



**Kent and Medway Cancer Network**

**AWARENESS AND EARLY DIAGNOSIS INITIATIVE**

**BASELINE ASSESSMENT**

**NHS EASTERN AND COASTAL KENT**

Version 0.1

5<sup>th</sup> October 2009

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David Smaldon, Public Health Information Analyst, Kent and Medway Public Health Observatory

James Westwood, Public Health Analyst, Medway PCT

## 1.0 Introduction

The National Awareness and Early Diagnosis Initiative (NAEDI) was first announced in the Cancer Reform Strategy (CRS) in December 2007. It was identified as a priority action area to improve cancer outcomes. A year later, the cancer commissioning guidance (DH, December 2008) set out key issues and questions for commissioners and cancer network teams to consider when assessing health needs, reviewing services, developing contract specifications and monitoring performance on improving health. The guidance emphasises that for the NHS to be sustainable, it needs to focus on improving health as well as treating sickness. Some new initiatives, for example vascular risk assessments, have the potential to contribute to cancer prevention, since they focus on overlapping risks such as smoking and obesity.

In general, the earlier a cancer can be diagnosed, the greater the prospect of a cure. While some cancers can be detected early by screening, most cancers cannot be screened for. Late presentation is regarded as one of the major reasons for poor outcomes among cancer patients in England. In addition, treatment of late stage disease is often more costly than early diagnosis and treatment. The CRS recommends that Primary Care Trusts (PCTs) should give high priority to local initiatives to promote early presentation by people with symptoms that may be cancer.

The Public Service Agreement (PSA) target for cancer was set by DH in July 2000 (NHS Plan). The target was defined as 'a reduction of at least 20% in cancer mortality by 2010 from the baseline'. The baseline was taken from three year pooled rate data, with 1995-1997 given as the baseline. The indicator is set at the directly age standardised mortality rate per 100,000 for malignant neoplasms for persons under 75 years of age.

## 2.0 Development of a Network wide Strategy

The three PCTs in Kent and Medway may wish to establish individual strategies to deliver NAEDI in their localities. However, the Network has an important role to play in ensuring that an overall strategy is in place and that learning is shared appropriately. Whilst key priority areas may vary between PCTs, or indeed within an individual PCT, there may be areas of common ground across the Network. There is a National expectation that Cancer Networks will provide strategic leadership in this area.

### 2.1 Network LAEDI Leadership

Dr Julia Duke-MacRae, KMCN Co-Medical Director, Public Health and Dr Mike Parks, Co-Medical Director Primary Care will provide medical leadership. Barbara Mercier, KMCN Development Director will manage the programme. Kay Jones, Service Improvement Facilitator will support the programme.

### 2.2 Strategy Development and Timelines 2009/10

In order to develop and agree a strategy for the Network, the following steps will be taken between June and March 2009:

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Present briefing paper to CNB												
Core Indicators completed												
Present Core Indicator data to appropriate PCT groups and agree priority areas												
Engage Public and Patient Involvement												
Scope local initiatives												
Establish Strategy Steering Group												
Draft Network wide strategy for consultation												
Final Strategy Published												
Strategy Steering Group to devolve into Strategy Implementation Group												
Develop Action/Monitoring Plans												

## 3.0 Baseline Information

The data in this document is derived from the Office of National Statistics, Thames Cancer Registry, The National Centre for Health Outcomes Development Knowledge Base (NCHOD) and The National Cancer Intelligence Network (NCIN). We are grateful to the Kent and Medway Public Health Observatory for providing all NCHOD source data and for their advice in producing this report. Directly age standardised rates (DSR) per 100,000 European population have been applied.

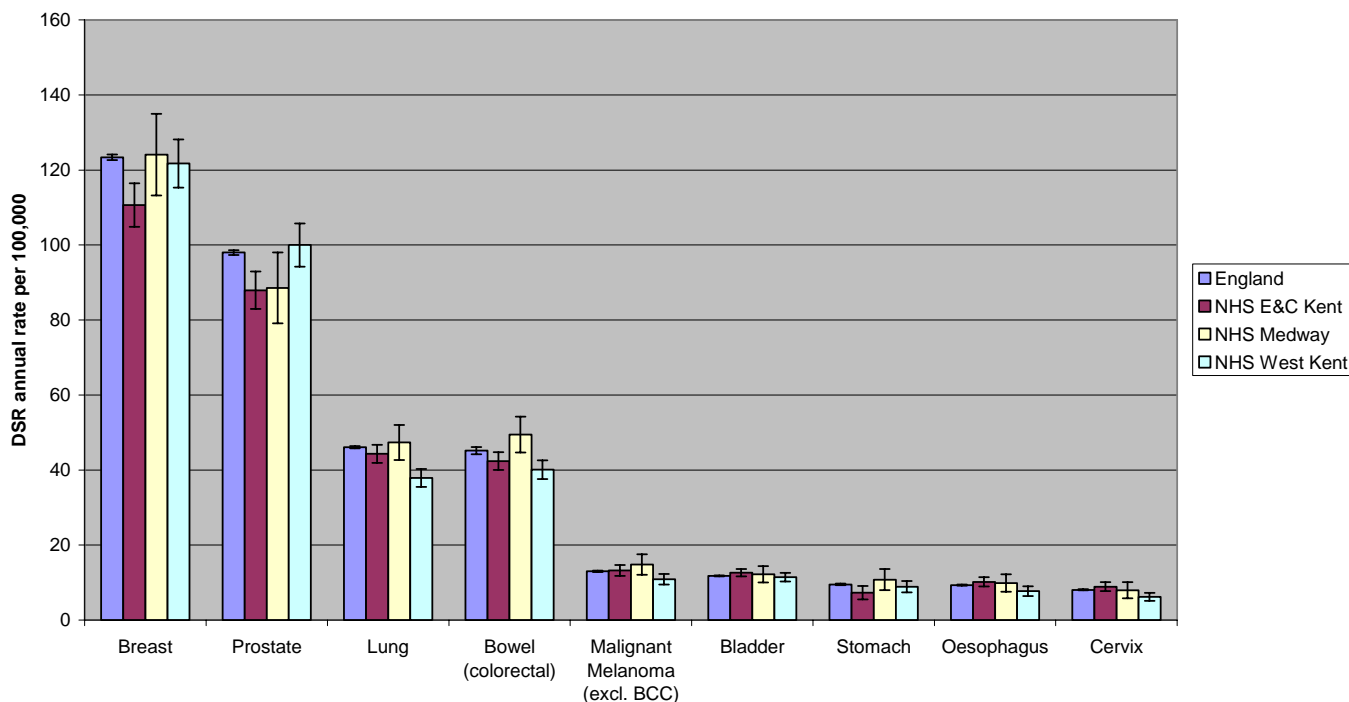
Three year pooled data are presented from years 2003 – 2005 for incidence and years 2005 – 2007 for mortality. The data is provided to assist PCTs in agreeing priorities for commissioning future provision of cancer services.

Incidence and mortality data are presented in graphic format throughout this report and in tabular format in Appendix 1.

## 3.1 Cancer Incidence

Cancer incidence per tumour group per PCT, pooled for a three-year period (2003 – 2005), is illustrated in figure 1. The English average is included for comparative purposes.

**Cancer Incidence: All Persons, All Ages 2003-2005 Three Year Pooled**

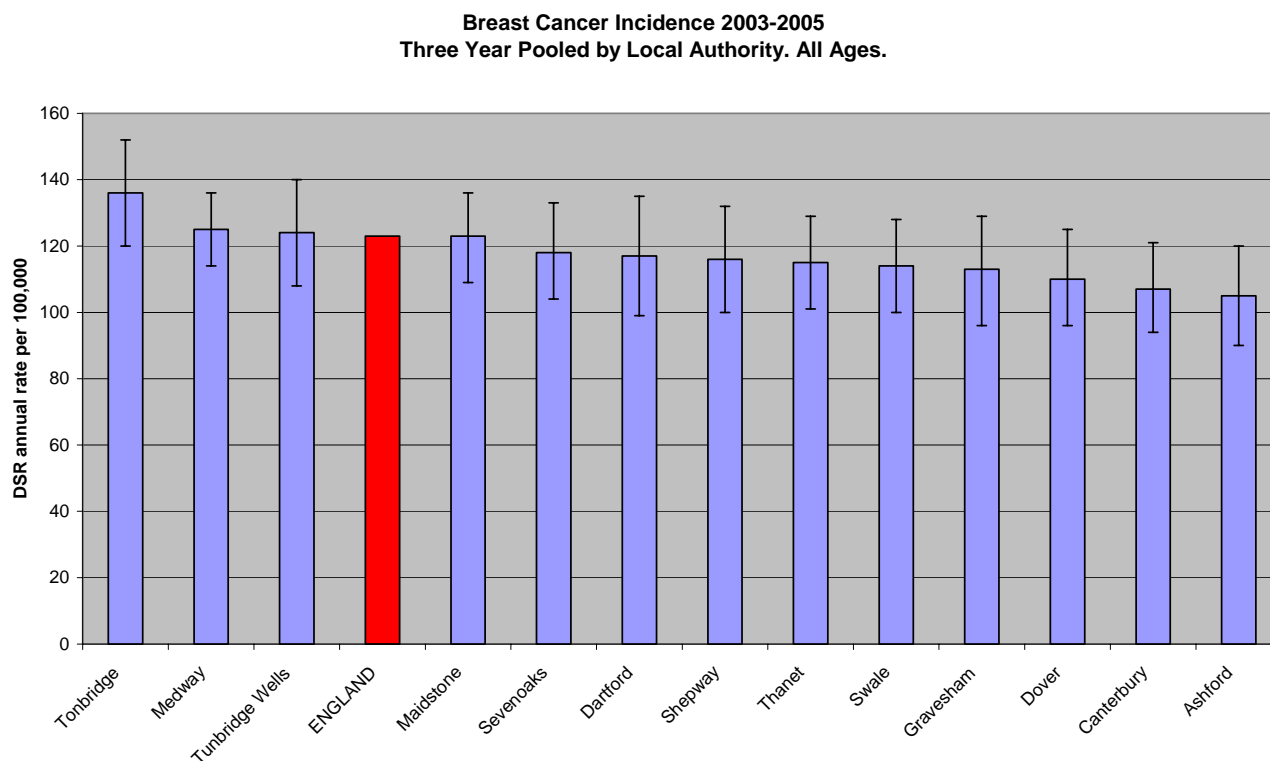


Data source: NCHOD

Figure 1

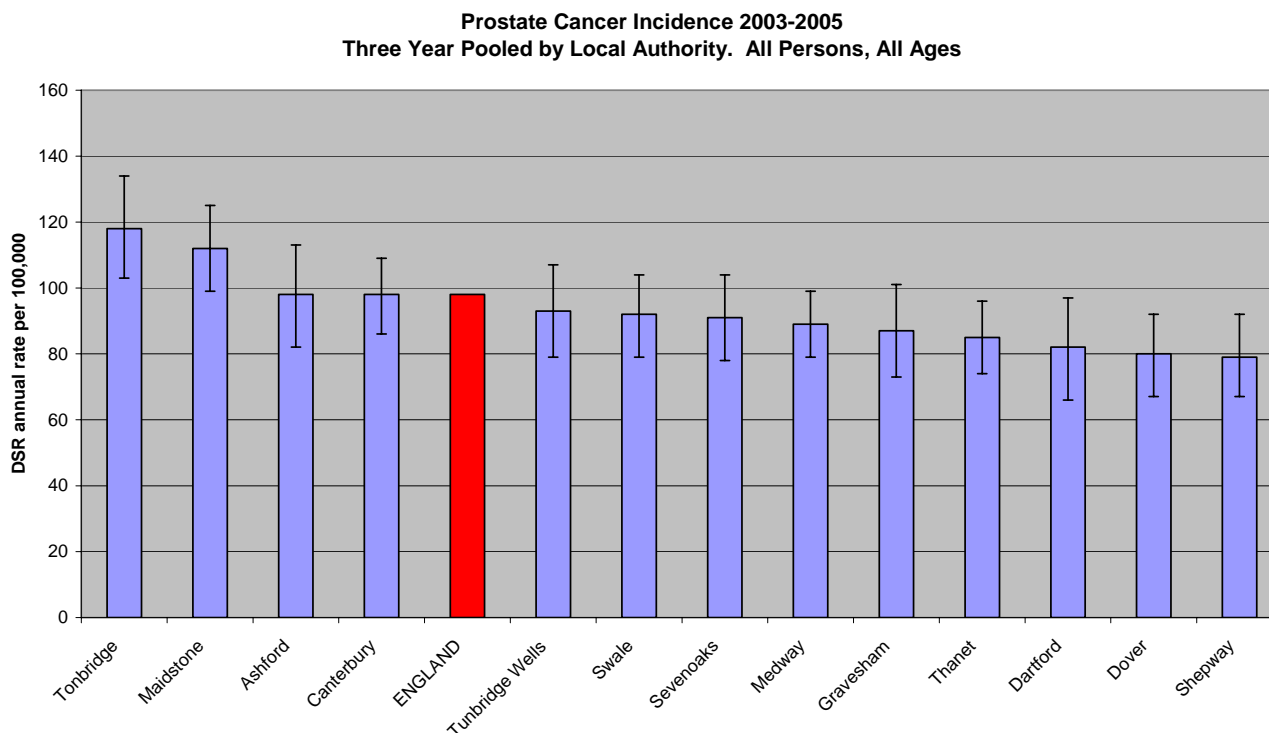
**3.1.1 Cancer Incidence per Tumour Group by Local Authority**

Cancer incidence for breast, prostate, lung, colorectal and oesophageal cancers are presented per Local Authority in figures 2 – 6.



Data source: NCIN Cancer e-Atlas

Figure 2

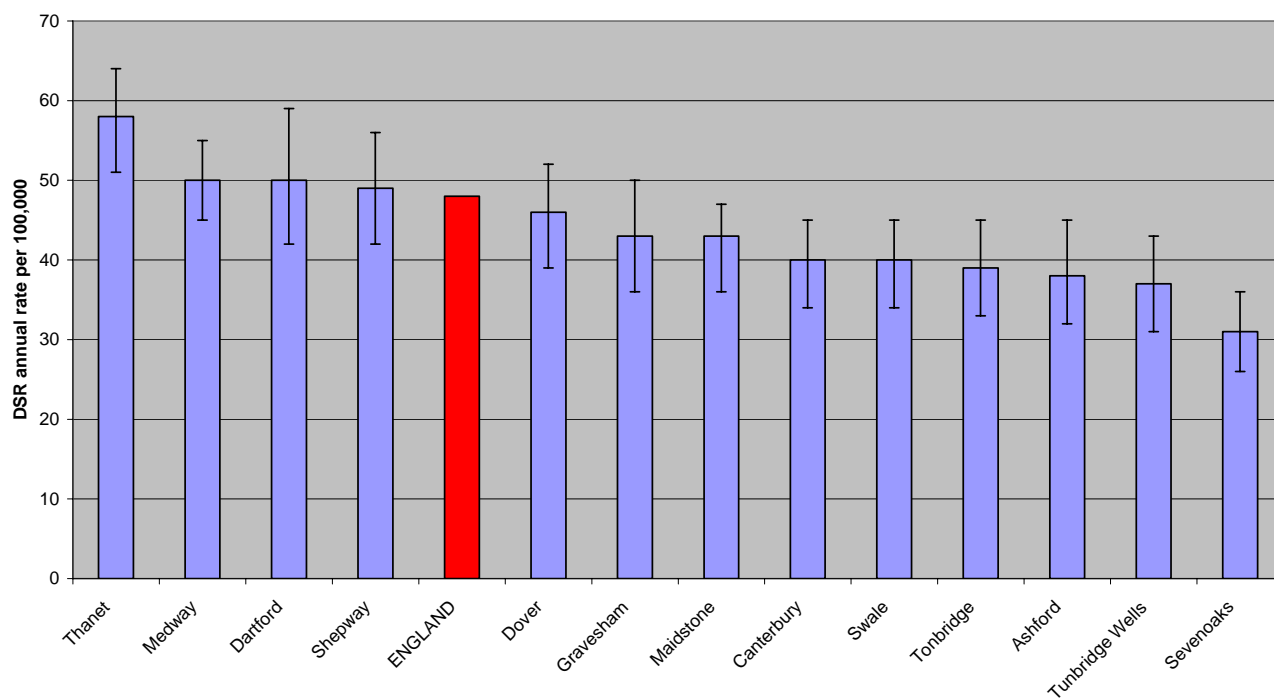


Data source: NCIN Cancer e-Atlas

Figure 3

# Kent and Medway Cancer Network Awareness and Early Diagnosis

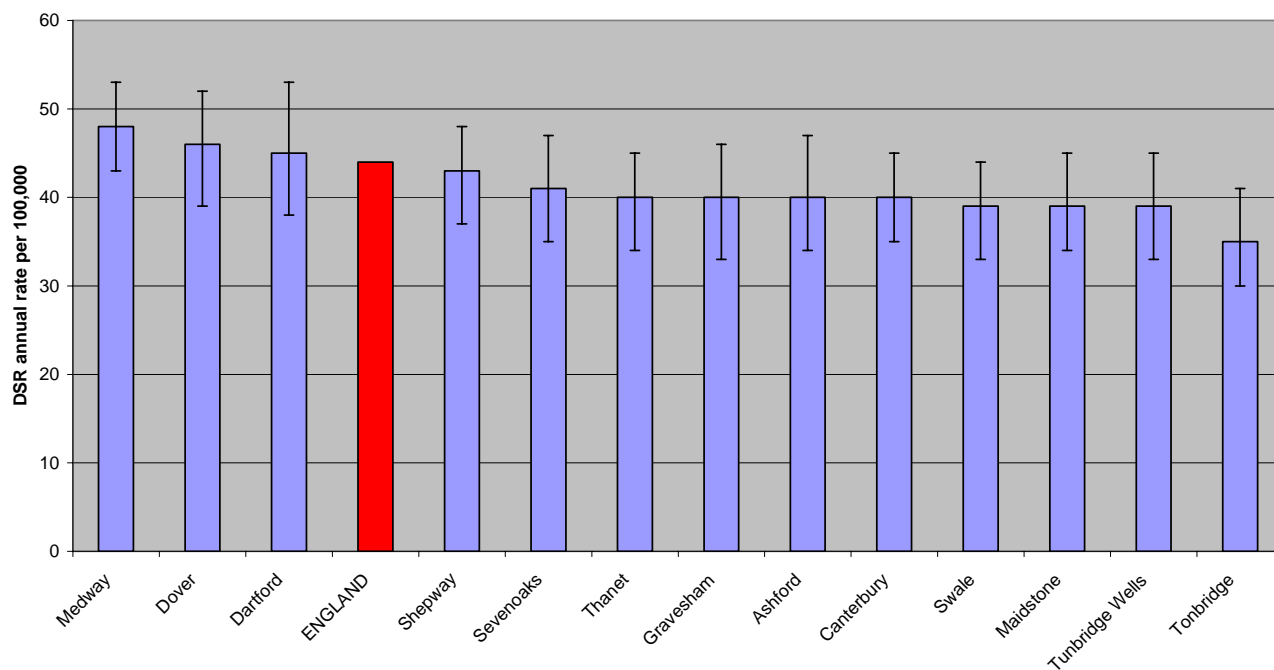
Lung Cancer Incidence 2003-2005 Three Year Pooled by Local Authority. All Persons, All Ages



Data source: NCIN Cancer e-Atlas

Figure 4

Colorectal Cancer Incidence 2003-2005 Three Year Pooled by Local Authority. All Persons, All Ages

