doctor; but you could have everything to gain. If it is something serious, finding it early and getting treatment started can make a real difference.

Taking part in cancer screening could save your life.

Screening can pick up signs of cancer at an early stage before symptoms have a chance to develop. Early detection means that treatments are often simpler and have a higher chance of success. It is important to be registered with a GP to take part in screening.

Breast cancer screening (mammography)

Breast screening can help find cancers when they are too small to see or feel. All women over 50 are eligible for breast screening. In England, the programme is being extended to include women aged 47 to 73. If you are over 70 (over 64 in Northern Ireland) and would like to be screened, you will need to speak to your doctor or breast screening unit to arrange an appointment.

Cervical screening (the smear test)

Cervical screening aims to find early changes in the cervix that could develop into cancer. Treating early changes can prevent cervical cancer from developing. Women are invited every three to five years from their early twenties to their early sixties.

Bowel cancer screening

Bowel screening is used to check for early signs of cancer and looks for hidden traces of blood in your stools. Older men and women who are eligible for screening will receive an invitation letter and a screening kit so that they can do the test at home. Samples are sent to the lab for testing.

Further information

For more about the signs and symptoms of cancer visit www.spotcancerearly.com

For more about cancer visit our patient information website www.cancerhelp.org.uk

If you want to talk in confidence about cancer, call our information nurses on freephone 0808 800 4040.

Our health messages are based on scientific evidence. Find out more at www.cancerresearchuk.org/health

All our leaflets are thoroughly researched and based on the most up-to-date scientific evidence. They are reviewed externally by independent experts and updated regularly. You can order our full range of leaflets free online at www.cancerresearchuk.org/leaflets

About Cancer Research UK

Cancer Research UK is the world's leading charity dedicated to research into the prevention, diagnosis and treatment of cancer. If you would like to support our work, please call 020 7121 6699 or visit our website www.cancerresearchuk.org

Together we will beat cancer

Ref: SCE02F June 2010.
Planned review date: June 2012.
Registered charity no 1089464.



Spotting the signs of cancer

For women



Gill, 67 – cancer survivor

Direct Mail

- Leaflet



Thousands of people beat cancer every year.

When cancer is diagnosed at an early stage, treatment is often simpler and more likely to be successful. So finding cancer early can make a real difference.

More than one in three women in the UK will develop cancer at some point in their lives. The disease mainly affects older people, with nearly nine out of 10 cases in people over 50 years old.

In this leaflet you can find out:

- the key signs and symptoms women should look out for
- why it is important to get these symptoms checked out by a doctor
- screening for cancer.

Why is spotting cancer early so important?

Thousands of cancer deaths could be prevented each year if more cancers were diagnosed at an early stage. When cancer is picked up early, the chances of surviving it are greater.

Today, more people than ever are surviving cancer. This is because of better treatments and early detection. Almost two out of three women with breast cancer now survive the disease beyond 20 years. And when bowel cancer is caught early more than nine in 10 people can be treated successfully.

So if you notice any unusual or persistent changes in your body, go and see your doctor.

You have nothing to lose by going to the doctor, but you could have everything to gain. If it is something serious, finding it early and getting treatment started can make a real difference. Going to the doctor now could change the outcome later.



What should you look out for?

- ☐ Changes in the size, shape or feel of your breasts
- ☐ Any puckering, dimpling or redness of the skin on your breasts
- ☐ Changes in the position of the nipple, a rash or nipple discharge
- ☐ A mouth or tongue ulcer that lasts longer than three weeks
- ☐ A cough or croaky voice that lasts longer than three weeks
- ☐ Persistent difficulty swallowing or indigestion
- ☐ A change to more frequent bowel motions that lasts longer than six weeks
- ☐ Blood in your stools
- ☐ Problems passing urine
- ☐ Blood in your urine
- ☐ Bleeding from the vagina after the menopause or between periods
- ☐ A change in the size, shape or colour of a mole
- ☐ An unexplained pain or ache that lasts longer than four weeks
- ☐ An unusual lump or swelling anywhere on your body
- ☐ Unexplained weight loss or heavy night sweats
- ☐ A sore that won't heal after several weeks

Do any of these apply to you? If so, why not go and see your GP and take this leaflet with you.

Cancer signs and symptoms

There are more than 200 different types of cancer, which can cause many different symptoms. Experts agree that the symptoms mentioned in this leaflet are the most important ones to look out for and act on.

As a general rule, it's a good idea to know what's normal for you and to listen to your body. This will make it easier for you to spot any new changes that could be signs of cancer. If you notice any unusual or persistent changes, it's worth getting checked out.



