



Action Against Heartburn - NEWSLETTER

Charities promoting earlier diagnosis
of oesophageal and gastric cancer
www.actionagaintheartburn.org.uk



@ActionHeartburn

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Chairman's Introduction - Alan Moss



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OPA adopt RefLux
logo – Blowing the
whistle on Cancer!



This newsletter aims to keep people in touch with some of the events and initiatives that have taken place in recent months. It won't include everything that everybody is doing, but I hope it will remind people of what has been happening and act as a spur for the future!

Campaign in Norwich and Norfolk



A £10,000 grant to OPA from the lottery fund financed radio adverts, posters, leaflets, pharmacy bag inserts, and other advertisements in the Norfolk area as well as google ad words adverts. Three awareness days were held at Norwich and King's Lynn.

Congratulations to Alison Chisnell who raised £1,800 for Action Against Heartburn at the London Marathon.



**Be Clear on Cancer
National OG
campaign**
February 2015



TV and radio adverts took place in a 4-week period, supported by other posters and information in Public Health England's *Be Clear on Cancer* campaign, following the regional campaign in the North-East in 2014. There seems to have been a great and welcome increase in numbers associating persistent heartburn with a cancer risk, a shift towards cancer diagnoses being made on a 2-week wait referral rather than at A&E, but it is not yet clear how many cases of Barrett's Oesophagus have been diagnosed as a method of preventing adenocarcinoma cases in the future.

Bethany Brown is supporting Action Against Heartburn in the New York marathon in November.

The charities supporting *Action Against Heartburn* are: AUGIS – Association of Upper GI Surgeons; Barrett's Oesophagus Campaign; Barrett's Wessex; Cancer Research UK; CARD – Campaign Against Reflux Disease; CORE – Fighting Gut and Liver Disease; FORT – Fighting Oesophageal Reflux Together; Gutsy Group; Heartburn Cancer UK; Humberside Oesophageal Support Group; Michael Blake Foundation; Oesophagoose -National Oesophago-Gastric Cancer Awareness; OOSO – Oxfordshire Oesophageal and Stomach Organisation; OCHRE charity (Scotland); OPA - Oesophageal Patients Association; Primary Care Society for Gastroenterology

Medical Advisors to *Action Against Heartburn* – Professor Anthony Watson and Professor Mike Pringle
Pharmaceutical Advisor: Ash Soni OBE



A very successful lobby and reception were held at Parliament on 13 October 2014. An Early Day Motion (no 623) was signed by 88 MPs, and an adjournment debate was introduced on 23 February 2015 by Mike Weatherley MP. The Scottish Parliament debated oesophageal cancer on 24 June.

Chaired by Tim Underwood, the Campaign's report about the picture of oesophageal cancer treatment will be published in a few weeks' time.

Point to Your Oesophagus!



Southampton surgeons and nurses supported the campaign to point to your oesophagus www.ptyo.org.uk organised by Barrett's Wessex. It is noticeable that over the last few years the public seem to be a bit less confused about where their oesophagus is! Newcastle have been undertaking awareness campaigns for longer than anyone, and have noted improvements in awareness from the general public.

Barrett's Oesophagus Campaign and UKBOR



The UK Barrett's Oesophagus Registry contains records of 12,500 patients and is the largest in the world. This research base has been invaluable in making progress on the understanding of links between persistent heartburn, Barrett's Oesophagus and adenocarcinoma, but the extra burden of requiring full patient consent for registration for this pre-cursor condition (as distinct from

cancer itself) has been acting as a significant constraint. Hopefully this decision will be relaxed in due course. The important work of UKBOR needs sustained and certain funding for the future.

NICE Guidelines

We are pleased to see that the Quality Standard 96 on Dyspepsia and GORD contains:

Statement 5: Adults with persistent, unexplained dyspepsia or reflux symptoms have a discussion with their GP about referral to a specialist service.

www.nice.org.uk/guidance/qs96/chapter/List-of-quality-statements

Unfortunately, the quality standard for referring patients for an endoscopy still maintains the criteria of suffering from *dysphagia, or are aged 55 and over with weight loss*. The age limit may still act as a barrier to early diagnosis for younger patients.

