Every issue we look at the progress being made in the field of pancreatic cancer. We feature your stories, expert opinions, information on the research we invest in and how, with your help, we are lobbying for greater recognition of the disease.

2. **Taking on research**
We set out how we will fund research that will transform and save lives.

5. **Beating the odds**
“I feel determined to help change the outlook for patients with this very stubborn cancer.”

6. **Annual Summit**
The pancreatic cancer community comes together at our Inspiring Innovation Summit.

11. **RideLondon**
Prudential RideLondon takes place in July. Are you up for the challenge?
We’re taking on pancreatic cancer

By 2026, pancreatic cancer will be the fourth biggest cancer killer in the UK, unless research funding is dramatically increased.

Something has to change. And that’s why we’re launching a new five-year research strategy. With people affected by pancreatic cancer at the heart of our research programme, our strategy outlines the areas of research which we believe will have the biggest impact on patients, and deliver the very best value for money. We have an excellent track-record in investing in innovative science and ground-breaking scientists - it’s what we do, and it’s what we will continue to do in the next five years.

Our strategy addresses four key problems:

Pancreatic cancer is tough to research.

Pancreatic cancer is different in everyone and what works for one patient may not work for another.

We know that key to improving treatment in the future is identifying the different types of pancreatic cancer, and treating the correct type in each person. In the coming five years, we will fund the brightest minds in pancreatic cancer research as they rise to the challenge of finding a treatment that’s right for every patient.
Pancreatic cancer is tough to diagnose.

All too often patients and doctors miss the signs of pancreatic cancer. It can take a long time to diagnose and the more advanced the cancer is, the lower the chance of survival. We need new and faster ways to diagnose people and we will dedicate funding to help develop them.

Pancreatic cancer is tough to treat.

New treatments for pancreatic cancer are desperately needed. At the moment, surgery is the only potential way to cure the disease, but just 8% of patients are eligible for it. And many of the current treatments are ineffective or cause nasty side-effects.

There are some exciting areas of research that have the potential to change the way pancreatic cancer is treated. We will continue to invest in them and ensure that our scientists have everything they need to make the breakthroughs patients need, now.

Pancreatic cancer is tough to survive.

It’s vital that everyone with pancreatic cancer gets the absolute best treatment and care. We will work with patients, clinicians and the wider pancreatic cancer community to understand what the best care looks like and ensure that hospitals deliver it.

On our side, in our team.

In the next five years, we will work hard to bring cancer researchers together. We’ll make it possible for them to share ideas, build on each other’s work, and make new discoveries together. Because research works best when scientists collaborate.

Our battle with pancreatic cancer isn’t a short-term one and that’s why we’ll be fostering talent and training the next generation of professors. They are our Future Leaders and we’re thrilled to have them in our team.

There’s no doubt about it, pancreatic cancer is tough. We’re taking it on, but we can’t do it alone. We need other funders of research to put more investment into pancreatic cancer. We’re calling for at least £25 million to be spent on research into pancreatic cancer by funders in the UK every year by 2022.

A brighter future for people with pancreatic cancer.

Over the next five years, we want see the survival rate for pancreatic cancer double. We know it’s ambitious. It won’t be easy. But with the research strategy as our roadmap and the support of the entire pancreatic cancer community behind us, it can be done. And we’ll do it together. We have the opportunity to change the future of pancreatic cancer, now.

Find out more about our new research strategy pancreaticcancer.org.uk/researchstrategy
Investing now, for the future

Professor Eithne Costello is one of the UK’s leading pancreatic cancer researchers and a member of our Scientific Advisory Board. Professor Costello’s team at the University of Liverpool is working to find biomarkers that will make it easier to diagnose pancreatic cancer earlier. She recently took time out to answer a few questions about our new research strategy.

What role did you play in the development of the strategy?
As a scientist and a member of Pancreatic Cancer UK’s Scientific Advisory Board, my input was from two different standpoints.

Initially, I took part in a research review and strategy development meeting in September 2016, which aimed to collect information and feedback from both basic and translational scientists, and clinicians across a number of different disciplines. This really helped lay the groundwork for the new strategy.

