

# News



South Tyneside Council

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## CANCER AWARENESS ROADSHOW IS HELPING TO SAVE LIVES

A cancer awareness roadshow is helping to save local people's lives by encouraging them to visit their GP if they have certain signs and symptoms.

The Cancer Research UK Cancer Awareness Roadshow visited King Street in South Shields last week and specially trained nurses helped raise awareness of the disease.

The nurses were supported by South Tyneside's multi-agency Cancer Strategy team whose focus is to improve early diagnosis and detection of cancer, particularly in relation to lung cancer.

Councillor Tracey Dixon, South Tyneside Council's Lead Member for Independence and Wellbeing visited the roadshow along with Dr Jen Hunter, a GP registrar at Central Surgery, Cleadon Park Primary Care Centre, and Dr Liz Fuller, Consultant Respiratory Physician at South Tyneside District Hospital.

The roadshow helped to promote the national Be Clear on Cancer respiratory campaign that is currently running until mid-October which is encouraging those with a persistent cough, or who get out of breath doing everyday tasks to visit their GP as it could be a sign of lung cancer, lung disease or heart disease.

Cllr Dixon said: "While the symptoms may well be nothing serious, the Public Health England campaign aimed at men and women aged 50 and over, makes it clear that if you have either of these symptoms you should go to your doctor.

"The roadshow helps get the message over that finding these conditions early makes them more treatable and can save your life."

Dr Hunter, who is working on improving cancer outcomes for South Tyneside NHS Clinical Commissioning Group, said: "Some people may delay going to see their GP as they might be fearful of what they may find out, or can even worry that they might be wasting their doctor's time.



“The roadshow is a good way to help allay people’s fears and encourage them to visit their GP as the earlier symptoms are checked out, the better the chances are of having effective treatment should people need it.”

Dr Fuller added: “Diagnosing lung cancer early is vital as a person’s chances of being cured are much higher. Instead of ignoring symptoms of lung cancer or lung disease, people should always tell their doctor. Earlier diagnosis can also help with the management of conditions like chronic obstructive pulmonary disease (COPD), where prompt diagnosis and treatment will improve quality of life.”

The key messages of the Be Clear On Cancer Respiratory Campaign are:

- If you get out of breath doing things you used to be able to do, it could be a sign of lung or heart disease, or even cancer. Finding it early makes it more treatable. So don’t ignore it, tell your doctor.
- If you’ve had a cough for three weeks or more, it could be a sign of lung disease, including cancer. Finding it early makes it more treatable. So don’t ignore it, tell your doctor.

Cancer Awareness Roadshow nurses can support getting the key messages out into communities.

Debra Wright, Senior Cancer Awareness Nurse on the North East Cancer Awareness Roadshow, said: “The Roadshow allows us to get important information out to people as they go about their busy lives - we are literally on the road to beating cancer. We had a very good response to the roadshows and really enjoyed talking to lots of different people in South Shields.”

The Cancer Awareness Roadshow was founded in 2006 in partnership with the Marie Keating Foundation, which was set up by Ronan Keating and his family in memory of their mum. To find out more about the Cancer Awareness Roadshow and how to reduce the risk of cancer and detect it early, visit [www.cancerawarenessroadshow.org.uk](http://www.cancerawarenessroadshow.org.uk) or follow the North East Roadshow team on Twitter @CRUKroadshow\_NE #YourHealthMatters

To find out more about the Be Clear on Cancer Respiratory Campaign in South Tyneside telephone 0191 424 7300.

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Caption: L TO R: Julie Connaughton (Change4Life South Tyneside Public Health Practitioner), Dr Liz Fuller, Cllr Dixon, Debra Wright and Dr Jen Hunter are pictured supporting the cancer awareness roadshow

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