

Improving Outcomes for People Affected by Cancer in Norfolk and Waveney: Early Cancer Diagnosis and Prevention


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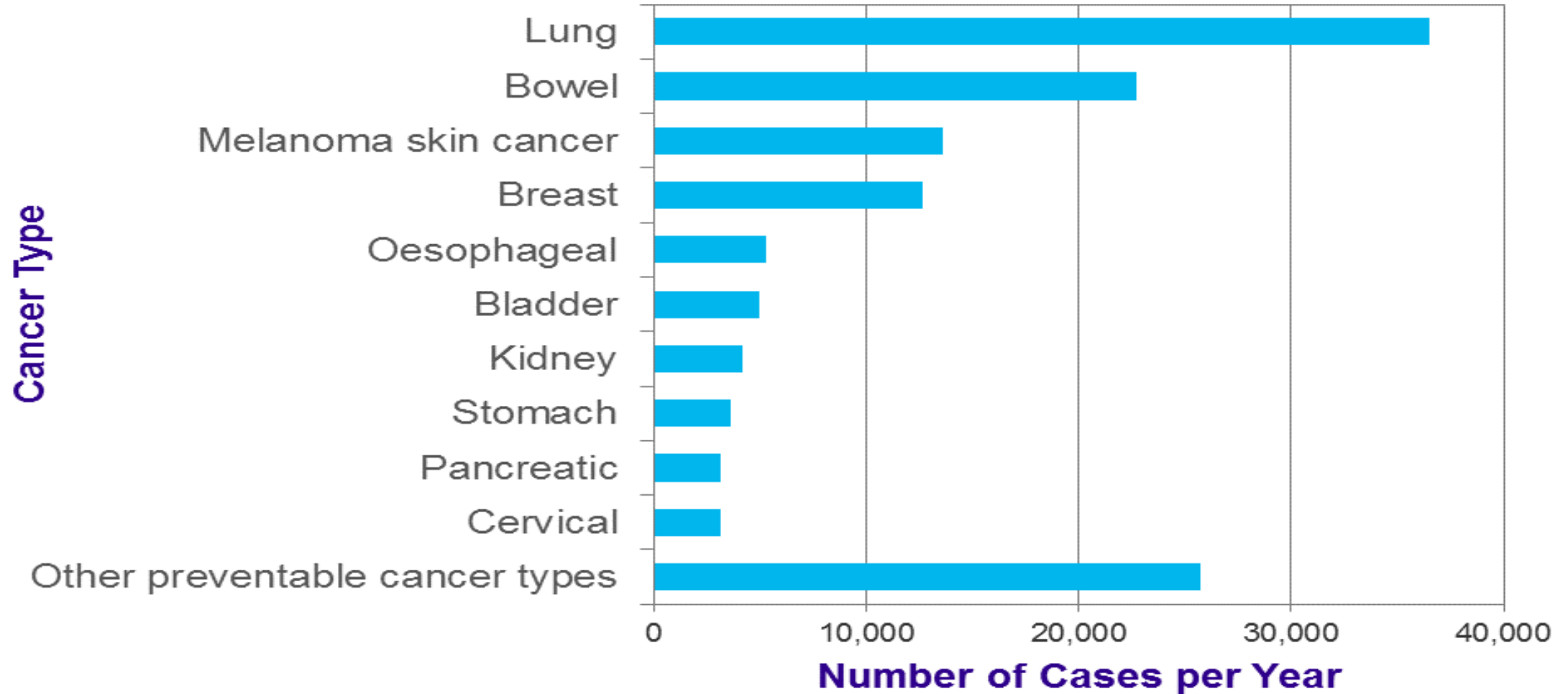
Overview:

- Why is early cancer diagnosis and cancer prevention important?
 - What are we doing to improve early cancer diagnosis and prevention of cancer?
 - How Health and Wellbeing Board members can support
- 


Why is cancer prevention important?