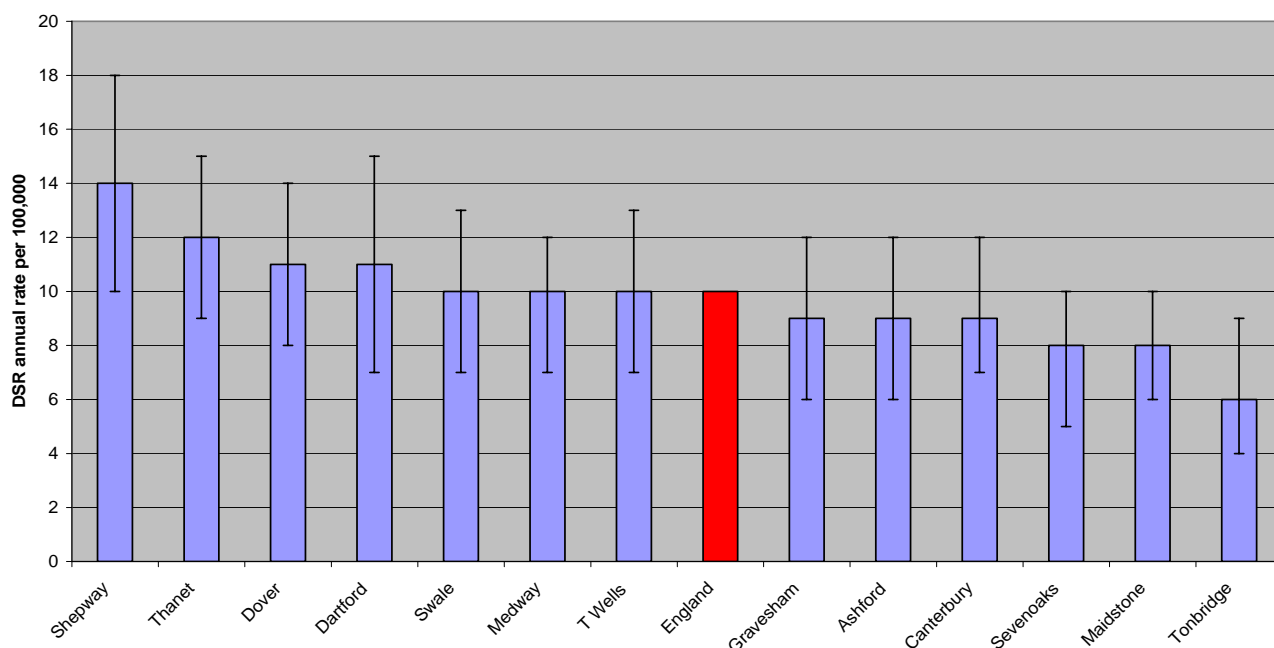


Data source: NCIN Cancer e-Atlas

Figure 5

# Kent and Medway Cancer Network Awareness and Early Diagnosis

Oesophageal Cancer Incidence 2003-2005 Three Year Pooled. All Persons, All Ages

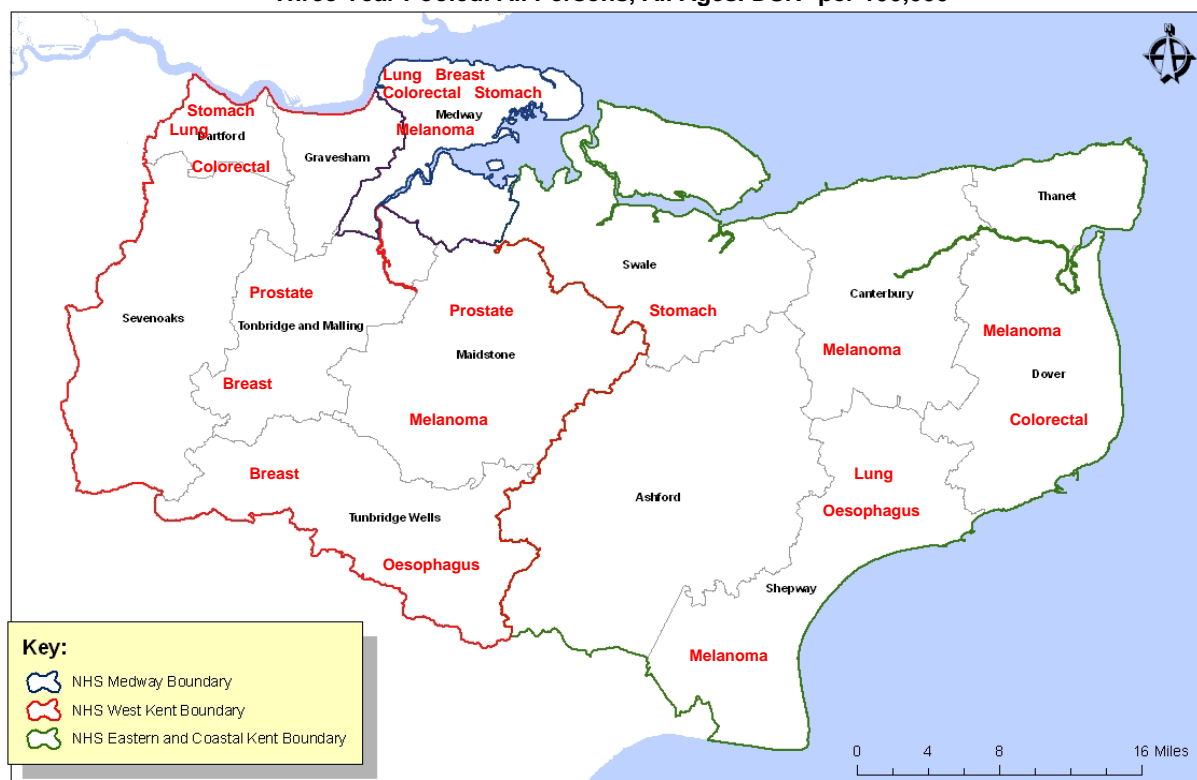


Data source: NCIN Cancer e-Atlas

Figure 6

The geographical distribution of specified cancer sites by local authority with incidence rates above the England average is displayed in Figure 7. This does not imply that the focus should only be on these cancers to the exclusion of others, but merely to highlight those tumour sites where further interventions will be required.

Local Authorities with Tumour Site Incidence Greater than English Average 2003-2005 Three Year Pooled. All Persons, All Ages. DSR\* per 100,000



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\*DSR = Directly Age Standardised Rates

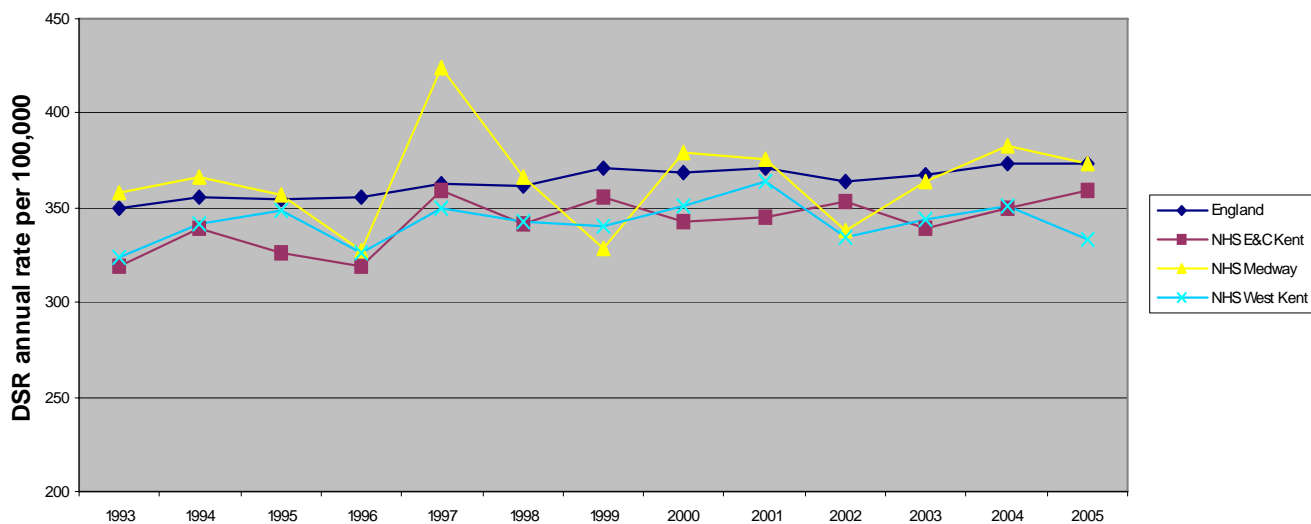
Data source: NCIN Cancer e-Atlas

Figure 7

3.1.2 Trends in Cancer Incidence by PCT

The following graphs (figures 8 – 21) present annual cancer incidence trends. Ideally three year pooled data would better present incidence trends, this data will be included at a later date, when available.

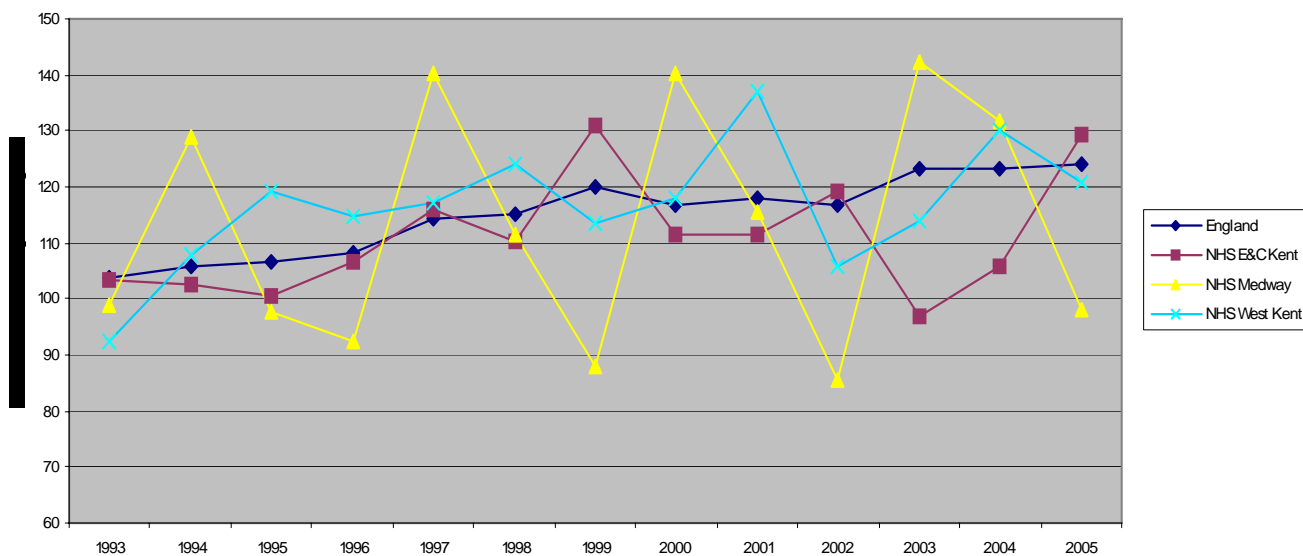
All Cancers Incidence All Ages, All Persons 1993 - 2005



Data source: NCHOD

Figure 8

Breast Cancer Incidence - All Ages Female 1993 - 2005



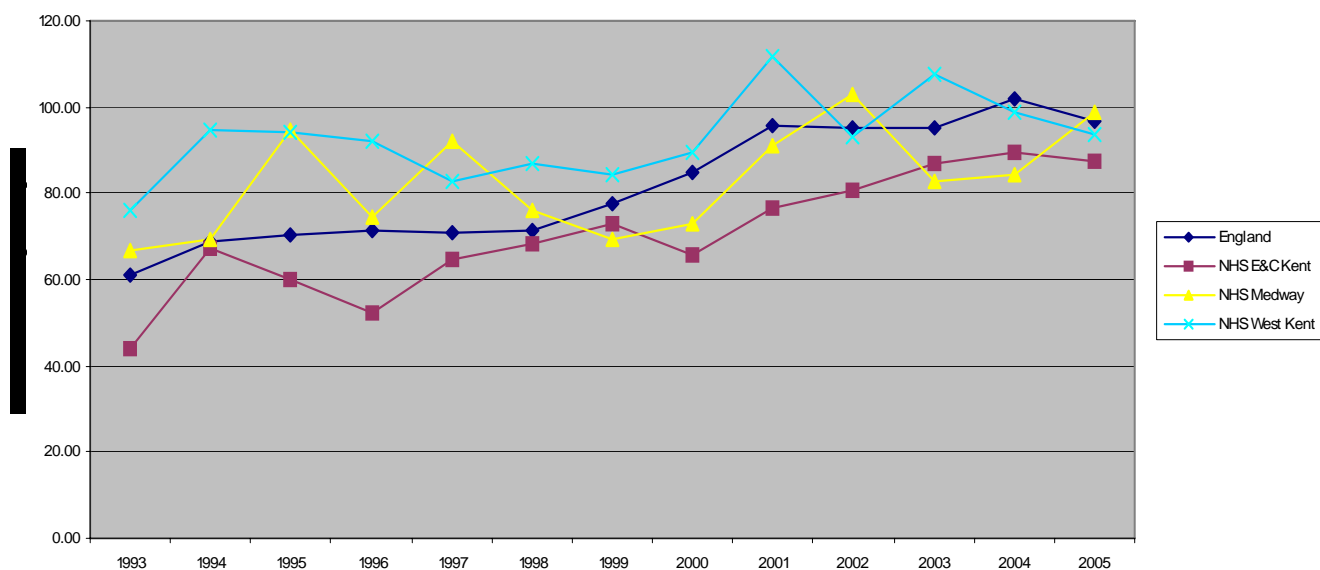
Data source: NCHOD

Figure 9



# Kent and Medway Cancer Network Awareness and Early Diagnosis

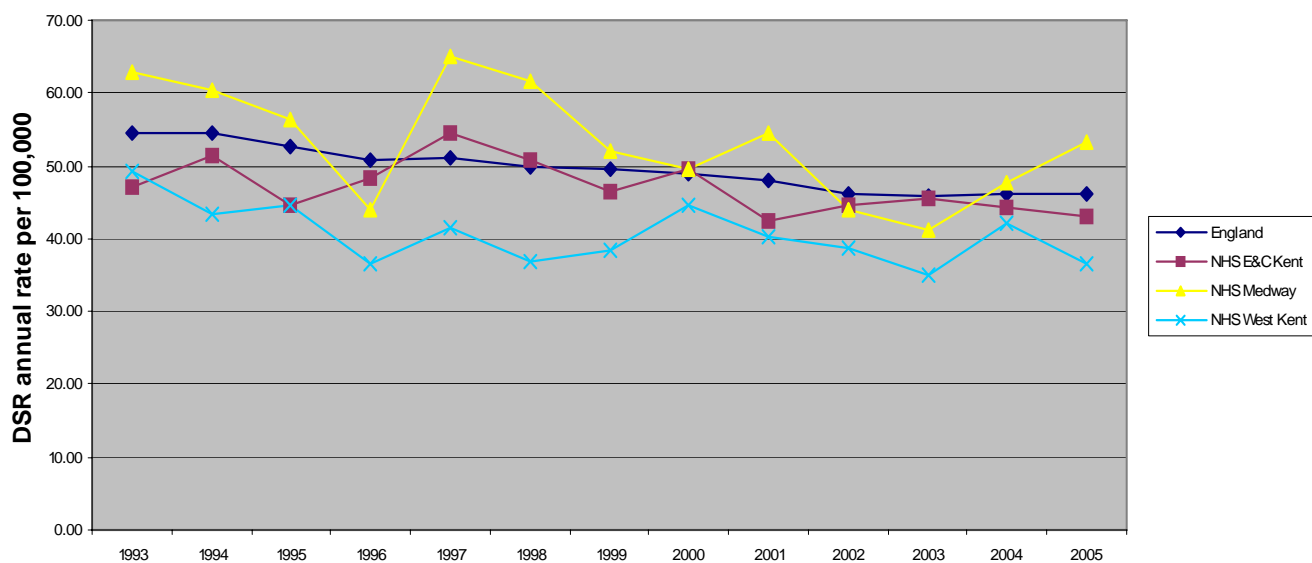
## Prostate Cancer Incidence All Ages 1993 - 2005



Data source: NCHOD

Figure 10

## Lung Cancer Incidence All Ages, All Persons 1993 - 2005

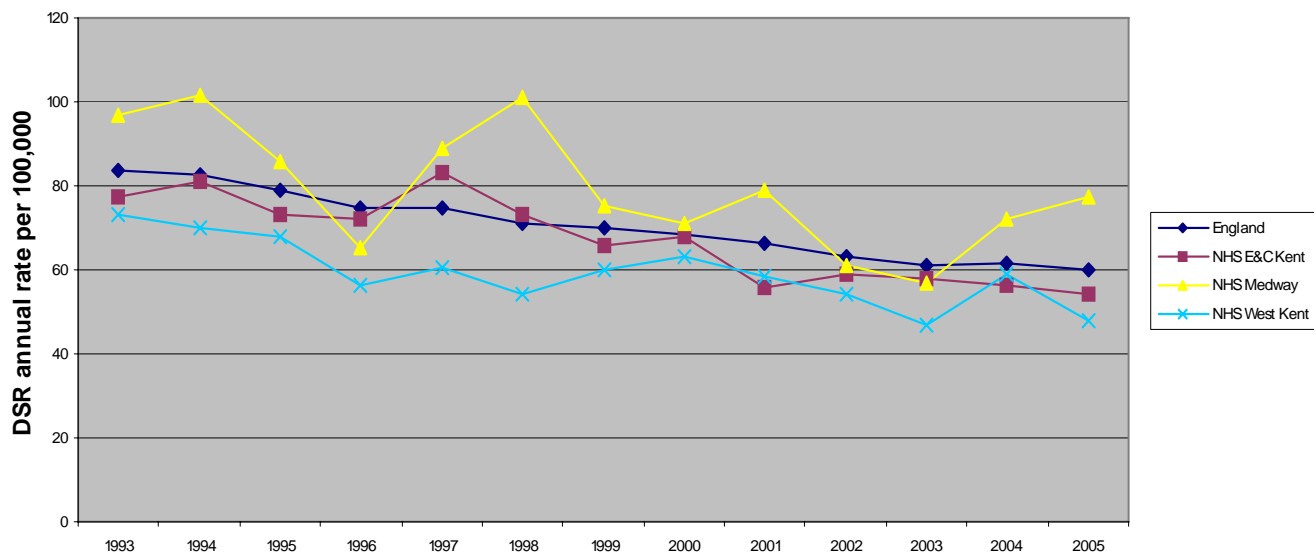


Data source: NCHOD

Figure 11

# Kent and Medway Cancer Network Awareness and Early Diagnosis

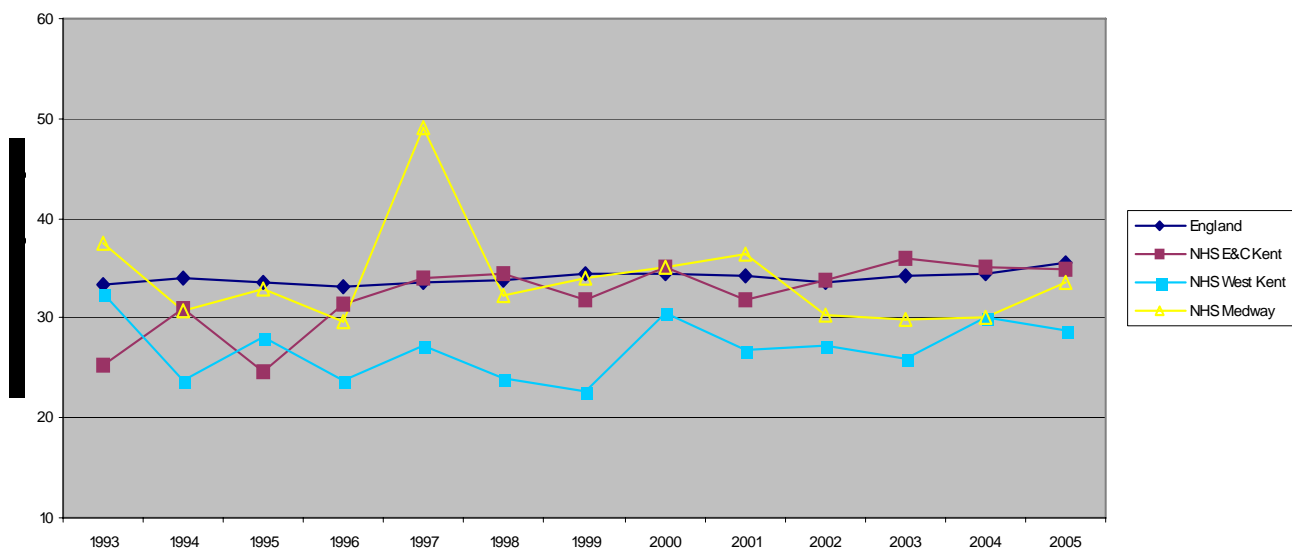
## Lung Cancer Incidence - All Ages, Male 1993 - 2005



Data source: NCHOD

Figure 12

## Lung Cancer Incidence - All Ages, Female 1993 - 2005

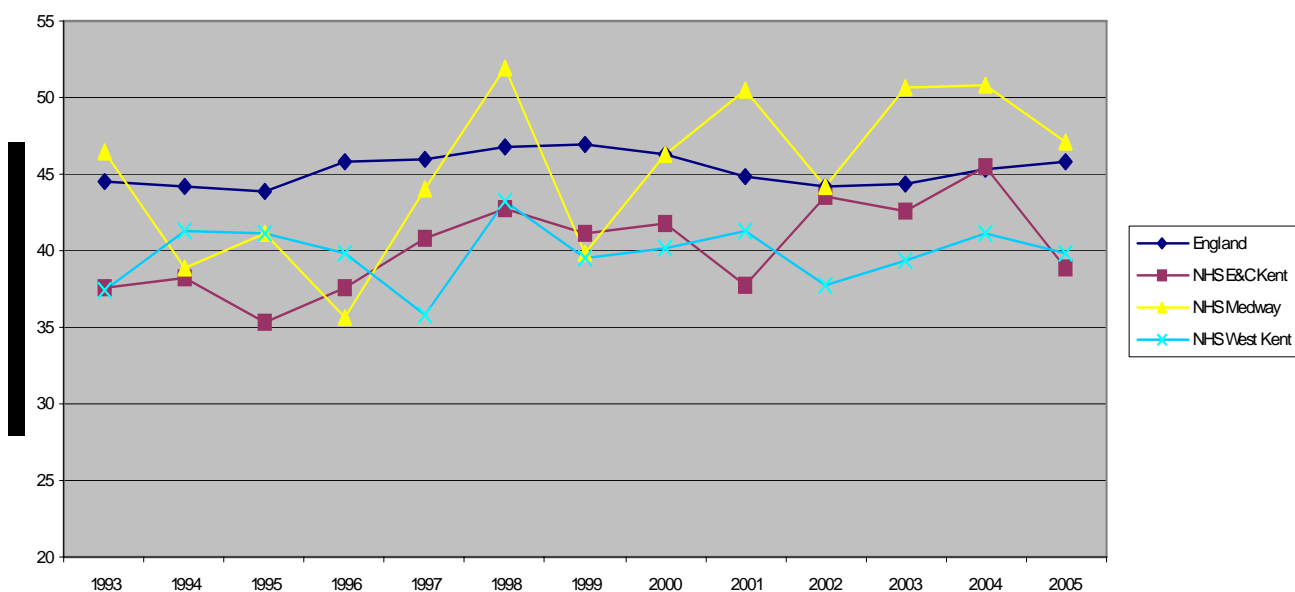


Data source: NCHOD

Figure 13

# Kent and Medway Cancer Network Awareness and Early Diagnosis

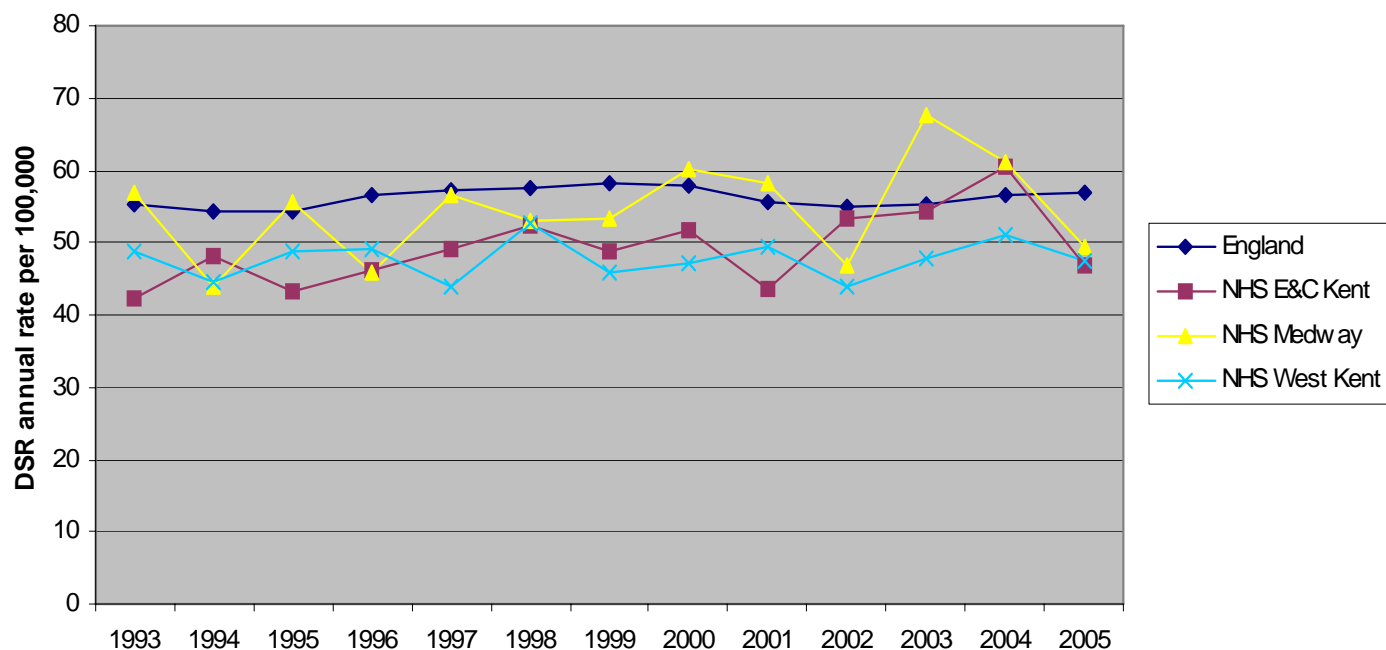
## Colorectal Cancer Incidence All Ages, All Persons 1993 - 2005



