



Spring 2011 Newsletter



PANCREATIC CANCER UK
Striving for Survival

We couldn't do it without you!

In 2010...

...over **300** people ran in more than **40** different runs around the world.

...more than **£30,000** was donated through In Memory donation webpages.

...more than **2,000** key rings, wrist bands, enamel pins, buttons, ribbons and pens were distributed during Pancreatic Cancer Awareness Week.

...countless supporters cycled, made coffee, walked, climbed, dressed down, dressed up, swam, baked cakes, skydived and held **hundreds** of other events throughout the UK.

A huge thank you to every one of you.



During Pancreatic Cancer Awareness Week Kate reached the halfway mark to her goal of raising £20,238, through a pub quiz, raffle & collection booths



Mike and his team successfully swam the English Channel in 2010 for several charities, including Pancreatic Cancer UK



Clare (in purple) held an extremely successful 'Snow Ball' in 2010 & is continuing her fundraising in 2011 with a group skydive



Despite the adverse weather which forced them to finish early the '24 Peaks for Trev' team was able to raise over £7,000

**2011 Fundraising Event
10th April Paris Marathon**

A Message from the CEO



We all know that tackling pancreatic cancer is a huge challenge, but we are

excited about the future and the real difference we at Pancreatic Cancer UK can make to the people affected by the disease. For that reason we are dedicated to fighting pancreatic cancer on three fronts. With your continued generous support we will:

Provide support and information for patients, families, carers and health professionals through telephone and email, our online discussion board, a specialist nurse employed by us to answer questions, and the most accurate and up-to-date information available through our website.

Fund research by adding to the half a million pounds already invested in projects seeking to provide earlier diagnosis and improved treatments.

Campaign and raise awareness of pancreatic cancer to provide a powerful voice for everyone affected by the disease.

We are also very excited to announce that November 2011 will be Pancreatic Cancer Awareness Month throughout the UK. This provides a huge opportunity for us all to take part in events which will raise both awareness and the vital funds needed to enable us to continue the important work we do to improve the lives of those living with pancreatic cancer.

Thank you for your support,

A handwritten signature in blue ink, appearing to read 'Alex Ford'.

Alex Ford, CEO



Our **BBC Radio 4** appeal during Pancreatic Cancer Awareness Week 2010 raised over **£30,000**

Thank You to Margaret Magnusson and for the generosity of everyone who made a donation

Our Support Line

The support line provides a confidential telephone and email information and support service for people affected by pancreatic cancer in the UK. The service offers access to accurate up-to-date information on pancreatic cancer, nursing expertise, help to understand medical information and treatment choices, as well as support for people affected by pancreatic cancer.

We can also put people in touch with others with a personal experience of pancreatic cancer through the support line or through our website discussion boards. The discussion boards provide a forum for people affected by pancreatic cancer to provide mutual support to each other, and share personal experiences. The boards have an active community and you can view and read the forums without registering. If you'd like to post a message, registration is a quick and simple process.

You can **contact** our **support** service by calling the office at:

020 3177 1686

or by sending an email to

**support@
pancreaticcancer.org.uk**

I have been a qualified nurse since 1988. The last 10 years of my nursing I have spent in Oncology - 6 years in the chemotherapy unit, 1 year in palliative care and 3 years as a clinical trials nurse, which I still do part time. My role at Pancreatic Cancer UK is to provide information and support to patients and families after a diagnosis of pancreatic cancer, or to those at any stage of treatment. This is done through email and a telephone support line.



Jeni Jones,
Support Manager

Visit our online Discussion Board at:
www.pancreaticcancer.org.uk/discussion/

In addition to the support line and discussion board, Jeni Jones, Support Manager is starting to produce information on 'Frequently asked questions' around pancreatic cancer which will be available on our website.

2011 Fundraising Event
11th September adidas Women's 5K - Self Registered

Jeni answers your

F A Q S

What is an MDT?

People diagnosed with pancreatic cancer are cared for by a Multi-Disciplinary Team (MDT) who make decisions together about how each patient will be treated and looked after during the course of their illness. The core members of the team generally consist of an MDT co-ordinator, gastroenterologist, medical oncologist (deals with chemotherapy), clinical oncologist (deals with radiotherapy), radiologist (an expert on all types of scans and x-rays), pathologist (looks at tissue under the microscope), nurse specialist, dietician and surgeon. District hospitals will often video-link with cancer specialist centres for MDT discussions.

