

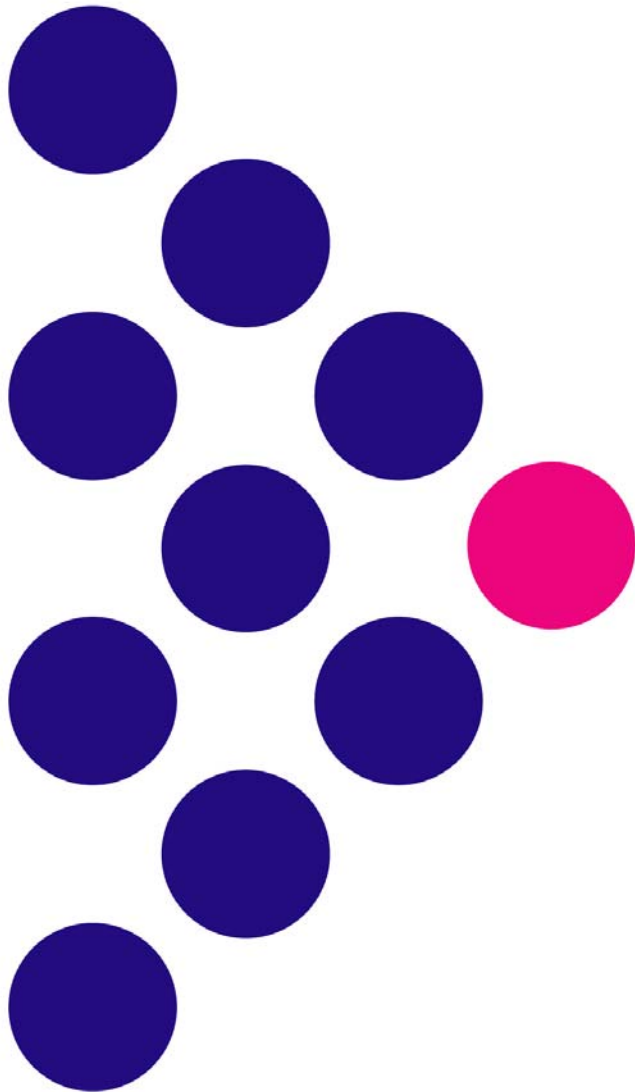
# NCIN Conference

## Session 5 - Introduction

Outcomes data for patients and public

*Together we will beat cancer*





Emma Gilgunn-Jones

Science Press Manger  
Cancer Research UK

*Together* we will beat cancer



# Presenting complex information

Figure 2.1: Number of new cases and rates, by age and sex, all malignant neoplasms (exc NMSC), UK, 2006