Data source: NCHOD

Figure 14

## Colorectal Cancer Incidence- All Ages, Male 1993-2005

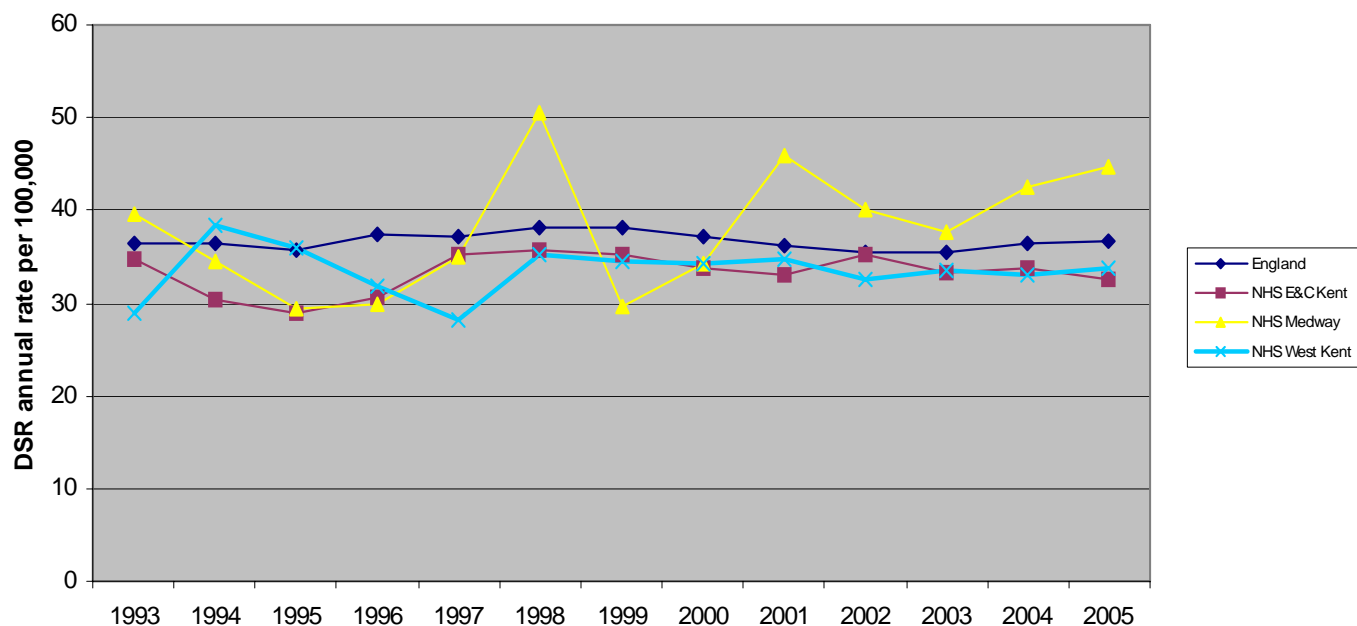


Data source: NCHOD

Figure 15

# Kent and Medway Cancer Network Awareness and Early Diagnosis

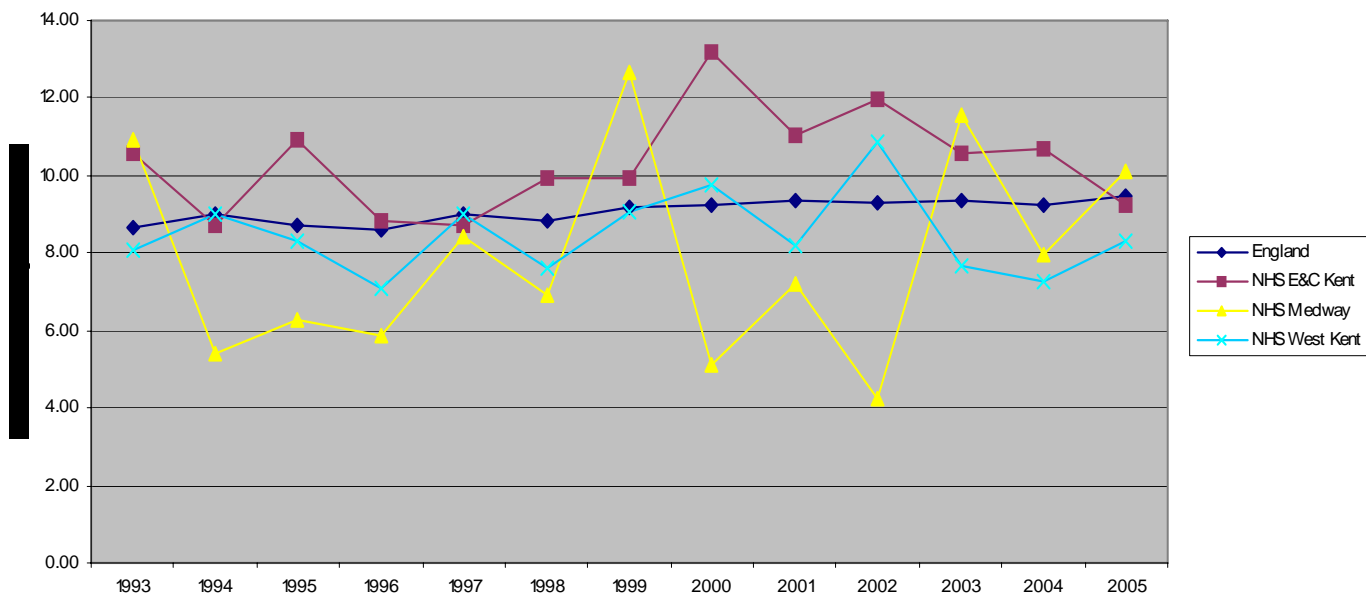
## Colorectal Cancer Incidence - All Ages, Female 1993 - 2005



Data source: NCHOD

Figure 16

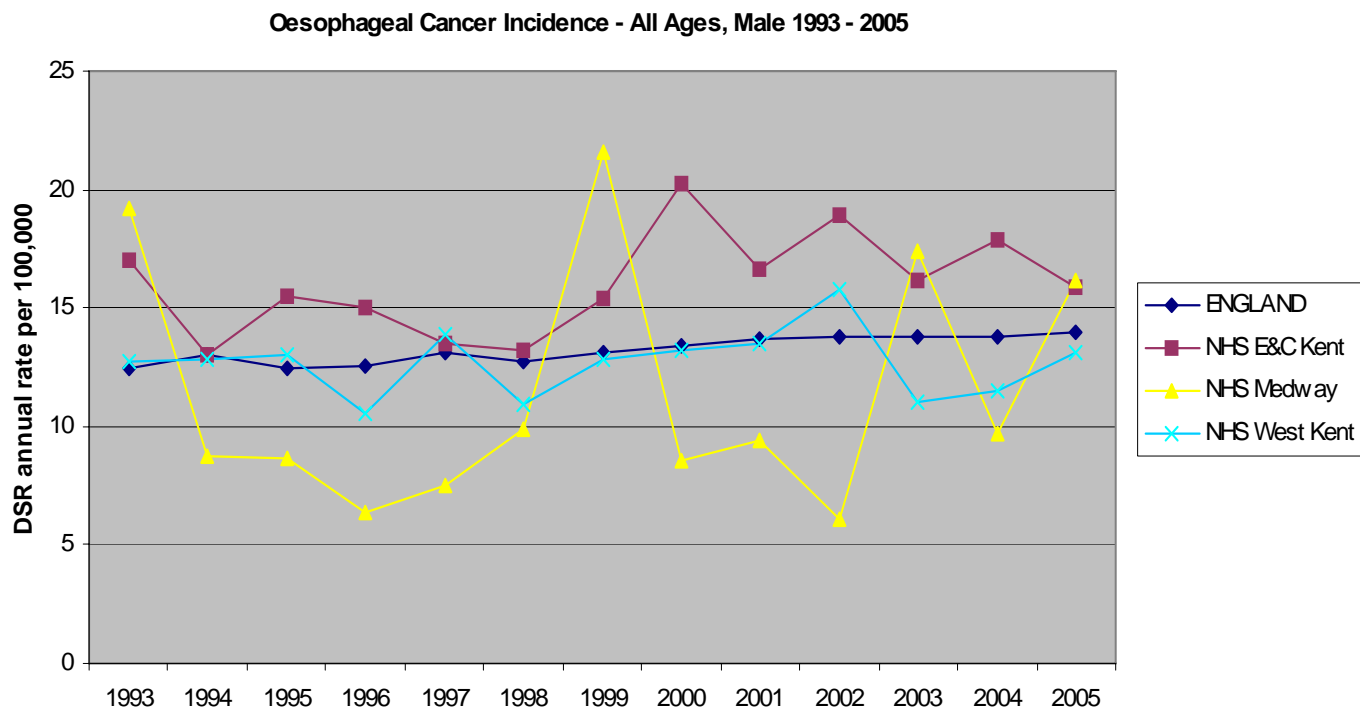
## Oesophageal Cancer Incidence - All Ages, All Persons 1993 - 2005



Data source: NCHOD

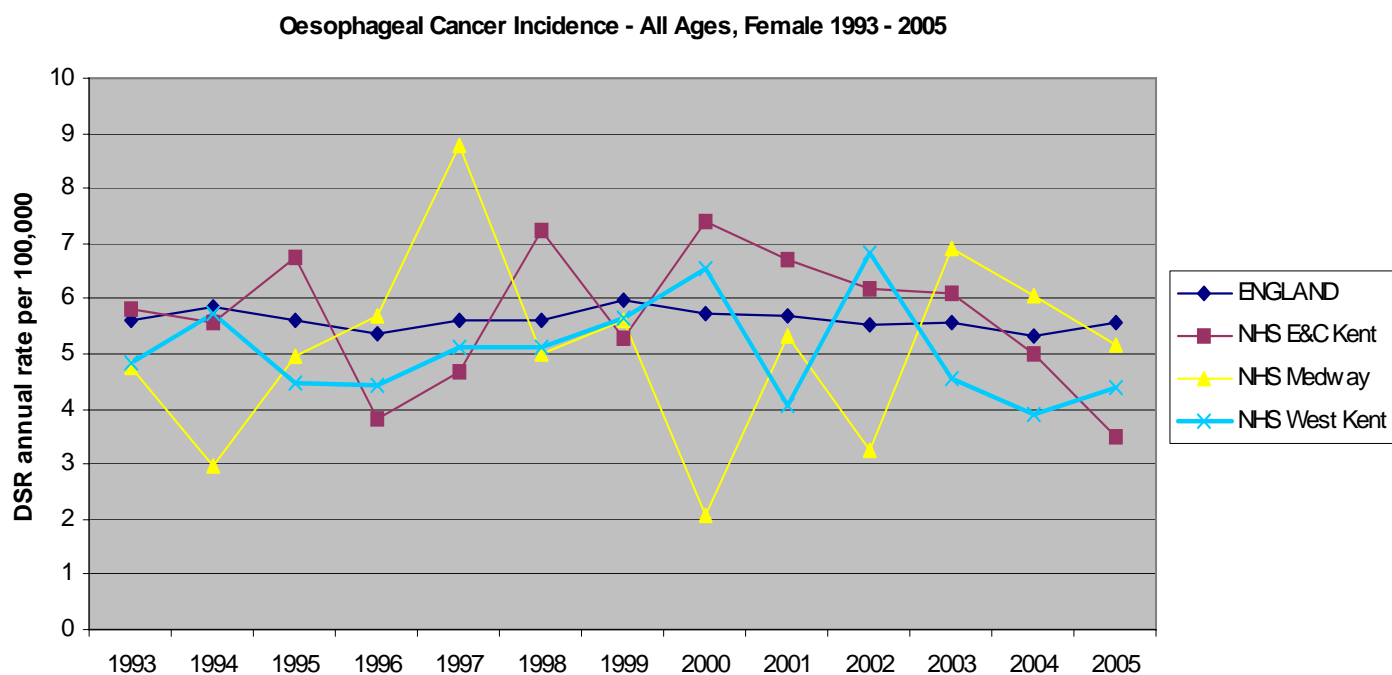
Figure 17

## Kent and Medway Cancer Network Awareness and Early Diagnosis



Data source: NCHOD

Figure 18

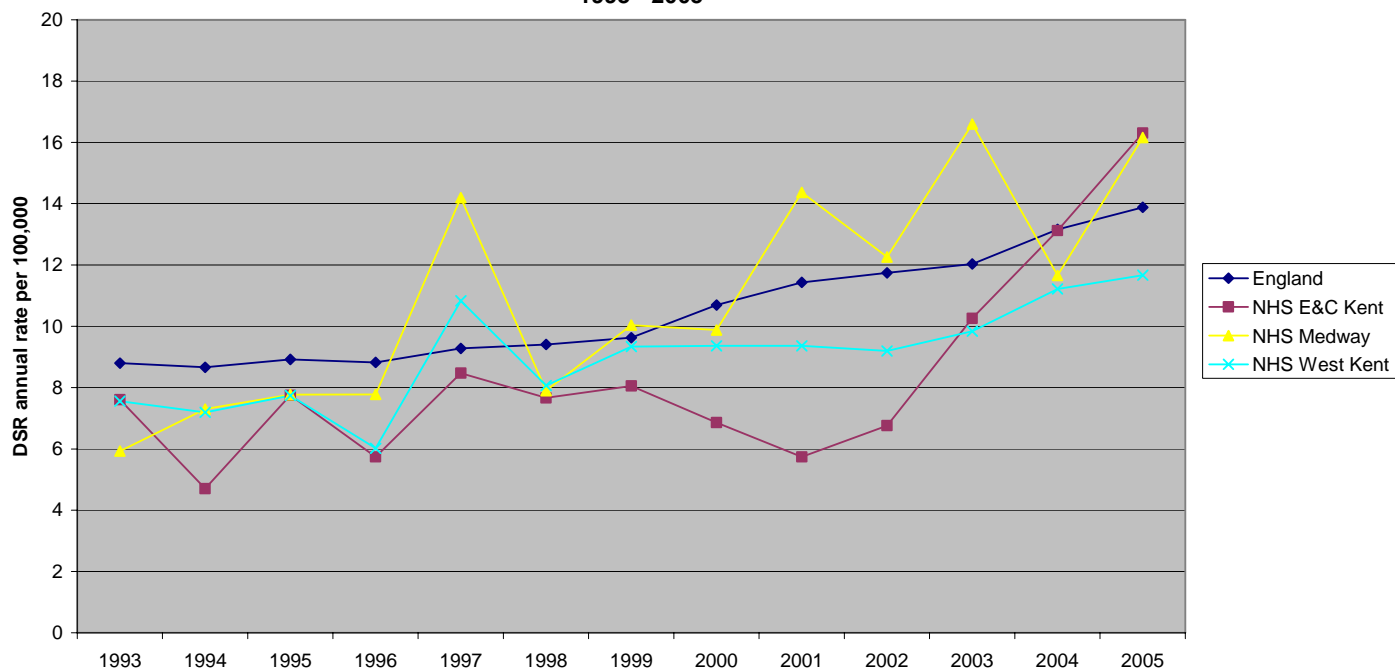


Data source: NCHOD

Figure 19

# Kent and Medway Cancer Network Awareness and Early Diagnosis

**Malignant Melanoma Incidence - All Ages, All Persons  
1993 - 2005**



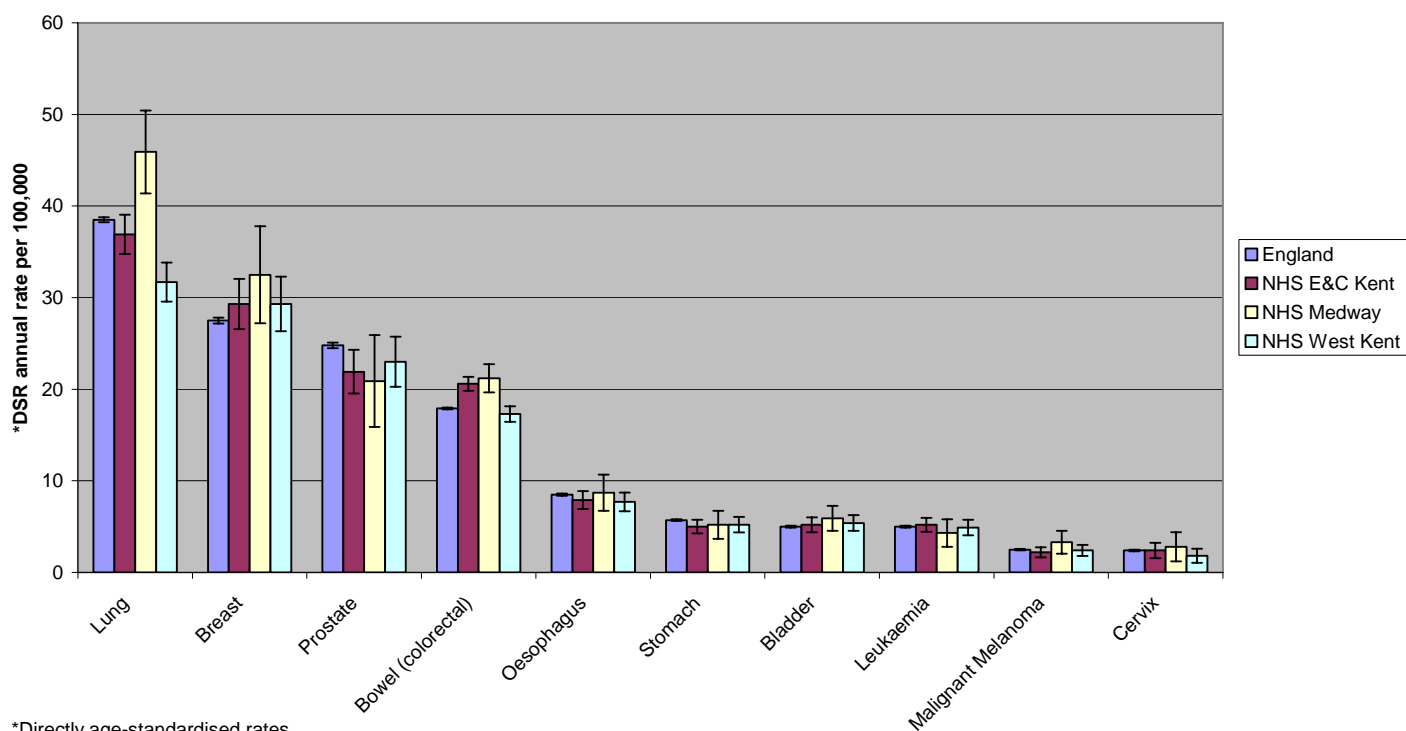
Data source: NCHOD

Figure 20

## 3.2 Cancer Mortality

Figure 21 illustrates cancer mortality per tumour group by PCT pooled over a three-year period (2005 – 2007). The English average is included for comparative purposes.