- In Norfolk and Waveney cancer causes about 25% of deaths in females and 30% of deaths in males – this is over 3,200 deaths per year
- Cancer Research UK :
 - 1 in 2 people born after 1960 in the UK will be diagnosed with some form of cancer during their lifetime
 - 42% of cancers in the UK are preventable
 - Smoking is the largest single preventable cause of cancer in the UK

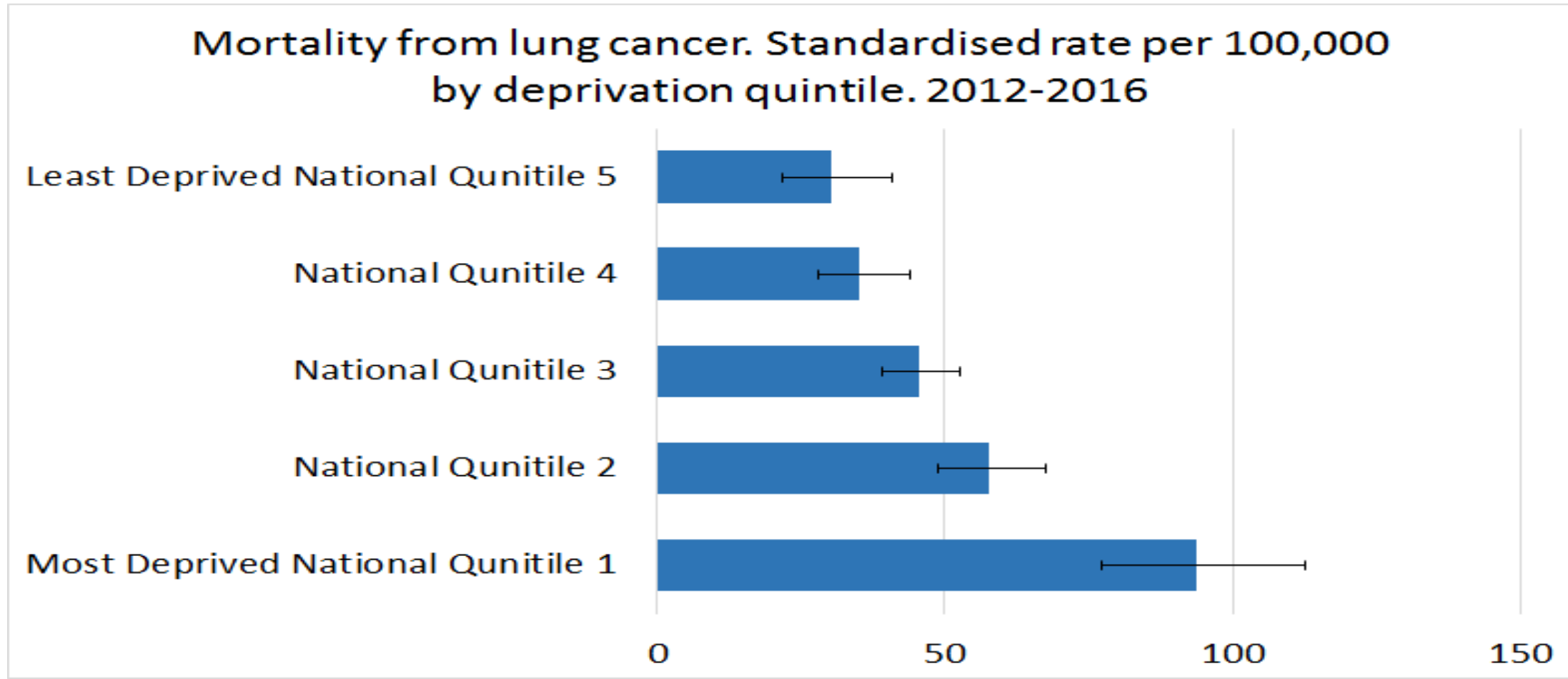
Cancer Types with Largest Number of Preventable Cases 2015



Lung Cancer

- 47,235 New cases of lung cancer, 2014-2016 average, UK
 - 35,349 Deaths from lung cancer, 2015-2017, UK
 - 79 % Lung cancer cases are preventable, UK, 2015
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Lung cancer mortality rate in the most deprived areas is more than twice the mortality rate in the least deprived areas.



