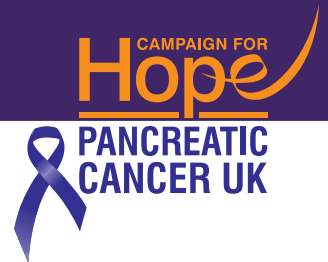


**HOW YOU CAN HELP
SAVE THE LIVES
OF UP TO 250 PEOPLE
A YEAR**

**JOIN PANCREATIC CANCER UK'S
CAMPAIGN FOR HOPE**

SIX EASY WAYS TO MAKE A DIFFERENCE



**PANCREATIC CANCER UK IS A NATIONAL CHARITY
STRIVING FOR A GOOD, LONG LIFE FOR
EVERYONE DIAGNOSED WITH PANCREATIC CANCER**

**PANCREATIC CANCER UK IS THE ONLY
NATIONAL CHARITY FIGHTING
PANCREATIC CANCER ON ALL FRONTS:**

**SUPPORT, INFORMATION,
CAMPAIGNING AND RESEARCH**

We provide support and information
for patients, families, and carers.

We work collaboratively
with others to target our research funding
to make the most impact with a particular focus on
earlier diagnosis and improved treatments.

We campaign and raise awareness
of pancreatic cancer to increase
the profile of and focus on the
disease locally, regionally and nationally.

**Pancreatic Cancer UK is delighted
to invite you to support our recently launched
Campaign for Hope.**

The Campaign for Hope draws on the evidence highlighted in our Pancreatic Cancer UK Study for Survival. The Study for Survival is the first comprehensive review of the experiences and views of people living and working with pancreatic cancer in the UK.

The Campaign for Hope marks Pancreatic Cancer UK's ambitious new goal to double survival rates for pancreatic cancer patients in the UK in the next five years. This means helping to save the lives of up to 250 people each year.



'The Study for Survival provides hope, which is so very important. It focuses on the things that are really important to people affected by pancreatic cancer - diagnosis, treatment and research together with improving the experience of pancreatic cancer patients within the medical system.'

*Nicki Cox, Study for Survival
Advisory Panel member and carer*

PARLIAMENTARIANS HAVE AN IMPORTANT ROLE TO PLAY IN HELPING TO ACHIEVE OUR AMBITIOUS CAMPAIGN'S GOAL.

How you can support our Campaign for Hope:

Ask questions in the House, and support our EDMs, about why UK pancreatic cancer survival rates are the worst of any major cancer and lag behind many other European countries as well as the US, Canada and Australia.



'Progress will only be made by increasing our understanding of the biology of pancreatic cancer development and progression - and then exploiting that knowledge to develop better tools to detect the disease earlier and to develop better treatments for advanced disease. A significant increase in research investment is required to make this happen.'

*Professor Jeff Evans,
Member of Pancreatic Cancer UK's Study for Survival Advisory Panel*

Support our campaign for greater focus and investment in UK pancreatic cancer research. Pancreatic cancer receives less than 1% of overall research funding for cancer in the UK, whilst causing 5% of cancer deaths.

Support an All Party Parliamentary Group on Pancreatic Cancer. Less than 3% of people diagnosed with pancreatic cancer in the UK will survive more than five years. These figures have not changed for 40 years. We need to put pancreatic cancer on the political agenda.

Support our call for an audit of pancreatic cancer services across the UK. It's been 10 years since pancreatic cancer services have been centralised. However, our research shows that we cannot say with confidence that all patients benefit from the expertise of multidisciplinary teams working at specialist centres.

Help us protect the role of Clinical Nurse Specialists (CNSs) in the NHS. A Pancreatic Cancer UK survey of nurses found that nearly a third are concerned that they do not have access to the resources they need to provide a quality service to their patients.

Support our work to improve early diagnosis of pancreatic cancer. Nearly 50% of pancreatic cancer patients are diagnosed as a result of an emergency presentation to hospital – and research shows that pancreatic cancer patients visit their GPs almost twice as often as other cancer patients before being diagnosed.

**TO PLEDGE YOUR SUPPORT FOR PANCREATIC CANCER UK'S CAMPAIGN FOR HOPE AND OUR AIM TO
DOUBLE SURVIVAL RATES FOR PANCREATIC CANCER PATIENTS EMAIL
CAMPAIGNFORHOPE@PANCREATICCANCER.ORG.UK**

WWW.PANCREATICCANCER.ORG.UK

'I am learning to live each day as it comes and try desperately not to get too depressed and get on with my life, I am particularly conscious of not upsetting friends and family. One wants to talk to someone, but I do feel as if I am whinging and feeling sorry for myself, which I hate. So having recently been introduced to your organisation (Pancreatic Cancer UK) I feel comforted that I am not alone and I appreciate the work that you are doing.'

Respondent to Pancreatic Cancer UK's
Patient and Carer Survey, 2011



Pancreatic cancer is the most fatal of all cancers in the UK, and the 5th most common cause of cancer deaths.

- UK pancreatic cancer survival rates are poorer than in many other countries, including many European countries, the US, Canada and Australia
- over 8000 people are diagnosed with the disease in the UK every year
- less than 3% of people diagnosed with pancreatic cancer in the UK will survive more than five years
- less than 20% will survive more than one year
- these figures have not changed for 40 years
- pancreatic cancer receives less than 1% of overall research funding for cancer in the UK, whilst causing 5% of the deaths

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