Following that, as a member of the Scientific Advisory Board, I attended another, smaller meeting which continued the development process.

What are the main barriers the pancreatic cancer research community currently face?
Pancreatic cancer has traditionally been poorly funded, and progress towards improving diagnosis and treatment has therefore been slow. In addition, pancreatic cancer is quite different from other cancers and poses many unique challenges.

How do you think the new strategy will help address these barriers?
The new strategy introduces flexibility in terms of funding. Its focus on providing preliminary research awards for innovative projects is really key because it enables researchers to gain initial data, which can then be used to strengthen applications for larger grants from other funders. This means that the investment Pancreatic Cancer UK makes now will pay dividends long into the future.

The new strategy confirms the charity’s commitment to their Clinical Pioneer Awards, aimed at funding clinical innovations in the NHS. The Future Leaders Fund is also very important because it brings new researchers into the field, where they will receive in-depth training in the intricacies and nuances of this particular cancer type.

As cancer therapies in general have improved over the years, things can only get better for those with pancreatic cancer. More funding and more research can only lead to a greater understanding and a better outlook.

What does the future hold for pancreatic cancer research?
Pancreatic cancer still holds many challenges for the research community. However, advances are being made all the time. And the commitment of stakeholders like Pancreatic Cancer UK will ensure that this continues to be the case.
I first came across Pancreatic Cancer UK when I was diagnosed in 2012 and their website quickly became my ‘go to’ when I needed help.

I fully expected that I would die from pancreatic cancer but, as a doctor, I also felt very strongly motivated to offer help to others with the disease.

A year or so after my diagnosis, I made contact with Pancreatic Cancer UK and after a number of conversations and a meeting I joined their Scientific Advisory Board as a lay member. The board is made up of 15 people and together we decide which research projects to fund each year.

I was really pleased to able to feed into the development of Pancreatic Cancer UK’s new research strategy because research is the only way to find the breakthroughs which will allow us to treat people earlier and help others live well for longer.

Hopefully, the considerable investment Pancreatic Cancer UK is putting into their Research Innovation Fund, amongst others, will lead to a much greater emphasis on the fundamental scientific and clinical issues that appear to obstruct major breakthroughs. New insights relating to genomics could also hold the key to personalising treatments for patients. This could ensure people are getting the best possible treatment and living as long as they can.

I am both surprised and grateful that I have beaten the odds, but I feel immensely frustrated that so little progress has been made whilst so many other cancers have shown amazing improvements in management and prognosis. We are now beginning to understand the reasons for this, but they just make me even more determined to help change the outlook for patients with this very stubborn cancer.

Find out more about the research we’re funding pancreaticcancer.org.uk/research
As President of the Vancouver-based BC Cancer Agency - a centre of excellence for cancer care - Dr Malcolm Moore is one of Canada’s leading pancreatic cancer specialists. Ahead of his talk at our Inspiring Innovation Summit, which takes place on 15th February, Dr Moore sat down with us to share his thoughts on the future of pancreatic cancer care.

What made you decide to take part in Pancreatic Cancer UK’s Inspiring Innovation Summit?
I’ve admired Pancreatic Cancer UK for a long time and I’m interested to see how things are done in the UK as I’m sure there are lessons that I can take back to Canada.

Why is international collaboration so important?
We rely on international collaboration to ensure our research is robust and that it’s having the impact on patients that we want it to have.

There are also not that many centres focusing on pancreatic cancer around the world and so it’s important that we join forces, share breakthroughs, and build on each other’s work – no matter where we’re based. Partnership working is the only way to find new treatments for patients everywhere.

What do you think the UK could learn from the treatment of pancreatic cancer in Canada?
I don’t know too much about the British system, but in Canada we have developed some centres of excellence where almost all the patients in that region with pancreatic cancer are treated. By centralising pancreatic cancer care like this, we are able to gain a really good overview of what’s working in terms of treatment and ensure that patients have access to clinical trials quickly.

