

Pancreatic
Cancer
UK



DEMAND
SURVIVAL
NOW

It's time to beat the
deadliest cancer



93%

**of people with pancreatic cancer will
die within five years of diagnosis**

This makes pancreatic cancer 8 times
more deadly than other common cancers

A cancer emergency

Overall cancer survival in the UK has improved so that today half of people diagnosed with cancer will survive for five years; however, people with pancreatic cancer have been **left behind**.

Pancreatic cancer remains the **deadliest common cancer**, with **1 in 4 people dying within a month**. That makes it a **cancer emergency** like no other.



In contrast 1 in 10 people will die on average if diagnosed with one of the 19 other common cancers

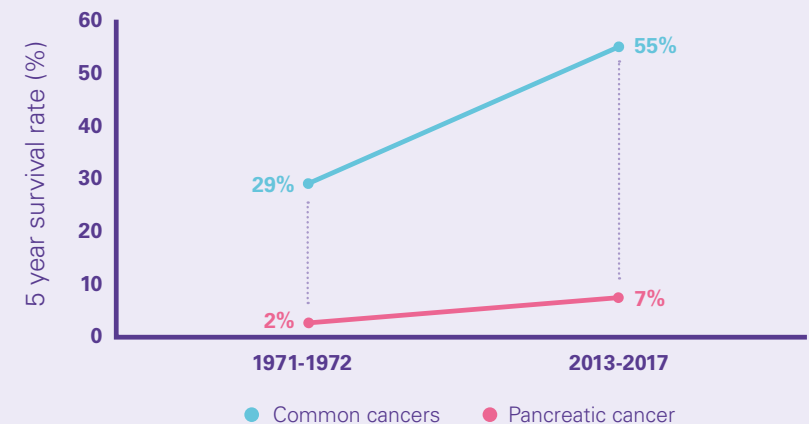
It's not fair that the 10,000 people diagnosed with pancreatic cancer every year in the UK should have to face such deadly odds. **There's no time to waste.**

A legacy of neglect

Pancreatic cancer has been **absent** from cancer strategies and plans far too often. That's why pancreatic cancer survival has barely changed for decades and remains the **deadliest common cancer**.

Other cancers have benefited from targeted government awareness initiatives, optimal diagnostic and treatment pathways, audits, and directed research strategies.

But pancreatic cancer has been left behind. Not only has survival stagnated, **the survival gap between pancreatic cancer and other common cancers has doubled over the last 50 years.**





“ I know how lucky I am to be alive. I have had ten wonderful years with family, friends and colleagues, more than I might have expected. In all that time nothing has changed in pancreatic cancer survival.

The odds are as appalling now as they were ten years, or even 50 years ago. This dreadful disease has been neglected for too long. ”

Lynne



Change is possible

When governments and the clinical community come together to prioritise less survivable and historically neglected cancers, survival can be transformed.

“ 20 years ago there was a totally negative attitude towards lung cancer and survival was really poor, similar to pancreatic cancer today. But, a key turning point for lung cancer were the national initiatives such as the first lung cancer audit and later the national optimal lung cancer pathway.

Although lung cancer remains a less survivable cancer, five-year survival has doubled over the last 20 years. I believe a similar national approach could transform survival for pancreatic cancer. ”

Professor David Baldwin

Chair of the Clinical Expert Group for Lung Cancer and Clinical Director of the East Midlands Cancer Alliance.

Lung cancer: a case study

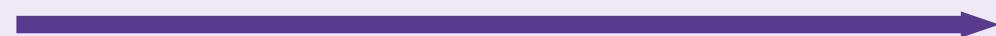


Over the last 20 years, lung cancer has seen a succession of national government and clinical initiatives that have started to transform survival, more than **doubling five-year survival** from 7% to 16%.

The initiatives included:

- In 2005, the first **National Lung Cancer Audit** kick-started the spread of national improvements in England so that the number of surgeries more than doubled from 3,000 in 2005 to over 7,000 in 2016.
- In 2017, the **National Optimal Lung Cancer Pathway** was published, providing a road map for best care and treatment for people with lung cancer.
- In 2019, the NHS long-term plan set out plans to implement **targeted lung cancer screening**, as a part of the ambition to diagnose 75% of cancers at an early stage.

The time for pancreatic cancer is now.



We demand survival now for pancreatic cancer

We urge every government across the UK to produce a national plan to transform survival of pancreatic cancer.

A national plan should focus on three key areas to make pancreatic cancer a survivable disease:



1. Research

Invest £25 million in pancreatic cancer research every year to save lives from the deadliest common cancer.