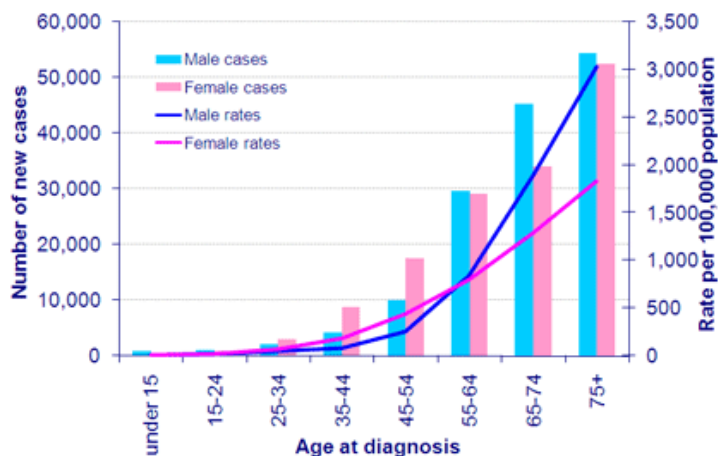


Figure 4.1: The ten most common cancers, females, UK, 2006

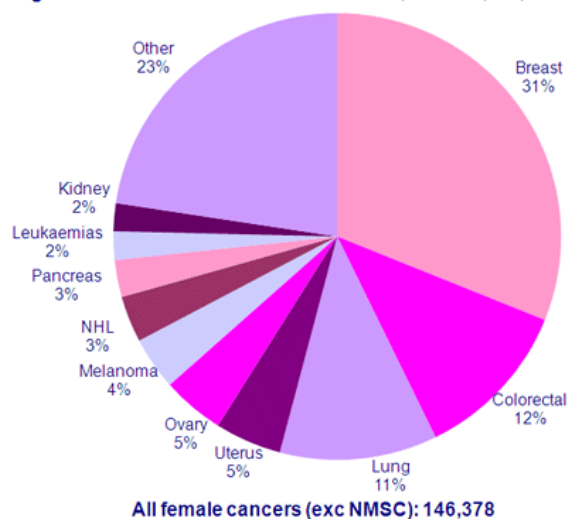
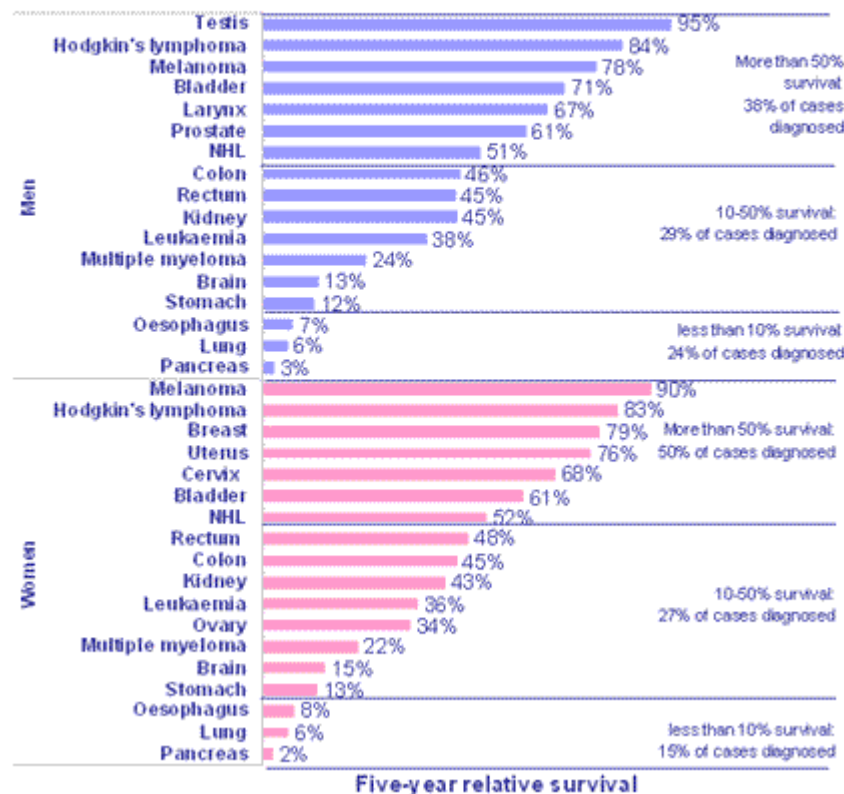


Figure 1.1: Relative five-year survival estimates based on survival probabilities observed during 2000-2001, by sex and site, England and Wales





# Challenges

- Cancer is big news – there are risks involved
- Media like conflict e.g. north v south
- Public apathy, especially around comparative risk stories
- Time consuming
- Spokespeople availability
- Embargo breaks





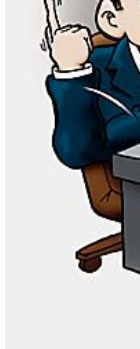
# Choosing an angle/building a story

- Decide on the message
- Work with press officers
- Think about targeting the story
- Make it clear – use absolute figures, cases as well as rates
- Journalists will not digest the figures – they will follow your lead
- Have a robust sign off
- Be available to talk to journalists





## Top tips

- Keep it simple – no jargon or acronyms
  - Limit your messages – 1 or 2
  - Use analogies/paint pictures for the audience
  - Think about other ways to explore and unpack the story
  - Think about how a cancer patient will interpret the data
  - Consider using a case study/celebrity supporter
- 