As a patient or family member sometimes it can feel like you are waiting a long time to hear about your diagnosis or test

results etc, but behind the scenes, there are people discussing each individual case and deciding the best way forward. The MDT team are involved in all stages of care, and often, cases can be discussed several times during the patient's treatment.

What should someone eat after a Whipple's operation?

For the first few days after surgery you will only be able to drink fluids but the amount will increase from day to day. After six or seven days a light diet will gradually be introduced. You will feel quite weak after the surgery. Your strength will gradually improve although it is likely to take 6-12 months before you feel one hundred per cent. It may be necessary for you to take some pancreatic enzyme tablets to help your digestion during the recovery period. You will feel and look quite normal. Unless you have had a total pancreatectomy you will not become diabetic. You will be able to drink and eat all the foods that you normally would.

To read more detail on these & other FAQs being developed visit:

www.pancreaticcancer.org.uk/faq-home.htm/

2011 Fundraising Event

11th September London to Brighton Cycle

Study for Survival

Pancreatic Cancer UK hosted a hugely successful House of Lords launch of our flagship development - the Pancreatic Cancer UK Study for Survival. The Study for Survival aims to provide evidence for and facilitate understanding within the pancreatic cancer community of the challenges and issues that need to be resolved to improve survival and quality of life for all those affected by pancreatic cancer.

We used the launch, chaired by Baroness Thornton, and by kind permission of the Lord Speaker, to report on the outcome of our preliminary Study for Survival findings – based on interviews with nearly 50 key stakeholders, including patients, their carers

and families, researchers, pancreatic cancer specialists and nurses and GPs. This work highlighted unanimous concern about the lack of available treatment options for those diagnosed with pancreatic cancer – it also highlighted 10 additional challenges ranging from delays in diagnosis, lack of clinical trials and a UK-wide pancreatic cancer research strategy, as well as issues related to lack of access to Clinical Nurse Specialists, and poor coordination and communication between some local and specialist centres.

Professor Sir Mike Richards CBE, National Clinical Director for Cancer attended the launch and has lent his support to this important piece of work.



Clara MacKay - Study For Survival Project Manager

Clara has worked for a variety of cancer causes including breast, ovarian, prostate and bowel. She now lends her expertise to pancreatic cancer as she oversees all aspects of the Study for Survival.

For more information or to get involved email studysforsurvival@pancreaticcancer.org.uk

**2011 Fundraising Event
18th September BUPA Great North Run**



Professor Sir Mike Richards CBE
National Clinical Director for Cancer

In his words: ‘Too often pancreatic cancer is viewed as a hopeless cause. I support the efforts of Pancreatic Cancer UK through the launch of the Study for Survival to facilitate real change in the pancreatic cancer landscape and to challenge this notion.’

We have already started work on the next phase of the Study for Survival which will explore the issues identified in phase one in more detail. This work will be guided by an expert Advisory Panel and supported by a larger collaborative group of people and organization with an interest in pancreatic cancer. The work will unfold over the course of 2011 – with a view to producing a final report with recommendations for change late in the year.



Above: The Lord Speaker Baroness Hayman
Below: Baroness Thornton



Above: David Cunningham
Below: Alexandra Ford, CEO



**2011 Fundraising Event
September 29 - October 08 India Cycle Challenge**

Research & Grants

In the Spring of 2010 the first two of many research projects Pancreatic Cancer UK intends to fund were awarded grants. We asked Dr Yaohe Wang at Barts Cancer Institute, Barts and the London School of Medicine and Dentistry in London to provide us with an update.

His project aims to develop new forms of treatment for pancreatic cancer as there are currently very limited options. He is using a novel approach with a modified common cold virus and a particular vaccinia virus that has been used safely as a vaccine for prevention of smallpox

in millions of human beings to attack the tumour. With the funding of Pancreatic Cancer UK, his team has recently developed two new oncolytic viruses, which

can selectively replicate in and kill cancer cells but not normal cells. Most importantly, the viruses can express a therapeutic molecule with multiple models of anti-cancer therapy, such as blocking new blood vessel formation, modulating immune response and inhibit tumour growth, when the viruses directly infect tumour cells. The next step is to use this funding to turn promising research into proof of concept for an effective treatment of pancreatic cancer.

Dr. Wang's team has been awarded £246,280 over three years. This is only possible because of your fundraising - and his team thank you for your contribution.



