

OESOPHAGEAL &
STOMACH
(NORTH EAST)

**BE CLEAR
ON CANCER**

Results Summary

Broadcast

TV: 1

Radio: 2

Regional Print: 18

Regional Online: 7

PIECES OF COVERAGE: 28

OTS: 1,690,841

MEDIA VALUE: £73,378





ITV
TYNE TEES

ROBERT ATWELL
Cancer survivor

Spotting heartburn symptoms saved me from cancer

By Robert Atwell

It's hard to believe that I was once a cancer survivor. I was diagnosed with oesophageal cancer in 2012. I was told I had a 50 per cent chance of surviving. I was told I had a 50 per cent chance of surviving. I was told I had a 50 per cent chance of surviving.

The Northern Echo

HEALTH

Early checks can be lifesavers

The UK has a poor record in detecting and treating cancers. Now a campaign has been launched to encourage people to seek help early.

EVERY one of us has a 1 in 10 chance of developing cancer in our lifetime. The risk of getting the disease increases with age. But it can be prevented by early diagnosis and treatment.



Kit Fletcher, 67, pictured, from Sedgfield, first visited his GP in December after noticing he had been having problems swallowing food.

North East "worst region" for oesophageal cancer

A new TV advert from the Be Clear on Cancer campaign aims to highlight the symptoms of oesophageal and stomach cancer, which affect 750 people in the North East of England every year.

The 57-year-old first visited his GP in December. In addition to problems in swallowing, he says, "I was sick regularly waking up in the middle of the night with the taste of bile in my mouth."

"I went to my GP - he said it could be just indigestion or general discomfort as I've developed. But I just realised the feeling that it could be something more serious."

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Latest ITV News reports

How to recognise the symptoms of oesophageal cancer

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News & Star

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HEARTBURN LINKED TO CANCER IN NEW CUMBRIA CAMPAIGN

By Pamela McGowan

A new campaign to raise awareness of the link between heartburn and cancer is being launched across north Cumbria this week.

A survey of people in the area showed that about nine out of 10 people don't realise persistent heartburn can be a symptom of both oesophageal and stomach cancer.

Public Health England (PHE) hopes the Be Clear on Cancer pilot will raise awareness and encourage more people to visit their GP most days for three weeks or more.

About 750 people in the north east and north west with oesophageal or stomach cancer each year die from it.

But lives could be saved with earlier diagnosis, as it increases the chances of successful treatment.

Dr Tony Branson, medical director at the North of England Cancer Network, said: "It's really important people are aware that persistent heartburn could be a symptom of cancer."

"Even if you're taking medicine and it seems to help, you still need to see your doctor. Chances are it's nothing serious, but if there's something wrong, then finding it early makes it more treatable."

Difficulty swallowing food is also a possible symptom of oesophageal and stomach cancers, so people should also see their GP if food is sticking when they swallow.



Darlington & Stockton Times

Don't hide away from heartburn

Did you one of the nine in 10 people in the North East and North Cumbria who don't link persistent heartburn to cancer? In England, 90 per cent of people are unaware of the link between heartburn and cancer. It's time to stop hiding away from heartburn.

Early checks can be lifesavers

HEALTH & WELLBEING

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Heartburn warning sign

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"Even if you're taking medicine and it seems to help, you still need to see your doctor. Chances are it's nothing serious, but if there's something wrong, then finding it early makes it more treatable."

Difficulty swallowing food is also a possible symptom of oesophageal and stomach cancers, so people should also see their GP if food is sticking when they swallow.

This regional campaign follows a successful pilot in 2012. Results showed the number of patients diagnosed with oesophageal cancer increased by more than a third (37 per cent), compared to the same time the

NORTH TODAY

How to spot cancer early

A CAMPAIGN has been launched to raise awareness of possible symptoms of cancer.

South Tyneside Council is supporting the new Be Clear on Cancer campaign which is aiming to highlight some symptoms of oesophageal cancer and stomach cancer.

This can include long-term heartburn. For full details visit www.nhs.uk/ogcancer

Heartburn may point to cancers

NEARLY nine out of ten people in the North-East and north Cumbria do not link persistent heartburn with cancer, according to a survey.

The figure has been released to coincide with the Be Clear on Cancer campaign across the region. It urges people to visit their doctor if they have heartburn most days for three weeks or more.

Persistent heartburn could be a symptom of oesophageal and stomach cancers.

About 750 people in the North-East are diagnosed with oesophageal or stomach cancer each year and about 600 die from these diseases in the area annually.

North of England Cancer Network medical director Dr Tony Branson said: "It's really important people are aware that persistent heartburn could be a symptom of cancer."

Patient backs the 'be clear' cancer campaign

A TESSIDE cancer patient has backed a new "be clear" campaign - urging people to act on the warning signs and visit their GP.

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Evening Gazette

Warning to people who have regular heartburn

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New survey data released today shows that 88 per cent of people in the North East don't link persistent heartburn with the killer disease.

The data has been released as Public Health England (PHE) as it aims the latest Be Clear on Cancer campaign across the region from today.