# Know your audience

## The online revolution...



Paper circulation: 3.2m/day  
Paper readership: 8m/day  
Online: 13.5million



Circulation: 2.3m/day  
Readership: 6.4m/day  
Online: 18 million



Circulation: 380k/day  
Readership: 1.5m/day  
Online: 20 million



## Example 1 – Men and cancer

Q. How do you use Men's Health Week to encourage men to spot cancer early?





# A. Demonstrate cause for concern

21 July, 2009

NCIN Conference

## The Excess Burden of Cancer in Men in the UK

In general men are at significantly greater risk than women from nearly all of the common cancers that occur in both sexes (with the exception of breast cancer) (White 2009, Wilkins 2006, DH 2007). This report will consider the current overall burden of cancer among men in the UK, estimated from the latest statistics, and outline the extent of the differences between the sexes. All figures and calculations reported here are based on data extracted from the Cancer Research UK CancerStats web pages extracted in June 2009 (Cancer Research UK, 2009).

In 2006<sup>1</sup>, there were 147,223 new cancers diagnosed in men (excluding non-melanoma skin cancer) and there was a very similar number of new cancers diagnosed in women in the UK (146,378). However, the corresponding European age-standardised incidence rates were 409.7 per 100,000 in men and 354.6 per 100,000 in women; this difference is because of the generally longer life expectancy of women.

Considering deaths from cancer in the UK, the most recent figures available, for 2007<sup>2</sup>, show that there were 80,907 in men and 74,557 in women accounting for 29% of total male mortality and 25% of total female mortality. As with the incidence figures, when translated into age-standardised rates, the contrast between men and women is more profound, with death rates of 211.3 per 100,000 in males and 153.1

per 100,000 in females. This difference results from a combination of different life expectancy and the increased likelihood of men having more fatal cancers than women.

The male age-standardised incidence rate for all cancers combined (excluding non melanoma skin cancer) in Great Britain has risen from 353.7 per 100,000 in 1975 to 409.5 per 100,000 in 2006 even though the equivalent mortality rate (for the UK) has dropped from 278.5 in 1975 to 211.3 per 100,000 in 2007<sup>3</sup>. Similar figures for females are 264.5 in 1975 to 354.9 per 100,000 in 2006 for incidence; and 172.7 in 1975 to 153.1 per 100,000 in 2007 for mortality. These differences arise because, while the number of people developing cancer has increased, a combination of earlier diagnosis, improved diagnostic techniques and advances in care and treatment has resulted in more people surviving their cancers.

- 1 2006 is the latest year for which incidence data are available for the UK.
- 2 2007 is the latest year for which mortality data are available for the UK.
- 3 Incidence data for the UK are only available from 1993 onwards when the Northern Ireland Cancer Registry was set up. Thus, trends of incidence data are presented for Great Britain for 1975 onwards. Mortality data for the UK are available for the whole time period.

Figure 1: Top ten most common cancer cases for men, UK 2006

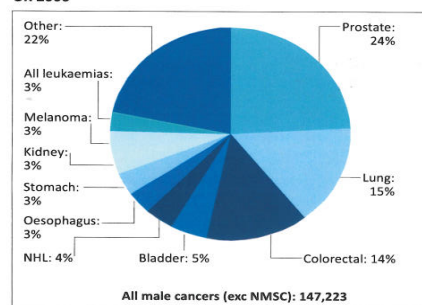
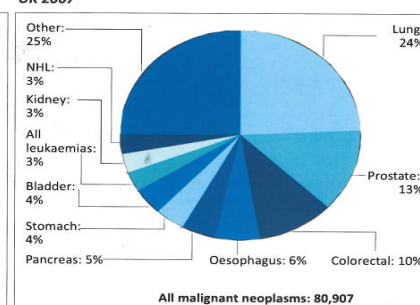


Figure 2: Top ten most common cancer deaths for men, UK 2007





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### Men hit by 'inexplicable' greater cancer death risk MONDAY 15 JUNE 2009

#### Cancer Research UK Press Release

Men are almost 40 per cent more likely than women to die from cancer, reveals a report published today (Monday) by the [National Cancer Intelligence Network \(NCIN\)](#) and Cancer Research UK together with the [Men's Health Forum](#) to mark Men's Health Week.

