

A photograph of a classroom scene with a teal overlay. A woman in a dark polo shirt stands at the front of the room, addressing a group of students seated at desks. The students are seen from behind, looking towards the front of the classroom.

TRANSFORMING CANCER KNOWLEDGE IN THE CLASSROOM - AND BEYOND

**Why it's time to expand
Teenage Cancer Trust's Education
& Awareness Programme**

**FOR MORE THAN 15 YEARS,
TEENAGE CANCER TRUST HAS HELPED
YOUNG PEOPLE TO UNDERSTAND MORE
ABOUT CANCER THROUGH OUR
EDUCATION & AWARENESS PROGRAMME**

At secondary schools, colleges and universities across the UK, our expert speakers have helped more than 300,000 teenagers and young adults to develop their knowledge, make healthy lifestyle choices and feel more confident talking about cancer with their friends and families.

**CANCER EDUCATION IN SCHOOLS HAS THE POTENTIAL TO
TRANSFORM THE UNDERSTANDING OF A WHOLE GENERATION**

It can break down fears about cancer. It can spread awareness of cancer signs, ultimately leading to earlier diagnoses. It can help young people to understand the behaviours and lifestyle choices that increase the risk of getting cancer. And – when young people share what they learn – it can create a powerful ripple effect, spreading understanding far beyond the classroom.



GROWING RECOGNITION, GROWING AMBITION

Research in 2015 from the University of Stirling* confirmed what students and teachers have told us for many years. Following a Teenage Cancer Trust education presentation, young people’s recognition of cancer warning signs and cancer risk factors increases significantly. Students become more likely to talk about cancer too – breaking down fears and sharing knowledge with their friends and families.

Now, our ambition for the Education & Awareness Programme is growing. Working closely with external partners, we want to reach more young people than ever – enabling those young people to take greater control of their health and helping others to do the same.

We also want to reach new audiences – including GPs, other health professionals and adults who work with or support young people.

*Source: Hubbard, G. (2015) School-based brief psycho-educational intervention to raise adolescent cancer awareness and address barriers to medical help-seeking about cancer: a cluster randomised controlled trial. Psycho-Oncology, doi: 10.1002/pon.4001.

WHY CANCER EDUCATION MATTERS



**1 IN 2 PEOPLE WILL
GET CANCER IN
THEIR LIFETIME**



**4 IN 10 CANCERS COULD
BE PREVENTED BY
LIFESTYLE CHOICES**



**CANCER IS THE MOST FEARED
DISEASE IN THE UK**



**A SINGLE CANCER EDUCATION
PRESENTATION HAS A
SIGNIFICANT IMPACT ON
RECOGNITION OF CANCER
WARNING SIGNS AND
RISK FACTORS**

Sources: Cancer Research UK, YouGov, Stirling University.

Cancer education can transform understanding and lead to better conversations about cancer. And our extensive experience of working with young people, schools, colleges, universities, teachers and health professionals means we’re uniquely placed to deliver learning that lasts.

ASSESSING OUR IMPACT

In 2015, the University of Stirling carried out a randomised controlled trial of our education work, involving more than 2,000 students aged 12 and 13 from 20 schools across Glasgow. Researchers found that among students who attended our presentations:

AWARENESS OF WARNING SIGNS GREW

Recognition of:

Unexplained weight loss as a potential sign of cancer rose by

36%

Changes to a mole as a potential sign rose by

30%

Unexplained pain as a potential sign rose by

19%

AWARENESS OF RISK FACTORS GREW

Recognition of:

Being overweight as a cancer risk rose by

26%

Getting sunburnt as a risk rose by

26%

HPV infection as a risk rose by

15%

Low levels of physical activity as a risk rose by

11%

STUDENTS TALKED ABOUT CANCER

- Three times more young people talked to others about cancer after our presentation, compared to a baseline survey
- Young people who attended a presentation were almost twice as likely to discuss cancer afterwards



THE VALUE OF CANCER EDUCATION

As prevention becomes central to public health and delayed diagnosis remains a major problem for many young people with cancer, the benefits of learning about cancer are clearer than ever.

WHY PREVENTION MATTERS

The focus on preventing ill health in the UK has never been greater.

The NHS England Five Year Forward View argues that 'A radical upgrade in prevention and public health' is needed for our future health and economic prosperity, and for the NHS to remain sustainable.

Similarly, the stark warning in the Independent Cancer Taskforce's cancer strategy for England 2015-2020 is that:

'We will not be able to sustain comprehensive health and social care coverage unless we take more concerted action on prevention.' *

A RECOGNISED CANCER PREVENTION TOOL

As prevention becomes critical, our standardised, structured Education & Awareness Programme has a valuable role to play. Indeed, it was referenced explicitly in the Independent Cancer Taskforce for England's strategy:

'Subject to evaluation of pilots being undertaken by Teenage Cancer Trust and others, NHS England and Public Health England should consider the evidence base for rolling out a cancer education programme to all secondary schools to raise awareness of healthy lifestyles and cancer symptoms.' *



"Thank you so much for making me realise how real it is, but also how cancer isn't a 'bad' word, or something to whisper about."

