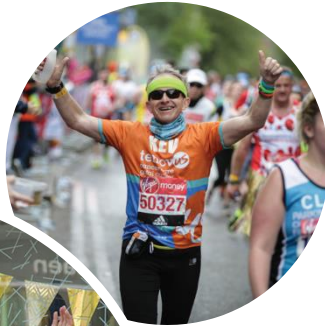


Senedd Briefing:

LIFE SHOULDN'T
BE **HARD** TO
SWALLOW →

NI DDYLAI **BYWYD**
FOD YN **ANODD** EI
LYNCU →


Tenovus Cancer Care's
Symptom Awareness Campaign
for Oesophageal &
Stomach Cancer



Estyn gobaith. Estyn llaw.
Give hope. Help cope.
tenovuscancercare.org.uk

Call our free Support Line
0808 808 1010
Ffoniwch ein Llinell Gymorth rhadffôn

**LIFE SHOULDN'T
BE HARD TO
SWALLOW** 

**NI DDYLAI BYWYD
FOD YN ANODD EI
LYNCU** 

February 2024 marks oesophageal cancer awareness month, and the 1st February 2024 marks the launch of **Tenovus Cancer Care's** symptom awareness campaign for oesophageal and stomach cancers **"Life Shouldn't Be Hard to Swallow"**.

The campaign is the result of Tenovus Cancer Care's report ***A Burning Issue***, published in November 2023. The report sought to better understand the issues concerning oesophageal and stomach cancer, two of the six less survivable cancers.

These two cancers have some of the poorest cancer patient outcomes in Wales and are uniquely underserved.

19% of people with oesophageal and stomach cancer receive their diagnosis in A&E, when the cancer has spread to other parts of the body, triggers an emergency and is incurable.

Oesophageal Cancer

In 2020, 445 people in Wales were diagnosed with oesophageal cancer, 136 women and 309 men.

In 2020, 449 people died from oesophageal cancer, 129 women and 320 men.

71% of people are diagnosed at stage three and above, fewer than 3% are diagnosed at stage one.

In terms of oesophageal cancer survival Wales ranks 21st out of 33 comparator nations.

Stomach Cancer

In 2020, 348 people in Wales were diagnosed with stomach cancer, 104 women and 244 men,

In 2020, 248 people died from stomach cancer, 93 women and 155 men.

Diagnosed at stage one 1yr survival is 82%, when diagnosed at stage four, 1 yr survival from stomach cancer is 19%.

In terms of stomach cancer survival Wales ranks 31st out of 33 comparator nations.

While oesophageal and stomach cancers accounted for just 4.5% of cancer across Wales in 2020, they disproportionately contributed to 7.7% of all cancer deaths.

LIFE SHOULDN'T BE HARD TO SWALLOW



Difficulty swallowing?
Heartburn or indigestion for more than three weeks?
It's probably nothing serious, but it could be a sign of cancer.

Speak to your GP.

If you have any questions about cancer, call our free Support Line on 0808 808 1010

tenovuscancercare.org.uk
Reg Charity No.1054015

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gofal cancer

NI DDYLAI BYWYD FOD YN ANODD EI LYNCU



Anhawster llyncu? Llosg cylla neu ddiffyg traul am fwy na thair wythnos?
Mae'n debyg nad yw'n ddim byd difrifol, ond gallai fod yn arwydd o ganser.

Cysylltwch â'ch meddyg teulu.

Os oes gennych unrhyw gwestiynau am ganser, ffoniwch ein Llinell Gymorth rhadffôn ar 0808 808 1010

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NI DDYLAI BYWYD FOD YN ANODD EI LYNCU



Cysylltwch â'ch meddyg teulu os ydych chi'n poeni am unrhyw un o'r symptomau


- Anhawster llyncu
- Diffyg traul parhaus
- Llosg cylla hir
- Colli pwysau heb esboniad
- Blinder

Mae'n debyg nad yw'n ddim byd difrifol, ond gallai fod yn arwydd o ganser.

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LIFE SHOULDN'T BE HARD TO SWALLOW



Contact your GP if you're concerned about any symptoms.

- Difficulty swallowing
- Persistent indigestion
- Prolonged heartburn
- Unexplained weight loss
- Fatigue

It's probably nothing serious, but it could be a sign of cancer, so it's important to get it checked.

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The £10k symptom awareness campaign, going live on the 1st February - will feature on targeted social media, WalesOnline and in print adverts across the Welsh print media.

Around 100 community pharmacies in areas of high oesophageal and stomach cancer incidence will receive symptom awareness packs and encouraged promote help-seeking behaviour amongst customers buying heartburn and indigestion medication over a prolonged period of time.

Tenovus Cancer Care recommends making the early diagnosis of oesophageal and stomach cancer **a national priority**. Decision makers need to:

Increase awareness of the vague and non-specific symptoms of oesophageal and stomach cancer

Increase and expand the capacity of endoscopy in Wales with a focus on embedding innovative diagnostic technologies

Create a national registry for Barrett's oesophagus patients in Wales

24th January Short Debate

We want to thank Altaf Hussain MS for drawing attention to the findings and recommendations of A Burning Issue in his 24th January Short Debate and welcome any additional contributions concerning this important topic.

Over the following weeks Members can help in a number of ways:

- ✓ **Publicising** Tenovus Cancer Care's symptom awareness campaign **"Life Shouldn't Be Hard to Swallow" during February 2024** in your local community press and through your social media channels. It's a well timed opportunity for MSs to show their support.

The campaign to increase awareness of oesophageal and stomach cancer symptoms comes weeks after Less Survivable Cancers Awareness Day (11th January), and a week or so before World Cancer Day (4th February) and Oesophageal Cancer Awareness Month (February).

Bilingual template media releases, social media copy and graphics are available via the following link.

- ✓ **Scrutinising efforts to increase and expand endoscopy capacity in Wales.** More can and should be done to roll out the adoption and use of innovative diagnostic techniques such as swallowable sponge and trans nasal endoscopy (TNE).
- ✓ **Supporting** Tenovus Cancer Care's efforts to create **a national registry for Barrett's oesophagus patients in Wales.**

If you would like more information about how you can support this area of work, please contact Greg Pycroft, Policy and Public Affairs Manager at Tenovus Cancer Care greg.pycroft@tenovuscancercare.org.uk.