Great Yarmouth and Waveney has the highest lung cancer mortality rates.

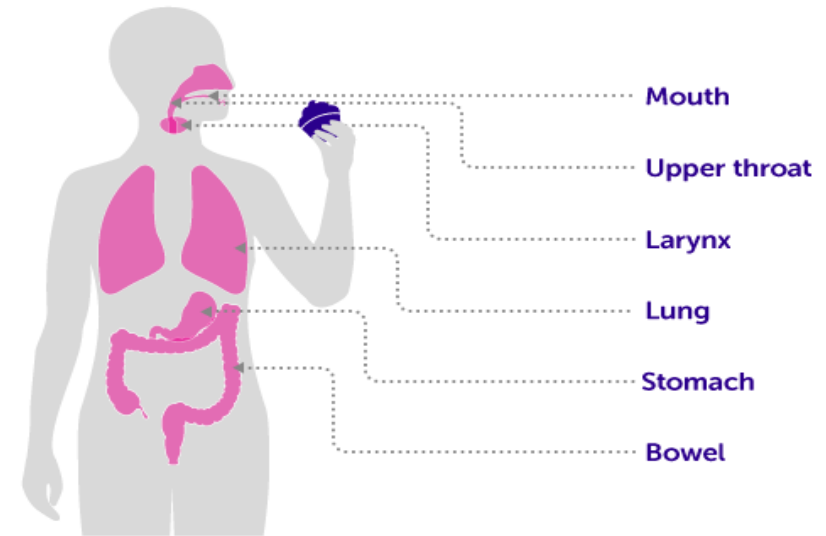
	2012	2013	2014	2015	2016
Number of deaths					
NHS Great Yarmouth & Waveney CCG	152	126	163	153	179
NHS North Norfolk CCG	91	98	98	100	104
NHS Norwich CCG	102	101	106	121	101
NHS South Norfolk CCG	97	102	149	147	92
NHS West Norfolk CCG	103	113	97	121	99
NHS Norfolk and Waveney	545	540	613	642	575
DSR per 100,000					
NHS Great Yarmouth & Waveney CCG	63.2	52.6	63.7	60.9	69.6
NHS North Norfolk CCG	41.7	43.0	41.5	41.7	44.2
NHS Norwich CCG	54.0	52.8	56.1	62.7	53.0
NHS South Norfolk CCG	39.4	42.2	58.9	56.6	35.0
NHS West Norfolk CCG	50.6	53.2	46.6	56.2	46.7

Cancer is linked to poor diet.

Diet has been linked with several different types of cancer. The evidence for this comes EPIC study – that includes a substantial cohort from Norfolk and is very relevant to the outcomes for Norfolk people

- Mouth cancer
- Upper throat cancer
- Larynx cancer
- Lung cancer
- Stomach cancer
- Bowel cancer

**UNHEALTHY DIETS
COULD INCREASE THE RISK
OF 6 TYPES CANCER**



IMPROVE YOUR DIET

Eat more...



Fruit
& veg



High fibre
foods

Eat less...