It is urging people to visit their doctor if they have heartburn most days for three weeks or more, because persistent heartburn could be a symptom of both oesophageal

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BROADCAST (TV)

**BE CLEAR
ON CANCER**



ITV Tyne Tees

10.02.14

Time: 12:00 Length: 02:24

Reach: 1,700

Total Media Value: £104



BROADCAST (RADIO)

**BE CLEAR
ON CANCER**



BBC Radio Tees

10.02.14

Time: 09:00 Length: 10:06

Reach: 16,203

Total Media Value: £1,747





BBC Radio Newcastle

10.02.14

Time: 09:00 Length: 00:45

Reach: 39,976

Total Media Value: £303





PRINT

**BE CLEAR
ON CANCER**



The Newcastle Journal
10.02.14 p.4
OTS: 89,762
Media Value: £8,218

Spotting heartburn symptoms saved me from cancer

Kerry Wood
Reporter
kerry.wood@njmedia.co.uk

CANCER survivor Brenda Dawes is backing a campaign which reveals nine out of 10 people in the North East are unaware of the link heartburn has to cancer.

Suffering heartburn and acid reflux, unlike many living in the region, 80-year-old Brenda knew the telltale signs of oesophageal cancer after losing her mum to the disease.

Acting fast she visited her GP and within weeks was undergoing surgery after it was confirmed the difficulty she'd been having swallowing was actually stage two cancer of the oesophagus.

Within weeks Brenda, who lives in County Durham, had the bottom half of her oesophageal tube and the top half of her stomach removed along with a number of chest and abdominal glands.

She said: "I'm so grateful I had a

basic understanding from my mother's history or I wouldn't have gone to my local GP when I started to experience symptoms.

"If I hadn't I wouldn't be here today. I want to reassure people there is light at the end of the tunnel.

"I consider myself fortunate that I got to my GP straight away, and have survived as a result."

Knowing the benefit of acting quickly, Brenda is getting behind the latest Be Clear on Cancer campaign launched today by [Public Health England](#).

Latest figures from the region show 88% of those surveyed didn't link heartburn to cancer.

The regional campaign follows a successful pilot in the North East and North Cumbria in 2012.

Following the awareness drive the number of patients diagnosed with oesophageal cancer increased by 37% (to 408) compared to 2011 when 343 people living in the North East were diagnosed with



oesophageal cancer and 404 with stomach cancer.

Dr Tony Branson, Medical Director at the North of England Cancer Network, said: "It's really important people are aware that persistent heartburn could be a symptom of cancer.

"Even if you're taking medicine and it seems to help, you still need to see your doctor if you have heartburn most days.

"Chances are it's nothing serious, but if there is something wrong, then finding it early makes it more treatable."

Symptoms of the cancer include having persistent heartburn, losing weight for no reason, feeling bloated after eating, difficulty swallowing food and stomach pain.

Prof Michael Griffin, professor of surgery at the Northern Oesophago-gastric Unit who first diagnosed Brenda, added: "We have one of the highest incidences in the world

**BE CLEAR
ON CANCER**

The Shields Gazette
10.02.14 p.7
OTS: 34,300
Media Value: £1,646

Warning to people who have regular heartburn

PEOPLE in South Tyneside are being warned of a potential cancer risk if they suffer from persistent heartburn.

New survey data released today shows that 88 per cent of people in the North East don't link persistent heartburn with the killer disease.

The data has been released as **Public Health England (PHE)** as it pilots the latest **Be Clear on Cancer** campaign across the region from today.

It is urging people to visit their doctor if they have heartburn most days for three weeks or more, because persistent heartburn could be a symptom of both oesophageal and stomach cancers. Dr Roberta

Marshall, director of the PHE Centre in the North East, said: "We need to increase awareness of oesophageal and stomach cancer symptoms. This latest **Be Clear on Cancer** campaign will build on the success of the local pilot, urging people who have heartburn most days for three weeks or more to visit their GP."

Dr Tony Branson, Medical Director, North of England Cancer Network, said: "It's really important people are aware that persistent heartburn could be a symptom of cancer. Even if people are taking medicine and it seems to help, they still need to see their doctor if they have heartburn most days."

**BE CLEAR
ON CANCER**

The Northern Echo

The Northern Echo (North edition)
10.02.14 p.46
OTS: 87,990
Media Value: £1,817

Heartburn may point to cancers

NEARLY nine out of ten people in the North-East and north Cumbria do not link persistent heartburn with cancer, according to a survey.

The figure has been released to coincide with a **Be Clear on Cancer** campaign across the region. It urges people to visit their doctor if they have heartburn most days for three weeks or more.

Persistent heartburn could be a symptom of oesophageal and stomach cancers.

About 750 people in the North-East are diagnosed with oesophageal or stomach cancer each year and about 600 die from these diseases in the area annually.

North of England Cancer Network medical director Dr Tony Branson said: "It is really important people are aware that persistent heartburn could be a symptom of cancer.

"Even if you are taking medicine and it seems to help, you still need to see your doctor if you have heartburn most days. Chances are it is nothing serious, but if there is something wrong, then finding it early makes it more treatable."

Difficulty swallowing food is also a possible symptom of oesophageal and stomach can-

**BE CLEAR
ON CANCER**

News & Star (West Cumbria)
12.02.14 p.36
OTS: 39,898
Media Value: £970

Bid to prevent cancer deaths

Persistent heartburn can be symptom

A NEW campaign to raise awareness of the link between heartburn and cancer is being launched across north Cumbria this week.

A survey of people in the area showed that about nine out of 10 people don't realise persistent heartburn can be a symptom both oesophageal and stomach cancer.

