



Press Kit



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I'm striding for...
Mum ♥

pancreatic cancer action

Striding for Survival®
Registered charity no. 1137689

pancreatic cancer action

www.pancreaticcanceraction.org

Saving lives through early diagnosis



0303 040 1770



pancreaticcanceraction.org

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About Pancreatic Cancer Action

Pancreatic Cancer Action is a UK-wide charity that focuses on symptom awareness, early diagnosis and improving the quality of life for those affected by pancreatic cancer.

In 2010, Ali Stunt, a pancreatic cancer survivor, founded the charity with an aim to improve survival for the disease by getting more people diagnosed in time for surgery, which is currently the only potential for a cure

In that same year, a group of patients, carers, nurses and doctors in Scotland with shared hope, knowledge and action came together to form Pancreatic Cancer Scotland (PCS). The two charities merged in 2020 with their combined vision of a day when everyone is diagnosed early and survives pancreatic cancer.

Two of the PCS co-founders', now retired pancreatic surgeon Ross Carter and clinical nurse specialist Elspeth Cowan are now trustees at Pancreatic Cancer Action.

Our Focus

is on early diagnosis and the development of effective treatments to improve pancreatic cancer outcomes.

Our Vision


is that everyone survives pancreatic cancer

Our Mission

is to improve survival rates of pancreatic cancer by ensuring more people are diagnosed early and that everyone has access to effective treatments, support, information and care.

We are doing this by:


- **Raising public awareness** and knowledge of pancreatic cancer and its symptoms to achieve early diagnosis
- **Campaigning and lobbying the government** and key stakeholders for change to advance the standard of healthcare for individuals
- Providing **free pioneering educational resources and accredited eLearning training** modules for our medical and healthcare communities to diagnose pancreatic cancer sooner
- **Funding innovative research to improve early diagnosis**, develop effective treatments and to improve pancreatic cancer outcomes
- Providing free, easy to understand and **certified patient information** and **offering practical, emotional support** to all affected by pancreatic cancer

 **28 people** are newly diagnosed with pancreatic cancer each day

Less than **1%** survive past 10 years

 **The UK's fifth biggest cancer killer.** Soon to become the fourth

Pancreatic cancer only receives **3.1%** of cancer research funding





A silent and deadly killer

Less than 8% of those who are diagnosed with the disease will survive past 5 years and most will die within 2-6 months. This is the worst survival rate of any of the 22 common cancers and compares with 97%, 85%, and 66% survival for testicular, breast and cervical cancers respectively.

Ali Stunt was diagnosed with pancreatic cancer in 2007 and unlike 90% of patients diagnosed, her cancer was detected early enough for life-saving surgery.

She was astounded by the dismal survival rates of pancreatic cancer patients and became passionate about improving early diagnosis for the illness. This prompted Ali to found Pancreatic Cancer Action in August 2010.

Ali is currently in the 1% of people who have survived over 10 years; she is now a 14 year survivor.

Ali is a key opinion leader and media spokesperson for pancreatic cancer, having previously appeared on BBC Breakfast, Good Morning Britain, This Morning, Sky Sunrise, Sky News, Newsnight and other regional Programmes.

Ali is often asked to speak at conferences, exhibitions and events globally. Her work overseas ensures that she is able to contribute to pancreatic cancer policies at a global level.

Because of this, she is regularly asked to create training presentations for medical professionals and write articles for medical and pharmaceutical publications.

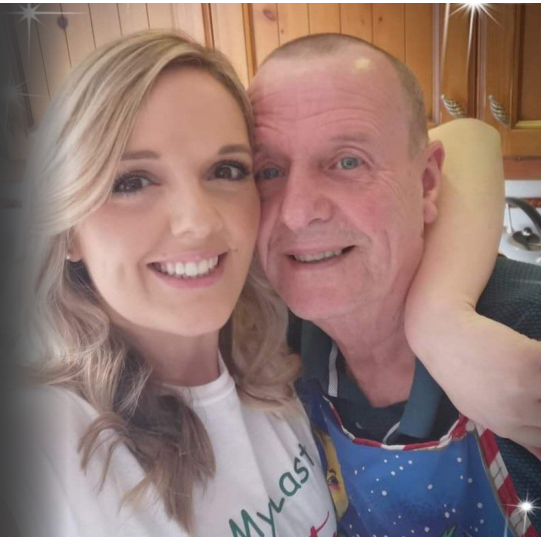
She is a key stakeholder in the All Party Parliamentary Group on Pancreatic Cancer (APPGPC), a group created to ensure that pancreatic cancer is high on the political agenda.