Processed
meat



High calorie
foods

LET'S BEAT CANCER SOONER
cruk.org/prevention

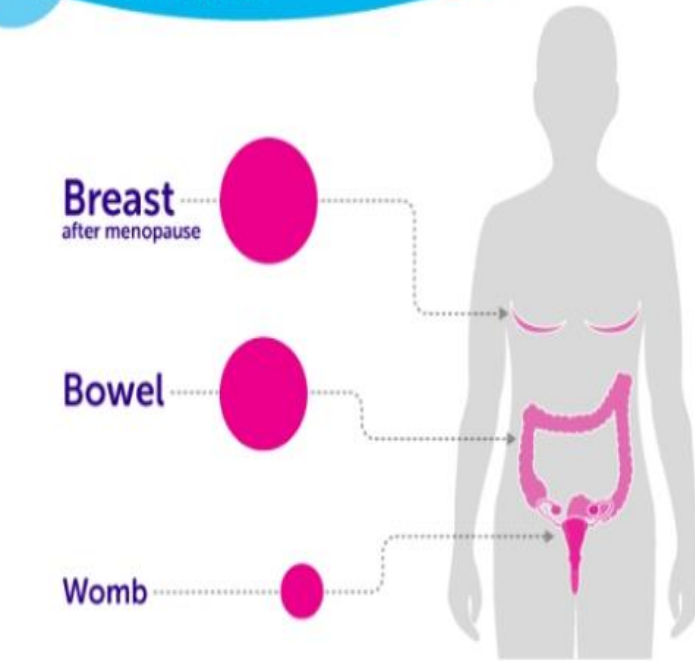


Cancer is linked to physical inactivity –we have areas where inactivity is significantly higher than England.

areas where physical inactivity is significantly higher than England.

Area	Value	Lower CI	Upper CI
England	22.3	22.1	22.5
Norfolk	21.9	20.6	23.3
Breckland	30.3	26.8	34.2
Broadland	19.8	16.5	23.6
Great Yarmouth	27.9	23.9	32.3