Public Health England (PHE) hopes the Be Clear On Cancer pilot will raise awareness and encourage more people to visit their GP if they have had heartburn most days for three weeks or more.

About 750 people in the north east and north Cumbria are diagnosed with oesophageal or stomach cancer each year and about 600 people die from it.

But lives could be saved with earlier diagnosis.

BY PAMELA MCGOWAN

Dr Tony Branson, medical director at the North of England Cancer Network, said: "It's really important people are aware that persistent heartburn could be a symptom of cancer.

TREATABLE

"Even if you're taking medicine and it seems to help, you still need to see your doctor. Chances are it's nothing serious, but if there is something wrong, then finding it early makes it more treatable."

Difficulty swallowing food is also a possible symptom of oesophageal and stomach cancers, so people should also see their GP if food is sticking when they swallow.

This regional campaign follows a successful pilot in 2012.

Results showed the number of patients diagnosed with oesophageal cancer increased by more than a third (37 per cent), compared to the same time the previous year.

The four-week campaign will see adverts running on regional TV, radio and in the press with events taking place at football and rugby clubs across the area.

Professor Michael Griffin, Professor of Surgery, Northern Oesophagogastric Unit, said: "We have one of the highest incidences in the world for a particular type of oesophageal cancer known as adenocarcinoma - which can be devastating.

"However, picking up the disease in either its pre-cancerous or earliest form allows us to prevent or cure in almost all cases."

**BE CLEAR
ON CANCER**

News & Star (late final)
12.02.14 p.36
OTS: 40,876
Media Value: £991

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**BE CLEAR
ON CANCER**

Newcastle Evening Chronicle
12.02.14 p.12
OTS: 172,196
Media Value: £5,340

IN BRIEF

» Heartburn
warning sign

PEOPLE are being urged to tell their doctor if they've suffered from heartburn for three weeks or more.

South Tyneside Council is supporting the new **Be Clear on Cancer** campaign, which is aiming to raise awareness of possible symptoms of oesophageal cancer and stomach cancer.

"The message is simple", said lead member for health and wellbeing, Coun Fay Cunningham. "If you've had heartburn most days for three weeks or more, or if food sticks when you swallow, make an appointment with your GP and get checked out."

**BE CLEAR
ON CANCER**

Newcastle Evening Chronicle
14.02.14 p.25
OTS: 172,196
Media Value: £4,272

Squaddie in the saddle

By Katie Davies
Reporter
katie.davies@necmedia.co.uk

SQUADDIE Mark Hardy is saddling up for a 300-mile cycle trek to raise cash for two charities.

The superfit army sergeant will complete three 100-mile bike rides in a week for Northern Oesophago Gastric Cancer Fund and South Tyneside District Hospital.

Last year Mark, of Boldon Colliery, South Tyneside, collapsed with a ruptured disc after completing a tour of Afghanistan.

He was taken to the district hospital for an urgent MRI before being transferred to Newcastle's Royal Victoria Infirmary for surgery.

After a period of intense physiotherapy and rehabilitation, Mark returned to work 10 weeks later.

And despite warnings by medics that he would not be able to run or cycle competitively again, he fought back to physical fitness and has been cycling and jogging since September.

His wife Carolynne, who works as a cancer nurse specialist, said: "When Mark told me he was going to do the three cycle rides in a week as a personal challenge, I told him 'You should do it in aid of something'."

"He knows how passionate I am about helping my patients with oesophageal cancer so half of the money raised will go to the

Northern Oesophago Gastric Cancer Fund."

The remainder of Mark's money will go to South Tyneside District Hospital because of the care he received there.

He said: "I used to play rugby to a high standard and I won't be able to do that again but I'm just so pleased to be back to cycling, which I love, and I'm really looking forward to doing the three 100-mile rides in the summer and raising money for such worthwhile causes."

Carolynne added: "He has defied all the odds and I am so proud of him."

South Tyneside NHS Foundation Trust is supporting a new, regional Be Clear on Cancer campaign, which began this week and which will run until March 9.

The aim is to raise awareness of possible symptoms of oesophageal cancer and stomach cancer.

The **Public Health England** campaign urges people to tell their doctor if they have had heartburn most days for three weeks or more, or if food is sticking when they swallow.

Around 12,600 people are diagnosed with oesophageal or stomach cancer in England each year and these cancers cause around 10,100 deaths annually. In South Tyneside in 2011, there were 35 deaths from oesophageal cancer and 12 from stomach cancer.



Mark Hardy on his tour of Afghanistan

**BE CLEAR
ON CANCER**

Evening Gazette (Teesside)
20.02.14 p.32
OTS: 85,834
Media Value: £1,274

Patient backs the 'be clear' cancer campaign

A TEESSIDE cancer patient has backed a new 'Be clear on cancer' campaign - urging people to act on the warning signs and visit their GP.

Kit Fletcher, 67, pictured, from Sedgefield, first visited his GP in December after noticing he had been having problems swallowing food.

He was referred to endoscopy at the University Hospital of North Tees where it was discovered he had a tumour in his oesophagus.

Dad-of-two Kit is supporting the campaign which is raising awareness of oesophageal and stomach cancer. It will run until March 9.

"I would just like to urge anyone who has any of the symptoms of this cancer to please visit your GP. If I hadn't pursued my own symptoms it might have already been too late to treat the cancer," he said. "The only way I can describe my symptoms was when I tried to swallow food and I had the taste of bile in my mouth."