And they are 16 per cent more likely to develop the disease in the first place.

After excluding [breast cancer](#) and cancers specific to one or other sex from the analysis\*, the difference is even greater – with men being almost 70 per cent more likely to die from cancer and over 60 per cent more likely to develop the disease.

The researchers then looked at the figures, excluding [lung cancer](#) as well, because the disease and its main risk factor, smoking, is known to be more common in men.

They expected to see that, across the broad range of remaining cancer types, men and women were just as likely as each other to die from and get the disease.

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Are you Twittering your way to an unwanted brush with a burglar? **P9**



## **WORLD** Israel call for peace rejected

Israeli prime minister Benjamin Netanyahu made a historic appeal for the creation of a Palestinian state yesterday – but insisted it must be disarmed. However, Palestinian leaders rejected his call, saying it had sabotaged peace initiatives **>P5**

## **NEWS** First British swine flu death

The first death from swine flu in Britain was confirmed last night. The victim died from the disease and other underlying health problems in a Scottish hospital. Yesterday, the total number of swine flu infections in Britain soared to 1,226 **>P11**



# How a stiff upper lip is killing men

**> Murray is the king of Queen's**



By **Miles Erwin**

MEN are 70 per cent more likely to die from cancer than women because of their 'stiff upper lip' attitude towards getting treatment, new research suggests.

About 211 men out of 100,000 die from cancer, compared with a figure of 153 for women – a difference of nearly 40 per cent.

But the gap nearly doubles when gender specific cancers, such as breast and prostate, are taken into account.

There is no known biological reason why men should die more frequently from the disease. Instead, researchers believe stereo-



# CANCER 40% MORE LIKELY TO KILL MEN

**ALERT SIGNS**  
Too much booze and being too fat are factors

SCIENTISTS don't know what causes brain tumours, but research must not be ignored. So if your father's getting snappy because he's woken in the morning, and he's feeling sick or dizzy, don't let him take an aspirin and forget about it. Send him straight to his doctor.

The latest figures show that around 1,000 men are diagnosed with a brain tumour each year and this figure of cancer is slightly more common in men than women.

**Mouth & throat**  
MAKE sure he brushes his teeth twice a day. Studies show people who brush only once a day or less have an increased risk of oral cancer.

In the past, gently rinsing has been thought to wash down the throat, but research shows that drinking too much alcohol increases the risk of developing mouth and throat cancer - as well as smoking. With cigarette and alcohol, regular cancer-causing, carcinogenic chemicals wash down the throat the most regularly, because they will be left for every spot of mouth cancer during the night.

And if all else fails, reduce his wine if he has more than one glass and many bottles.

**Lungs**  
If he smokes, he probably knows he's increasing his risk of dying from lung cancer, but you can try to help him quit.

Lung cancer is the second most common cancer in men after prostate cancer - with more than 12,000 new cases each year - but it's the biggest killer.

Make your man feel guilty about the best possible smoking prevention and help him quit.

It's not just the money he's losing, but his health. A 30-day course of nicotine replacement therapy, such as a patch or a nasal spray, can help him quit.

**Waistline**  
FLABBY folds of more at risk of cancer. Research shows that men with a large belly are more likely to die from cancer.

Longer waistlines are linked to a higher risk of prostate, colon, liver, pancreatic, and kidney cancer.

It's not just the money he's losing, but his health. A 30-day course of nicotine replacement therapy, such as a patch or a nasal spray, can help him quit.

**Testicles**  
THIS is the most common cancer in men aged 15 to 34.

It's not just the money he's losing, but his health. A 30-day course of nicotine replacement therapy, such as a patch or a nasal spray, can help him quit.

## Behaviour to blame for higher risk

**Men's macho behaviour leaves them at alarmingly higher risk of dying from cancer than women, a study said today.**

Scientists found male habits of drinking, eating, and smoking more likely to lead to cancer than women's.

The findings are part of a report from the UK's Cancer Research UK and the Men's Health Forum.

The study, to mark Men's Health Week, looked at the number of cancer deaths in the UK in 2007 and how men's behaviour affects their risk of dying from cancer.