Which areas of pancreatic cancer research are you most excited by?
For me, genomics is a field that shows promise. We have learned that each tumour is unique with a different genetic makeup. This then allows us to use treatments that target the specific genetic changes that are driving the growth of the cancer. This is what is often referred to as Precision or Personalised Cancer Treatment. It has already made a significant impact in diseases like breast, skin and lung cancer. We are hopeful that as we unravel the complex genetics of pancreatic cancer we will similarly be able to improve treatment for those patients.

Genomics explained
By taking a tissue sample from a patient’s tumour, cancer researchers can sequence its genome to understand what is driving that tumour’s development in that particular patient.

Are you optimistic that we will see significant breakthroughs in the next 5-10 years?
Yes. I’m sure that today’s research will lead to new, more effective treatments in the future.
Our Living with Pancreatic Cancer Information Days

Pancreatic cancer is tough. But you don’t have to face it alone. This year, at venues across the UK, we are holding a number of Living with Pancreatic Cancer Information Days, where patients and their loved ones can find out everything they need to know about the disease.

Free to attend, the days are a chance for people to meet our specialist nurses and hear about the support that Pancreatic Cancer UK can offer. There are informal talks on topics such as diet and nutrition, exercise, managing fatigue and relaxation. And, perhaps most importantly, it’s a chance for patients and their families to share concerns and questions with people who know exactly what they’re going through.

When asked, 100% of people said they would recommend our Living with Pancreatic Cancer Information Days.

We’ve been running our Living with Pancreatic Cancer Information Days for a number of years and the feedback we’ve received from participants is overwhelmingly positive. People tell us that they felt more relaxed and that being able to talk about their illness made such a difference.

This year, there are more Living with Pancreatic Cancer Information Days than ever before. The first ones are planned for Berkshire, Kent, Northern Ireland, East Midlands and North West London, starting in March. There are many others throughout the year too and so if you, or someone you know, would like to come along, please keep an eye on our website to find the one that’s right for you.

What people say about our days

“It was such a relaxed day and so helpful to be able to speak to other people who have been diagnosed as well as ask the nurse questions.”

“The location was lovely – quiet and peaceful and away from the hospital.”

“A very enjoyable, interesting and relaxing day.”

To find out more about our Living with Pancreatic Cancer Information Day, please call us on 0808 801 0707 or visit pancreaticcancer.org.uk/informationdays
Pancreatic Cancer Awareness Month 2016: the highlights

Thank you so much to everyone who took part. With your support, we achieved all this:

A whopping £70,160.23 was raised in total during PCAM.

Through teaming up with four other charities this year, Purple Lights for pancreatic cancer was a great success. Supporters passionate about raising awareness of pancreatic cancer put a spotlight on the disease by organising for 151 landmarks and venues to light up purple.

We distributed over 7000 publications to Health Professionals, including over 800 newly diagnosed packs.

We promoted The Big Purple Quiz - a pub quiz with a purple theme - the brainchild of actor Tony Audenshaw. It was a big hit during PCAM and 20 Big Purple Quizzes took place throughout the UK.

50 Parliamentarians attended events in England, Scotland, Northern Ireland and Wales.

Our Bake a Difference fundraising campaign raised over £15k.
Don’t worry if you missed PCAM, you can still support us. Find out how. pancreaticcancer.org.uk/getinvolved

We reached well over 18 million people through 300 pieces of media coverage.

During PCAM we also secured some great features in The Sunday Mirror, Bella, the Sun online and the Daily Express.

Our posts on social media reached over 3 million people and over 40,000 of you liked, retweeted, commented and shared our posts.

We had a 60% increase in visitors to our website during November compared with last year.

Our interactive quiz to help people recognise the symptoms of pancreatic cancer was launched on 1st November. It was watched nearly 10,000 times by the end of the month.

The results of our poll which found that three quarters of people in the UK could not name a single symptom of pancreatic cancer, was covered in the Sun, Metro, The Herald and My Weekly.
From the lab to the Barcelona Iron Man

As a surgeon and Pancreatic Cancer UK-funded researcher, Dr Peter Coe is used to tackling pancreatic cancer at work. But when he decided to do the Barcelona Iron Man competition in support of Pancreatic Cancer UK, he dedicated his evenings and weekends to the battle against the disease too. Here he explains his motivations for taking on the challenge, which included a 2.4 mile swim, a 112 mile bike ride and a 26.2 mile run.