**BE CLEAR
ON CANCER**

The Newcastle Journal
20.02.14 p.8
OTS: 89,762
Media Value: £1,541

**NORTH
TODAY**

How to spot cancer early

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South Tyneside Council is supporting the new Be Clear on Cancer campaign which is aiming to highlight some symptoms of oesophageal cancer and stomach cancer.

This can include long-term heartburn. For full details visit www.nhs.uk/ogcancer

**BE CLEAR
ONCANCER**

News & Star (Carlisle)
03.03.14 p.36
OTS: 40,876
Media Value: £1,685

Bid to prevent cancer deaths

Persistent heartburn can be symptom

A NEW campaign to raise awareness of the link between heartburn and cancer is being launched across north Cumbria this week.

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Public Health England (PHE) hopes the Be Clear On Cancer pilot will raise awareness and encourage more people to visit their GP if they have had heartburn most days for three weeks or more.

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TREATABLE

"Even if you're taking medicine and it seems to help, you still need to see your doctor. Chances are it's nothing serious, but if there is something wrong, then finding it early makes it more treatable."

Difficulty swallowing food is also a possible symptom of oesophageal and stomach cancers, so people should also see their GP if food is sticking when they swallow.

This regional campaign follows a successful pilot in 2012.

Results showed the number of patients diagnosed with oesophageal cancer increased by more than a third (37 per cent), compared to the same time the previous year.

The four-week campaign will see adverts running on regional TV, radio and in the press with events taking place at football and rugby clubs across the area.

Professor Michael Griffin, Professor of Surgery, Northern Oesophagogastric Unit, said: "We have one of the highest incidences in the world for a particular type of oesophageal cancer known as adenocarcinoma - which can be devastating.

"However, picking up the disease in either its pre-cancerous or earliest form allows us to prevent or cure in almost all cases."

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News & Star (Workington)
03.03.14 p.36
OTS: 40,876
Media Value: £1,685

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**BE CLEAR
ON CANCER**

Hartlepool Mail

Hartlepool Mail

04.03.14 p.14

OTS: 31,973

Media Value: £2,163

Best of Health

by Dr Boleslaw Posmyk, chair of
Hartlepool and Stockton-on-Tees
Clinical Commissioning Group



AS part of the NHS England and Department of Health **Be Clear on Cancer** campaign, I would like to draw your attention this week to oesophageal and stomach cancer.

The oesophagus (more commonly known as the gullet or food pipe) is the long tube that carries food from the throat to the stomach.

The risk of cancer of the oesophagus slowly rises with age, but you won't be surprised to hear that it is also significantly increased by the consumption of alcohol and by smoking, so pack in the fags and keep within the recommended units of alcohol if you are above the limits and ideally reduce a bit if you are below the limits.

Around 12,600 people are diagnosed with oesophageal or stomach cancer in England each year and these cancers cause around 10,100 deaths annually. This needn't be the case and if you know what symptoms to look out for it could save lives.

If you have had Heartburn most days for three weeks or you find that food is sticking when you swallow it could be a sign of cancer so please tell your doctor. The chances are it's nothing serious, but

finding it early makes it more treatable.

Other symptoms of oesophageal or stomach cancer may include:

- Losing weight for no obvious reason;
- Trapped wind and frequent burping;
- Feeling full very quickly when eating;
- Feeling bloated after eating;
- Nausea or vomiting;
- Stomach pain.

You are not wasting anyone's time by getting your symptoms checked out, if it isn't serious, your mind will be put at rest. But if it is cancer, early detection makes it easier to treat so seeing your doctor early could save your life.

Early diagnosis is crucial in treating cancer as around three quarters of all people diagnosed with the earliest stage oesophageal cancer survive their disease for at least one year.

In 2009 it was estimated that around 950 lives could be saved in England each year if our survival rates for oesophageal and stomach cancers matched the best in Europe.

For further information about the signs and symptoms of oesophageal and stomach cancers, please visit nhs.uk/ogancer

**BE CLEAR
ON CANCER**

Darlington & Stockton Times

Darlington & Stockton Times (Cleveland)
07.03.14 p.19
OTS: 2,185
Media Value: £338

Tell the doctor – don't hide from heartburn

NINETY per cent of people in the North-East and North Cumbria don't link persistent heartburn with cancer. Are you one of them?

This is the surprising fact that Public Health England unveiled to mark the launch of a new campaign that's currently running across the region to raise awareness of oesophageal and stomach cancer symptoms, and ultimately save lives.

In 2011, 747 people in the North-East alone were diagnosed with stomach or oesophageal cancer (cancer of the gullet or foodpipe). In the same year 600 died of these diseases, so it is essential to know the symptoms to look out for.

The four-week Be Clear on Cancer campaign urges people to visit their doctor if they have heartburn most days for three weeks or more. It's probably nothing to worry about, but if it is cancer, catching it early makes it more treatable.

ADVERTISING FEATURE

While men and women are both affected by oesophageal and stomach cancers, they are more common in men. Older people are also more likely to develop these cancers - in fact, 95 per cent of people diagnosed in England are over the age of 50.

New survey data shows there isn't a high degree of awareness about this fact. In reality, less than half (40 per cent) of people in this age-group living in the North-East and North Cumbria know that they are most at risk of oesophageal cancer. This has to change.