**Cancer Mortality: DSR\* all ages 2005-2007 Three year Pooled**



\*Directly age-standardised rates

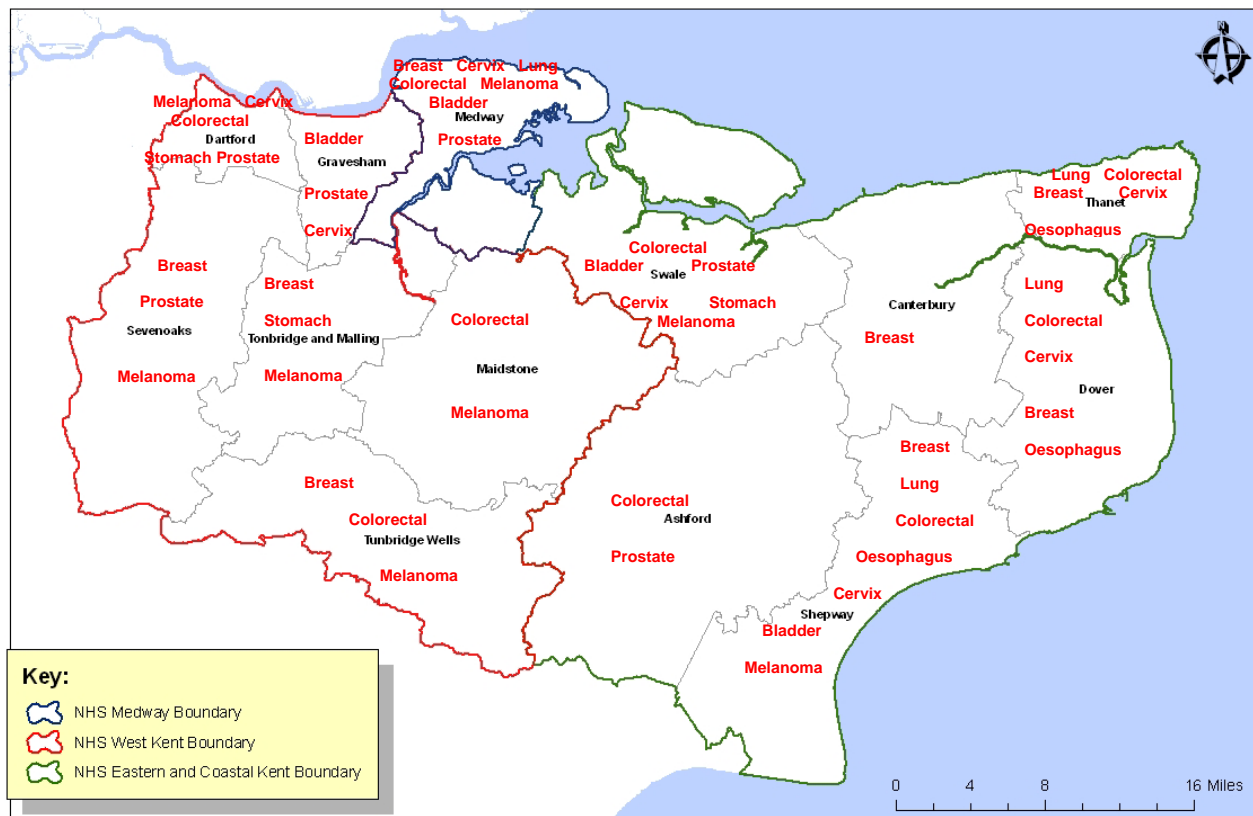
Data Source: NCHOD

Figure 21

## Kent and Medway Cancer Network Awareness and Early Diagnosis

Figure 22 illustrates those local authorities that have cancer mortality rates higher than the England average for all persons by cancer site. This is consistent with research findings that the cancer outcomes are worse for people living in the more deprived areas.

**Cancer Mortality Greater than English Average per Local Authority  
All Persons 2003-2005 Three Year DSR\* per 100,000**



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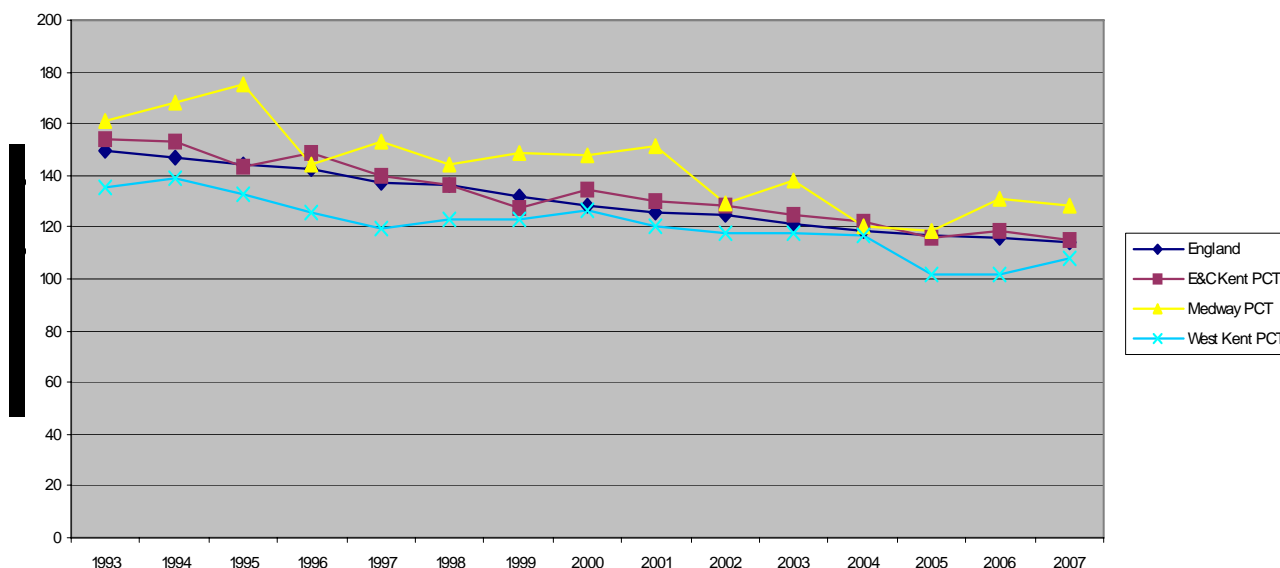
\*DSR = Directly Age Standardised Rates

**Figure 22**

## 3.2.1 Trends in Cancer Mortality by PCT

The following graphs (figures 23-35) present annual cancer mortality trends. Ideally three year pooled data would better present mortality trends, this data will be included at a later date, when available.

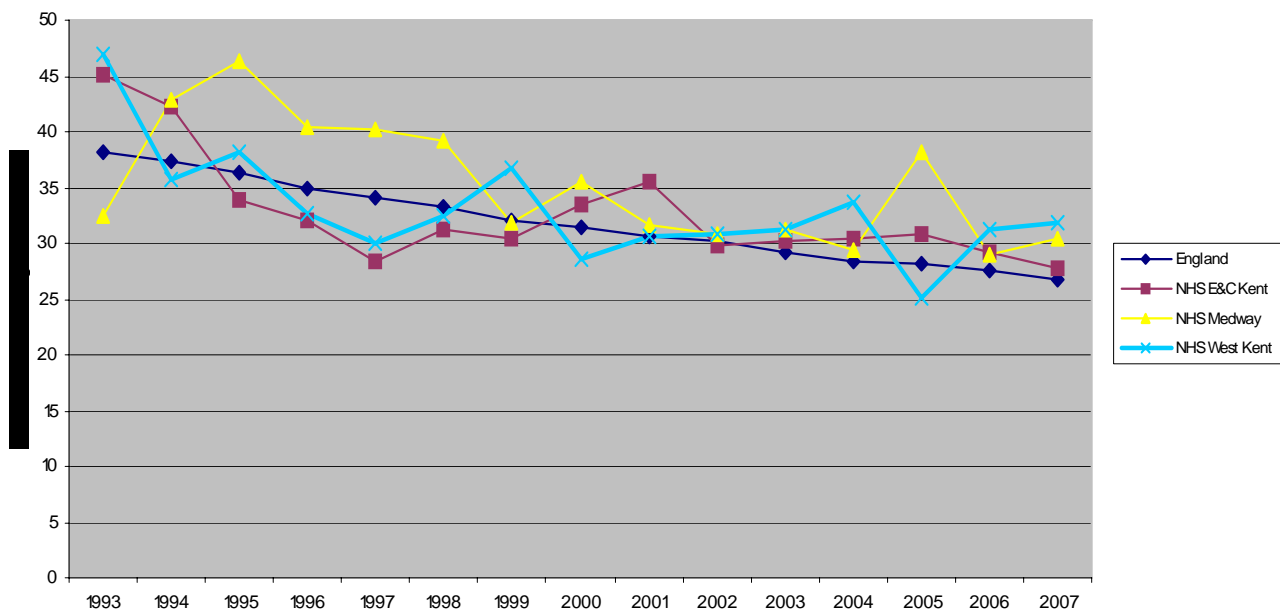
**All Cancers Mortality - All Ages, All Persons 1993 - 2007**



Data source: NCHOD

Figure 23

**Breast Cancer Mortality - Female, All Ages 1993 - 2007**



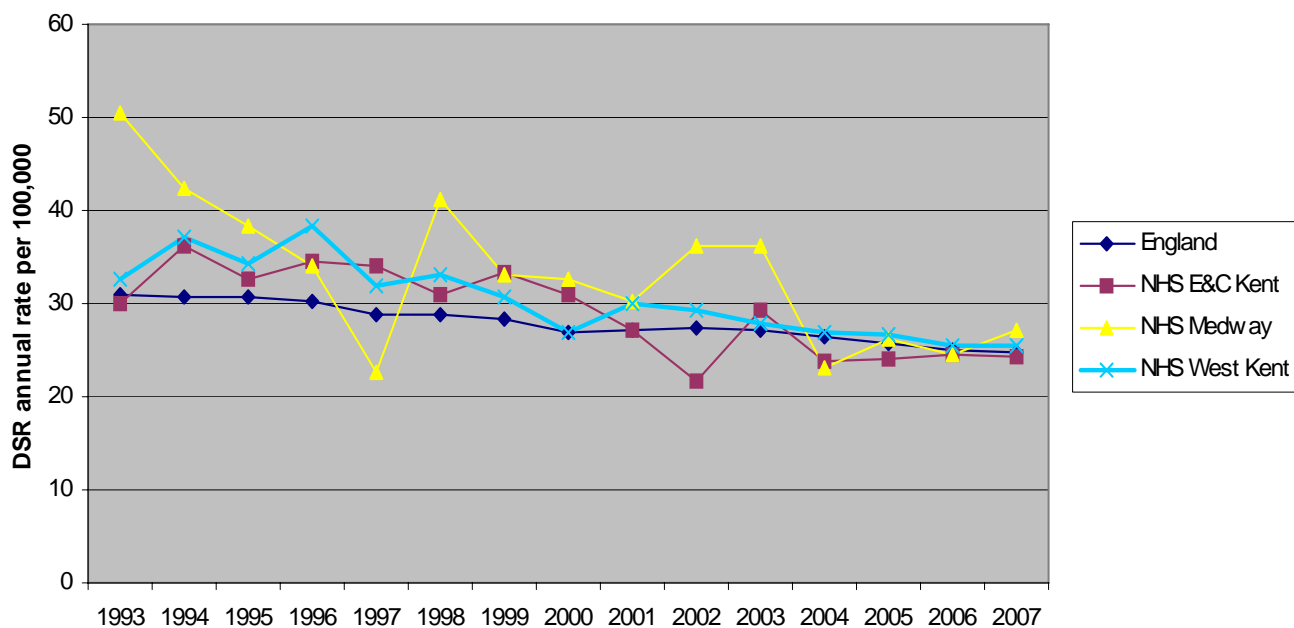
Data source: NCHOD

Figure 24



# Kent and Medway Cancer Network Awareness and Early Diagnosis

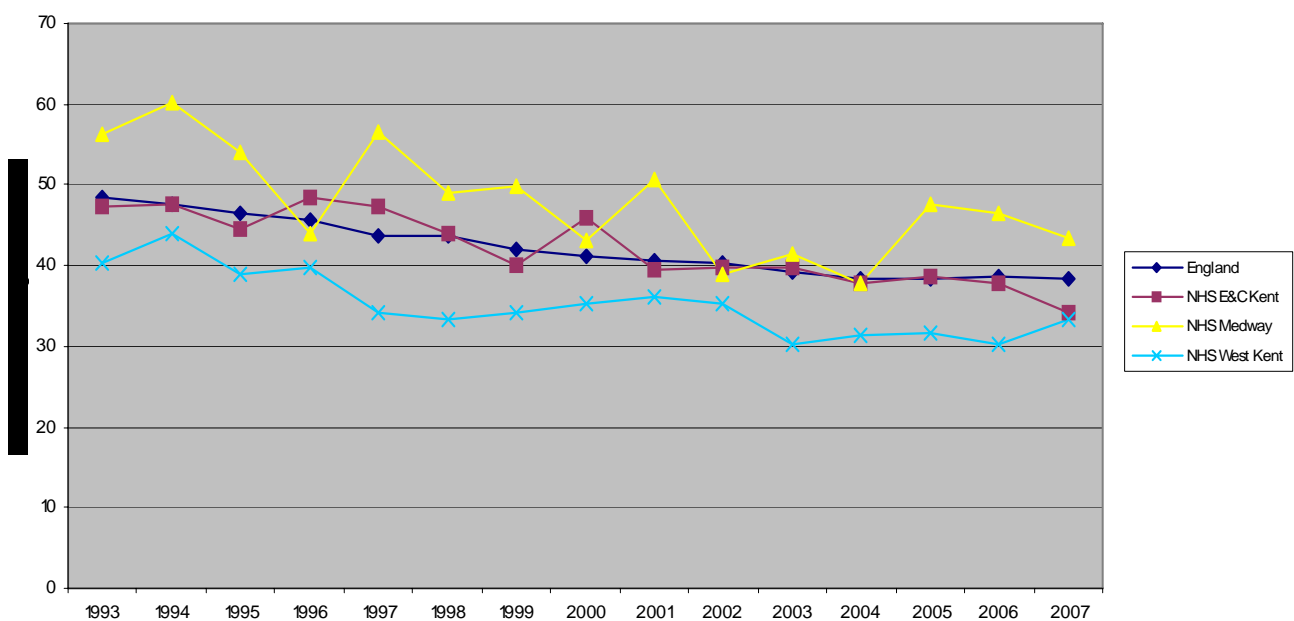
**Prostate Cancer Mortality - Male, All Ages 1993 - 2007**



Data source: NCHOD

Figure 25

**Lung Cancer Mortality - All Persons, All Ages 1993 - 2007**

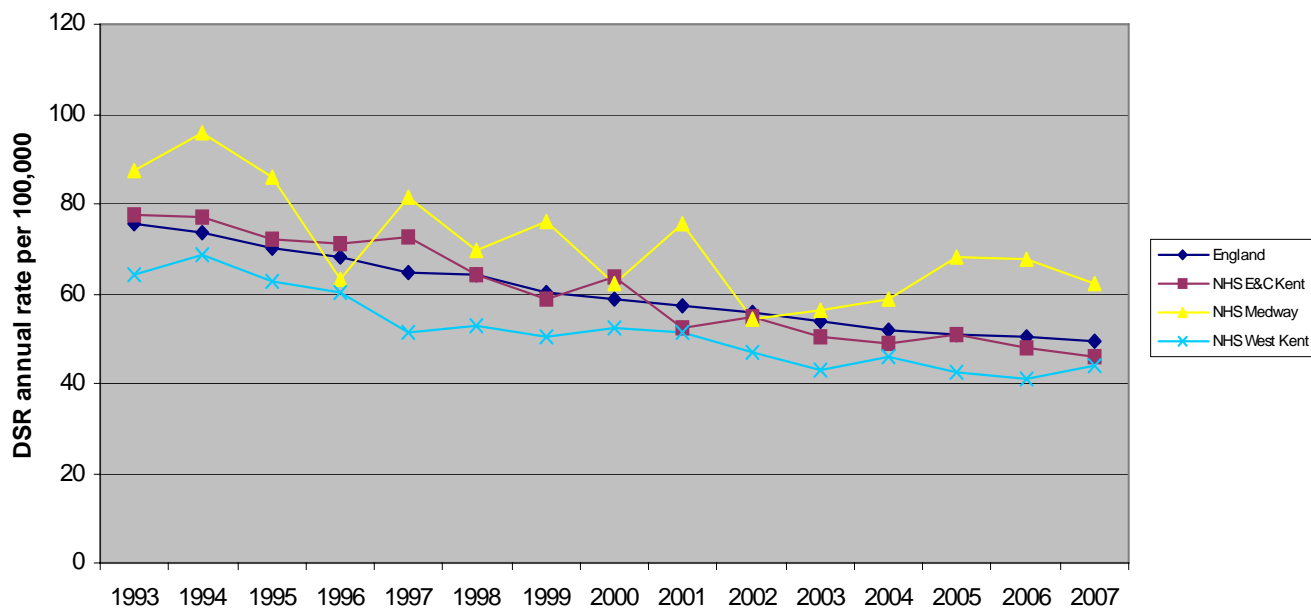


Data source: NCHOD

Figure 26

# Kent and Medway Cancer Network Awareness and Early Diagnosis

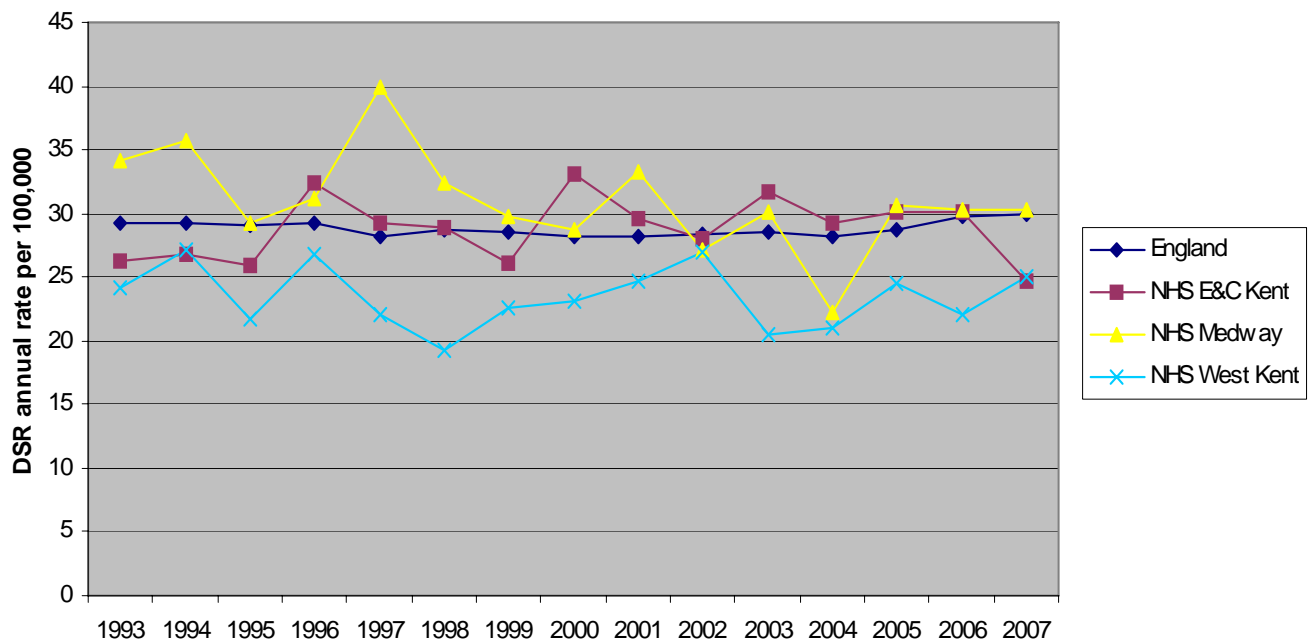
### Lung Cancer Mortality - Male, All Ages 1993 - 2007