The NICE Guidelines for Referral for Suspected Cancer (NG12, previously CG27) have reduced the threshold of suspicion for specialist referral, but were not willing to consider non-malignant precursor conditions like Barrett's Oesophagus. They worked on the positive predictive value of records created from GP surgery presentations.

Cancer Task Force Report

- ***Achieving World-Class Outcomes: A Strategy for England 2015-20***



http://www.cancerresearchuk.org/sites/default/files/achieving_world-class_cancer_outcomes_-_a_strategy_for_england_2015-2020.pdf

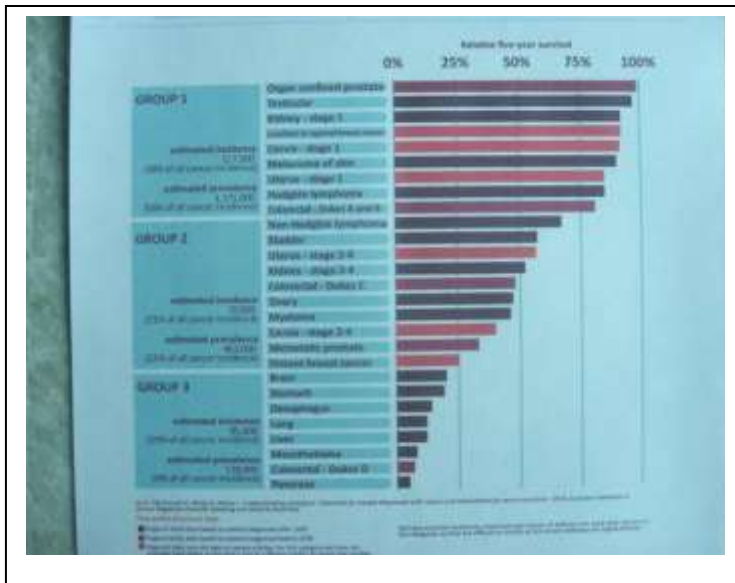
The report gives welcome emphasis to the importance of early diagnosis and unlocking blockages to specialist diagnostic facilities.

Cancer Research UK are also organising a petition to the Chancellor, George Osborne, asking for a significant increase in investment in equipment and staff for *Test Cancer Sooner*. In the case of oesophageal cancer this would

mean endoscopy equipment, training and biopsy facilities <http://t.co/SqE5hZNy7z>

“...in lung, pancreas and oesophageal cancers and most brain tumours, survival has remained stubbornly low to date.” (Cancer Task Force report)

Figure 21 from the report shows the low 5-year survival rate for stomach, oesophageal, lung, liver, mesothelioma, colorectal Dukes D and pancreatic cancer:



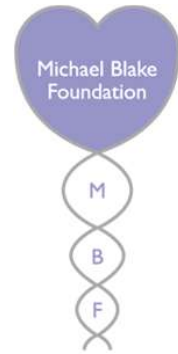
Cytosponge



Congratulations to Professor Rebecca Fitzgerald who won the UEG Research Prize in 2014 for the project to develop CytoSponge™. Effective GP surgery-based diagnostic systems are a great prize for future cancer outcomes.

Michael Blake Foundation

have raised a large sum of money planned for supporting radio adverts in London



London Campaign

We now plan to run a pan-London awareness campaign with a mixture of media advertisements, leaflets, posters and awareness events in early 2016, aiming our important message to the public, GPs and community pharmacists

Scoping the Future

www.cancerresearchuk.org/sites/default/files/scoping_the_future_exec_sum_final.pdf



Another Cancer Research UK report has estimated that an additional 750,000 endoscopy examinations will be undertaken by the year 2020, emphasising the need to plan for additional resources.

Oeso 2015

The experience of Action Against Heartburn featured in the biennial OESO conference in Europe on the topic of whether public awareness campaigns can help improve cancer outcomes.



OCHRE Scotland



The important work of OCHRE in Scotland continues, with Ruth Davidson MSP shown supporting the cause (above). Dr Richard Simpson MSP has also been most supportive.



Jackie Beaumont gave a compelling picture of the patient's perspective at the Oxford conference on oesophageal cancer