

lung cancer
awareness
early diagnosis
saves lives



How pharmacies can support Lung Cancer Awareness Month

Lung cancer is a major issue

Lung cancer remains the UK's biggest killer cancer. Each year, around 39,750 people are diagnosed with lung cancer in the UK and the disease claims around 34,600 lives ¹ – This is more than the death toll from breast cancer, prostate cancer, pancreatic cancer and all leukaemias combined. In the UK one person dies from the disease every 15 minutes.

Improving awareness of signs and symptoms will, we hope, encourage the earlier presentation needed to enable swift diagnosis and improved chances of survival.

The UK Lung Cancer Coalition (UKLCC) is very grateful for the work you are doing in your pharmacy to raise awareness of lung cancer during Lung Cancer Awareness Month in November. Posters on show and leaflets available for patients to pick up in your pharmacy may be the final trigger that encourages someone to seek advice from their GP about worrying signs and symptoms.

Going the extra mile for Lung Cancer Awareness Month

During November, charities, healthcare professionals and partner companies will be working hard to raise awareness of the disease.

You can help even more by inviting your local MP or MLA to come to your pharmacy for a photocall in Lung Cancer Awareness Month. By generating local press coverage for your photocall, you and your local MP/MLA can help to:

- Raise awareness of lung cancer signs and symptoms
- Encourage patients concerned about possible symptoms to seek advice from their GP
- Encourage smokers to quit – improving their health and reducing their risk of developing smoking-related diseases
- Publicise your good work in raising awareness of lung cancer

This toolkit provides all the information you need to arrange your photocall, including:

¹ Figures from Cancer Research UK, available at: <http://info.cancerresearchuk.org/cancerstats/types/lung/>

lung cancer
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- How to find your local MP/MLA
- A template invitation letter for your MP/MLA
- Helping your visit go smoothly - tips for what to do on the day
- Things to talk about with your MP/MLA – and to ask them to do
- A briefing document about lung cancer to give to the MP/MLA
- A sample press invitation
- A draft press release for local media (this will need your MP or MLA's approval)
- A thank you letter for your MP/MLA

Finding out who your local MP or MLA is

The simplest way to find your local MP or MLA is to check online. The Parliament website has an online locator. Type in your postcode and the site will tell you who your MP is and give you their contact details. The MP locator service can be found at: www.locata.co.uk/commons/ . To find your local MLA go to http://www.niassembly.gov.uk/members/constmap_res.htm

You could also call the House of Commons Information Office on 020 7219 4272 the Northern Ireland Assembly at 028 9052 1333.

Alternatively you could telephone the information line of your local council (the number will be in the front section of your local phone book).

Contacting your local MP or MLA

MPs and MLAs are pleased to receive letters from their constituents, and to have the opportunity to find out about their concerns.

To make things easy, we have included a sample invitation letter for you, but do of course feel free to re-write this as you think best.

All MPs have the same contact address in Westminster: House of Commons, London SW1A 0AA.

All MLAs have the same contact address which is: Northern Ireland Assembly, Parliament Buildings, Ballymiscaw, Stormont, Belfast, BT4 3XX

However, if you prefer you can write to them at their constituency. You can also email or phone. Either Parliamentary locator service will be able to tell you their email or phone details.

MPs or MLAs are most likely to want to do a photocall on a Friday or at a weekend to accommodate when they are likely to be required at Westminster or Holyrood.

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awareness
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Your MP's or MLA's diary of engagements will be very crowded so they are not likely to have a great deal of time to spare – perhaps only an hour or so. The important thing is getting the preparation right, so you make the most of your time with them.

What to do on the day

There are things you can do to help prepare and make a visit go smoothly. Below are some tips on how to make the most of the time you have with your MP, MLA:

- **Be clear** – make sure the MP's, MLA's office knows where your pharmacy is, and what time you are expecting them to arrive. If you can, send them a map. Let them know the names of other colleagues who will be attending and if you have invited the local press
- **Think about the key points that you want to make** – for example, the numbers of people who come into your pharmacy, whether people ask you for advice on persistent coughs, smoking cessation etc. If it helps, write them on a card or piece of paper to have with you as a prompt. We are also enclosing a briefing about lung cancer in this toolkit which you can give to the MP/MLA for them to take away.
- **What would it be interesting for them to see?** – Most MPs/MLAs will be keen to see things as they really are. They would value opportunities to talk with you and your colleagues about what it's like running a community pharmacy.
- **Suggest how your MP/MLA can help** – MP/MLA like to help but will want suggestions on what to do. They can help you find out more information, for example about the treatment or smoking cessation policies of the Primary Care Trust or Health Board in your area, and they can also influence policies at a local or national level. They may be able to table some questions about relevant issues in Westminster or Holyrood or write to the Health Minister to express their concerns about lung cancer.
- **Publicise the visit** – many MPs, MLAs will be keen to highlight their visit to local press and this can be a good way of gaining more publicity for Lung Cancer Awareness Month. We've included a draft invitation to your local press if you're happy for them to come along to the visit, and a draft press release to send to local media with the photos.
- **What would make a good photo?** - Think about what would make a good photo for the local press. MP/MLAs usually welcome the