- Cathy, college student

* Achieving world-class cancer outcomes: A strategy for England 2015-2020.

THE POWER OF BEHAVIOUR CHANGE

Attitudes to behaviours that increase the risk of cancer are typically shaped when we're young, so our presentations alert young people to common cancer risks and to their potential impact in later life.

The risks we discuss include:



NOT SMOKING

WHICH COULD PREVENT 19% OF CANCERS



STAYING AT A HEALTHY WEIGHT

WHICH COULD PREVENT 5% OF CANCERS



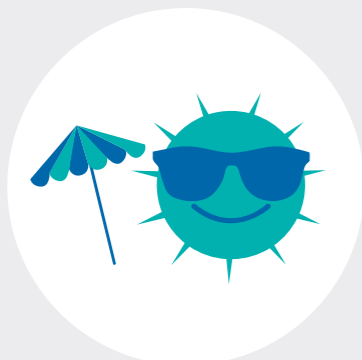
EATING PLENTY OF FRUIT AND VEG

WHICH COULD PREVENT 5% OF CANCERS



DRINKING LESS ALCOHOL

WHICH COULD PREVENT 4% OF CANCERS



STAYING SAFE IN THE SUN

WHICH COULD PREVENT 3% OF CANCERS



BEING ACTIVE

WHICH COULD PREVENT 1% OF CANCERS

Source: Parkin DM, Boyd L, Walker LC. (2011), 'The fraction of cancer attributable to lifestyle and environmental factors in the UK in 2010.'

IMPROVING DIAGNOSIS

Education also has a crucial role to play in empowering young people to recognise potential cancer signs and to push for effective professional support.

As things stand, the process of being diagnosed with cancer is lengthy and stressful for many young people.

Teenage Cancer Trust research in 2013 found that **37% of young people are diagnosed with cancer after a visit to an Accident & Emergency facility**, compared to 13% of adults aged 25-49. Of that 37%, more than a quarter had previously been to see their GP with cancer symptoms but had not been referred to a specialist.

Similarly, while two thirds of the young people we spoke to visited their GP with at least one of the most common cancer symptoms, **one in four teenagers and young adults had to visit their GP four times before being referred.**

"Delayed diagnosis can result in more intensive treatment being needed over a longer period of time, with the possibility of a poorer prognosis and more long-term effects in later life."* It can also increase anxiety, affecting the way people cope with diagnosis and treatment which can lead to distrust of medical professionals.

*Source: Weller et al. (2012) The Aarhus statement: improving design and reporting of studies on early cancer diagnosis. British Journal of Cancer 106, 1262-1267
Neal, R.D., (2009) Do diagnostic delays in cancer matter? British Journal of Cancer 101 Suppl 2, S9-S12

BUILDING RELATIONSHIPS WITH GPs

Teenage Cancer Trust has engaged with GPs for many years and, as we continue to expand our Education & Awareness Programme, our intention is to increase the professional support we offer to doctors and health professionals.

EMPOWERING YOUNG PEOPLE

Our education work has a role to play in empowering young people too – enabling them to identify and discuss potential symptoms more openly, and giving them the confidence to engage more effectively with primary care providers. We encourage them to be persistent and to keep going back to see their GP if their health concerns aren't being resolved.

"I do have a friend who suffered with cancer when we were younger and we just didn't talk about it. I think I'll go back to my old school and advise them to try to get someone from Teenage Cancer Trust to give a talk."

- Keira, student



"The talk was very thought provoking and many of our girls went home and discussed the issues with their families and also in subsequent lessons."

- School staff member

"A boy who has been worried about a testicular lump for the last two years has decided to tell his mum because he listened to your presentation and decided to act upon your advice."

- Candy, teacher

“I left feeling very grateful for my health, more open-minded about cancer (now I can openly talk and say the word...) and inspired to help.”

- Keira, student

THE CASE FOR CANCER EDUCATION IN SCHOOLS

- Young people (15-34) have more concerns about cancer than any other public health issue
- Evidence from the National Institute for Health and Care Excellence (NICE) suggests that health education can have a positive long-term impact on young people
- The Chief Medical Officer for England has highlighted the link between Personal, Social, Health and Economics Education (PSHE) and public health
- A 2012 Ofsted review found that PSHE education needed to improve or was inadequate in 40% of schools
- More than 9 in 10 pupils who are taught PSHE believe all students should have PSHE lessons
- In 2015, Parliament’s Education Select Committee called for statutory PSHE education to be introduced in all secondary schools
- Cancer education fulfils many elements of the PSHE curriculum, including taking responsibility for health, checking for cancer, how to seek help and how to be an assertive user of the NHS



Sources: Ipsos Mori, NICE, CMO’s Annual Report 2012, Ofsted, PSHE Association.