Direct Mail
- A4 letter



Eric, 70, Warrington – cancer survivor

Spotting cancer early really can make a difference

I had a pain that wouldn't go away so I went to visit my GP. He suspected it might be cancer and booked me in for tests. I went through treatment and before I knew it, I was back to my old self. Spotting cancer early saved my life.

Visit your GP – the sooner, the better

If you're like me and notice persistent or unusual changes in your body, don't ignore them, visit your GP.

When cancer is diagnosed at an early stage, treatment is often simpler and the chances of surviving it are higher. In fact, thousands of people beat cancer every year.

So spotting cancer early is important. Here's a leaflet, full of information about what to look out for and why.

Remember, if you do spot any persistent or unusual changes in your body, make an appointment and visit your GP. The sooner, the better.

All the best,

Eric

On behalf of Cancer Research UK and Merseyside and Cheshire Cancer Network

www.spotcancerearly.com



Want to know more?

You can speak to a Cancer Research UK nurse and get more information about the symptoms to look out for on 0800 800 4040.



Direct Mail

- Leaflet



Common concerns

Won't the symptom just clear up on its own?

It can be easy to think that a symptom will sort itself out. But before you know it, weeks could have gone by. If you've got any persistent change get it checked out.

I don't feel or look ill, so why do I need to see the doctor?

When cancer first develops you may not feel unwell. So it is important to see your doctor if you notice any warning signs or symptoms of cancer, even if you don't feel or look ill.

I've seen the doctor already but my symptoms haven't gone away.

If your symptoms haven't gone away, have changed or have got worse, your doctor will want to know. So it is important that you go back and see your doctor again. Be stubborn if your symptom is stubborn.

Taking part in cancer screening could save your life.

Screening can pick up signs of cancer at an early stage before symptoms have a chance to develop. Early detection means that treatments are often simpler and have a higher chance of success. It is important to be registered with a GP to take part in screening.

Bowel cancer screening

Bowel screening is used to check for early signs of bowel cancer and looks for hidden traces of blood in your stools. Older men and women who are eligible for screening will receive an invitation letter and a screening kit so that they can do the test at home. Samples are sent to the lab for testing.

Prostate cancer

There is currently no national screening programme for prostate cancer. But there is a test called the PSA test that helps doctors work out whether a man needs further investigation. The test isn't reliable enough to use in a national screening programme.

You can speak to your doctor if you would like to have the PSA test. Your doctor will help you decide whether the test is right for you.

Further information

For more about the signs and symptoms of cancer visit www.spotcancerearly.com

For more about cancer visit our patient information website

If you want to talk in confidence about cancer, call our information nurses on freephone.

Our health messages are based on scientific evidence. Find out more at

All our leaflets are thoroughly researched and based on the most up-to-date scientific evidence. They are reviewed externally by independent experts and updated regularly. You can order our full range of leaflets free online at

Cancer Research UK is the world's leading charity dedicated to research into the prevention, diagnosis and treatment of cancer. If you would like to support our work, please call or visit our website

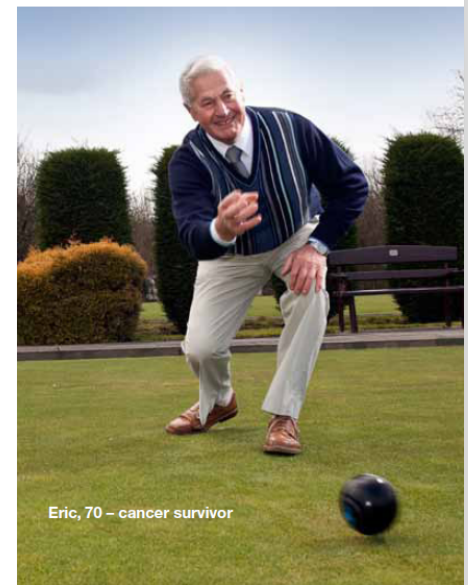
Together we will beat cancer

Ref: SCE02M, June 2010.
Planned review date: June 2012.
Registered charity no 1089464.



Spotting the signs of cancer

For men



Eric, 70 – cancer survivor

Direct Mail

- Leaflet



Thousands of people beat cancer every year.

When cancer is diagnosed at an early stage, treatment is often simpler and more likely to be successful. So finding cancer early can make a real difference.

More than one in three men in the UK will develop cancer at some point in their lives. The disease mainly affects older people, with nearly nine out of 10 cases in people over 50 years old.

Research shows that men are more likely to develop cancer than women. And experts think this may partly be down to some lifestyle behaviours. The three most common cancers affecting men in the UK are prostate, lung and bowel cancer.