Data source: NCHOD

Figure 27

### Lung Cancer Mortality - Female, All Ages 1993 - 2007

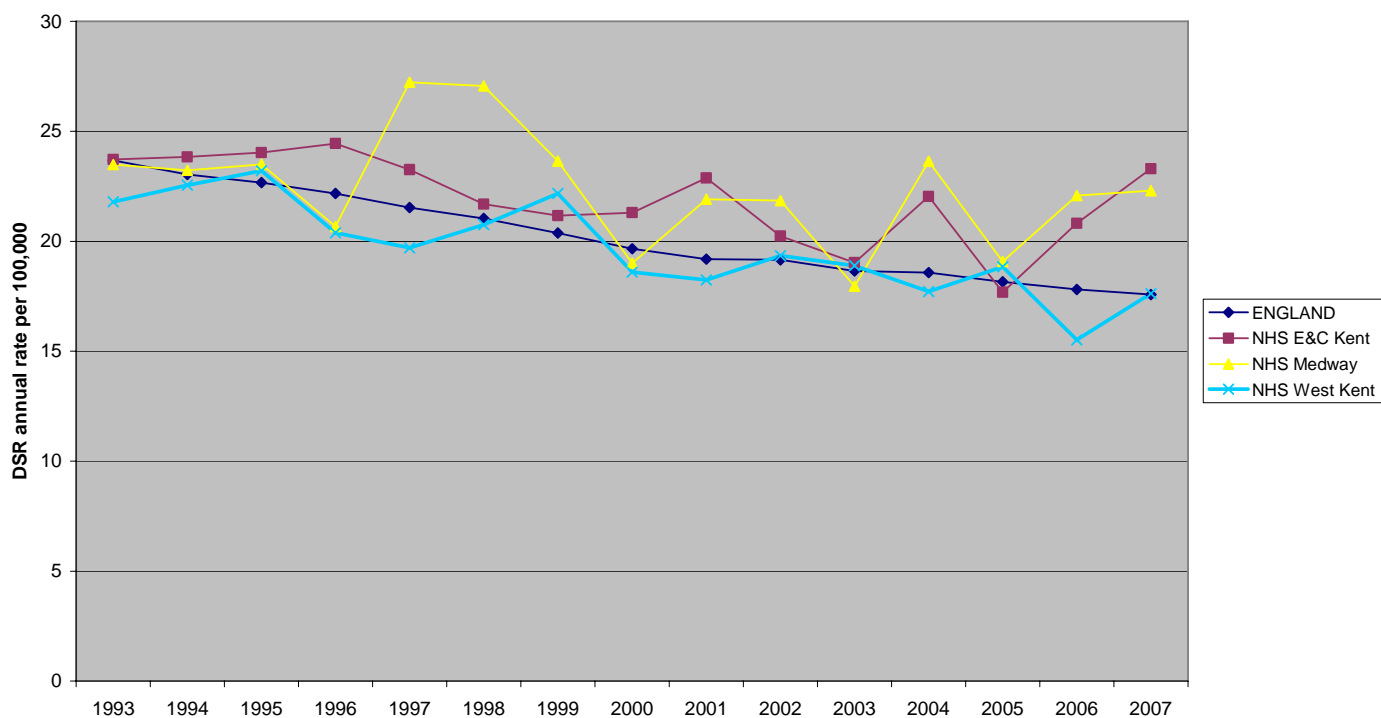


Data source: NCHOD

Figure 28

# Kent and Medway Cancer Network Awareness and Early Diagnosis

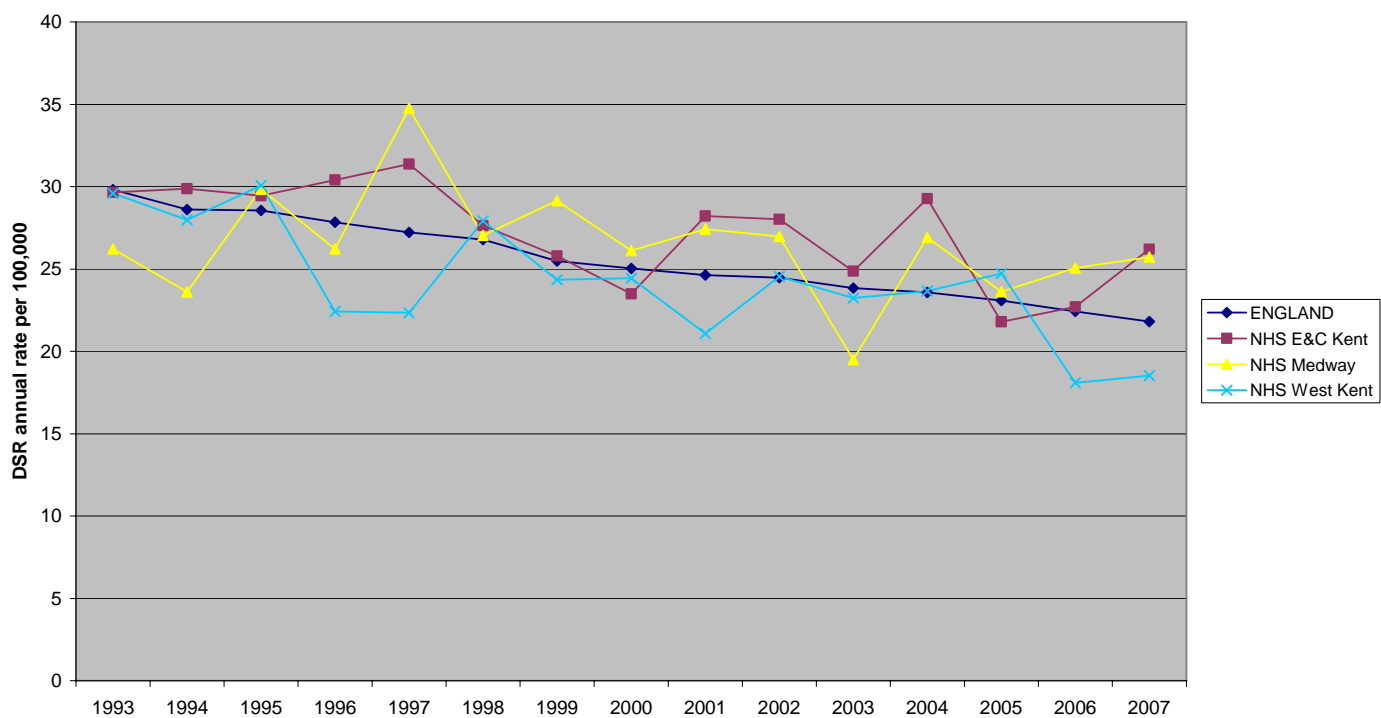
## Colorectal Cancer Mortality - All Persons, All Ages 1993 - 2007



Data source: NCHOD

Figure 29

## Colorectal Cancer Mortality - Male, All Ages 1993 - 2007

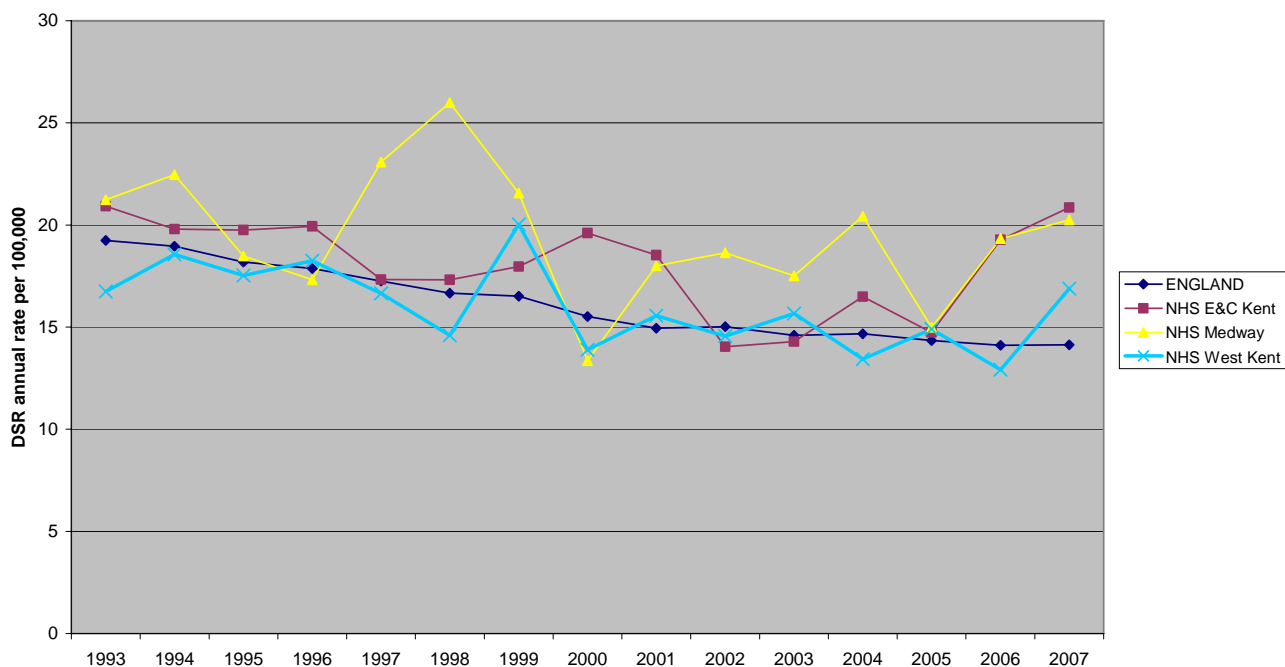


Data source: NCHOD

Figure 30

# Kent and Medway Cancer Network Awareness and Early Diagnosis

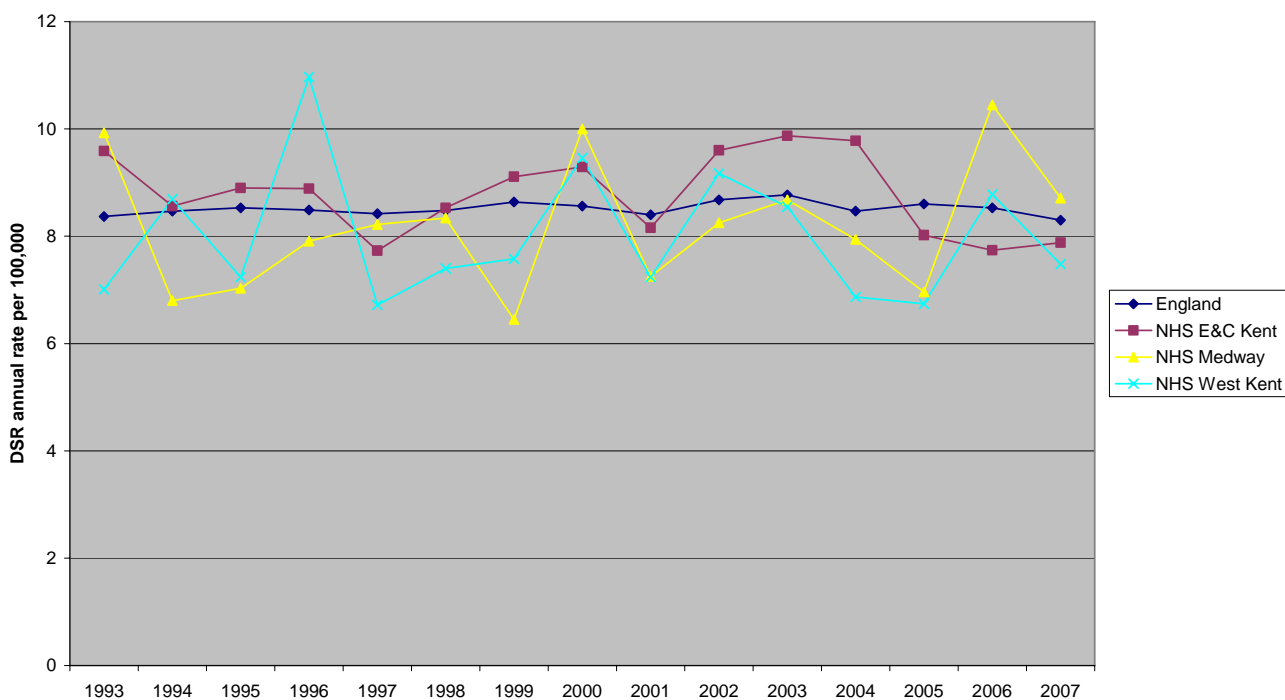
## Colorectal Cancer Mortality - Female, All Ages 1993 - 2007



Data source: NCHOD

Figure 31

## Oesophageal Cancer Mortality - All Persons, All Ages 1993 - 2007

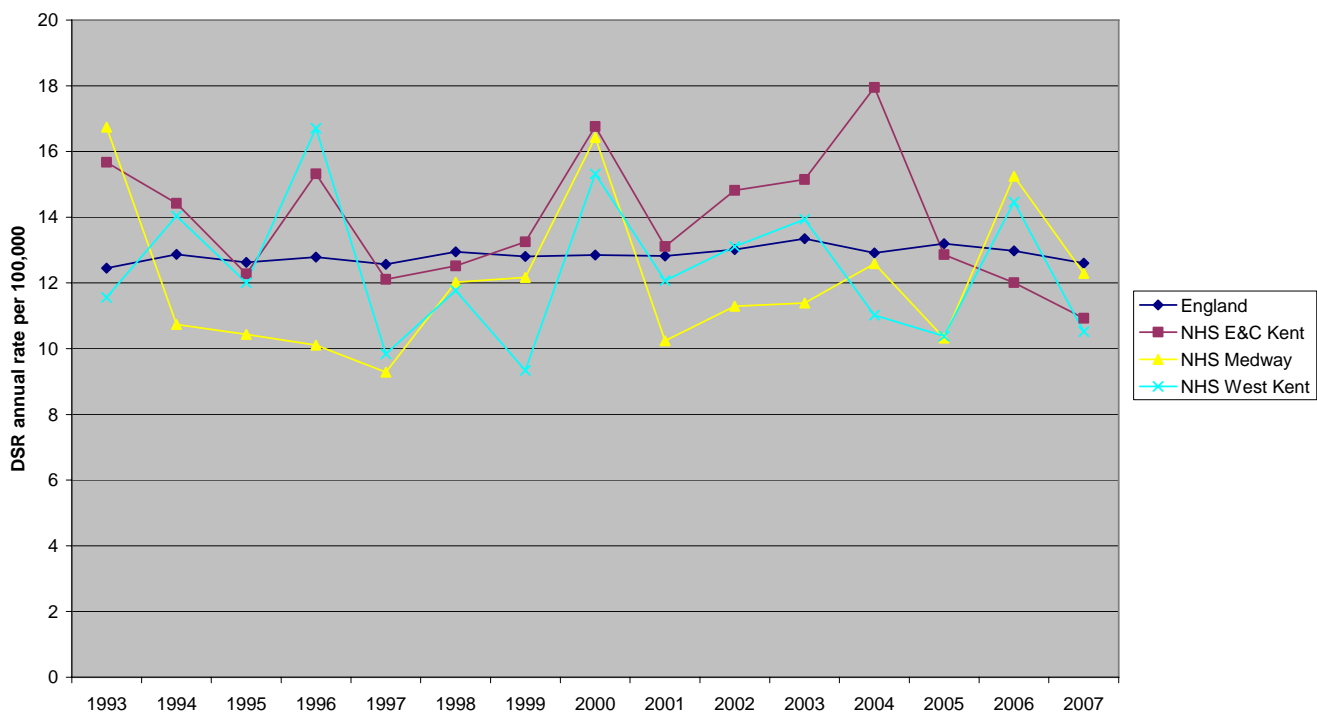


Data source: NCHOD

Figure 32

# Kent and Medway Cancer Network Awareness and Early Diagnosis

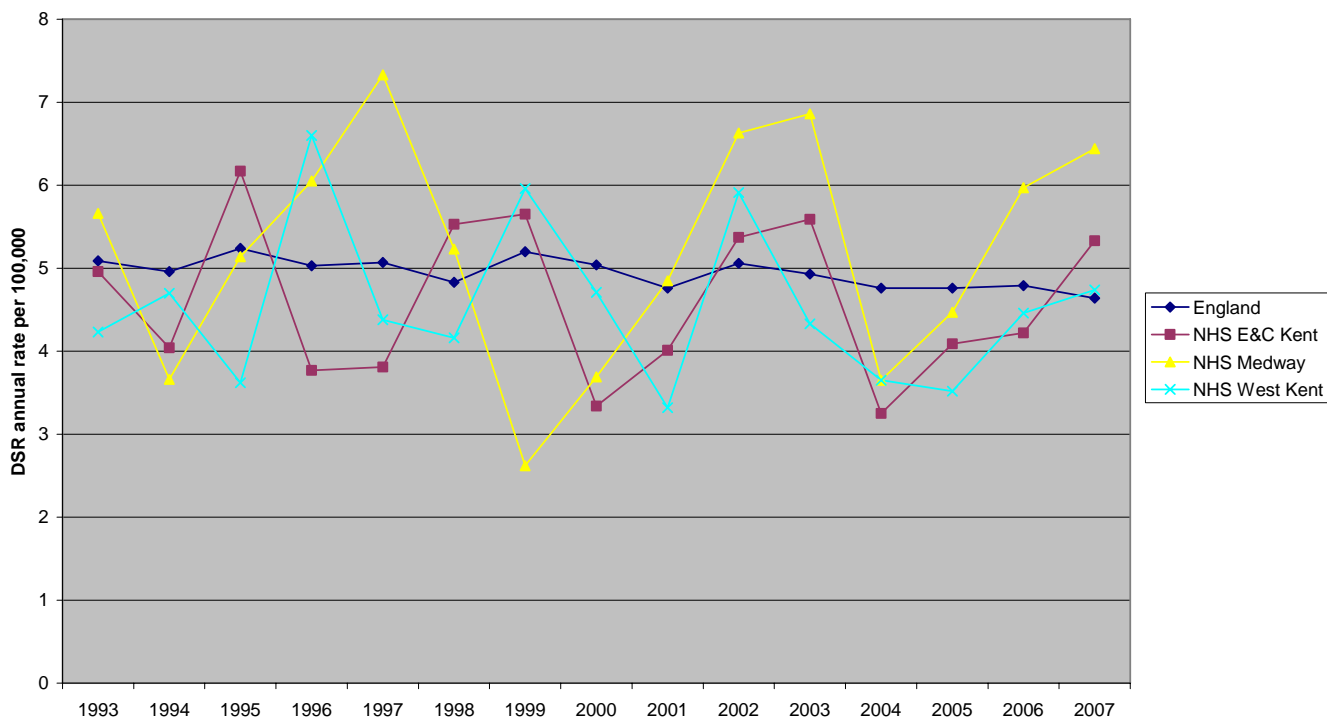
## Oesophageal Cancer Mortality - Males, All Ages 1993 - 2007



Data source: NCHOD

Figure 33

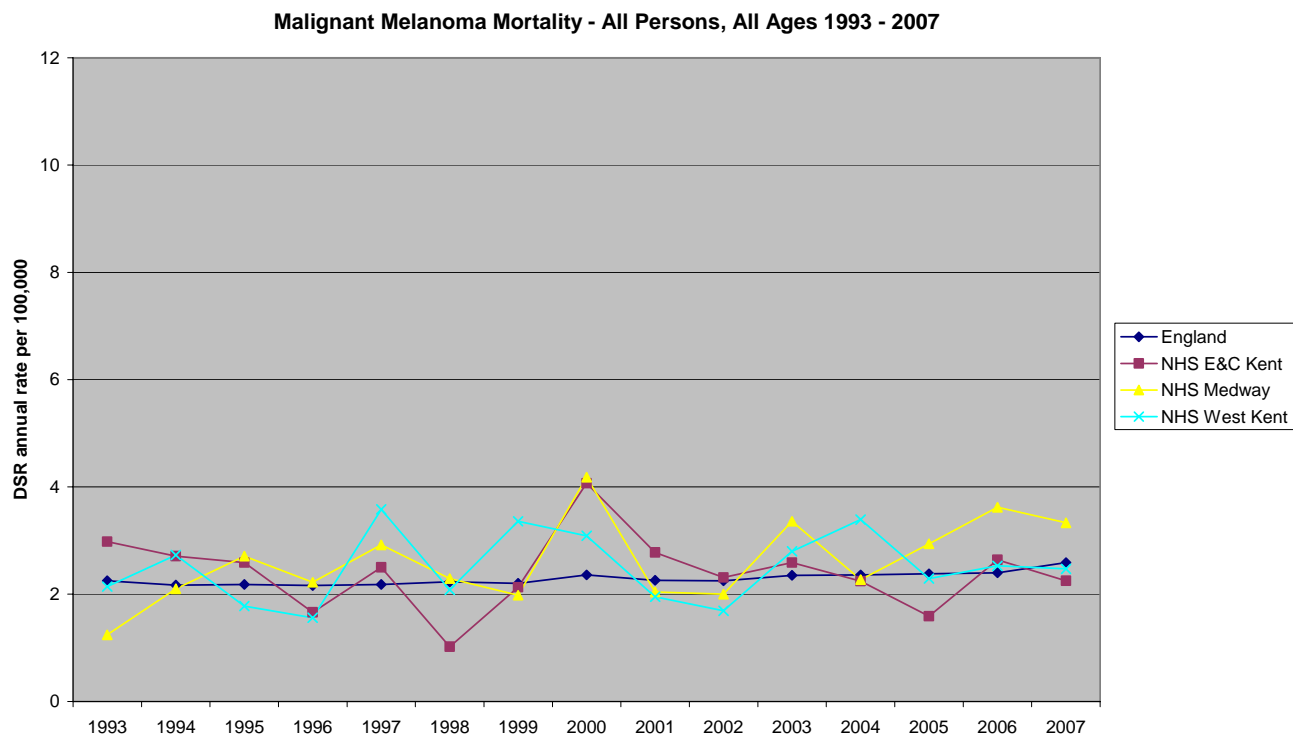
## Oesophageal Cancer Mortality - Females, All Ages 1993 - 2007



Data source: NCHOD

Figure 34

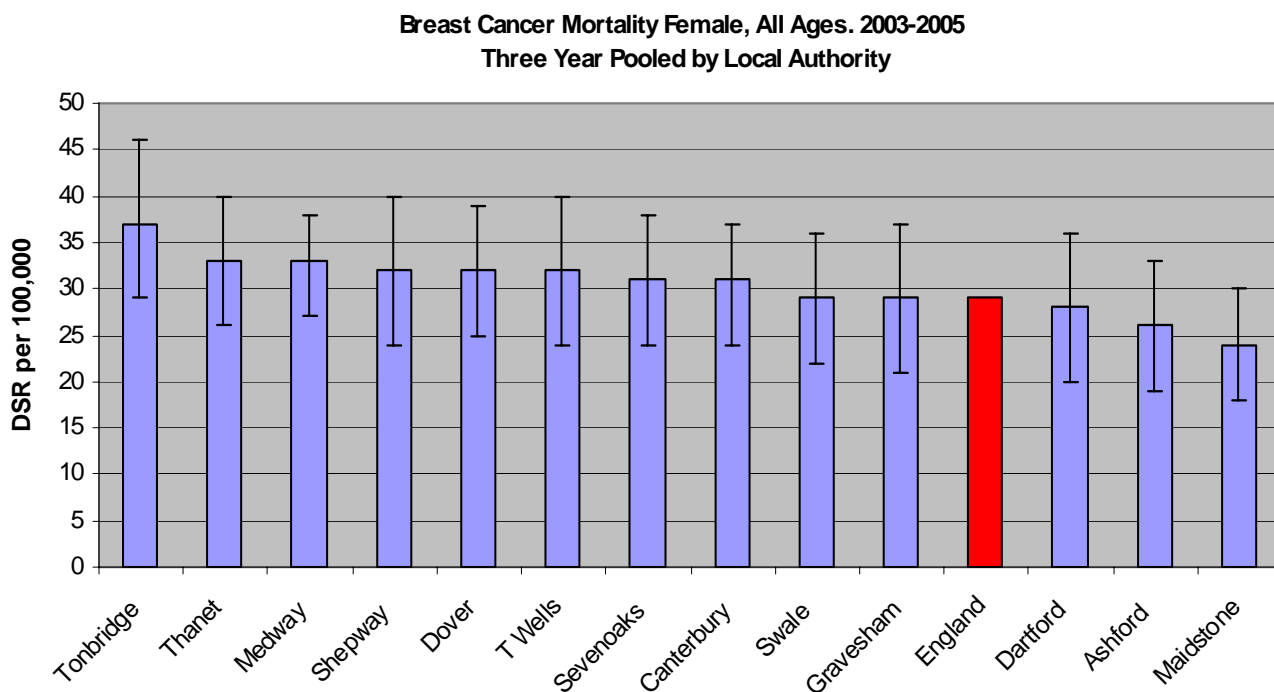
# Kent and Medway Cancer Network Awareness and Early Diagnosis