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opportunity to have their photo taken in eye catching situations – for example with a piece of machinery or in front of a poster publicising Lung Cancer Awareness Month of holding up a leaflet about signs and symptoms. It's always good to have someone else in the photo too – you or one of your colleagues. Local press like photos of local people! Remember, even if photos don't make it into a local newspaper, they can be valuable. Make sure you have a camera available!

- **Follow up** - at the end of the event, make sure you feel clear about any actions that your MP/MLA has agreed to undertake and that they are going to write to you to update you on them. Also, do drop your MP/MLA a thank you note for attending and include any photos that you took at the event. Again, to make things easy, we've included a draft thank you letter.

Working with the local newspapers

Local press are always interested in good local stories, and may be happy to run a piece in the paper about your MP or MLA's visit. It's a great way of highlighting Lung Cancer Awareness Month and for them to raise awareness of lung cancer signs and symptoms with their readers.

Once you know when your local MP/MLA is attending, you can either invite the local press to send a journalist and photographer along or you can take photos yourself and send them to the local press with a press release after the event.

In this toolkit you will find a sample invitation for press to attend and a draft press release. It's always good to include quotes in press releases. We've included suggested quotes from you and your local MP/MLA – but do make sure you get the quote checked and approved by the MLA/MP's office before you send the press release out.

The easiest way to get the contact details for your local paper is probably to pick one up and have a look! However, you can also search on the Newspaper Society website at: <http://www.newspapersoc.org.uk/>.

If your local press come along on the day, you can give them the press release and they may bring their own photographer. If they can't come, don't worry. Take digital photos yourself and email them to the news desk after the event, together with the press release.

Alternatively, your MP or MLA's office may be happy to send the photo and a press release – they're likely to be in frequent contact with the local media.

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Don't just think about newspapers - let your local radio station know about the visit too. They may be interested in coming along and interviewing your local MP, or even doing an outside broadcast from your pharmacy. You can search for your local radio stations online at: <http://www.radio-now.co.uk/>

Talking to your MP/MLA – topics of conversation

Your MP/MLA will have limited time so it can help to give them a briefing paper to take away with them. This will be a useful document for them to refer to in the future if they need information about lung cancer. A briefing paper is included in this pack.

However, your MP/MLA may be interested to know that:

- Lung cancer is the most common cancer in the world. It is the second most common cancer in the UK, after breast cancer, with around 39,750 cases diagnosed each year. In Northern Ireland it is the most common cancer diagnosed, at around 980 cases a year.
- Lung cancer is by far the UK's biggest killer cancer, claiming the lives of around 34,600 people every year in the UK and around 900 in Northern Ireland. Lung cancer is responsible for 23% of all cancer death in the UK.
- More women die from lung cancer than from breast cancer. In 2008, lung cancer claimed the lives of 15,393 women, compared to the 12,047 women who lost their lives to breast cancer.
- Someone dies from lung cancer every 15 minutes. It has a very poor prognosis. Half of all lung cancer patients die within six months of diagnosis. One in four will live to one year and less than one in ten people are still alive five years after diagnosis.
- Lung cancer incidence and mortality are strongly associated with deprivation. Lung cancer is two and a half times more common in deprived groups than in affluent ones.
- A huge stigma remains with lung cancer. It is still seen as a 'smoker's disease', despite the fact that one in eight cases – more than 5,500 a year – are diagnosed in people who have never smoked.
- This means that people may not treat symptoms as important, for example, thinking that their cough is just 'a smoker's cough'. They may delay in seeking medical support, and any delay reduces the chance of their disease being successfully treated.

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- Early detection is critical to improving the chance of successfully treating lung cancer. Put simply, detecting lung cancer early can save lives.

Things to ask your MP/MLA to do – how they can help further

Your MP or MLA may be interested in helping further. They could do this in a number of ways, for example:

- Asking a parliamentary question about lung cancer
- Writing to the Secretary of State for Health, Andrew Lansley MP, or the Minister for Health, Social Services and Public Safety, Michael McGimpsey MLA, to ask what the Government is doing to tackle lung cancer.
- Tabling or signing an Early Day Motion about lung cancer (these are statements which draw Parliament's attention to important issues – MPs/MLAs can sign up to say they agree with them)
- Applying to hold a debate on lung cancer issues
- Putting information about Lung Cancer Awareness Month and/or signs and symptoms in their constituency newsletter or on their website
Contacting their local hospital and PCT/Health Board to seek a briefing on local services for lung cancer patients

If your MP or MLA wants more information in preparation for asking questions or taking part in a debate, you can refer them to the UKLCC who will be happy to help.

