

Cancer Awareness Toolkit:

How GP's, Practice Nurses and Practice Teams can integrate the Toolkit into the Practice day

What is Cancer Awareness?

The National Cancer Reform Strategy (2007) discusses how, by 2012, our cancer services can and should be amongst the best in the world.

The target is to save an additional 5000 lives each year, by earlier diagnosis of cancer and through better patient awareness of cancer signs and symptoms. This can be achieved through six areas of action to improve cancer outcomes and four areas of action to ensure delivery; amongst these are 'Preventing Cancer' and 'Diagnosing Cancer Earlier'.

The National Awareness and Early Detection Initiative (NAEDI) was introduced through the National Cancer Reform Strategy and is overseen by Cancer Research UK. Its role is to coordinate and provide support to activities and research that promote the earlier diagnosis of cancer. Information about NAEDI can be found at <http://www.cancerresearchuk.org/cancer-info/spotcancerearly/naedi/AboutNAEDI/>

All clinicians and front line staff have a role to play in raising cancer awareness, from ensuring patients attend their screening appointments, to prioritising patients at both the GP surgery and as they are transferred into secondary care.

The public needs to be informed of the varying signs and symptoms of cancer, through various different routes, including leaflets, multi-media channels, one to one conversations and the promotion of healthy life-styles.

Patients should be encouraged to have open conversations about symptoms without embarrassment and to ensure that a full picture is gained of their symptoms, so that the patient is diagnosed sooner and gains a positive outcome.

What is the Cancer Awareness Toolkit?

The Cancer Awareness Toolkit was originally developed by The Lancashire and South Cumbria Cancer Network as a tool to be used by the whole Practice Team. It can help patients who have questions about cancer and to help raise awareness of cancer signs and symptoms through various methods and channels.

The original Cancer Awareness Toolkit was designed, so that each member of the Practice Team can source resources relevant to their role – from Receptionist through to GP and Practice Nurse. The Kent and Medway Cancer Network (KMCN) have modified the kit to include additional resources for all parties, including information on the Cancer Screening Programmes, useful contact details and a signposting tool for when the GP surgeries are conducting their six month cancer follow up with the patient. The resources available in the pack are designed so that they can be given directly to a patient if desired.

This toolkit forms the first part of a host of multifaceted resources that are designed for use in many different environments, by the patient, the clinician and other front line support staff.

Kent and Medway Cancer Network

Who is toolkit aimed at and to be used by?

The Cancer Awareness Toolkit has been designed for use by all staff who work in the GP surgery.

The resources are designed so that a GP or Practice Nurse can use them during consultation, for example if a GP is referring a patient through the 2 week wait referral route, they can be used to help to discuss symptoms with the patient, or when a patient has presented with symptoms that you would like to monitor, so as to be used as an information guide for the patient, to look out for further symptoms whilst being monitored by the GP or Practice Nurse.

The Receptionists can use the tool's resources, if a patient comes in to make an appointment, explaining they are concerned about their symptoms; the Receptionist is able to inform the patient of symptoms or the screening service, without engaging in a clinical conversation. They can also be used with friends and family.

What resources are available in the Toolkit?

The Toolkit comes with a number of resources that are designed to be used by the individual, to help a patient better understand the signs and symptoms of cancer, enabling the patient to have a resource given to them.

All the resources can be found in the appendices – they include:

- Signs and Symptoms sheets (for patients)

- Cancer Screening FAQ sheets (for patients)
- Hint and tips for raising awareness with patients
- Useful contacts and websites lists

Where can I store the Toolkit?

The Kent and Medway Cancer Network have designed the Toolkit to be used as an electronic tool that can be loaded onto your desktop and used either as a whole or as separate resources. There is no prescriptive way to use the Toolkit and the resources available within it; it can be moulded to accommodate your current working practices and to enhance your consultations with your patients.

The Cancer Awareness Toolkit is available to download from the Kent and Medway Cancer Network website in the professional section, under NAEDI. As other resources become available, we will share these widely and make them available on our website.

For more information about NAEDI and the Cancer Awareness Toolkit, you can visit

- Visit the Cancer Awareness Toolkit website at <http://cancerawarenesstoolkit.com/> for further awareness messages
- Visit the Kent and Medway Cancer Network website at www.kentmedwaycancernetwork.nhs.uk
- Information about the NAEDI programme - <http://www.cancerresearchuk.org/cancer-info/spotcancerearly/naedi/AboutNAEDI/>
- Cancer Research UK - <http://www.cancerresearchuk.org/home/>
- The National Cancer Reform Strategy can be found at http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_081007.pdf

To speak to the Kent and Medway Cancer Network, please contact on 01634 335127

If you have any questions or comments about the Cancer Awareness Toolkit, please contact Victoria Bailey, NAEDI Project Manager either via email victoria.bailey1@nhs.net or by phone on 01634 335296