It found that men are 40 per cent more likely to die from cancer than women.

Carrying excess weight around the

# Cancer-proof your man (without him even noticing)

**Brain**  
SCIENTISTS don't know what causes brain tumours, but research must not be ignored. So if your father's getting snappy because he's woken in the morning, and he's feeling sick or dizzy, don't let him take an aspirin and forget about it. Send him straight to his doctor.

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It's not just the money he's losing, but his health. A 30-day course of nicotine replacement therapy, such as a patch or a nasal spray, can help him quit.

# Cancer death risk 'is 40% greater for men'

**By David Derbyshire**

WE looked at that affect both sexes, there's no known biological reason why men should be at a greater risk than women, so we were surprised to see such consistent differences, he says.

After taking out the effect of age, men were significantly more likely than women to die from every one of the specific types of cancer considered and, apart from melanoma, they were also significantly more likely to develop the disease.

The report is published by the National Cancer Intelligence Network and Cancer Research UK to mark Men's Health Week, which starts today.

It looked at the number of cancer deaths in the UK in 2007 and the number of new cases of the disease in 2006, broken down by type.

It found that men were 16 per cent more likely to develop cancer in the first place, and 40 per cent more likely to die than women.

Researchers then excluded gender-specific cancer, such as those of the cervix and prostate, and cancers far more common in one sex than the other, such as breast cancer. They found the difference between the sexes was even greater, with men almost 60 per cent more likely to die than women.

Professor Alan White, an expert in men's health at Leeds Metropolitan University and chairman of the Men's Health Forum, said carrying excess weight around the neck and dying from cancer - but men were generally not aware of this.

"This report clearly demonstrates that a concerted effort needs to be made into getting the public, the health professionals and the policy makers aware of the risks men are facing," he said.

Lung cancer is the biggest cancer killer of men, making up 24 per cent of deaths. Prostate cancer is second and bowel cancer third.

Sara Hiron, director of health

3 Stiff upper lip means men more likely to die from cancer than women Times Online - Microsoft Internet Explorer

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From Times  
June 15, 2009

## Stiff upper lip means men more likely to die from cancer than women

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NUTRITION

From Times Online  
June 16, 2009

## Male cancer deaths

We need urgent research into adequate tests for prostate cancer

Sir, I note that in the latest research on cancer it has been found that more men die from non-prostate-specific cancer than women (report, June 15). Part of this, it is suggested, is because of a "stiff upper lip", which means that men are less likely to consult their doctors. Perhaps Professor Forman should understand one of the main reasons for this fact.

For women cervical cancer tests can begin at age 25 and mammograms at age 50. For men, as far as I know, the prostate-specific antigen (PSA) is not available free or recommended until age 65. This is based on the fact that the test is inaccurate and not cost-effective as only one in three cases with a high PSA proves positive. I would suggest that women, therefore, much