Chris Baylis, a 66-year-old dad of two from Hexham, pictured, was diagnosed with oesophageal cancer in 2007 and has thrown his support behind the campaign to help to increase awareness of the possible symptoms and to encourage anyone who's worried to visit their GP, just as he did.

"I remember lying down at night in bed and having really unpleasant heartburn. The acid would rise up into my throat and make me cough," said Chris. "I was worried, so I made an appointment to see my GP who quickly referred me to a specialist.

"After a few tests I found out that I had oesophageal cancer, which I obviously didn't want to hear. The silver lining was that it was caught early and something could be done about it. Within a few months I had surgery and went on to make a full recovery, thankfully. I know I'm very lucky.

"Cancer isn't anything you'd ask for, but it hasn't held me back - in fact it's had the opposite effect. It's simple - going to the doctor's when I did probably saved my life and it could save yours too."

For more information on oesophageal and stomach cancers, visit nhs.uk/ogcancer.

**BE CLEAR
ON CANCER**

Darlington & Stockton Times

Darlington & Stockton Times
07.03.14 p.19
OTS: 61,239
Media Value: £5,098

Tell the doctor – don't hide from heartburn

NINETY per cent of people in the North-East and North Cumbria don't link persistent heartburn with cancer.

Are you one of them?

This is the surprising fact that Public Health England unveiled to mark the launch of a new campaign that's currently running across the region to raise awareness of oesophageal and stomach cancer symptoms, and ultimately save lives.

In 2011, 747 people in the North-East alone were diagnosed with stomach or oesophageal cancer (cancer of the gullet or foodpipe). In the same year 600 died of these diseases, so it is essential to know the symptoms to look out for.

The four-week Be Clear on Cancer campaign urges people to visit their doctor if they have heartburn most days for three weeks or more. It's probably nothing to worry about, but if it is cancer, catching it early makes it more treatable.

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half (40 per cent) of people in this age-group living in the North-East and North Cumbria know that they are most at risk of oesophageal cancer. This has to change.

Chris Baylis, a 66-year-old dad of two from Hexham, pictured, was diagnosed with oesophageal cancer in 2007 and has thrown his support behind the campaign to help to increase awareness of the possible symptoms and to encourage anyone who's worried to visit their GP, just as he did.

"I remember lying down at night in bed and having really unpleasant heartburn. The acid would rise up into my throat and make me cough," said Chris. "I was worried, so I made an appointment to see my GP who quickly referred me to a specialist.

"After a few tests I found out that I had oesophageal cancer, which I obviously didn't want to hear. The silver lining was that it was caught early and something could be done about it. Within a few months I had surgery and went on to make a full recovery, thankfully. I know I'm very lucky.

"Cancer isn't anything you'd ask for, but it hasn't held me back - in fact it's had the opposite effect. It's simple - going to the doctor's when I did probably saved my life and it

could save yours too."

For more information on oesophageal and stomach cancers, visit nhs.uk/ograncer.

**BE CLEAR
ON CANCER**

The Northern Echo
08.03.14 p.7
OTS: 87,990
Media Value: £9,642

Early checks can be lifesavers

HEALTH & WELLBEING

The UK has a poor record in detecting and treating cancers. Now a campaign has been launched to encourage people to seek help early

EVERY time Kit Fletcher swallowed food, "it was like a rock falling down a cliff and hitting the cliff face several times on the way down". So instead of ignoring the problem, he went to his GP - only to find out he had a 3.5cm tumour in his oesophagus.

Now Kit, from Sedgfield, County Durham, is backing a "be clear on cancer" campaign to encourage people to act on the warning signs and seek help at an early stage.

Oesophageal cancer patient Kit Fletcher has backed a new "be clear on cancer" campaign - urging people to act on the warning signs of oesophageal and stomach cancer and visit their doctor as soon as possible.

The 67-year-old first visited his GP in mid December. In addition to problems in swallowing, he says: "I was also regularly waking up in the middle of the night with the taste of bile in my mouth."

"I went to my GP - he said it could be just indigestion or general damage to my oesophagus. But I just had this feeling that it could be something more."

"My sister-in-law died of oesophageal cancer five years ago so I knew what some of the symptoms were. She caught it very late and by then it had spread and it was untreatable. My wife also died of bone cancer within two weeks of her sister, so I have always been very conscious about cancer."

Kit was referred to endoscopy at the University Hospital of North Tees where it was discovered he had the tumour and since his diagnosis last month, has been for scans at both the University Hospital of North Tees and James Cook University Hospital, in Middlesbrough. He is starting a nine-week course of chemotherapy at James Cook before being as-

essed for surgery.

Father and grandfather Kit, a former deputy headteacher at Hetton School, plans to keep as active as he can in his role as chairman of the Hetton Town Trust where Sunderland under 21s and Sunderland Ladies football teams play their matches.

He says: "I will be keeping as busy as I can while I am having my treatment, as long as I feel well enough to do so."

"I would just like to urge anyone who has any of the symptoms of this cancer to please visit your GP. If I hadn't pursued my own symptoms it might have already been too late to treat the cancer."

Natalie Robson, North Tees and Hartlepool NHS Foundation Trust's gastrointestinal clinical nurse specialist, said: "Kit absolutely did the right thing. He acted on the symptoms that he had and he has caught the cancer as early as possible, making it more treatable."

She advises: "If you spot any signs of cancer, get it checked out, even if you're taking medication and it seems to be helping. You're not wasting anyone's time and, if it isn't serious, your mind will be put at rest."