“I regularly come into contact with patients who are admitted with signs and symptoms of pancreatic cancer and breaking this diagnosis to them can be devastating for them and their families. The only way to significantly improve survival outcomes is through research. I was fortunate enough to be part of a team with research funding from Pancreatic Cancer UK and I wanted to raise some money to support further research.”

New to iron man competitions, Peter’s enthusiasm turned to nervousness as he lined up at the start. But his nerves didn’t hold him back for long and, with the Mediterranean sun shining and his family cheering him on, Peter crossed the finish line in just over 13 hours – a truly brilliant achievement.

Peter raised an impressive £1,100 towards our research and other vital services, and we can’t thank him enough.

It may have been a tough challenge but Peter hasn’t ruled out taking on another one for us in the future. And he has a simple message for anyone thinking about doing the same:

“Get out there and start training!”

Peter’s research explained:
Peter looked at the link between obesity and pancreatic cancer development. His research was able to show that magnetic resonance imaging could be used to measure the quantity of fat within the pancreas, and that the amount of fat can be reduced through dietary intervention.

These were important findings because we know that obesity increases the risk of pancreatic cancer, but we don’t know why. This research takes us another step closer to being able to define who is at risk of developing pancreatic cancer in the future.

Why not follow in Peter’s footsteps and take on a challenge event in 2017? With everything from the Royal Parks Half Marathon and the Great North Run, to a Grand Canyon Trek or a tandem skydive, there’s something for everyone. pancreaticcancer.org.uk/fundraise
Dear friend,

Last summer, I got on my bike and took on RideLondon-Surrey 100 in support of Pancreatic Cancer UK. I’m writing to you today, one supporter to another, to encourage you to sign-up for this year’s event – because if I can do it, you can too.

I chose to do the ride in memory of my friend Phil’s mum, Margaret. She was diagnosed with pancreatic cancer at Christmas 2015 and died just a few weeks later. She was such a wonderful lady, and in order to repay the friendship she, Phil and their family had given me, I decided to raise funds in her name to help others suffering from the disease.

After I signed-up, I decided to have Margaret’s name printed on the front of my cycling vest. When Phil saw me wearing it for the first time, he was totally gobsmacked. It meant so much to him that we could remember his mum like that.

Although the £700 fundraising target seemed like a lot, I actually found it quite easy to raise that amount, and more. I put the word out to friends, family, Phil’s family and pretty much everyone else I knew, and the money came in from all angles. In the end, we raised nearly £2,000.

I’m obsessed with cycling and having done the event twice before, I knew what to expect. But as long as you put in the training and are well prepared for the day, you will enjoy the challenge and the sense of satisfaction you feel at the end is second to none. I would recommend RideLondon-Surrey 100 to anyone who wants to help Pancreatic Cancer UK.

Best wishes,
Mike Judge

If I can do it, you can too. Sign-up for the Prudential RideLondon-Surrey 100 today!

Prudential RideLondon-Surrey 100

When: 30 July 2017
Where: Begins at Queen Elizabeth Olympic Park, London, winds through Surrey & finishes on The Mall, London
Registration fee: £25 throughout February (normally £50)
Fundraising target: £700

Secure your place for the Prudential RideLondon-Surrey 100 today.
pancreaticcancer.org.uk/ridelondon
We’ve launched a new booklet about pain

Our new booklet, *Pain and pancreatic cancer*, is essential reading for anyone affected by pancreatic cancer who is dealing with pain. The booklet explains the different types of pain people may experience, the causes of that pain, and the different ways it can be managed.

Like all our publications, *Pain and pancreatic cancer* is based on the latest evidence, and was reviewed by people affected by pancreatic cancer to make sure it’s easy to understand. And as we’re accredited by the Information Standard, you can be sure that the information is accurate and trustworthy.

To download or order your free copy of *Pain and pancreatic cancer*, go to pancreaticcancer.org.uk/pain