In this leaflet you can find out about:

- the key signs and symptoms men should look out for
- why it is important to get these symptoms checked out by a doctor
- screening for cancer.

Why is spotting cancer early so important?

Thousands of cancer deaths could be prevented each year if more cancers were diagnosed at an early stage. When cancer is picked up early the chances of surviving it are greater.

Today, more people than ever are surviving cancer. This is because of better treatments and early detection. When bowel cancer is caught early more than nine in 10 people can be treated successfully.

So if you notice any unusual or persistent changes in your body, go and see your doctor.

You have nothing to lose by going to the doctor, but you could have everything to gain. If it is something serious, finding it early and getting treatment started can make a real difference. Going to the doctor now could change the outcome later.



What should you look out for?

- ☐ A mouth or tongue ulcer that lasts longer than three weeks
- ☐ A cough or croaky voice that lasts longer than three weeks
- ☐ Persistent difficulty swallowing or indigestion
- ☐ A change to more frequent bowel motions that lasts longer than six weeks
- ☐ Blood in your stools
- ☐ Problems passing urine
- ☐ Blood in your urine
- ☐ A change in the size, shape or colour of a mole
- ☐ An unexplained pain or ache that lasts longer than four weeks
- ☐ An unusual lump or swelling anywhere on your body
- ☐ Unexplained weight loss or heavy night sweats
- ☐ A sore that won't heal after several weeks

Do any of these apply to you? If so, why not go and see your GP and take this leaflet with you.

Cancer signs and symptoms

There are more than 200 different types of cancer, which can cause many different symptoms. Experts agree that the symptoms mentioned in this leaflet are the most important ones to look out for and act on.

As a general rule, it's a good idea to know what's normal for you and to listen to your body. This will make it easier for you to spot any new changes that could be signs of cancer. If you notice any unusual or persistent changes, it's worth getting checked out.



Local Press
- 34cm x 8col



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. I had a pain that wouldn't go away so I went to visit my GP. The doctor suspected cancer and booked me in for tests. I went through treatment and before I knew it I was back to my old self."

Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Local Press
- 32cm x 9col



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. I had a pain that wouldn't go away so I went to visit my GP. The doctor suspected cancer and booked me in for tests. I went through treatment and before I knew it I was back to my old self."

Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Local Press
- 34cm x 8col



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. I know how important it is to go to the GP if I notice any changes in my body. After a mammogram, the doctor found breast cancer and I began treatment. Getting checked as soon as possible means I'm now free to live my life."

Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Local Press
- 32cm x 9col



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. I always go to the GP if I notice any changes in my body. After a mammogram, the doctor found breast cancer and I began treatment. Getting checked as soon as possible means I'm now free to live my life."

Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Posters
- A1



CANCER RESEARCH UK

You're twice as
likely to survive
cancer today than
40 years ago

"Spotting cancer early
saved my life. Now I'm
back to my old self."

Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual
changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Posters
- A1

A photograph of a smiling woman with short, curly brown hair, wearing a bright red jacket over a grey turtleneck and dark gloves. She is giving a thumbs-up gesture with both hands. The background is a soft-focus outdoor scene with trees and a building under a hazy sky.

CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm free to live it."


Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Posters
- A3



CANCER RESEARCH UK

You're twice as
likely to survive
cancer today than
40 years ago

"Spotting cancer early
saved my life. Now I'm
back to my old self."

Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual
changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Posters
- A3

A photograph of a smiling woman with short, curly brown hair, wearing a bright red jacket over a dark turtleneck. She is giving a thumbs-up gesture with both hands. The background is a soft-focus outdoor scene with trees and a building under a hazy sky.

CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm free to live it."

Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

“Spotting cancer early saved my life. Now I’m back to my old self.”
Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

A photograph of a smiling woman with short, curly brown hair, wearing a bright red jacket over a dark turtleneck and blue gloves. She is giving a thumbs-up gesture with both hands. The background shows a dark blue vintage-style car parked on a grassy area with trees in the distance under a soft, hazy sky.

CANCER RESEARCH UK

You're twice as
likely to survive
cancer today than
40 years ago

“Spotting cancer early
saved my life. Now I’m
free to live it.”

Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual
changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Posters
- 96 sheet

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm free to live it."

Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them.
Visit your GP – the sooner, the better.

www.spotcancerearly.com

CANCER RESEARCH UK 

NHS



You're twice as likely to survive cancer today than 40 years ago

“Spotting cancer early saved my life.
Now I'm back to my old self.”

Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual changes in your body,
don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

CANCER RESEARCH UK



NHS



Posters
- Street-talk



This advertisement features an elderly man, Eric, 70, from Warrington, who is a cancer survivor. He is shown smiling and holding a black ball, likely a bowling ball, on a green lawn. The text on the poster reads: "You're twice as likely to survive cancer today than 40 years ago." Below this, a quote from Eric says: "Spotting cancer early saved my life. Now I'm back to my old self." The Cancer Research UK logo is in the top right corner. At the bottom, a blue box contains the text: "If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better. www.spotcancerearly.com NHS". The poster is framed by a blue header with social media icons and a red top bar.

CANCER RESEARCH UK

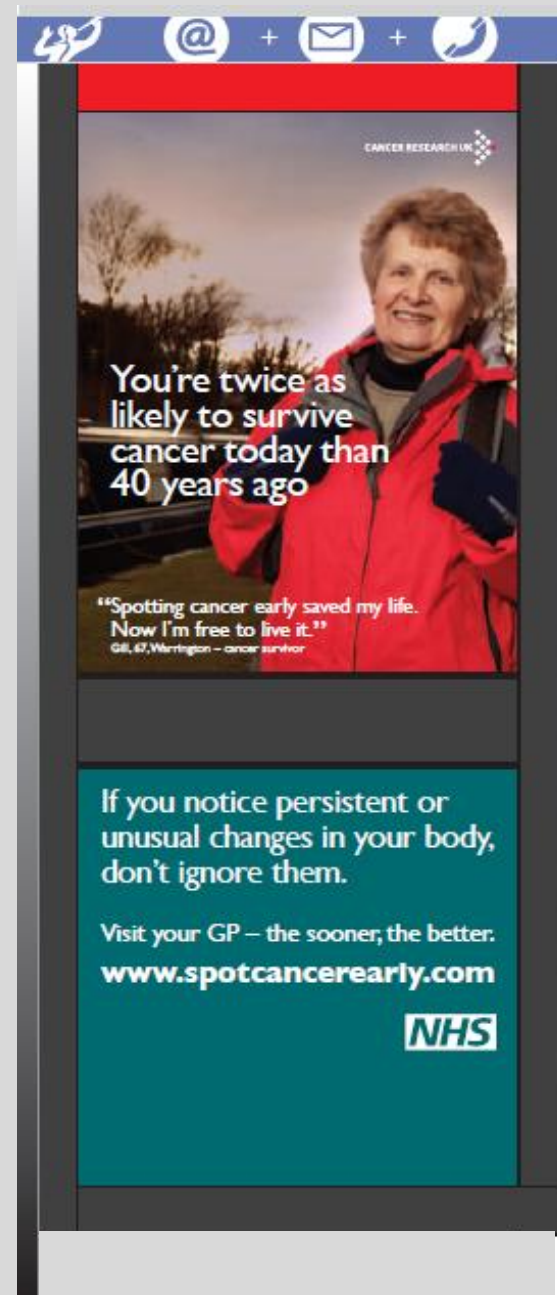
You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm back to my old self."
Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them.

Visit your GP – the sooner, the better.
www.spotcancerearly.com

NHS



This advertisement features an elderly woman, Gill, 67, from Warrington, who is a cancer survivor. She is shown smiling and wearing a red jacket, standing outdoors. The text on the poster reads: "You're twice as likely to survive cancer today than 40 years ago." Below this, a quote from Gill says: "Spotting cancer early saved my life. Now I'm free to live it." The Cancer Research UK logo is in the top right corner. At the bottom, a teal box contains the text: "If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better. www.spotcancerearly.com NHS". The poster is framed by a blue header with social media icons and a red top bar.

CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm free to live it."
Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them.

Visit your GP – the sooner, the better.
www.spotcancerearly.com

NHS

Posters

- iVan



Posters

- Pull Up Banners



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm back to my old self."

Eric, 70, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS



CANCER RESEARCH UK

You're twice as likely to survive cancer today than 40 years ago

"Spotting cancer early saved my life. Now I'm free to live it."

Gill, 67, Warrington – cancer survivor

If you notice persistent or unusual changes in your body, don't ignore them. Visit your GP – the sooner, the better.

www.spotcancerearly.com

NHS

Thank you

Contact

Louise Walsh

Senior Project Manager

louise.walsh@corporateculture.co.uk

Mobile: 07595 409901

Direct: 0151 494 5864

Parchment House, 13 Northburgh Street, London EC1V 0JF
7 De Havilland Drive, Estuary Commerce Park, Liverpool L24 8RN

Tel: 0845 607 0000
corporateculture.co.uk