King's Lynn and West No...	20.9	17.5	24.8
North Norfolk	19.8	16.6	23.6
Norwich	19.8	17.1	22.8
South Norfolk	16.6	13.5	20.2
Waveney	22.7	19.0	26.7

BEING PHYSICALLY INACTIVE COULD CAUSE 3 TYPES OF CANCER



Larger circles indicate cancers with more UK cancer cases linked to being physically inactive

WE WILL BEAT CANCER SOONER
cruk.org



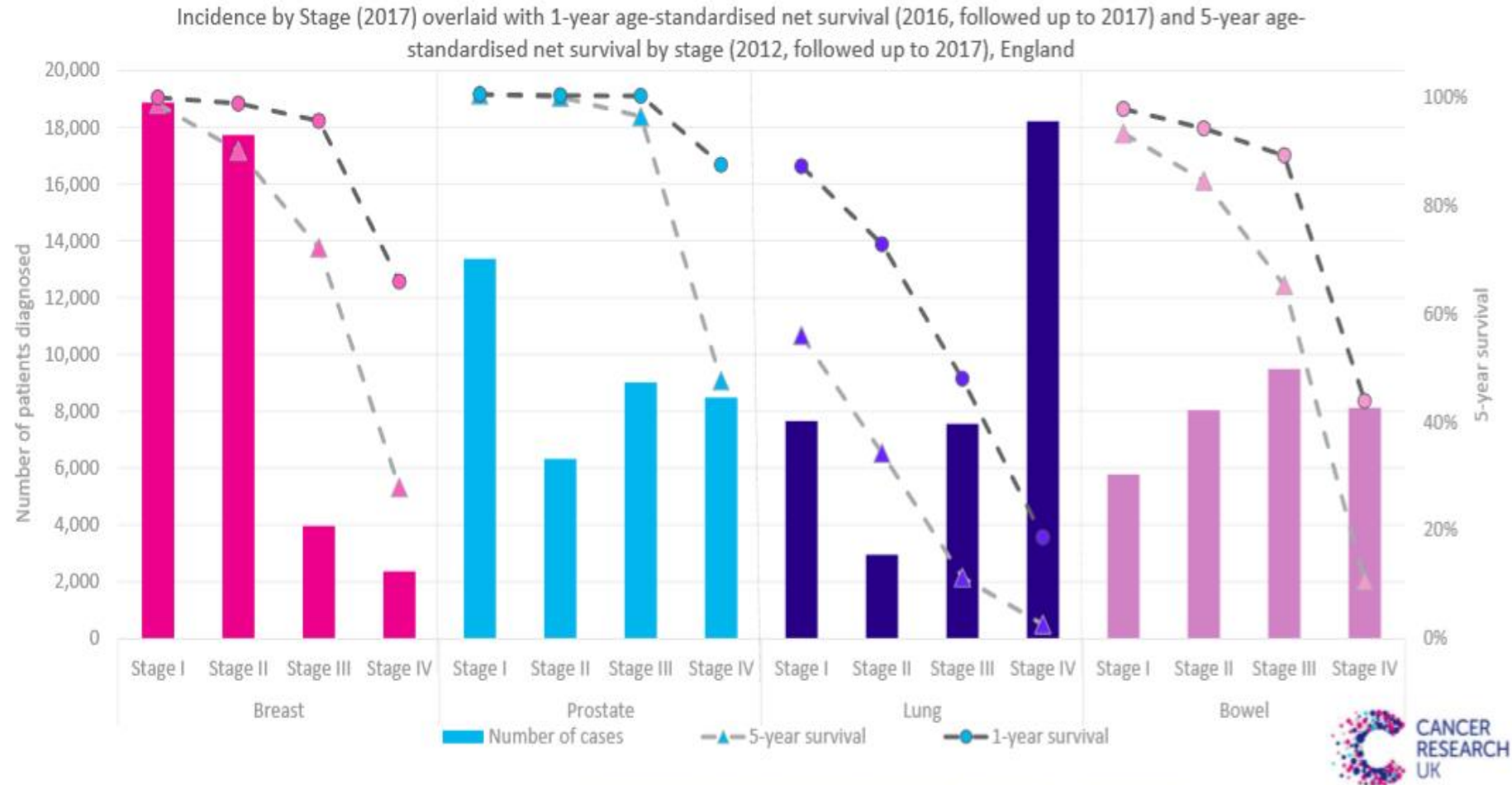
Lifestyle prevention opportunities in Norfolk and Waveney (adults 18+)