Keep in touch!

We'd be really grateful to know if you're organising a photocall and do let us know how it goes. If there's anything else that you'd find useful that we've not included in the pack, please contact the UKLCC Secretariat at 020 7688 5563 who will be able to advise you.

Useful resources and contacts

The following sources of information may be helpful for you or your local MP/MLA:

UK Lung Cancer Coalition

Finding your local MP

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c/o British Lung Foundation
Tel. 020 7688 5555
Email: uklcc@blf-uk.org
Web: www.uklcc.org.uk

House of Commons
Tel. 020 7219 4272
Web: www.locata.co.uk/commons/

British Lung Foundation
Tel. 020 7688 5555
Web: www.blf-uk.org

Cancer Black Care
Tel. 020 8961 4151
Web: www.cancerblackcare.org.uk

Cancer Research UK
Tel. 020 7242 0200
Web: www.cancer.org.uk

Macmillan Cancer Support
Tel. 0808 808 00 00
Web: www.macmillan.org.uk

Marie Curie Cancer Care
Tel. 020 7599 7777
Web: www.mariecurie.org.uk

Roy Castle Lung Cancer Foundation
Tel. 0800 358 7200
Web: www.roycastle.org

Tenovus
Tel. 029 2048 2000
Web: www.tenovus.com

The UKLCC is the nation's largest multi-interest group in lung cancer and this is the first time all the interested parties have joined together to give people with lung cancer a true voice. It is a partnership of leading lung cancer experts, senior NHS and Department of Health professionals, charities and healthcare companies:

Healthcare Professionals

- Dr Mick Peake, Glenfield Hospital, Leicester and National Clinical Lead for Lung Cancer
- Professor Stephen Spiro, University College Hospital London and The Royal Brompton Hospitals London
- Dr Richard Steyn, Birmingham Heartlands and Solihull NHS Trust
- Prof Babu Naidu, Birmingham Heartlands and Solihull NHS Trust
- Nicola Bell, representative of the National Lung Cancer Forum for Nurses
- John White, representative of the National Lung Cancer Forum for Nurses
- David Bellamy, representative of PCRS-UK

Patient advocacy:

- British Lung Foundation
- Cancer Black Care
- Cancer Research UK
- Primary Care Respiratory Society UK (PCRS)

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- Macmillan Cancer Support
- Marie Curie Cancer Care
- Roy Castle Lung Cancer Foundation
- Tenovus - the cancer charity
- British Thoracic Society

Healthcare companies:

- AstraZeneca UK Ltd
- Lilly UK
- Roche
- Novartis
- Pfizer

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Your address here

Name of your MLA
Northern Ireland Assembly
Parliament Buildings
Belfast
BT4 3XX

Date

Dear Name of your MLA

Invitation to visit XX pharmacy to support Lung Cancer Awareness Month

This November, pharmacists across the country will be supporting Lung Cancer Awareness Month, providing information on signs and symptoms to customers who might be at risk. Pharmacists have an important role to play in improving the health of the local community; often patients will tell us about symptoms that are worrying them and we are able to encourage them to seek further advice from their GP. We also provide nicotine replacement therapy – which many smokers find invaluable in helping them quit smoking.

With lung cancer, early detection leading to a swift diagnosis is vital. Every year 33,500 people in Britain die from the disease – an average of 50 people in each constituency. During November, we will be doing our bit to raise awareness of signs and symptoms of lung cancer by displaying posters and making leaflets available in our pharmacy.

To help us go the extra mile and to generate important press coverage to highlight the Lung Cancer Awareness Month, we would be delighted if you were able to come to our pharmacy for a photocall. Our staff would be pleased to meet you, and we would hope to send photos of your visit to the local press or invite them to attend too. We would envisage that a visit would only take an hour or so, and we would arrange it for a day convenient to you.

We're conscious of your many commitments, but do hope that you may be able to make time for this. I can be contacted on tel xxxx or email xxxx and look forward to hearing from you.

With best wishes

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Your name

YOUR ADDRESS

NAME OF MLA

Northern Ireland Assembly
Parliament Buildings
Belfast
BT4 3XX

DATE

Dear **INSERT MLA's NAME**

I just wanted to thank you for visiting our pharmacy to help us raise awareness of Lung Cancer Awareness Month. My team and I very much enjoyed meeting you and I'm pleased to enclose copies of the photos that we took.

As you know, our pharmacy is just one of a chain of shops across the country working to support Lung Cancer Awareness Month. We hope that the series of photocalls happening will help us raise awareness of signs and symptoms – so important if we are to achieve earlier detection and diagnosis of the disease.