"But if it is cancer, early diagnosis can make all the difference. The sooner cancer is detected, the better chance of successful treatment"

What to look for

Tell your doctor immediately if you have difficulty swallowing food, food sticking, persistent indigestion or heartburn as they can be symptoms of oesophageal (gullet) or

**BE CLEAR
ON CANCER**



The Whitehaven News
 10.03.14 p.15
 OTS: 38,419
 Media Value: £1,017

Don't hide away from heartburn

ARE you one of the nine in ten people in the North East and North Cumbria who don't link persistent heartburn with cancer?

This is the surprising fact that Public Health England unveiled to mark the launch of a new campaign that is currently running across the region to raise awareness of oesophageal and stomach cancer symptoms, and ultimately save lives.

In 2011, 747 people in the North East alone were diagnosed with stomach or oesophageal cancer (cancer of the gullet/foodpipe). In the same year 600 died of these diseases, so it is essential to know the symptoms to look out for.

The four-week **Be Clear on Cancer** campaign urges people to visit their doctor if they have heartburn most days for three weeks or more. It's probably nothing to worry about, but if it is cancer then catching it early makes it more treatable.

While men and women are both affected by oesophageal and stomach cancers, they are more common in men. Older people are more likely to develop these cancers - 95 per cent of people diagnosed in England are over 50. Yet new survey data shows there isn't high awareness of this fact; less than half (40 per cent) of this age-group in the North East and North Cumbria know that they are most at risk of oesophageal cancer. This has to change.

Dad-of-two Chris Baylis, 66, from Hexham was diagnosed with oesophageal cancer in 2007 and has thrown his support behind the campaign to help increase awareness of the possible symptoms and encourage those worried to visit their GP just like he did.

"I remember laying down at night in bed and having really unpleasant heartburn - the acid would rise up

into my throat and make me cough. I was worried, so I made an appointment to see my GP who quickly referred me to a specialist.

"After a few tests I found out that I had oesophageal cancer, which I obviously didn't want to hear, but the silver lining was that it was caught early and something could be done about it.

"Within a few months, I had surgery and went on to make a full recovery, thankfully. I know I'm very lucky, and of course cancer isn't anything you'd ask for but it hasn't held me back - in fact it's had the opposite effect. It's simple - going to the doctor's when I did probably saved my life and could save yours too."

Factfile

POSSIBLE symptoms of oesophageal and stomach cancer include:

- heartburn most days for three weeks or more
- food feels like it's sticking in your throat when you swallow
- indigestion on and off for three weeks or more
- losing weight for no obvious reason
- trapped wind and frequent burping
- feeling full very quickly when eating
- feeling bloated after eating
- nausea or vomiting
- stomach pain.

Web help

■ For more information on oesophageal and stomach cancers visit nhs.uk/ogcancer



Newcastle Journal
12.03.14 p.24
OTS: 89,762
Media Value: £1,541

KEITH HANN
COLUMNIST



THE NHS does not seem to offer anything as simple as a mission statement on its website, preferring instead to outline seven principles and a longish list of values.

Nowhere among these can I find the words, "To make the nation's flesh creep, like the Fat Boy in *The Pickwick Papers*". Yet that is undoubtedly the effect on me of their current advertising campaign: "Be Clear on Cancer".

I nodded knowingly as I watched the TV ad showing that bloke picking up his indigestion pills every time he left the house. Then came the punchline: "If you suffer heartburn, most days for three weeks or more, it could be a sign of cancer."

Stone me, I've suffered heartburn most days for at least 25 years. I felt an urgent need to kick the hearth to make sure I wasn't already dead. I was about to pick up the phone and make an appointment with my doctor, when I remembered three salient facts.

First, he already thinks - with some reason - that I am Northumberland's biggest hypochondriac.

Secondly, he has prescribed me some pills for heartburn, which I take nearly every day, and presumably wouldn't have done that if he suspected I was suffering from cancer.

And, thirdly, you can never get an appointment with my doctor. Sometimes I go online and book one a couple of months in advance just in case I happen to feel poorly then. (Before anyone complains, I always cancel these in good time, thereby creating a golden opportunity for someone who is genuinely ill.)

Ever since a colleague died of skin cancer many years ago I have been boring my local medics into catatonia by subjecting every new bodily growth (apart from my disgustingly expanding stomach) to their informed inspection.

Once the legendary and now retired head of the practice looked at the single word "Moles" on my record card and delivered a very full disquisition on the state of his lawn, before asking why I was bothering him with my problem, rather than a pest controller. I don't think he was trying to be funny.

The problem with running advertising campaigns encouraging more people to go to their doctor is that those who prick up their ears will be alarmists like me. No doubt reinforcing the GPs' inclination to treat such worries with suitable scepticism.

In recent years I have known two people who went to their doctors convinced they were suffering from brain tumours. Both were repeatedly informed that they were imagining their ailments and advised to relax and stop Googling medical websites.

One is now dead, and the other happily in remission following brain surgery and chemotherapy. We shall never know whether a less sceptical initial response would have made any difference to these outcomes.

Perhaps the time is ripe for a full merger between the NHS and the Daily Mail, so they could focus

their mighty combined resources on frightening the living daylights out of us.

To give just a few examples from the last two weeks alone, eating too much protein is as dangerous

as smoking 20 cigarettes a day; while eating too much sugar will kill us (though fat, which "experts" been telling us to avoid like the plague for decades, turns out to be not so bad after all).

