

The next **10** years

In 2007 we launched the Beating Bowel Cancer 2012 Challenge, which set out our vision for improving the services and treatments available to bowel cancer patients over the next five years. Whilst progress over the last decade has been impressive, challenges remain. As resources are squeezed to help the country recover from the recession, the NHS faces an even greater challenge if further improvements in bowel cancer outcomes are to be delivered. Beating Bowel Cancer is committed to working with policy makers to significantly improve services for patients and their families as outlined in our 2020 vision.

Our vision for 2020 and beyond

- **Standards of care and outcomes which are comparable with the best in the world**
Whilst the quality of care and outcomes for bowel cancer patients have improved in the last decade, Beating Bowel Cancer is concerned that the UK still lags far behind Europe in terms of survival and access to treatments. It has been estimated that if survival matched the best in Europe, 1,700 extra lives a year could be saved from bowel cancer⁷. In the next decade, Beating Bowel Cancer will work in co-operation with the Government and policymakers to ensure the NHS becomes better at adopting new technologies and treatments and that patients are provided with world class standards of care and able to access the most effective treatments available.
- **Earlier diagnosis of bowel cancer**
Earlier diagnosis of bowel cancer will be critical to improving patient outcomes in the next decade. The National Cancer Director, Professor Sir Mike Richards, recently observed, "Raising awareness and promoting early diagnosis are essential if we are to bring cancer survival rates up to the level of the best in Europe⁷." However, it is concerning that only one third of cancer diagnoses come through general practice⁸. More must be done to improve awareness of the signs and symptoms of bowel cancer amongst both GPs and the general public.

Our 2020 vision continued

- **The extension of and increased participation in bowel cancer screening**
Participation in bowel cancer screening is below our expectations at 55.5%. While we welcome the ongoing extension of screening in England to men and women aged 70-75¹⁰ we believe this also should be matched by a commitment to extend screening to people in their fifties, an age group with a growing incidence of bowel cancer.

As part of our 2010 BE LOUD BE CLEAR Spotlight on Screening campaign, Beating Bowel Cancer called for the extension of screening to men and women in their fifties and at least 77% of eligible people to be participating in the programme by 2012. If we achieve this in the next ten years screening alone could help save 12,785 lives¹¹. Our latest GP campaign focuses on increasing participation in screening by securing the support of general practitioners. It is critical that participation significantly increases by 2020 if we are to improve bowel cancer outcomes to match the best in the world.
- **Personalised information for every bowel cancer patient**
All bowel cancer patients should have access to personalised information for each stage of their cancer journey based on an holistic assessment of their individual circumstances. We look forward to the roll-out of information prescriptions across the NHS.
- **Continued investment in world leading research**
We cannot beat bowel cancer without the continued investment in research studies and development of technologies that transform the way we treat and care for patients. The UK currently has the highest percentage of cancer patients in the world participating in clinical trials and research studies¹². This must remain a priority and Beating Bowel Cancer will support the work of the National Cancer Research Institute and other bodies to steadily increase innovative research programmes in the United Kingdom.

⁹ Hansard, 10 November 2009, Col. 244W. Calculation based on 2,665,954 people participating since the start of the bowel cancer screening programme at the current participation rate of 55.5%, the average length of time since the start of the programme in England being 23 and projected for the next 24 months. Department of Health data on bowel cancer screening uptake.
¹⁰ Department of Health, The Operating Framework for the NHS in England 2010/11, December 2009, page 51
¹¹ Calculation based on Cancer Research UK's estimate that if 60% of those eligible participated in bowel cancer screening over the next 20 years, there would be 20,000 fewer deaths and worked out for the current participation rate of 77% over the next ten years. Cancer Research UK, Charity predicts 20,000 fewer deaths from bowel cancer, Webpage: <http://info.cancerresearchuk.org/news/archive/pressrelease/2007-07-24-charity-predicts-20000-fewer-deaths-from-bowel-cancer> Accessed: November 2009
¹² Department of Health, Cancer Reform Strategy: Achieving local implementation – second annual report. December 2009, p78