I hope that you will have taken away a sense of the commitment there is towards tackling lung cancer and optimism that - through partnership between healthcare professionals, pharmacies, charities and government - we can make a real difference.

If we can be of further assistance, please don't hesitate to contact me on **tel. xxxx** or **email. xxxx**. Should you need any further information about Lung Cancer Awareness Month or lung cancer in general, the UK Lung Cancer Coalition would be happy to help and can be reached on tel. 020 7688 5555 or emailing uklcc@blf-uk.org.

Once again, thank you very much for lending us so much of your time and for your support for lung cancer issues.

With best wishes

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YOUR NAME

DRAFT

FOR IMMEDIATE RELEASE

**INVITATION TO A PHOTOCALL
LUNG CANCER AWARENESS MONTH**

WHO? Local MLA **INSERT NAME**

WHERE? **INSERT FULL ADDRESS OF PHARMACY**

WHEN? **INSERT DATE AND TIME**

WHAT? NAME MLA is supporting November's Lung Cancer Awareness Month

WHY? Lung cancer remains the UK's biggest killer cancer, with someone in the UK dying from the disease every 15 minutes.

Raising awareness of lung cancer signs and symptoms will help towards improving early detection and diagnosis – vital to increasing the chance of successful treatment and improving lung cancer survival.

Journalists and photographers are invited to attend to speak with the MLA, pharmacy manager – **INSERT NAME** – and find out more about how lung cancer can be tackled.

For further information please contact:

Name of pharmacist **Tel. xxxx**

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DRAFT

FOR IMMEDIATE RELEASE

MLA BRINGS LUNG CANCER OUT OF THE SHADOW IN LUNG CANCER AWARENESS MONTH

LOCAL MLA, **INSERT NAME OF MLA**, heard how local pharmacies such as **INSERT NAME OF PHARMACY** are helping to raise awareness of lung cancer when they visited their local pharmacy today (**INSERT DATE**).

Staff at the pharmacy are supporting November's Lung Cancer Awareness Month by displaying posters and making leaflets about the disease available to shoppers.

NAME MLA said: "Lung cancer is a devastating disease, affecting more than 39,750 Britons a year. But it can be successfully treated if it's picked up at an early stage, when treatment has the best chance of working.

"November is Lung Cancer Awareness Month. It's vital that people know the signs and symptoms of the disease, and pharmacies are a good place to pick up information. I'd also urge my constituents to make sure they go to their GP if they are worried they may have symptoms."

"It is great news that **INSERT NAME OF PHARMACY** is using Lung Cancer Awareness Month to raise awareness of the disease. Put simply, early detection of lung cancer can save lives."

Lung cancer is the most common cancer in the world,¹ and claims the lives of 34,600 Britons every year.²

NAME OF PHARMACIST said: "Pharmacies are at the heart of local communities and many people come to their pharmacist for information and advice about their health. We want to make sure we do our bit to make sure people know the signs and symptoms and encourage them to seek advice from their GP.

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"We can also support people who are interested in quitting smoking, giving them advice about nicotine replacement therapies which they may find helpful. Stopping smoking, or preferably not starting in the first place, is still the best chance of reducing your risk of developing lung cancer."

More...

Lung Cancer Awareness Month is being supported by the UK Lung Cancer Coalition (UKLCC) – a powerful partnership of leading lung cancer experts, senior NHS and Department of Health professionals, charities and healthcare companies.

Dame Helena Shovelton, Chair of the UKLCC says: "While most cases of lung cancer are caused by smoking, many thousands of non-smokers are also diagnosed with the disease each year. So everyone needs to be aware of the signs and symptoms.

"The UK Lung Cancer Coalition believes that we could double survival rates, if the best standards of treatment and care were available to all lung cancer patients. Increased awareness means disease can be detected and diagnosed earlier, leading to earlier referral and treatment. This too will be crucial in achieving the improved survival rates we are striving for."

Ends

Notes to editors

The signs and symptoms of lung cancer can include:

- A cough that doesn't go away after two or three weeks
- Worsening of a long-standing cough or coughing up blood
- Persistent chest infections, breathlessness or tiredness
- Persistent weight loss and chest or shoulder pain
- More sputum or phlegm, especially with blood in it
- Losing your voice but no sore throat
- Swelling in your face or neck

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People who notice any of these symptoms should see their doctor. The symptoms may well have other causes, such as chronic smoking-related lung disease. However, they should always be investigated.

For media enquiries please contact:

Name of pharmacist Tel. xxxx

References

¹ GLOBOCAN 2002. Cancer Incidence, Mortality and Prevalence Worldwide (2002 estimates), 2005

² Office for National Statistics, 2005. ISD Online, Cancer Incidence and Mortality data, 2005. Registrar General for Northern Ireland, Registrar General for Northern Ireland Annual Report 2004. 2005: Northern Ireland Statistics and Research Agency.