2. Quality of care

Deliver better, faster treatment and care for everyone across the UK.



3. Public awareness

Open the public's eyes to the symptoms of pancreatic cancer with a dedicated awareness campaign.

1

Transform research

We need a plan to:



Invest £25 million in pancreatic cancer research every year to save lives from the deadliest common cancer.

Successive governments, strategies and plans have consistently missed the opportunity to target the necessary research investment into pancreatic cancer that is required to transform survival.

Brain cancer case study:

In 2018, the government announced the **Tessa Jowell Brain Cancer Research Mission**, which set aside a £40 million government investment into brain cancer research. This has set a precedent, showing that, when there is political will, the government can intervene and set a positive strategic direction into research for cancers that have been historically neglected.

Despite being the deadliest common cancer, **only 2% of the annual UK cancer research budget** is being directed towards pancreatic cancer.



Now is the time for investment into pancreatic cancer research.

→ A **£25 million annual investment** into pancreatic cancer would start to change the survival odds and reverse the historic legacy of underfunding.

This research investment would signal strategic intent, accelerate high quality early diagnosis and treatment research, and build the infrastructure to establish leadership and collaboration in the pancreatic cancer community. It could also fund early career fellowships to attract and retain the best talent.

2 Transform treatment and care

We need a plan to:



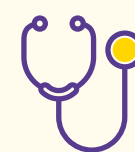
Deliver better, faster treatment and care for everyone across the UK.

For the 10,000 people diagnosed with pancreatic cancer each year there is a lack of consistency in the treatment that they receive and no guarantee they will experience the nationally recommended best standard of care. There is no assurance they will have access to the fast track pathways or optimal care models that have been shown to improve survival.

The standard of care in the UK is **falling behind the rest of Europe**, with lower early stage diagnosis, less people receiving surgery and one of the **worst survival outcomes** – with five-year survival ranking 29th out of 33 countries.

Netherlands case study:

The Netherlands already has a **pancreatic cancer audit**, which provides insights and drives improvements in the quality of pancreatic cancer care.



Early diagnosis



Better and faster treatment



Supportive care



More people with pancreatic cancer would **survive or survive longer** if everyone with pancreatic cancer received the optimal standard of care.

Now is the time to transform treatment and care standards through:



A **National Clinical Audit** to highlight differences in pancreatic cancer care across the UK. This would be a powerful tool to leverage change across the NHS and gain the consensus and trust of the clinical community.



The development of a **pancreatic cancer national optimal pathway**, setting the standards from symptom presentation to diagnosis, treatment and supportive care. This would be an opportunity to build consensus on the best standard of care, spread innovation, and transform outcomes for pancreatic cancer across the UK.

3 Transform public awareness

We need a plan to:



Open the public's eyes to the symptoms of pancreatic cancer with a dedicated awareness campaign.

Pancreatic cancer has **vague and non-specific symptoms**, it lacks a simple test for detection and there is poor public awareness of the symptoms. As a result, it remains exceptionally difficult to diagnose at an early stage, making pancreatic cancer almost impossible to treat and survive.

Part of the continued legacy of neglect includes the **absence of a national public campaign for pancreatic cancer symptoms**, while there have been other national campaigns for lung cancer, bowel cancer, bladder cancer and breast cancer.

Lung cancer awareness case study:

A national **Be Clear on Cancer** campaign in England for lung cancer symptoms increased the number of people diagnosed with lung cancer, increased the proportion of people diagnosed at an early stage and increased the proportion of people receiving surgery.

Public awareness of pancreatic cancer symptoms is low. **Two thirds of UK adults** say that they are not aware of the symptoms of pancreatic cancer:



Abdominal pain which can spread to the back



Unexplained weight loss and loss of appetite



Jaundice (yellow skin or eyes and itchy skin)



Indigestion



Change in bowel habits

People with jaundice should go to their GP or A&E without delay. If they have any of the other symptoms for four weeks or more, and don't know why they have them, they should go to their GP. Remember that these symptoms could have more common causes.

Now is the time for a pancreatic cancer awareness campaign.



A **dedicated awareness campaign** could enable more people with pancreatic cancer to be identified at an earlier stage where treatment is more likely. This could help to transform the odds of survival.



We
demand
survival
now

We urge every government across the UK to produce a national plan to transform survival of pancreatic cancer – a plan that invests in research; transforms care and treatment; and improves public awareness of symptoms.

Stand with us.

Sign the petition at
DemandSurvivalNow.org.uk

Together, let's beat the
deadliest cancer.

#DemandSurvivalNow

Pancreatic Cancer UK

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