Icons made by Freepik from www.flaticon.com

Why is early cancer diagnosis important?

Incidence and Survival by Stage



Produced by the Cancer Intelligence team using data from: ONS & PHE, [Cancer Survival in England: National Estimates for patients followed up to 2017](#)



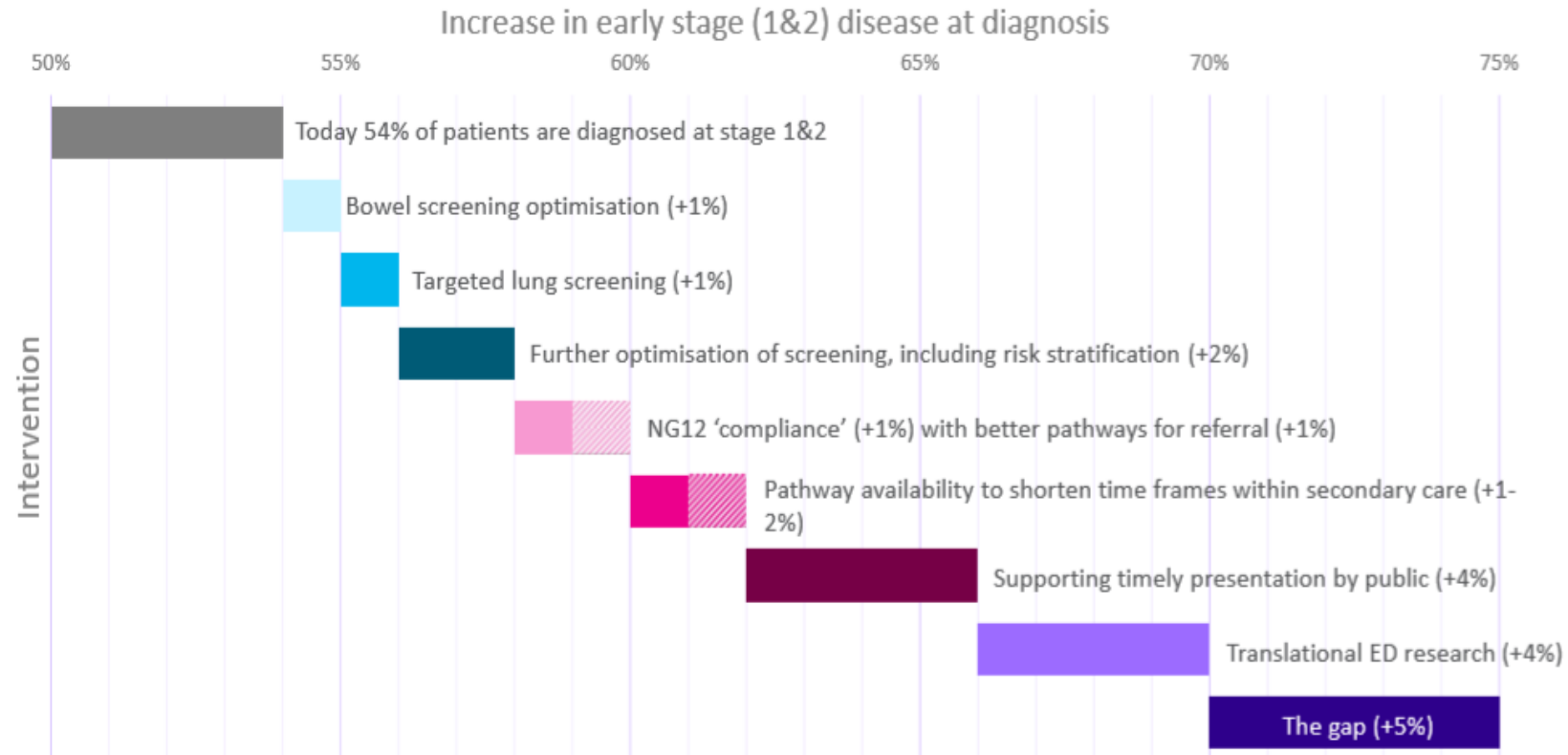
Lung cancer stage at time of diagnosis, 2016

Trust	Stage Recorded	Stage I/II
The Queen Elizabeth Hospital, King's Lynn, NHS FT	94.9%	30.8%
James Paget University Hospitals NHS FT	97.2%	23.8%
Norfolk and Norwich University Hospitals NHS FT	96.2%	28.1%
England	95.5%	27.3%