Data source: NCHOD

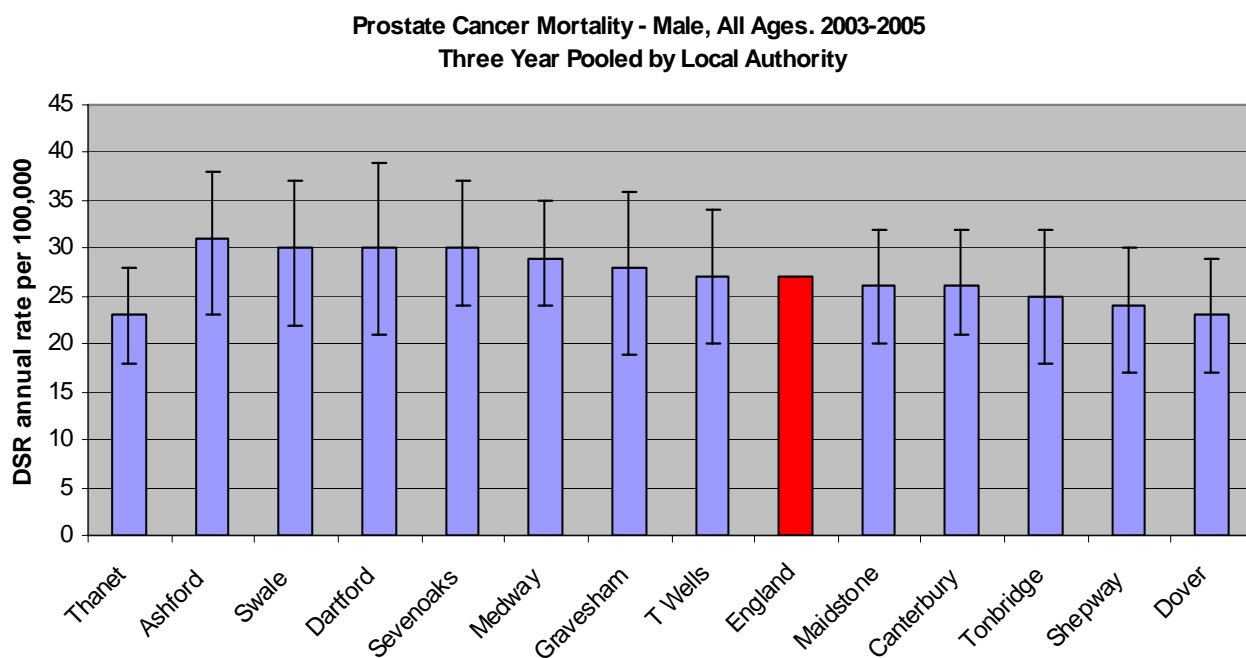
Figure 35

3.2.3 Cancer Mortality per Tumour Group by Local Authority



Data source: NCIN Cancer e-Atlas

Figure 36

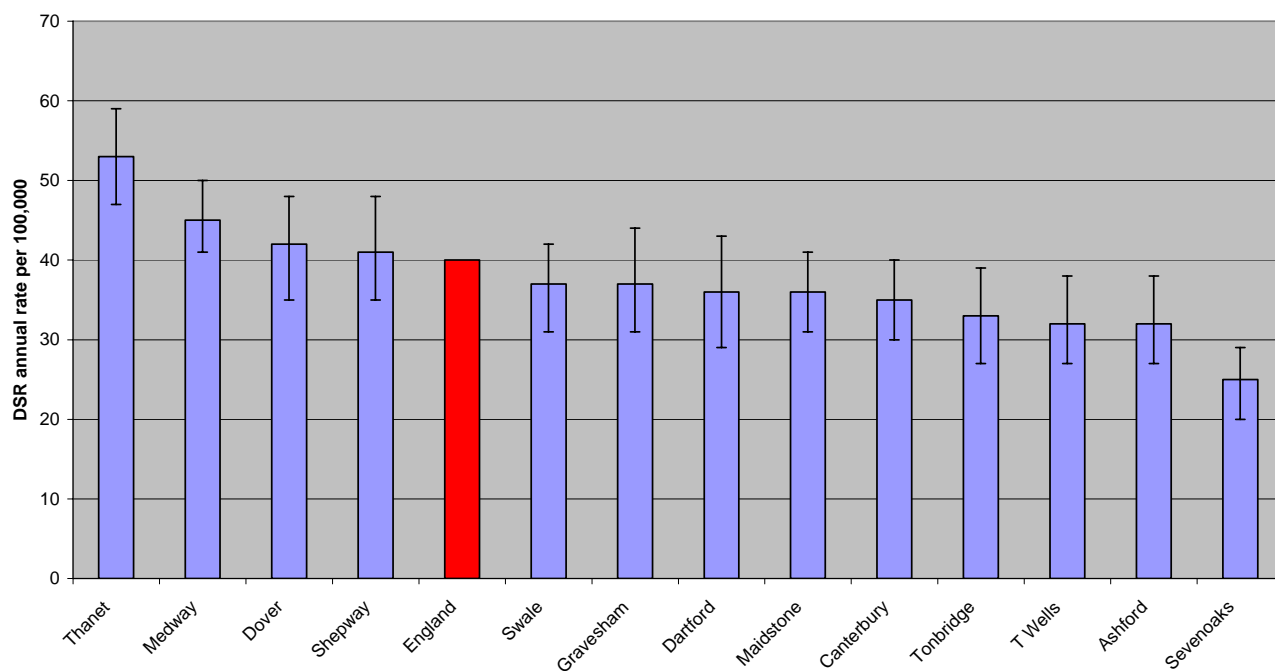


Data source: NCIN Cancer e-Atlas

Figure 37

## Kent and Medway Cancer Network Awareness and Early Diagnosis

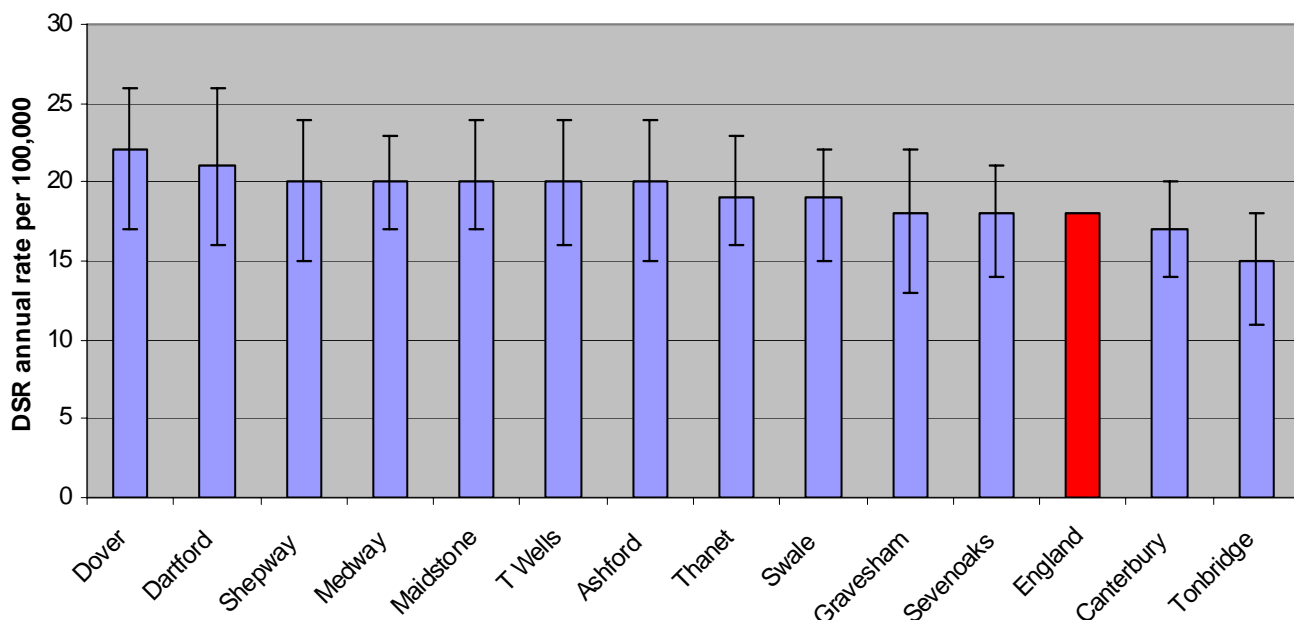
**Lung Cancer Mortality All Persons, All Ages  
2003-2005 Three Year Pooled by Local Authority**



Data source: NCIN Cancer e-Atlas

**Figure 38**

**Colorectal Cancer Mortality All Persons, All Ages. 2003-2005  
Three Year Pooled by Local Authority**



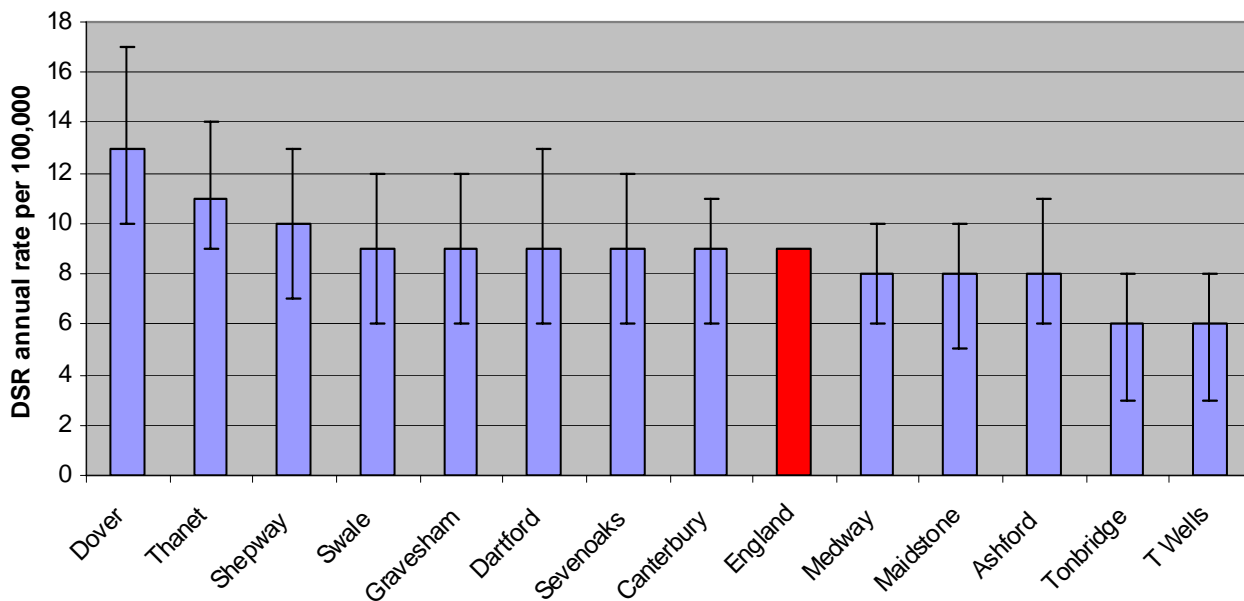
Data source: NCIN Cancer e-Atlas

**Figure 39**



# Kent and Medway Cancer Network Awareness and Early Diagnosis

Oesophageal Mortality All Persons, All Ages.2003-2005  
Three Year Pooled by Local Authority

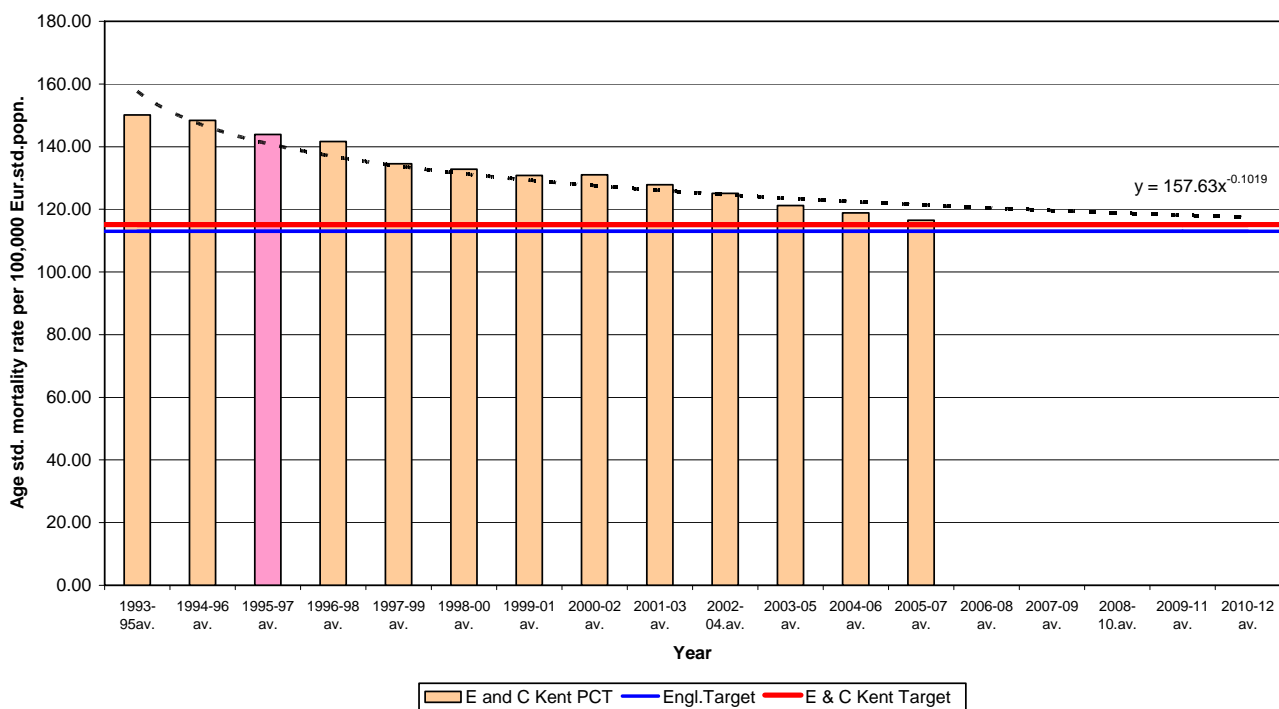


Data source: NCIN Cancer e-Atlas

Figure 40

## 3.3 Progress against Target

Progress towards 2010 target, all cancers, persons under 75 years old - Eastern & C. Kent PCT



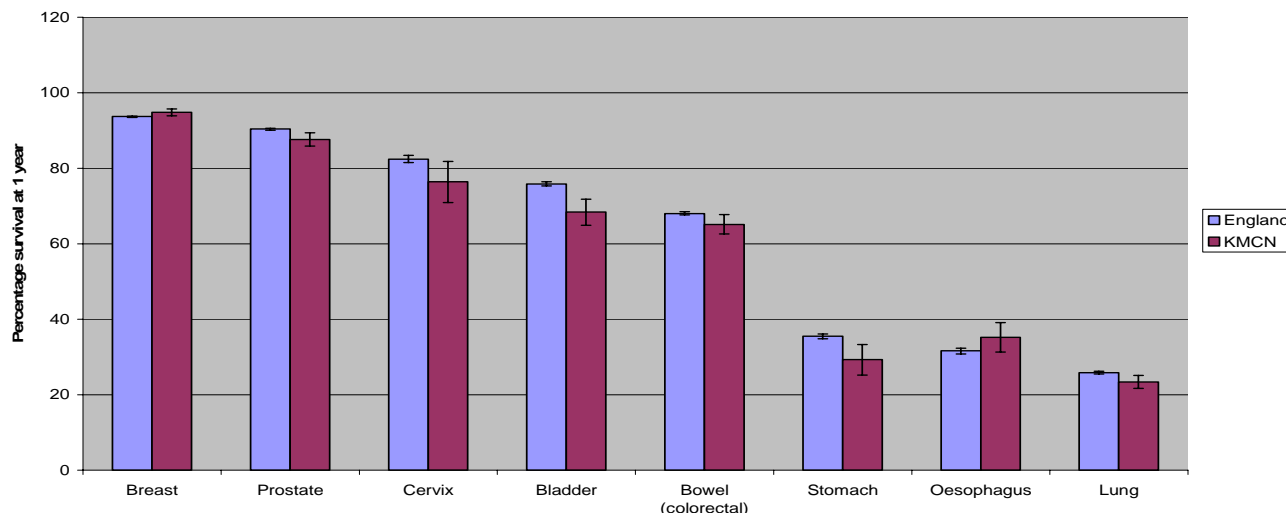
Data source: Kent & Medway Public Health Observatory

Figure 41

4.0 One Year Survival by Network

One-year survival rates for KMCN as compared to the English average are presented in figure 42.

1 Year Survival Following Diagnosis with 95% Confidence Intervals by Tumour Group  
(Patients aged 15-99 years diagnosed 1999-2001 followed up to December 2002)



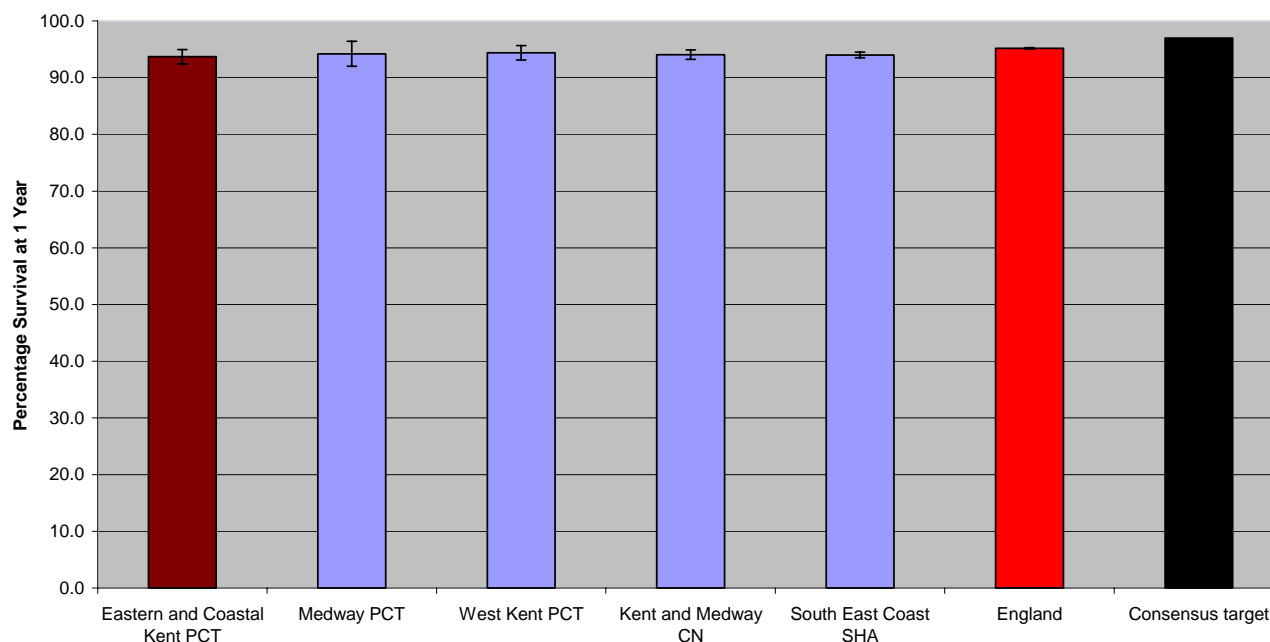
Data source: NCHOD

Figure 42

4.1 One Year Survival by PCT

The following graphs (figures 43-46) illustrate 1 year survival of patients diagnosed with breast, prostate, lung and colorectal cancer during the period 2002-2006. The data are presented at PCT and cancer network level. Data for England, South East Coast Strategic Health Authority and the consensus target derived from the Eurocare – 4<sup>1</sup> study are provided for comparisons.