Dr. Yaohe Wang

Research grant round 2010/11

Pancreatic Cancer UK's 2010/11 research grant round closed in November. Twelve applications have been received from research centres across the country.

The charity is now undertaking its scientific review process. This ensures that any grants we consider for funding will be at the leading edge internationally and have a substantial impact on the development of understanding in the pancreatic cancer research field.

Our 2010/11 grants will be announced in April

2011 Fundraising Event

30th May BUPA London 10,000K

Me And My Pancreas

Turning 50 is one of those events in one's life that is approached with trepidation and, upon arrival, with an expectation of seeing out the next five decades or so.

Glen D'Arcy was no different, but then events took an unexpected turn. Six months on from his 50th birthday he was diagnosed with inoperable pancreatic cancer. The prognosis was not good – after a self assessment via Google his expectation for the next 50 years did not bode well.

Following 6 months of very aggressive chemotherapy and an 8 month wait, Glen's cancer was operable. On 29 August, 2009 he underwent a 10.5 hour Whipple's procedure. He is now back at work full time, and generally feeling pretty good.

While this is great news for Glen, he knows that most people diagnosed with pancreatic cancer are not so fortunate.

So Glen has decided that he wants to do something really **big**, something really extreme, to follow the extreme battle he has just fought



Glen D'Arcy at the Study For Survival Launch
To read Glen's full story visit our website

and so many are still fighting or will be fighting in the future.

While undergoing chemotherapy he used to imagine doing something big with Patrick Swayze, who was diagnosed at the same time. There is a saying which goes along the lines of "if you aim for the moon you'll land amongst the stars" and it is with this in mind that Glen is making a call to action for anyone who wants to try something a bit different.

From climbing Kilimanjaro to trekking around the foot of the Himalayas, we want to provide you, and Glen, with all the support we can during your extreme fundraising challenges. If you've got an idea for a challenge or would like to sign up for something we're offering, please contact our fundraising team or go to the Challenges section of our fundraising webpages.

2011 Fundraising Event

Pancreatic Cancer Awareness Month Challenge

Nepal Trek from 10 - 19 of November

How To Help

With around 8,000 people a year diagnosed with pancreatic cancer and it becoming the 4th biggest cancer killer in the UK in 2011, there is so much more to be done which couldn't be accomplished without our wonderful supporters.

There are so many ways we can all help:

- Make a single donation or become a regular donor
- Join one of the events we're promoting
- Organise or get involved in an event of your own
- Get your company, school, club or organisation involved
- Remember Pancreatic Cancer UK in your will
- Get involved in Pancreatic Cancer Awareness Month
this November
(Visit our website to see some of the events we're promoting)
- Start a fundraising group in your area

Please don't hesitate to contact us to get more information, sign up for a charitable place, order merchandise or let us know about an event you're planning:

fundraiser@pancreaticcancer.org.uk

or ring

020 3177 1669

How to Donate:

To make a donation simply fill in this form and post it to the address on the back. *Please use block capitals.*

Title: _____ Name: _____

Address: _____

_____ Postcode: _____

Telephone: _____ Email: _____

I would like to make a gift of £ _____

I wish to pay by credit/debit card

I enclose a cheque made payable to Pancreatic Cancer UK

Visa Mastercard Solo Delta Maestro CAF Card

Card Number: _____

Start Date: _____ Expiry Date: _____

Security Number: _____ (Last three digits on signature strip at back of card)

I would like my donation to be acknowledged in writing

I would like to make a regular donation by Standing Order

Yes, I would like Pancreatic Cancer UK to treat all donations I have made since the 6th April 2008 and all donations I make in the future as Gift Aid donations. I confirm I pay an amount of Income Tax/Capital Gains Tax at least equal to the tax that Pancreatic Cancer UK will reclaim on my donations in the tax year.

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Signature: _____

Date: _____

Using Gift Aid means that for every pound you give, we receive an extra 25p from the Inland Revenue, helping your gift go further. To qualify for Gift Aid, what you pay in Income and/or Capital Gains Tax must at least equal the amount we claim in the tax year.

Please return your completed form to: Pancreatic Cancer UK 3rd Floor Market Towers,
1 Nine Elms Lane
London, SW8 5NQ

Registered charity no 1112708



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www.pancreaticcancer.org.uk



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See photos of our supporters, events & fundraisers:
www.flickr.com User: Pancreatic Cancer UK

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