Case Studies

We have an extensive list of case studies who are based all over the UK and are willing to speak to the media to raise awareness. They have experience talking on the radio and TV and they all have unique personal experiences with the disease. If you require a case study for a specific area then get in touch using the contact details on page 9.

Bereaved - Beth Dursley, Evesham, Worcestershire

Beth Dursley lost her dad, Rob to pancreatic cancer in April 2020. There were only 11 days in between his diagnosis and death. Beth is a passionate spokesperson for us and was a pivotal part of our recent pancreatic cancer awareness campaign in Wales, where the 5 year survival rate is as low as 3%. She spoke on BBC Radio Wales and was featured in articles in The Mirror and Wales Online.



Bereaved - Kelley Spacey, Oxford, Oxfordshire

Kelley's mum, Janet, was diagnosed with pancreatic cancer in 2011 and sadly passed away just 49 days later. Kelley has since been an avid supporter of Pancreatic Cancer Action, holding fundraisers and awareness stands and has taken part in many media interviews.



5+ years Survivor - Penny Lown, Treknow, Cornwall

Penny started off with a vague pain on the left side of her chest and was seeing her GP on a weekly basis before she was diagnosed with pancreatic cancer.

Penny received chemotherapy, along with some tough side effects, and is now a survivor of pancreatic cancer.



What is Pancreatic Cancer?

Pancreatic cancer occurs when cells in the pancreas grow uncontrollably to form a lump or mass, usually referred to as a 'cancerous tumour'.

Symptoms of pancreatic cancer are very vague, incredibly ambiguous and they're commonly misdiagnosed as other conditions such as Irritable Bowel Syndrome (IBS), Gallstones, Muscular pain, or even indigestion.

Patients who present one or more of the signs and symptoms of pancreatic cancer will need treatment - and fast.

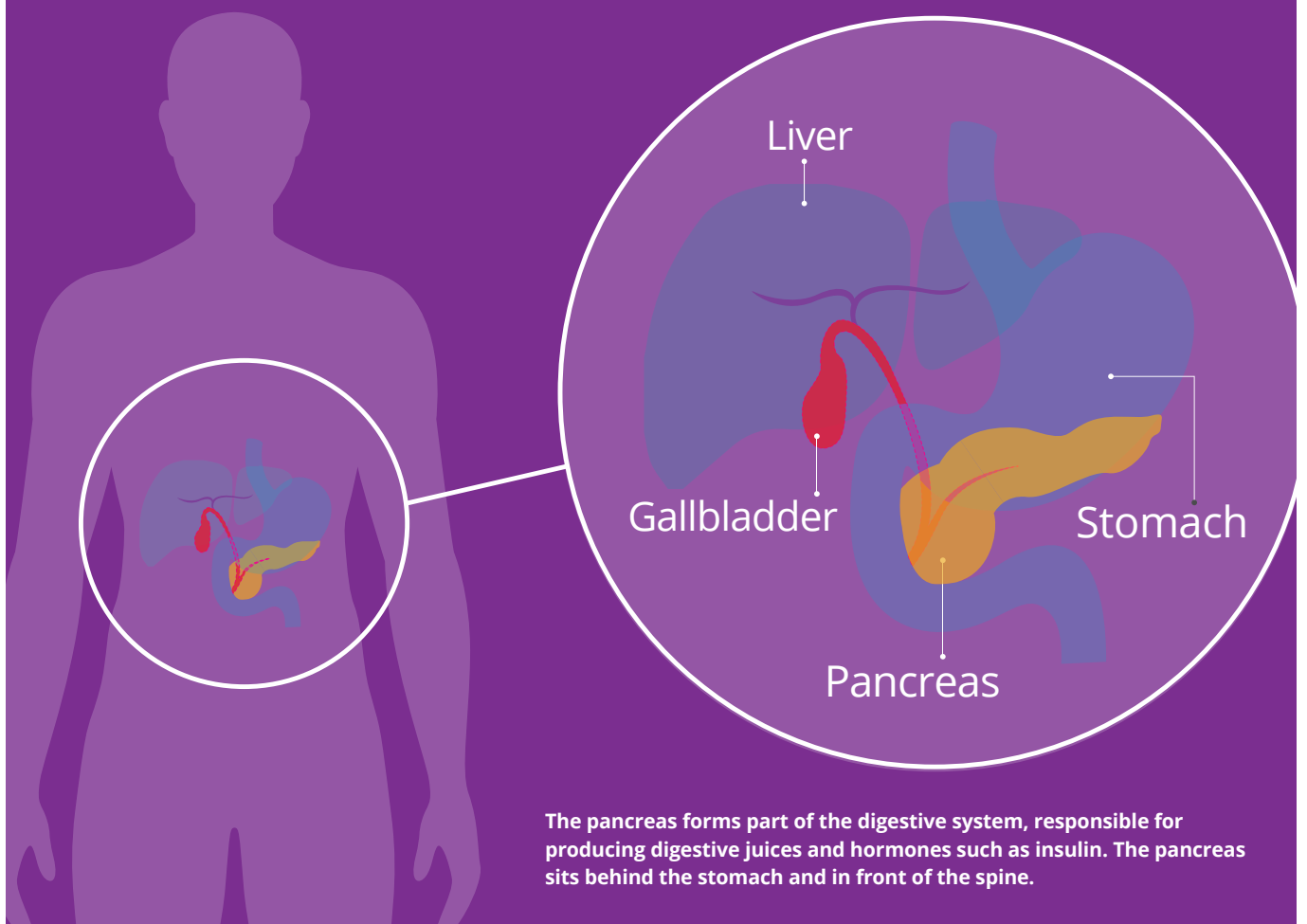
The problem is that the symptoms are extremely vague - often a patients' first port of call is over the counter medicine to treat indigestion and mid-back pain.