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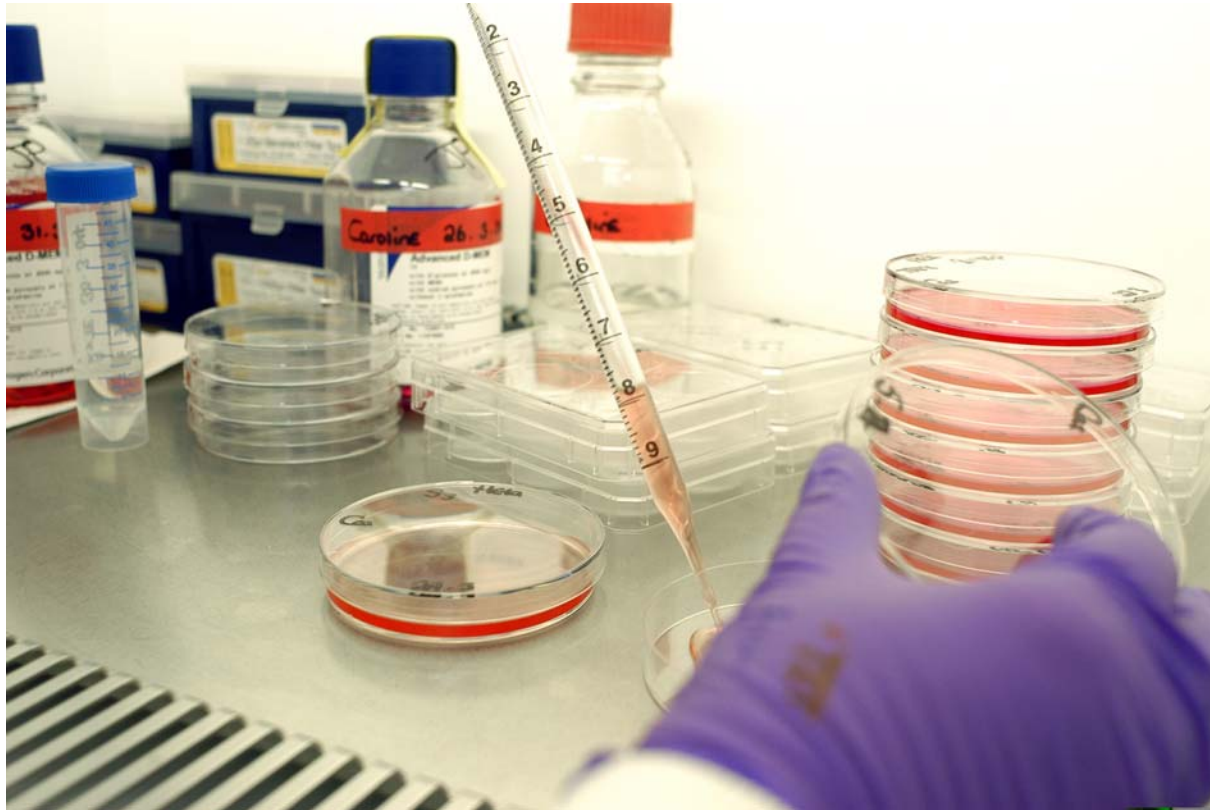
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## Example 2 – Demonstrating our impact

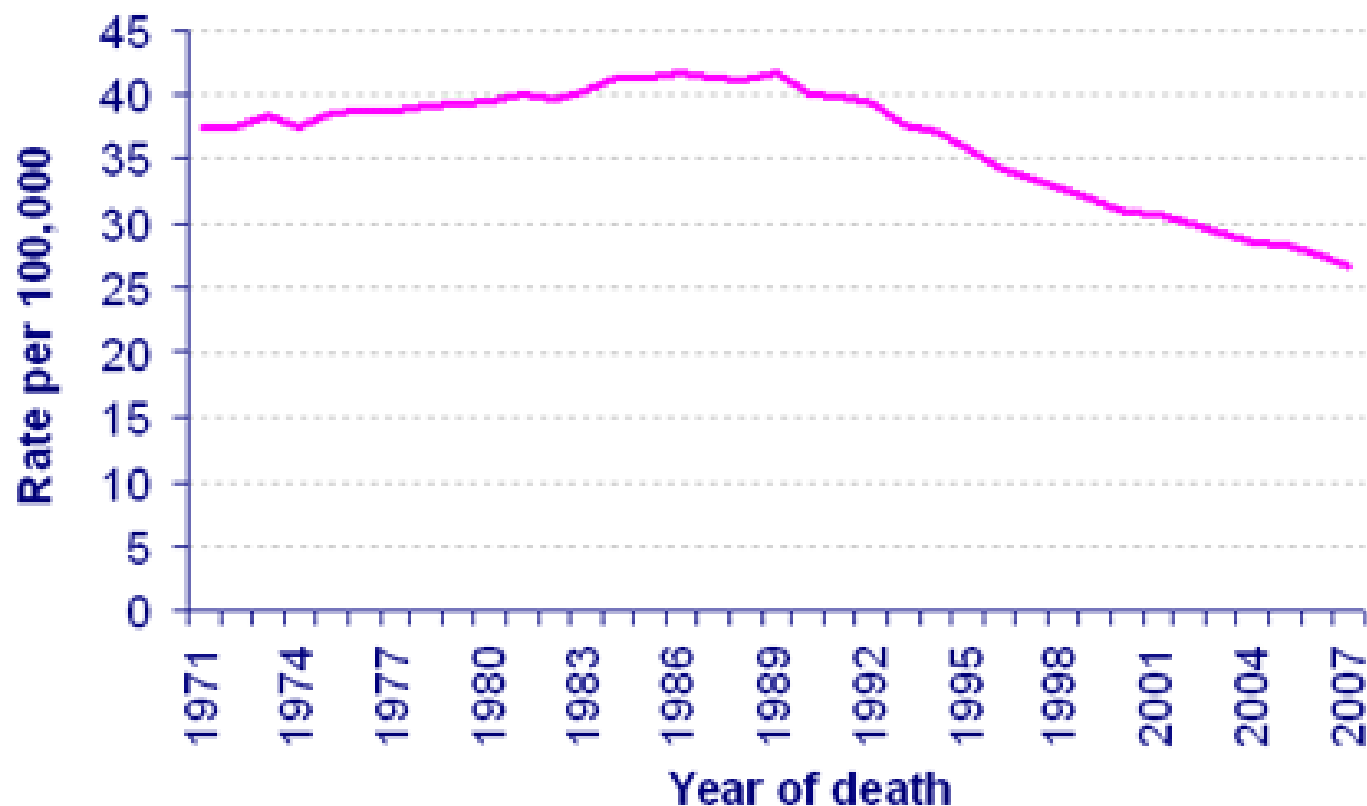
Q. How do we communicate the message that research saves lives?