Even the salmon the authorities have been advising us to tuck into with gusto, because oily fish is good for you, turns out to be contaminated with microscopic amounts of DDT. Which pose no known risk to health, but when has that ever stood in the way of a screaming headline?

I am old enough to remember when DDT was hailed as a saviour for controlling malaria. Then people started worrying about its impact on wildlife and side-effects like cancer.

That's reputations for you. Up one minute, down the next. Just look at fat and sugar.

The key facts are that we're all going to die of something, and the best way of deferring that unhappy day is to eat, drink and do all things in moderation. Oh, and please don't trouble your doctor unnecessarily. He's almost certainly got quite enough on his plate dealing with hysterical mole-watchers.

■ www.bloketthenorth.com

The problem with running campaigns encouraging more people to go to their doctor is that those who prick up their ears will be alarmists like me

**BE CLEAR
ON CANCER**



The Newcastle Journal
21.03.14 p.24
OTS: 89,762
Media Value: £508

Views of the North

Ad makes flesh creep

WITH regard to the Keith Hann article telling us that the NHS campaign Be Clear on Cancer makes his flesh creep, in which he highlighted the ad on heartburn and oesophagus cancer, and the subsequent reply by Dr James Carlton taking him to task for saying such things.

The ad that makes my flesh creep the most is the one where we see a

young boy getting himself ready for school. It is a very pleasant scene and anyone could relate to it.

And then he leaves his room and in the next room we see his mother sitting up in bed like a warmed up corpse.

It borders on the obscene and is the most disgusting ad I have ever seen.

With such campaigns running, how long will it be before we see the NHS in its death throes?

**MICK DAVIES, Shieldfield,
Newcastle.**





ONLINE

**BE CLEAR
ON CANCER**





ITV Tyne Tees
10.02.14
OTS: 14,500
Media Value: £244

itv Player Shows Guide News Sport More
News Regions Topics Entertainment Meet the team Top news
Tyne Tees
1:43 PM, MON 10 FEB 2014

Advert to raise awareness of Oesophagel cancer



A new TV advert from Public Health England campaign aims to highlight the symptoms of oesophageal and stomach cancers.





ITV Tyne Tees
 10.02.14
 OTS: 14,500
 Media Value: £610

The screenshot shows a news article on the ITV Tyne Tees website. The article title is "North East 'worst region' for oesophageal cancer". The sub-headline reads: "A new TV advert from the Be Clear on Cancer campaign aims to highlight the symptoms of oesophageal and stomach cancers, which affect 750 people in the North East of England each year. The region has the highest rate of the diseases in the country." Below the text are social media sharing buttons for Facebook, Twitter, Plus, and Reddit.

Below the main article is a section titled "Latest ITV News reports" featuring a smaller version of the article with the title "How to recognise the symptoms of oesophageal cancer".

The article content includes:

- How to recognise the symptoms of oesophageal cancer**
- The North East has the highest rates of oesophageal cancer in the world, but nine out of ten of us would not recognise the signs.
- [Read the full story](#)

Below this is another section titled "What causes Oesophageal cancer?".

- When cancer of the oesophagus first develops it rarely causes any symptoms. This is because the tumour is very small. It is only when the cancer starts to become larger and more advanced that symptoms will start to develop. Those might include:
 - difficulty swallowing
 - unexplained weight loss (caused by a combination of difficulties swallowing and the cancer's harmful effects on your body)
 - pain when swallowing (odynophagia)
 - throat pain and discomfort
 - persistent indigestion
 - hoarseness
 - persistent cough
 - vomiting
 - coughing blood





ITV Tyne Tees
 10.02.14
 OTS: 14,500
 Media Value: £1,758

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Tyne Tees

5:59 PM, MON 10 FEB 2014

North East "worst in the world" for cancer of the oesophagus

The North East of England has the world's highest rates of cancer of the oesophagus and stomach, according to Public Health England, partly due to our high levels of obesity.

However, nine out of ten of us would not recognise the symptoms.

A new TV advert showing in the North East and North Cumbria will raise awareness of what to look for.

Lucy Taylor reports.

Health • North East • Cancer

Share Tweet Plus Reddit





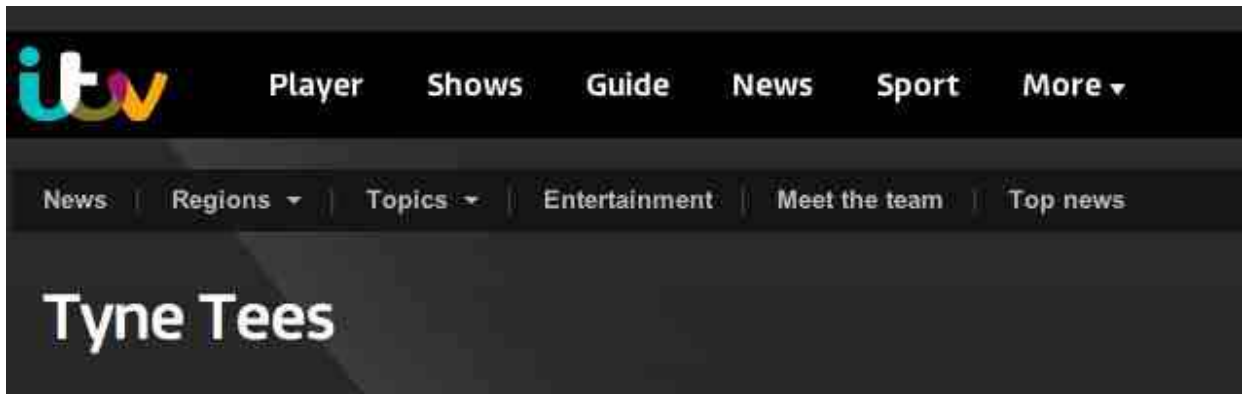
ITV Tyne Tees
10.02.14
OTS: 14,500
Media Value: £244