A decade in bowel cancer



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⁷ Richards, M.A. British Journal of Cancer, The size of the prize for earlier diagnosis in cancer, November 2009
⁸ Rosen, R., Smith, A., and Harrison A. Future Trends and Challenges for Cancer Services in England: A review of literature and policy, 2006, available at: http://www.kingsfund.org.uk/research/publications/future_trends.html

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

- NHS Cancer Plan published
- National Cancer Research Initiative published
- NICE recommends capecitabine (Xeloda) and tegafur uracil (Uftoral) for first line treatment of metastatic colorectal cancer
- Updated NICE Cancer Service Guidance published - Improving outcomes in colorectal cancer
- NICE recommends irinotecan (Camptosar) and oxaliplatin (Eloxatin) for use first line in advanced colorectal cancer patients. Raltitrexed (Tomudex) is rejected
- Bowel cancer screening introduced for 60-69 year olds
- NICE recommends capecitabine (Xeloda) and oxilaplatin (Eloxatin) for use as adjuvant treatments after surgery for stage III colorectal cancer
- Cancer Reform Strategy published
- National Awareness and Early Diagnosis Initiative launched
- Professor Mike Richards publishes Improving access to medicines
- KRAS status identified as the first predictive marker for response to bowel cancer treatment
- NHS Constitution guarantees the right to access the NICE approved treatments
- Bowel cancer screening extended to those aged 70-75 years
- NICE recommends cetuximab (Erbix) first line for treatment of metastatic colorectal cancer
- NICE guidance expected for bevacizumab (Avastin) and panitumumab (Vectibix)
- Results of study reveal one-off flexi-sigmoidoscopy test could reduce bowel cancer deaths by 43%
- Beating Bowel Cancer founded
- Launch of Loud Tie, the charity's annual national awareness week (later to become BE LOUD BE CLEAR)
- First National GP campaign – Spotlight on Symptoms – which became an annual activity
- National awareness poster campaign in motorway service stations and shopping malls
- Partner in Men's Health Week
- The launch of Patient Voices; the first national bowel cancer patient to patient support group
- Launch of Health in the Workplace
- Launch of Parliamentary Voices
- Launch of Carol Baillie nurse recognition awards
- The launch of Bowel Cancer 2012 Challenge: A call to action on government and policy makers
- Matt Dawson MBE becomes charity patron
- Patient Services Advisory Group founded
- Medical Advisory Board launched
- Tackle It! campaign launched
- Turn Up the Noise on Bowel Cancer 2009 progress report published
- Beating Bowel Cancer launches international alliance to form Bowel Cancer International
- Ethical Dilemmas survey conducted
- The launch of Spotlight on Screening: The importance of early diagnosis
- Launch of Behind Closed Doors national pharmacy education campaign

Beating Bowel Cancer

Since 1999 Beating Bowel Cancer has been saving lives from bowel cancer, the UK's second biggest cancer killer, by raising awareness of symptoms, promoting early diagnosis and encouraging open access to treatments¹.

Over the past decade, major developments in cancer policy and treatments have improved the quality of life of bowel cancer patients. Screening for bowel cancer is now available nationally for those aged 60-75, and we have witnessed major innovations in the treatment options available which, over the last decade, have resulted in death rates falling by around 13%¹.

However, challenges remain. Almost half of the 37,500 people diagnosed with bowel cancer each year will die from the condition².

As the charity enters its second decade, this document looks at the progress that has been made in tackling bowel cancer over the past ten years and sets out our vision of what can be achieved by 2020.

Pledge your support for our 2020 vision and help us save lives

Join the campaign - become a Parliamentary Voice and raise bowel cancer onto the political agenda to help us beat bowel cancer.