1 Year Survival Following Diagnosis of Breast Cancer 2002-2006  
(Female)



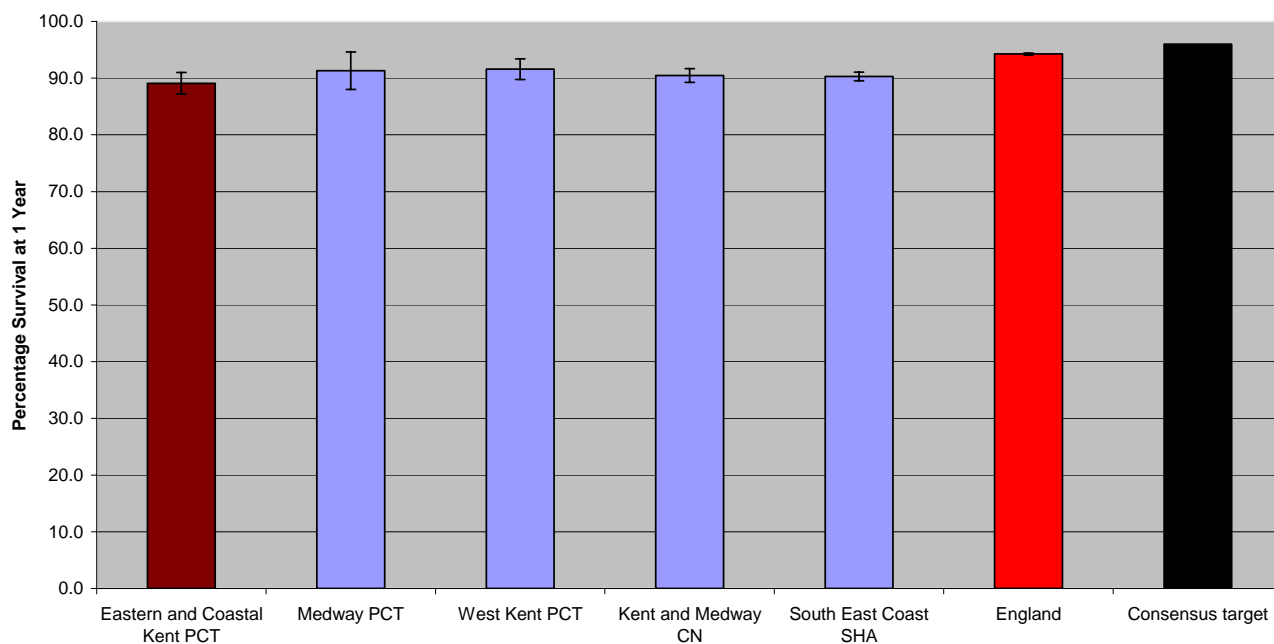
Data source: Thames Cancer Registry

Figure 43

<sup>1</sup> Berrino et al. (2007) Lancet Oncology, DOI:10.1016/S1470-2045(07)

## Kent and Medway Cancer Network Awareness and Early Diagnosis

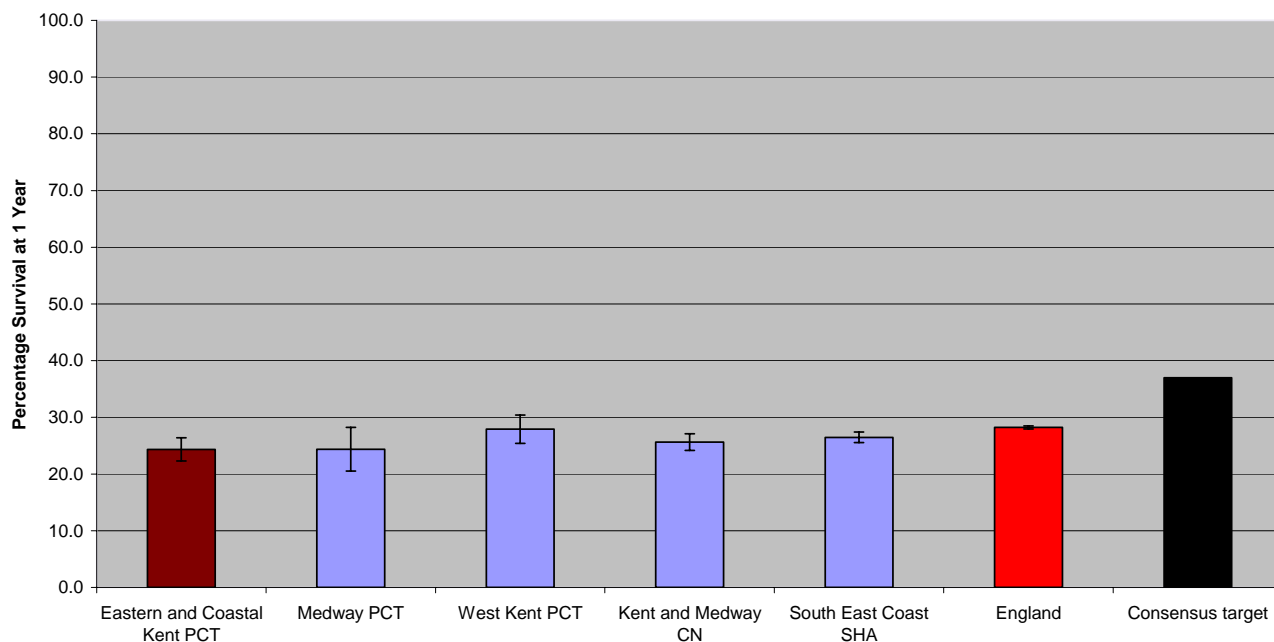
**1 Year Survival Following Diagnosis of Prostate Cancer 2002-2006**



Data source: Thames Cancer Registry

**Figure 44**

**1 Year Survival Following Diagnosis of Lung Cancer 2002-2006  
(Persons)**

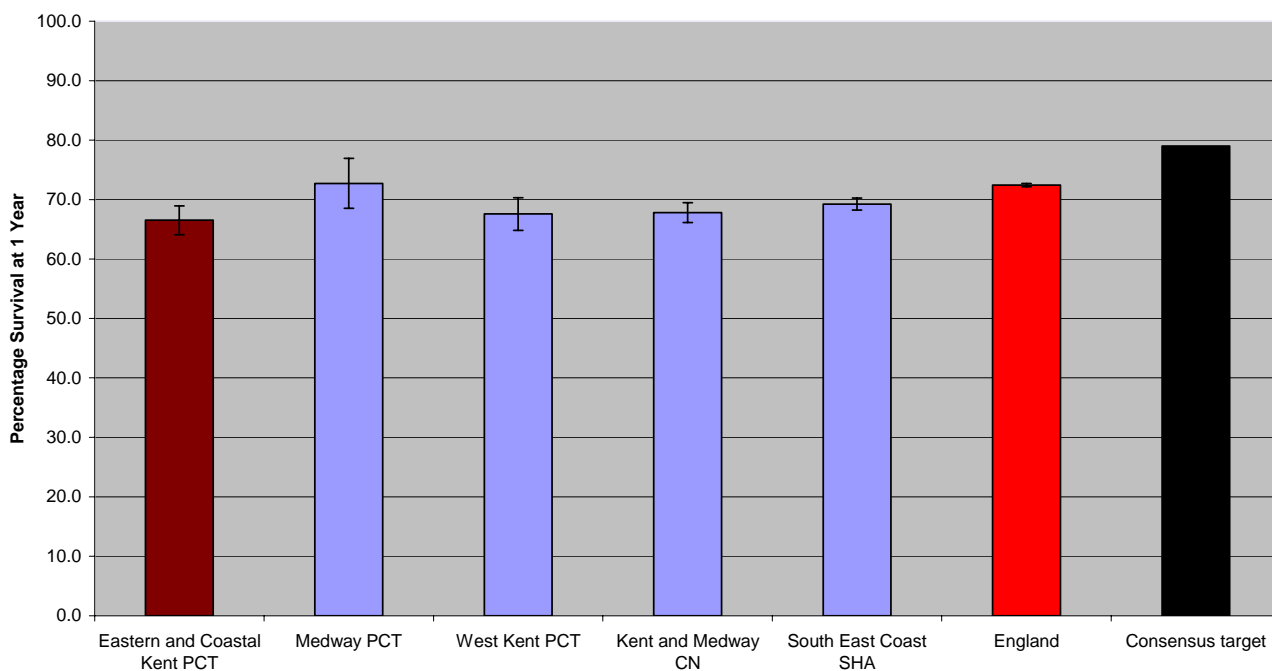


Data source: Thames Cancer Registry

**Figure 45**

## Kent and Medway Cancer Network Awareness and Early Diagnosis

**1 Year Survival Following Diagnosis of Colorectal Cancer 2002-2006  
(Persons)**



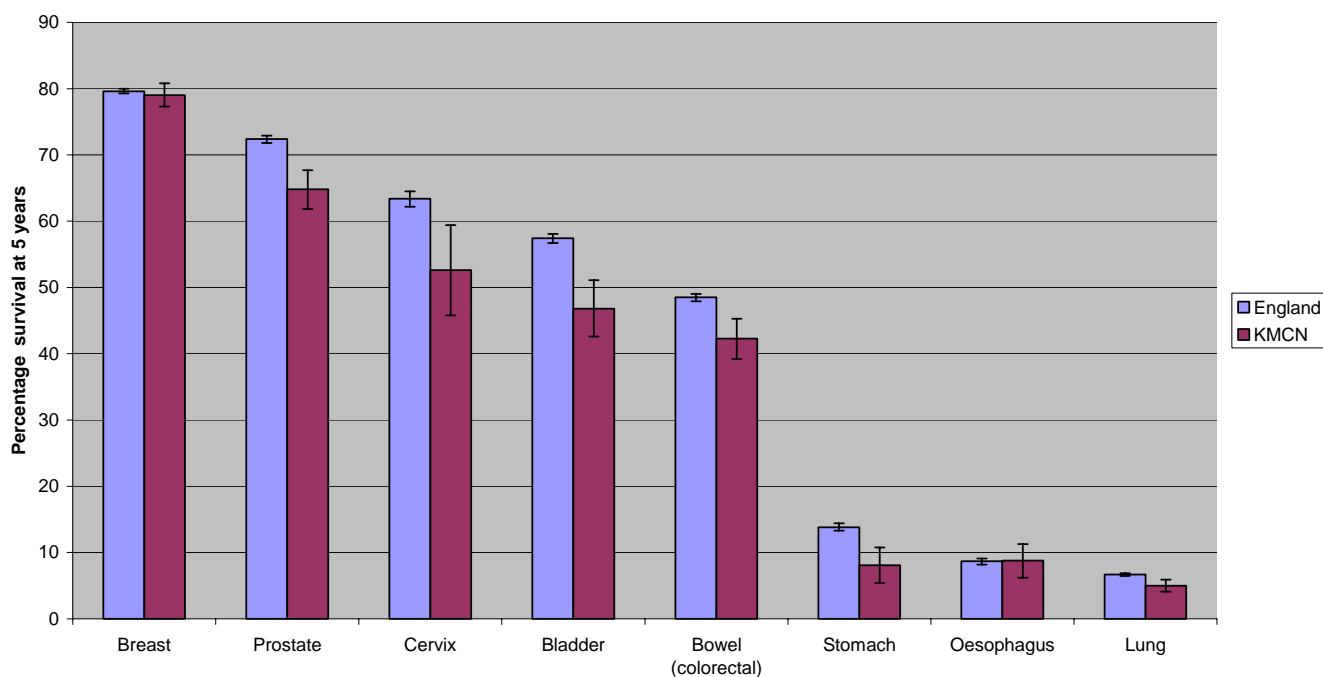
Data source: Thames Cancer Registry

Figure 46

### 5.0 Five Year Survival by Network

Five-year survival rates for KMCN as compared to the England average are presented in figure 47.

**5 Year Survival Following Diagnosis with 95% Confidence Intervals by Tumour Group  
(Patients aged 15-99 years diagnosed 1999-2001 followed up to December 2005)**



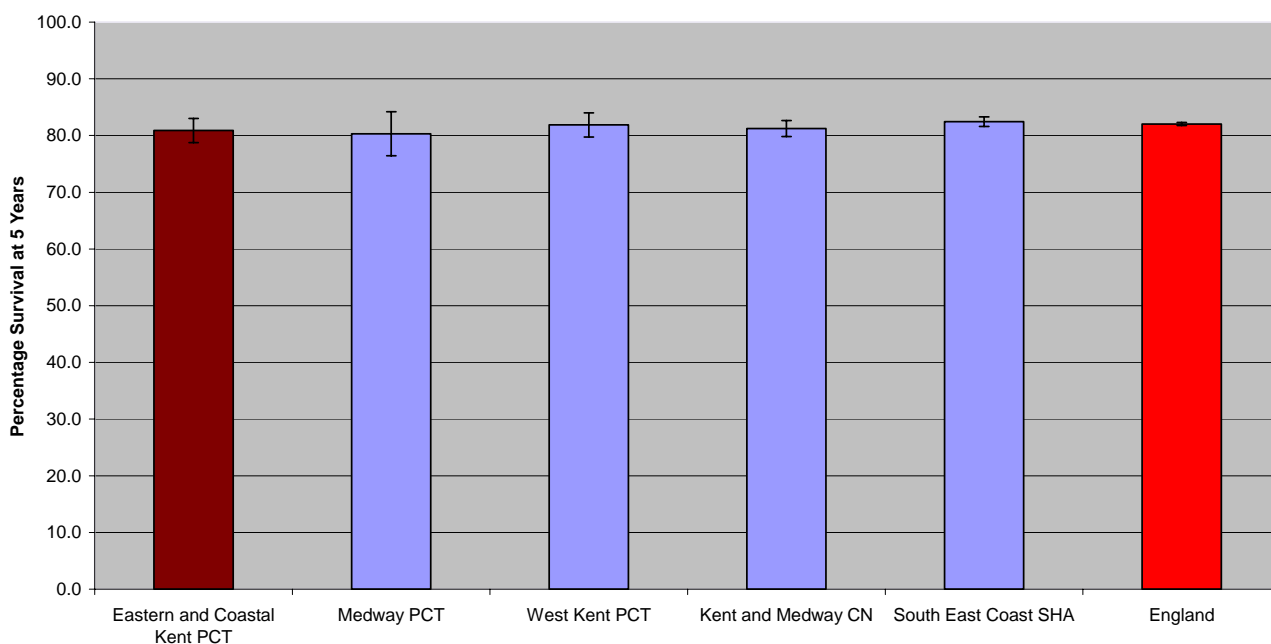
Data Source: NCHOD

Figure 47

**5.1 Five Year Survival by PCT**

The following graphs (figures 48-51) illustrate 5 year survival of patients diagnosed with breast, prostate, lung and colorectal cancers during the period 2002-2006. The data are presented at PCT and cancer network level. Data for England and South East Coast Strategic Health Authority are provided for comparisons.

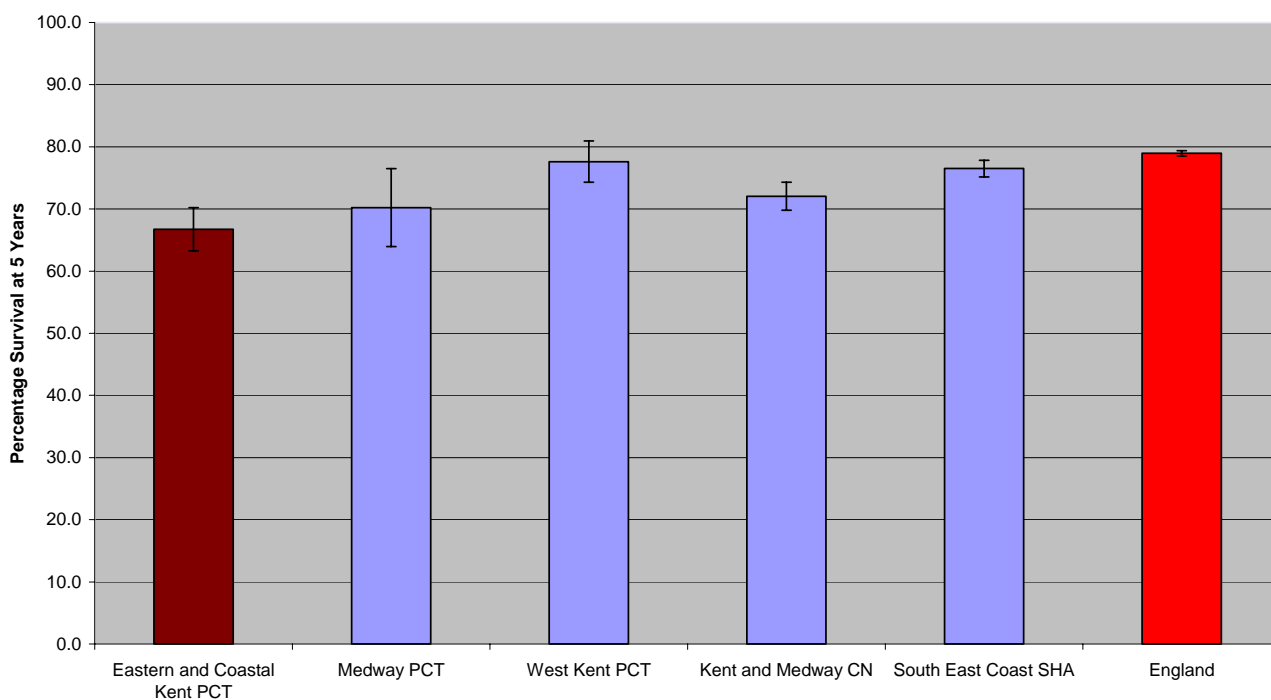
**5 Year Survival Following Diagnosis of Breast Cancer 2002-2006 (Female)**



Data source: Thames Cancer Registry

**Figure 48**

**5 Year Survival Following Diagnosis of Prostate Cancer 2002-2006**

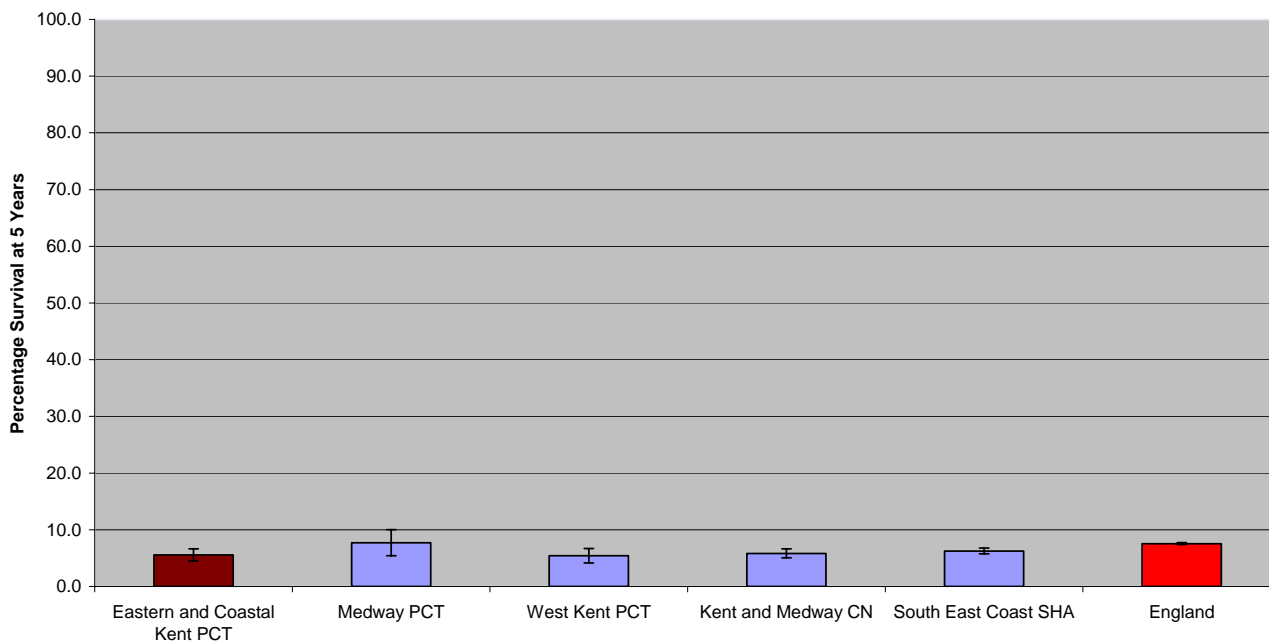


Data source: Thames Cancer Registry

**Figure 49**

# Kent and Medway Cancer Network Awareness and Early Diagnosis

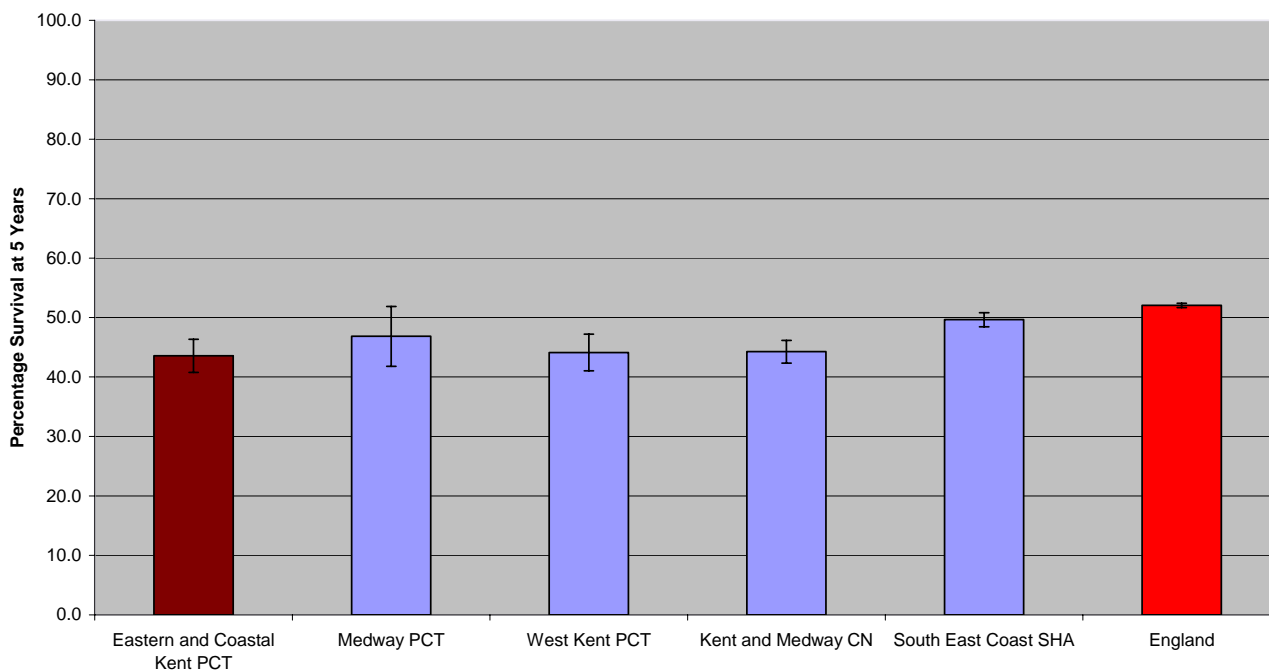
## 5 Year Survival Following Diagnosis of Lung Cancer 2002-2006 (Persons)