## A: Fall in deaths rates

**Figure 2.2: Age-standardised (European) mortality rates, breast cancer, females, UK, 1971-2007**







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## Number of women dying from breast cancer hits record low

WEDNESDAY 22 APRIL 2009



## Cancer Research UK Press Release

The number of women dying from [breast cancer](#) has fallen to less than 12,000 for the first time in almost 40 years, Cancer Research UK reveals today.

New figures published on the charity's [website](#) found that in 2007, 11,990 women in the UK died from breast cancer.

In 1971 – the first year these UK statistics were collated – 12,472 women died from the disease.

This figure rose steadily year-on-year, reaching a peak in 1989 when 15,625 women died.

But since then, breast cancer death rates have fallen by a third – from 41.6 women per 100,000 in 1989 to 26.7 women in 2007.

Research into diagnosing and treating breast cancer is the reason behind this fall.



A - Z index



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NEWS

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### Breast cancer deaths record low

The number of women dying from breast cancer has fallen to a record low by dipping under 12,000 a year for the first time since records began.

The Cancer Research UK data showed that 11,990 women died in the UK in 2007.

The previous lowest figure had been recorded in 1971 - the year records began - after which it rose steadily year-on-year until the late 1980s.

The figures come despite rising rates of diagnoses with experts saying better care and screening better care and screening.

'Crucial role'

Professor Peter Johnson, C...  
'It's incredibly encouraging cancer now than at any time

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### Breast cancer deaths 'at record low' despite increase in cases

Deaths from breast cancer have fallen to a record low even as the number of women diagnosed with the disease continues to grow, new figures show.

by Kate Davlin, Medical Correspondent  
Published: 1:18PM BST 22 Apr 2009

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From The Times  
April 22, 2009

### Breast cancer deaths at 40-year low

David Rose

The number of women in Britain dying from breast cancer has fallen to a record low, dipping under 12,000 a year for the first time since records began.

The Cancer Research UK data showed that 11,990 women died in

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### Why deaths from breast cancer have fallen to a record low

By David Rose, REPORTER  
Last updated at 2:29 AM on 28th April 2009

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Breast cancer deaths have fallen to their lowest level since records began in 1971. Although the number of women being diagnosed is rising, earlier diagnosis and better treatment means far fewer die.

The number of deaths dropped to 11,990 in 2007, according to the charity Cancer Research UK.

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Women winning fight against breast cancer - mirror.co.uk - Microsoft Internet Explorer

Address: http://www.mirror.co.uk/news/top-stories/2009/04/23/women-winning-fight-against-breast-cancer-115875-21299813/

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By Emily Cook 23/04/2009

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# Thank you for your time

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