Contact Kate Philipson, Public Affairs Manager, on 020 8973 0008 or kate@beatingbowelcancer.org

Beating Bowel Cancer's contribution

Campaigning for early diagnosis

Bowel cancer is the UK's second biggest cancer killer. Of the 100 people diagnosed every day, almost 50 will die. However, bowel cancer can be beaten if it is diagnosed at an early stage. A recent analysis by the National Cancer Intelligence Network found that 93.2% of patients diagnosed with early stage bowel cancer will survive five years from diagnosis compared to just 6.6% of patients diagnosed with late stage disease³. Awareness of bowel cancer and its symptoms is low with many cases being diagnosed at a late stage. To support earlier diagnosis, Beating Bowel Cancer has undertaken the following action:

- Called for a coordinated national awareness and education campaign to raise the profile of bowel cancer.
- Been an active member of the National Awareness and Early Diagnosis Initiative forum.
- Coordinated BE LOUD BE CLEAR, pharmacy and GP campaigns annually which raised both public and healthcare professionals' awareness of bowel cancer.
- Tirelessly campaigned for bowel cancer screening. The subsequent introduction of screening in 2006 for 60-69 year olds was a key milestone for Beating Bowel Cancer⁴.

Increasing participation in screening

Since the introduction of bowel cancer screening in England we have undertaken awareness campaigns to help increase participation. Over 2.6 million people had participated in the NHS Bowel Cancer Screening Programme in England by October 2009. As a result of the programme, 3,968 people have been diagnosed with bowel cancer and a further 17,027 polyps removed, potentially preventing thousands of cancers⁵.

Improving access to treatment

New treatments have improved the survival prospects of bowel cancer patients. There is now more targeted radiotherapy, less invasive surgical techniques, and a greater range of drugs which are effective in treating bowel cancer. However, significant treatments which form the standard of care in other countries are denied to patients in the UK. We have campaigned vigorously for improved access to all forms of treatment, empowered patients to seek access to treatments through the provision of a comprehensive guide and continue to ensure that NICE and others make the best treatments available to all NHS patients.

Making information available to all patients

We have called for patients to be provided with written and verbal information which meets their needs at all stages of the patient pathway. We were involved in the National Cancer Action Team's Information Pathways pilot and a comprehensive range of our patient information booklets about all aspects of bowel cancer have been adopted for use on the bowel cancer Information Pathway. Our information is regularly updated and reviewed by Beating Bowel Cancer's Patient Services Advisory Group and Medical Board. All information is available free of charge for use by patients, healthcare professionals and the general public.

Supporting bowel cancer survivors

As more people are living with bowel cancer, it is important that their physical, psychological, social, spiritual, financial and information needs are met. We provide a range of factsheets to meet these needs and have a national network of Patient Voices who use their experience to support other bowel cancer survivors. We are also members of the National Cancer Survivorship Initiative which has made important steps in helping survivors live as healthy and active lives as possible.

A decade in numbers

- Around 375,000 people have been diagnosed with bowel cancer²
- Approximately 164,040 people have died from bowel cancer in the UK¹
- Over 2.6 million have participated in the NHS bowel cancer screening programme⁵
- 235,816 people living in the UK today have survived bowel cancer⁶

¹ Cancer Research UK, Bowel Cancer – UK mortality statistics, webpage: <http://info.cancerresearchuk.org/cancerstats/types/bowel/mortality/index.htm>. February 2010

² Cancer Research UK, Bowel Cancer – UK incidence statistics, webpage: <http://info.cancerresearchuk.org/cancerstats/types/bowel/incidence/index.htm>. February 2010

³ National Cancer Intelligence Network, Colorectal Cancer by Survival Stage, webpage: http://www.ncin.org.uk/docs/090623-NCIN-colorectal_survival-databriefing.pdf Accessed November 2009

⁴ NHS Cancer Screening programmes, NHS Bowel Cancer Screening, webpage: <http://www.cancerscreening.nhs.uk/bowel/> Accessed: February 2010

⁵ Hansard, 10 November 2009, Col. 244W

⁶ Department of Health, National Cancer Survivorship Initiative Vision, January 2010, p.11