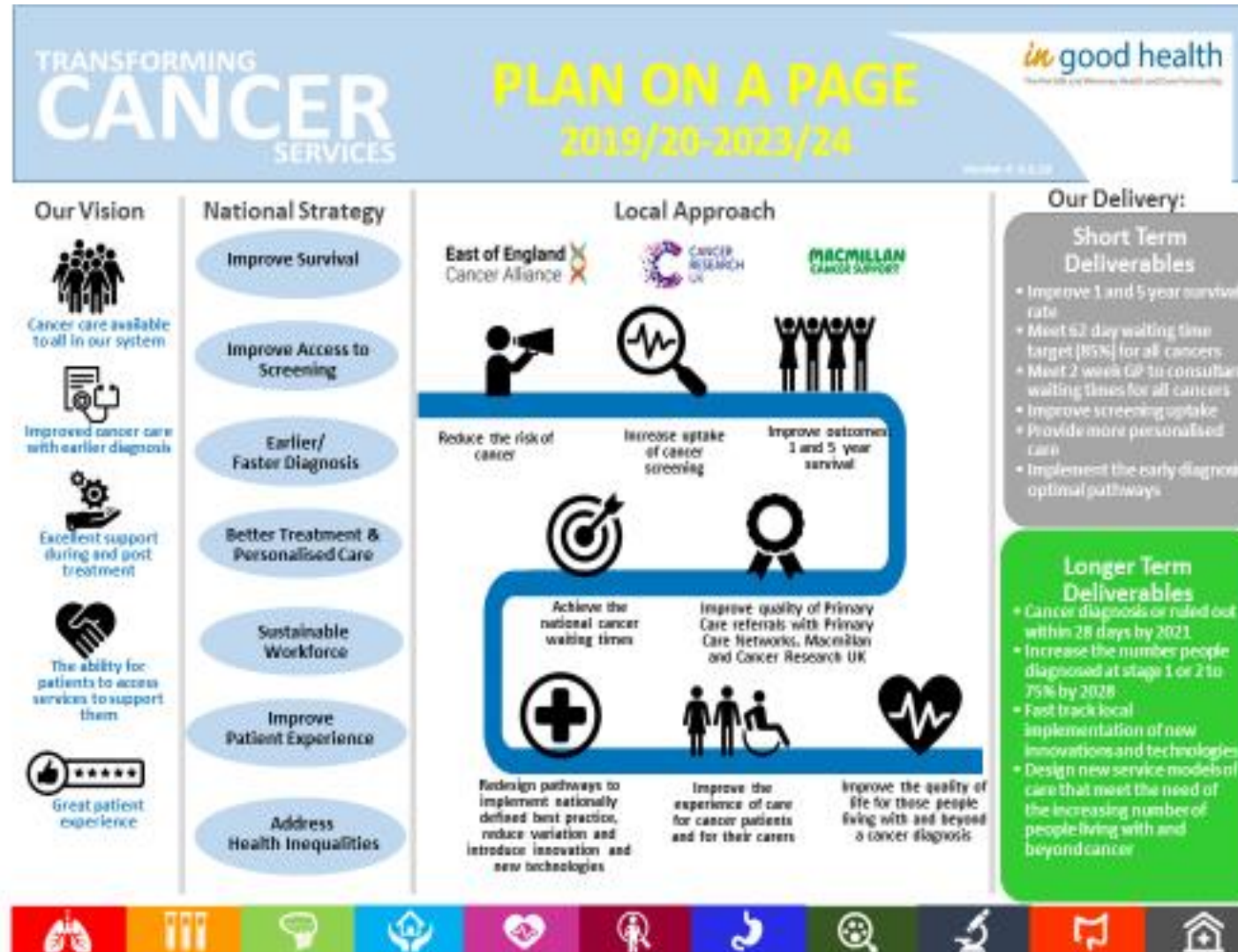
The NHS Long Term Plan

- From 2028 55,000 more people will survive five years following a diagnosis of cancer . To achieve this about 75% of cancer patients need to survive five years . Currently 53.8% of cancer patients in Norfolk and Waveney survive five years
- By 2028 75% of cancers will be diagnosed at an early stage (stage 1 or 2) . Currently 53.5 % in Norfolk and Waveney

What will achieve a shift to earlier stage at diagnosis?



What are we doing to address this?



What can Health and Wellbeing Board Members do to support improvements in cancer outcome for Norfolk and Waveney?

Prevention

- Increased commitment to prevention across the STP
- Promoting living healthily: Encouraging and supporting people living in Norfolk and Waveney to adopt healthier lifestyles to reduce their risk of cancer
- Working with local cancer support groups to provide people affected by cancer tailored advice on healthy lifestyles to support their recovery and reduce the risk of recurrence

Prevention continued

- Lead by example as individual organisations eg stop smoking on all our sites
- Local delivery groups to prioritise

Earlier Diagnosis

- Sharing of data and best practice to support screening uptake
- Commissioning contracts to improve access to national screening programmes and support faster diagnosis
- Getting the “Be Clear on Cancer” message out: Via the local campaigns to raise awareness of the signs and symptoms of cancer.

Earlier diagnosis continued

- Strengthened joint working with cancer charities and support groups
- Improving cancer education and training in Primary care
- Processes to be developed to support the introduction and evaluation of new innovations
- Strengthen collaboration with local research partners

Thank you

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