The screenshot shows the ITV Tyne Tees website interface. At the top is the ITV logo and a navigation menu with links for Player, Shows, Guide, News, Sport, and More. Below this is a secondary navigation bar with links for News, Regions, Topics, Entertainment, Meet the team, and Top news. The main header area displays 'Tyne Tees' in a large, stylized font. The article content includes a timestamp '10:02AM, MON 10 FEB 2014', a headline 'NORTH EAST "WORST REGION" FOR OESOPHAGEAL CANCER', a main title 'North East "worst region in the world" for oesophageal cancer', and a sub-headline 'Last updated Mon 10 Feb 2014'. The article text states that the North East of England has the highest rate of oesophageal and stomach cancer in the UK, and the UK has the highest rate of any country in the world. A new TV advert from the 'Be Clear on Cancer' campaign aims to highlight symptoms of these diseases, which affect 750 people in the region every year. At the bottom of the article are social sharing buttons for Facebook (Share), Twitter (Tweet), Google+ (Plus), and Reddit.





ITV Tyne Tees
10.02.14
OTS: 14,500
Media Value: £244



© 10:02 AM, MON 10 FEB 2014

North East "worst region in the world" for oesophageal cancer

The North East of England has the highest rate of oesophageal and stomach cancer in the UK, and the UK has the highest rate of any country in the world. A new TV advert from the Be Clear on Cancer campaign aims to highlight symptoms of the diseases, which affect 750 people in the region every year.

[Health](#) • [Cancer](#) • [North East](#)



The News & Star
11.02.14
OTS: 53,064
Media Value: £405

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HEARTBURN LINKED TO CANCER IN NEW CUMBRIAN CAMPAIGN

By Pamela McGowan

Published at 11:49, Tuesday, 11 February 2014

A new campaign to raise awareness of the link between heartburn and cancer has been launched today across north Cumbria.

A survey of people in the area shows that about nine out of ten people don't realise persistent heartburn can be a symptom both oesophageal and stomach cancer.

Public Health England (PHE) hopes the Be Clear On Cancer pilot will raise awareness and encourage more people to visit their GP if they have had heartburn most days for three weeks or more.

About 750 people in the north east and north Cumbria are diagnosed with oesophageal or stomach cancer each year and about 600 people die from it.

But lives could be saved with earlier diagnosis, as it increases the chances of successful treatment.

Dr Tony Branson, medical director at the North of England Cancer Network, said: "It's really important people are aware that persistent heartburn could be a symptom of cancer.

"Even if you're taking medicine and it seems to help, you still need to see your doctor. Chances are it's nothing serious, but if there is something wrong, then finding it early makes it more treatable."

Difficulty swallowing food is also a possible symptom of oesophageal and stomach cancers, so people should also see their GP if food is sticking when they swallow.

This regional campaign follows a successful pilot in 2012. Results showed the number of patients diagnosed with oesophageal cancer increased by more than a third (37 per cent), compared to the same time the previous year.

The four-week campaign will see adverts running on regional TV, radio and in the press with events taking place at football and rugby clubs across the area.

PMcGowan@cngroup.co.uk

Published by <http://www.newsandstar.co.uk>



The Northern Echo

The Northern Echo
11.02.14
OTS: 125,212
Media Value: £13,548

The Northern Echo

News Sport Business What's On Entertainment Features Info Announcements
Health Healthwatch North Yorkshire
The Northern Echo > Features > Health >
HEALTH

Early checks can be lifesavers

2:05pm Tuesday 11th March 2014 in Health

The UK has a poor record in detecting and treating cancers. Now a campaign has been launched to encourage people to seek help early

EVERY time Kit Fletcher swallowed food, "it was like a rock falling down a cliff and hitting the cliff face several times on the way down". So instead of ignoring the problem, he went to his GP – only to find out he had a 3.5cm tumour in his oesophagus.

Now Kit, from Sedgefield, County Durham, is backing a "be clear on cancer" campaign to encourage people to act on the warning signs and seek help at an early stage.



Oesophageal cancer patient Kit Fletcher has backed a new 'be clear on cancer' campaign – urging people to act on the warning signs of oesophageal and stomach cancer and visit their doctor as soon as possible.

The 67-year-old first visited his GP in mid December.

In addition to problems in swallowing, he says: "I was also regularly waking up in the middle of the night with the taste of bile in my mouth.

"I went to my GP – he said it could be just indigestion or general damage to my oesophagus. But I just had this feeling that it could be something more.

"My sister-in-law died of oesophageal cancer five years ago so I knew what some of the symptoms were. She caught it very late and by then it had spread and it was untreatable. My wife also died of bone cancer within two weeks of her sister, so I have always been very conscious about cancer."

**BE CLEAR
ON CANCER**