Almost half of all patients are diagnosed as an emergency in A&E, where it is likely that the cancer has already spread to other parts of the body.

If pancreatic cancer is suspected, then the patient will be referred for a CT scan or PET-CT scan and usually via an early referral to a specialist unit for other investigations.

Treatments for pancreatic cancer vary and are dependent on the stage of the disease and fitness level of the patient. Treatments can include surgery, chemotherapy, radiotherapy and symptom control.

Sadly, only 10-15% of people who are diagnosed receive their diagnosis in time for life-saving surgery




Signs and symptoms

Without trying



Unexplained weight loss

Which may radiate to the back




Upper abdominal pain or discomfort

Not responding to medication



Indigestion

Yellowing of the skin and whites of the eyes, and/or very itchy skin



Jaundice

Pale and smelly



Changes in the way you poo

Where a woman's bra strap may be and can be eased leaning forward




Mid-back pain or discomfort

Not feeling like eating



Loss of appetite

Which has developed recently and is not linked to weight gain



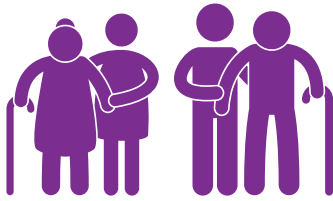
New onset diabetes

Feeling and being sick

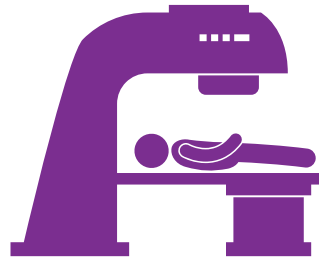


Nausea and vomiting

Key Facts about pancreatic cancer



Pancreatic cancer can affect any adult. It occurs equally in men and women



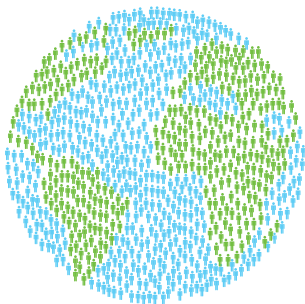
There is **no screening test** for pancreatic cancer



Each year, approximately **10,000 people** are diagnosed with pancreatic cancer in the UK

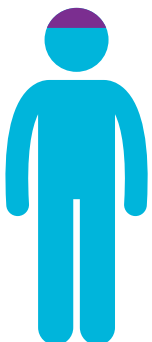


Surgery is currently the only cure, and 5-year survival increases up to **30%** if you can have surgery followed by chemotherapy

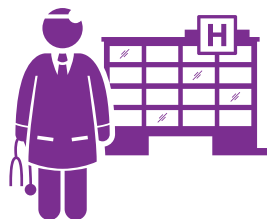


The **UK** has one of the **lowest survival rates** for pancreatic cancer in the world

24 people die every single day from pancreatic cancer - that's more than the number of people who die in road accidents



Less than 8% of people diagnosed with pancreatic cancer will survive for more than 5 years, unlike other cancers. This figure has not changed significantly in 50 years!



The **1 year survival rate** if you receive a diagnosis via your GP is **32%**. If you're admitted to A&E, that number is as low as **12%**

How we can help you?

We can provide you with:

- Comments, interviews and information
- Case studies and quotes
- Up-to-date information about our campaigns, events and pancreatic cancer

Press Office Contact

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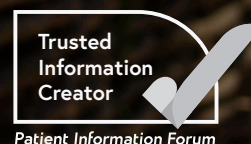
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