



November 23rd, 2015

Breathtaking exhibit helps to raise cancer awareness

Cancer nurse specialists from South Tyneside NHS Foundation Trust made a big impact on raising awareness of lung cancer with the help of Mega Lungs.

The 12-foot high educational aid – thought to be the world’s only portable, inflatable, walk-through lung exhibit - was the centrepiece of an event held at South Tyneside District Hospital for Lung Cancer Awareness Month.

Lung cancer nurse specialist, Jennifer Blake, said: “The Mega Lungs are an interesting and fun visual aid, which proved to be a great talking point, and we’re very grateful to the Roy Castle Lung Cancer Foundation for supplying them. Visitors could step inside and see examples of normal lung structures and functions, different lung tumours and conditions and the effects of smoking and we were able to stress the importance of seeking help when experiencing signs or symptoms which could be related to lung cancer.

“The aim of November’s campaign is to encourage people displaying the common symptoms of lung cancer to visit their GP. It may be nothing serious but they need to get checked out straight away as the earlier the diagnosis, the better the chance of effective treatment.”

South Tyneside NHS Foundation Trust is the only Trust in the North East to have consistently achieved the national target since April this year in the lung cancer specialty for patients who were urgently referred to have their treatment within 62 days, according to data published by the North East Cancer Network. In 2014, the hospital was top in the country for patient experience of cancer care generally. A league table compiled by Macmillan Cancer Support, compared the performance of hospitals across the country against measures of patients’ experiences whilst being treated in hospital, such as whether their diagnosis and treatment options were explained clearly to them, whether they felt supported in their care and whether they felt they were treated with respect.

Signs and symptoms of lung cancer include:

- A cough that does not go away or gets worse
- Breathlessness
- Coughing up blood or blood in your spit (phlegm)

- Unexplained weight loss
- Chest infection(s)
- Chest or shoulder pains
- Hoarseness in your voice
- Feeling tired or lack of energy
- Poor appetite

Ways to reduce the risk of lung cancer include:

- Get help to stop smoking. Giving up can make a real difference to your health generally
- Reduce your exposure to second-hand smoke
- Eat five portions of fruit and vegetables every day
- Reduce your fat intake
- Eat less salt and sugar
- Reduce how much alcohol you drink
- Take regular exercise

ends

Pictured above: Lung cancer nurse specialist Jennifer Blake inside the Mega Lungs

Issued on behalf of South Tyneside NHS Foundation Trust by Kay Jordan

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