“I think this topic is an essential part of PSHE. It is one of the subjects deemed to be a sensitive issue, so often not covered in schools.”

- West Bridgford School

OUR EDUCATION & AWARENESS PROGRAMME EXPLAINED

All of our educational support for young people is upbeat and interactive, with a focus on encouraging informed and open conversations about cancer – during and after our visit.

OUR EDUCATION & AWARENESS PROGRAMME FOR SCHOOLS CONSISTS OF:

- Face-to-face presentations
- Online resources and lesson plans
- Shunburn, our skin cancer awareness campaign
- An educational drama film, with class discussion notes
- Follow-up homework tools

PRESENTATIONS TYPICALLY LAST 45-60 MINUTES, AND EXPLORE:

- How cancer starts
- The different types of cancer
- Common cancers in young people
- Early warning signs
- Cancer treatments
- Having cancer as a young person
- Supporting someone with cancer
- Ways to reduce the risk of cancer

Our expert staff, who include teachers, nurses and youth workers, tailor discussions for year 10/s3 and above to help young people take responsibility for their health, make healthy lifestyle choices and feel more confident speaking to health professionals and to friends and family.

‘We need a new generation who aren’t afraid to talk about cancer and we believe education is the key to achieving this.’

- Siobhan Dunn, Chief Executive, Teenage Cancer Trust

SUPPORT WHEN A YOUNG PERSON HAS CANCER

As part of our Education & Awareness Programme, we also visit schools across the UK where a student has been diagnosed with cancer.

When that's the case, we give tailored presentations to peers and teachers of the young person with cancer – increasing understanding and answering any questions people have. As with all of our education work, the emphasis is on helping people to understand cancer and to feel more confident discussing it.



We use a range of clear, straightforward resources during our presentations, all written specifically for young people.

OUR ONLINE LEARNING HUB

We offer a wide range of education and awareness-raising materials online, including lesson plans, worksheets, factsheets, videos and more. To take a look, visit:

www.teenagecancertrust.myresourcecloud.net

TEENAGE CANCER TRUST: A HISTORY OF TRANSFORMING YOUNG LIVES

For more than 25 years, our focus has been on providing the best possible support for teenagers and young adults with cancer.

Since opening our first dedicated cancer unit for young people in 1990, we've grown to offer support at every stage of the cancer journey – for young people, their friends, families and carers, and for medical professionals. Our education work is a vital element of that support.

TWO DECADES OF RAISING AWARENESS

1990

- We opened our first Teenage Cancer unit at the Middlesex Hospital

1994

- Our first International Conference on Teenage and Young Adult Cancer Medicine

1995

- Education & Awareness Programme launched

2001

- Our first Find Your Sense of Tumour weekend conference for young people with cancer

2006

- The launch of Shunburn, our campaign to raise awareness of staying safe in the sun

2011

- Our online Learning Hub goes live, containing a range of useful tools about cancer for teachers

2012

- We launch our Teenage Cancer Action week campaign, raising awareness of the 5 most common signs of cancer in young people.

2013

- Scottish Government partners with Teenage Cancer Trust to run cancer awareness presentations across Scotland

2014

- 40,000 people visit our online Learning Hub in just six months
- We reach 116,000 students in 515 schools (Sep 2013-July 2014)
- Shadow Health Minister Andy Burnham pledges to make Teenage Cancer Trust presentations available to every school in England if Labour are elected in 2015
- Our 'What is Cancer?' lesson plan is endorsed by the PSHE Association

2015

- University of Stirling research finds that a single education presentation has a significant positive impact on recognition of cancer warning signs and risk factors
- The Independent Cancer Taskforce includes our education work in its cancer strategy for England 2015-2020
- Teenage Cancer Trust recruits nine new Education & Awareness execs to the team

HELP US TO TRANSFORM CANCER KNOWLEDGE

**To find out more about the Teenage Cancer Trust Education & Awareness Programme and to work with us to transform cancer knowledge across the UK, please get in touch at:
education@teenagecancertrust.org**



Follow us online:

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Edition 2 / Feb 2016

Teenage Cancer Trust is a certified member of NHS England's The Information Standard for our health and care information for the public. The Information Standard ensures we're writing to strict quality control guidelines. And it means that young people affected by cancer are at the heart of everything we produce.

Teenage Cancer Trust is a registered charity: 1062559 (England & Wales); SC039757 (Scotland)