Data source: Thames Cancer Registry

Figure 50

## 5 Year Survival Following Diagnosis of Colorectal Cancer 2002-2006 (Persons)



Data source: Thames Cancer Registry

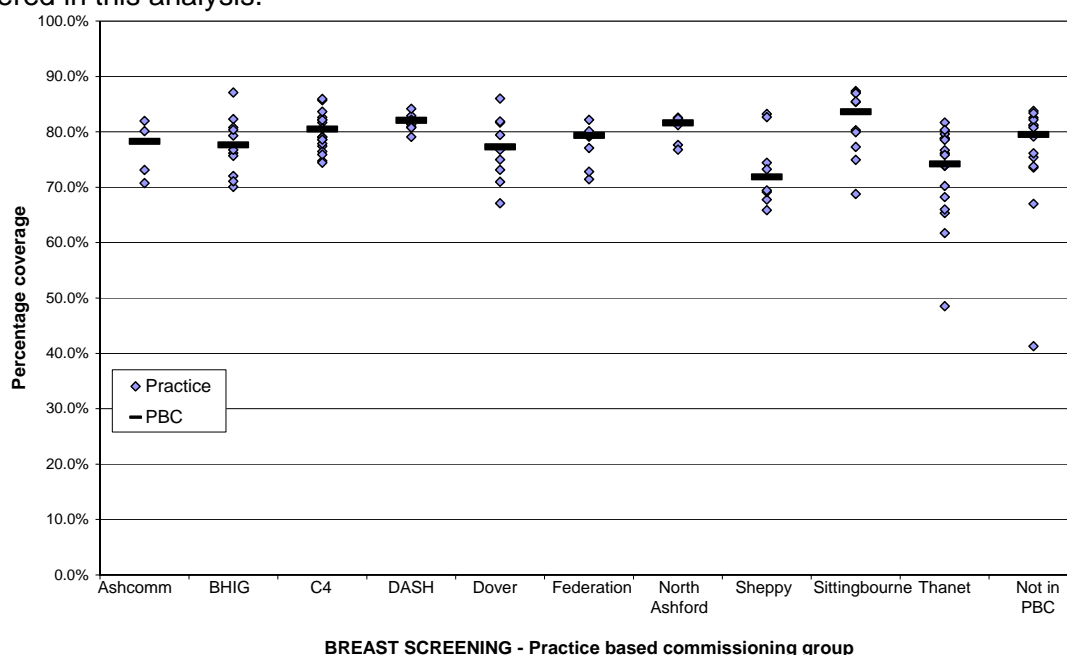
Figure 51

## 6.0 Breast Screening Coverage

The coverage rate is the proportion of eligible women in the screening target area who have had a test with a recorded result at least once in the previous 3 years. This is one way of examining the effectiveness of the screening programme.

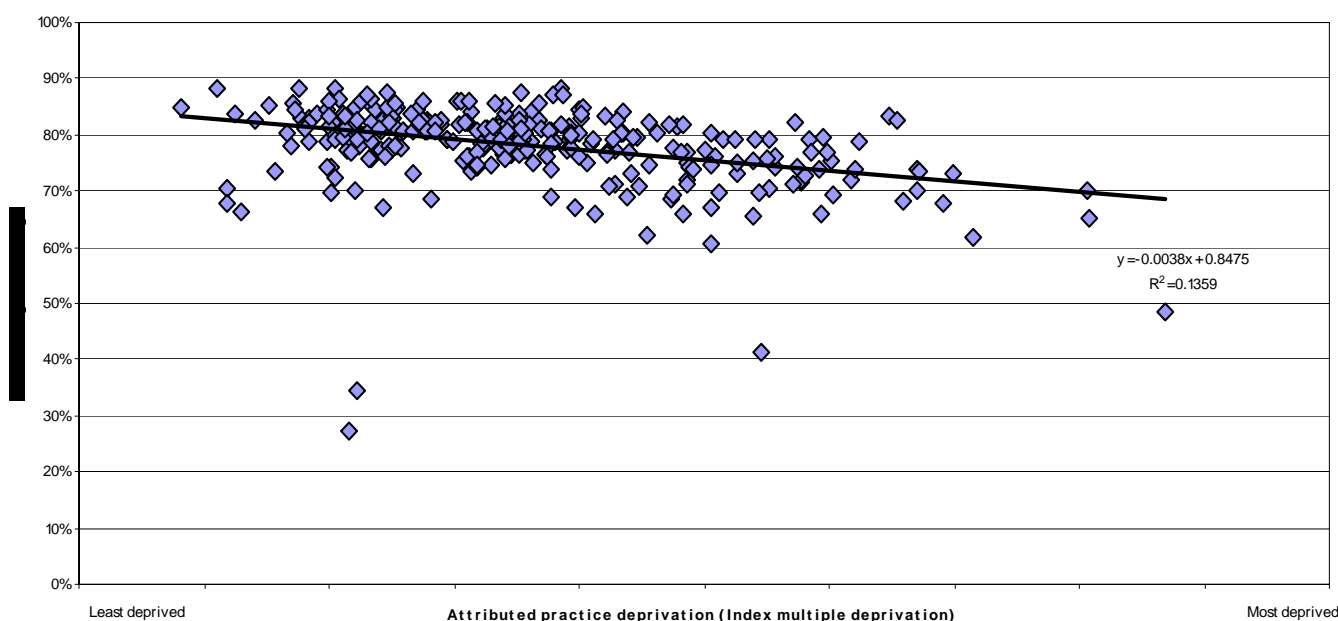
Breast screening coverage in Eastern and Coastal Kent PCT per Practice Based Commissioning Group is shown in Figure 52 for the calendar year of 2008. This shows variations of breast screening coverage across practices with few outliers and also highlights the overall breast screening coverage by PBC groups.

Breast screening coverage for Kent and Medway in 2008 by deprivation score (Index of Multiple Deprivation 2007) served by practices is shown in Figure 53 ( $r^2=0.1359$ ). The variation in the deprivation of practice area explains about 14% of the total variation in screening coverage. The other 86% of variation in screening coverage is unexplained and probably due to other factors not considered in this analysis.



Source: Kent & Medway Public Health Observatory

Figure 52



Source: Kent & Medway Public Health Observatory

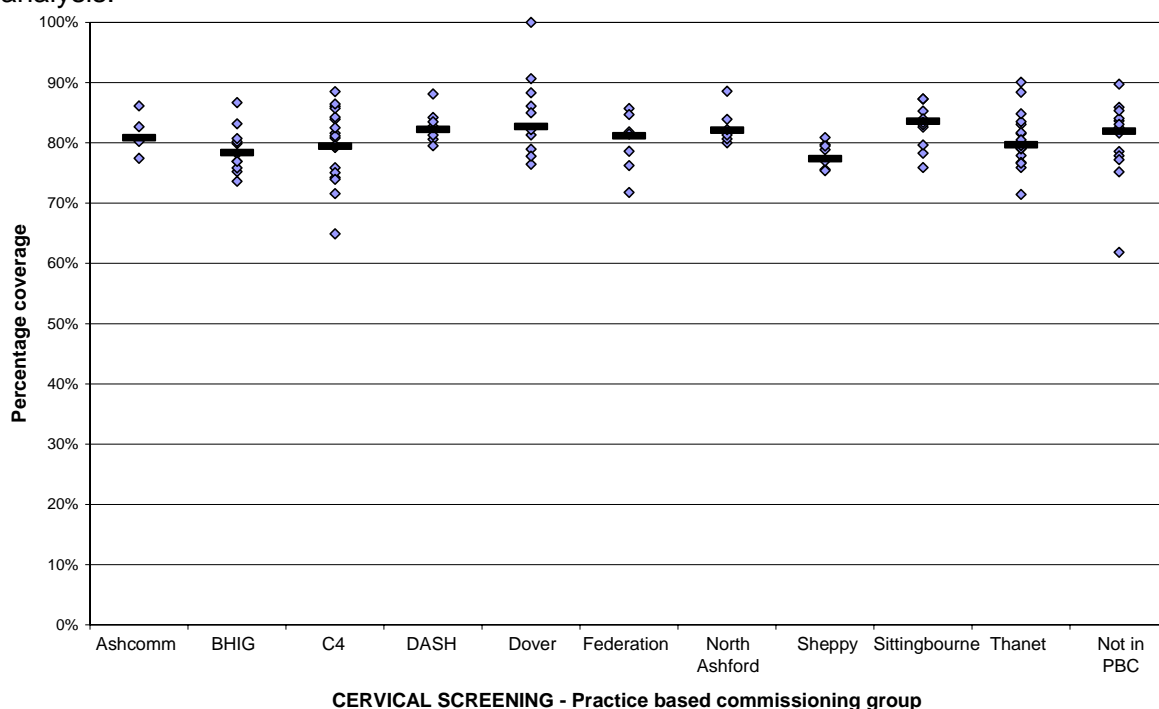
Figure 53

**7.0 Cervical Screening**

The coverage rate is the proportion of eligible women in the screening target area who have had a test with a recorded result at least once in the previous 5 years. This is one way of examining the effectiveness of the screening programme.

Cervical screening coverage during the calendar year 2008 per Practice Based Commissioning Group is shown in Figure 54. This illustrates the variations across practices and the average cervical screening coverage for each PBC group.

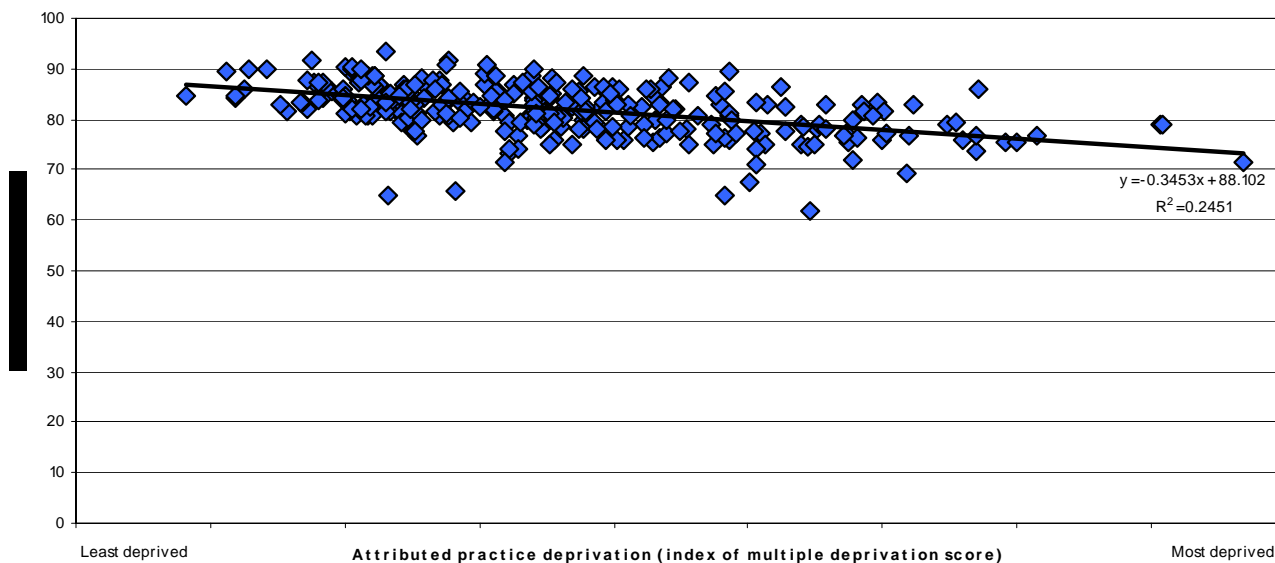
Figure 55 shows cervical screening coverage for Kent and Medway in 2008 by deprivation score (index of multiple deprivation 2007) served by practices ( $r^2=0.2451$ ). The variation in deprivation of practice area explains about 25% of total variation in screening coverage. The other 75% of the variation in screening coverage is unexplained and probably due to other factors not considered in this analysis.



Source: Kent & Medway Public Health Observatory

Figure 54

**Cervical Screening coverage by practice and deprivation score as at 31st March 2008**



Source: Kent & Medway Public Health Observatory

Figure 55



### 8.0 Referral Rates

Pending data

### 9.0 Emergency Admissions

Pending data

### 10.0 Agreeing Priorities

We request that you complete the forms in appendix 3 (sections A and B) and feedback via your commissioner to the Kent and Medway Cancer Commissioning Group, in order that the information can be included in the Kent and Medway Cancer Network Strategy.

### 11.0 Scoping Ongoing Initiatives

We request that you complete the form in appendix 4 and feedback via your commissioner to the Kent and Medway Cancer Commissioning Group, in order that the information can be included in the Kent and Medway Cancer Network Strategy.

### 12.0 Local Awareness and Early Diagnosis Initiative Projects

In March 2009, Cancer Networks were invited to submit proposals to the National Cancer Action Team (NCAT) to obtain funding for one-year time limited projects to support the delivery of NAEDI across individual Networks. KMCN requested proposals from stakeholders across the Network. The short timescale proved challenging, but projects were put forward from Disease Orientated Groups (DOGs) and from Primary Care. These projects were submitted to NCAT on 30<sup>th</sup> April 2009 and gained approval. Projects are summarised in Appendix 2; full project proposals are available on request.

APPENDIX 1 – Incidence And Mortality Tables

	NHS West Kent													
	England		Dartford		Gravesham		Maidstone		Sevenoaks		Tonbridge		Tunbridge Wells	
	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled
<b>Breast</b>	<b>123</b>	<b>29</b>	117	28	113	29	123	24	118	31	136	37	124	32
<b>Bladder</b>	<b>13</b>	<b>6</b>	8	5	13	7	15	6	12	3	11	6	13	4
<b>Colorectal</b>	<b>44</b>	<b>18</b>	45	21	40	18	39	20	41	18	35	15	39	20
<b>Cervix</b>	<b>8</b>	<b>3</b>	8	5	7	5	7	2	5	2	8	3	2	2
<b>Lung</b>	<b>48</b>	<b>40</b>	50	36	43	37	43	36	31	25	39	33	37	32
<b>Oesophagus</b>	<b>10</b>	<b>9</b>	11	9	9	9	8	8	8	9	6	6	10	6
<b>Prostate</b>	<b>98</b>	<b>27</b>	82	30	87	28	112	26	91	30	118	25	93	27
<b>Stomach</b>	<b>10</b>	<b>7</b>	12	8	9	7	9	6	9	5	10	8	9	6
<b>Total</b>	<b>354</b>	<b>139</b>	<b>333</b>	<b>142</b>	<b>321</b>	<b>140</b>	<b>356</b>	<b>128</b>	<b>315</b>	<b>123</b>	<b>363</b>	<b>133</b>	<b>327</b>	<b>129</b>

			<b>NHS Medway</b>	
	<b>England</b>		<b>Medway</b>	
	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled
<b>Breast</b>	<b>123</b>	<b>29</b>	125	33
<b>Bladder</b>	<b>13</b>	<b>6</b>	13	8
<b>Colorectal</b>	<b>44</b>	<b>18</b>	48	20
<b>Cervix</b>	<b>8</b>	<b>3</b>	8	3
<b>Lung</b>	<b>48</b>	<b>40</b>	50	45
<b>Oesophagus</b>	<b>10</b>	<b>9</b>	10	8
<b>Prostate</b>	<b>98</b>	<b>27</b>	89	29
<b>Stomach</b>	<b>10</b>	<b>7</b>	11	7
<b>Total</b>	<b>354</b>	<b>139</b>	<b>354</b>	<b>153</b>

## Kent and Medway Cancer Network Awareness and Early Diagnosis

		NHS E&C Kent													
England		Ashford		Canterbury		Dover		Shepway		Swale		Thanet			
	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	Incidence 2003-5 3 Year Pooled	Mortality 2003-5 3 Year Pooled	
<b>Breast</b>	<b>123</b>	<b>29</b>	105	26	107	31	110	32	116	32	114	29	115	33	
<b>Bladder</b>	<b>13</b>	<b>6</b>	12	6	17	7	15	5	14	7	16	8	12	8	
<b>Colorectal</b>	<b>44</b>	<b>18</b>	40	20	40	17	46	22	43	20	39	19	40	19	
<b>Cervix</b>	<b>8</b>	<b>3</b>	10	2	7	2	7	4	11	4	10	3	11	4	
<b>Lung</b>	<b>48</b>	<b>40</b>	38	32	40	35	46	42	49	41	40	37	58	53	
<b>Oesophagus</b>	<b>10</b>	<b>9</b>	9	8	9	9	11	13	14	10	10	9	12	11	
<b>Prostate</b>	<b>98</b>	<b>27</b>	98	31	88	26	80	23	79	24	92	30	85	23	
<b>Stomach</b>	<b>10</b>	<b>7</b>	8	3	6	5	8	6	6	4	12	8	9	6	
<b>Total</b>	<b>354</b>	<b>139</b>	<b>320</b>	<b>128</b>	<b>314</b>	<b>132</b>	<b>323</b>	<b>147</b>	<b>332</b>	<b>142</b>	<b>333</b>	<b>143</b>	<b>342</b>	<b>157</b>	

### APPENDIX 2 – Local Awareness and Early Diagnosis Projects

#### 1. Improving Diagnosis and Prevention of Vulval Cancer

This project seeks to promote the early detection and ultimately the prevention of vulval cancer. The increased incidence of vulval cancer in younger women (age <50) has been linked to low socio-economic groups, smoking and an increasing incidence of vulval intraepithelial neoplasia (VIN), a pre-cancerous lesion caused by HPV infection. Many women in the non-HPV related group (age >50) have previously suffered from lichen sclerosis. Late stage presentation of vulval cancer has been identified as a problem in Kent and Medway. The project will exploit the potential not only for earlier diagnosis, but also for disease prevention.

##### Key Outputs:

- Analysis of significant events from the patients' histories, using the National Primary Care Audit tool and establishment of enhanced referral guidelines for use in Primary Care
- Analysis of risk factors to inform public health initiatives in identifying women at risk, preventing serious advanced disease and reducing cancer inequalities

#### 2. Improving Early Detection and Diagnosis of Gastro- Oesophageal Cancer in Kent and Medway

Levels of oesophageal and gastric cancer in England are among the worst in Europe; smoking, excessive alcohol consumption and poor diet are strong associative factors. There is thus a potential for disease prevention by raising awareness about common risk factors. Approximately 500 patients annually are diagnosed with the disease in Kent and Medway. Traditional warning signs often represent advanced disease, at which point cure is unattainable. This project sets out to explore the causes of delay in presentation and identify more subtle signs in early detection.

##### Key Outputs:

- Analysis of significant events from patients' histories and establishment of enhanced educational programmes for use by primary and community care
- Analysis of risk factors to inform public health initiatives supporting reduction in cancer inequalities, identifying those at risk and preventing serious advanced disease

#### 3. Local Enhanced Service to audit Cancer Referrals in Medway

This project has identified the work and the outcome of the Scottish Directed Enhanced Service for cancer which supported GPs to conduct a review of all new cancer cases diagnosed in the previous year, looking at the whole patient pathway, from primary to acute sectors. The Royal College of General Practice within England have recently finalised a national GP audit tool to undertake similar work within England. The Medway project will participate with this primary care audit tool.

##### Key outputs:

- Completion of the Primary care Audit in GP Practices across Medway, examining factors affecting the patient journey from time of presentation to point of diagnosis.
- Incorporation of significant event analysis into existing educational opportunities for primary care
- Utilise findings to inform any future Public Health initiatives (social marketing approach) supporting reduction in cancer inequalities

APPENDIX 3 – Feedback Forms Sections A and B

Kent & Medway Cancer Network
<b>Cancer Early Detection and Prevention Strategy</b>  National Cancer Public Agreement target (PSA) is to reduce mortality rates by 2010 (from 1995-97 baseline) for cancer by at least 20% in people under 75, with a reduction in the inequalities gap of at least 6% between the fifth of areas with the worst health and deprivation indicators and the population as a whole.
<b>Section (A) Criteria.</b> Please consider criteria for selecting areas of priority within the Cancer Network Awareness and Early Diagnosis and comment. Add any new criteria that you feel have been missed out.
1. We should be focussing on the cancers with the highest mortality and incidence. Comment:
2. We should be targeting hard to reach groups within local communities. Comment:
3. We should ensure that all eligible people access cancer screening, including groups such as prisoners, travellers, people with disabilities. Comment:
4. We should be focussing on the experience of people attending screening or seeking help with early symptoms.
5. We should be targeting the groups with worst access to services.....
6. Other.

**Section (B) Priorities.**

Apply the criteria you decided upon in Section (A), please list the priorities for consideration in the strategy.

### Top Priorities

(1)

Because...

(2)

Because...

### Other High Priorities

(3)

Because...

(4)

Because...

(5)

Because...

APPENDIX 4 – Ongoing Initiatives Feedback Form

**Section (C) Innovation.**

Please make us aware of any initiatives that you think should be included in the Strategy or any areas of good practice. Use this section to quickly capture any knowledge or ideas that may be helpful to explore at a later date.

1.

2.

3.

4.

5.