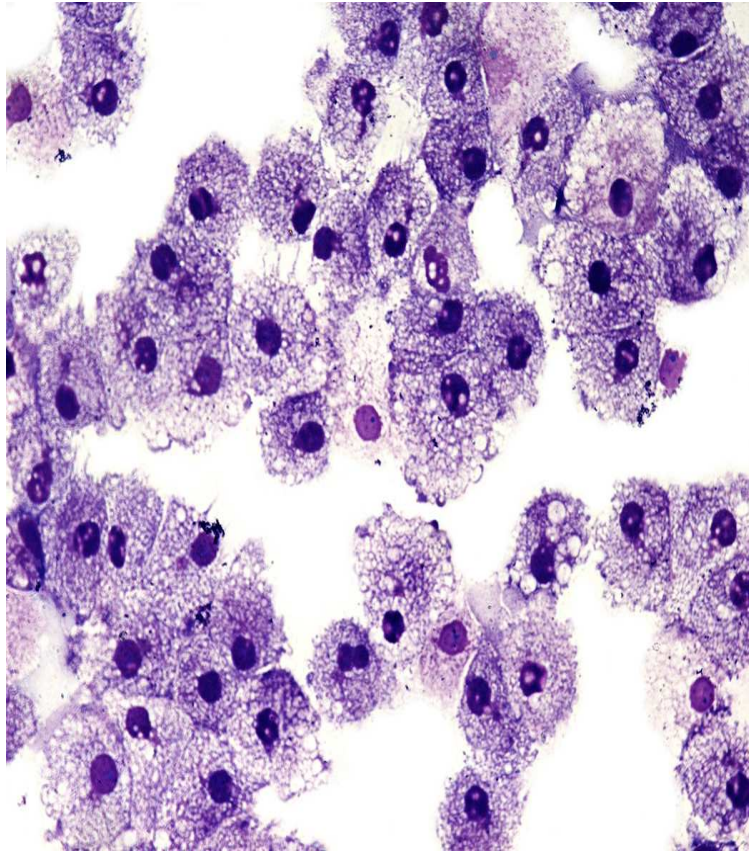


Taking the fear out of cancer



Mr Muti Abulafi
(Lead Cancer Clinician)

&

Ms Jackie Green
(Lead Cancer Nurse)

Why is there the fear of cancer ?

- The media:
 - Those who die or don't have access to treatment frequently hit the headlines.
- TV portrayal.
 - Frail, unable to care for themselves, world falls apart when cancer is diagnosed and treatment begins. Often character dies or the cancer reoccurs.
- In Croydon 2004-2006
 - 3,658 deaths
 - 1,023 attributable to cancer



Why is there the fear ?



Those affected by cancer tell us it is because:

- ❖ Access to medicines
- ❖ Cancer = Death
- ❖ Cancer=Macmillan=Hospice=Death
- ❖ Affects of treatment: D & V,
Mouth ulcers, infection, hair loss,
weight loss
- ❖ Body image change
- ❖ Loss of control. Loss of role.
- ❖ Financial pressure
- ❖ Poor quality of life

Taking the fear out of cancer !!

How ??

- 2 people who have been affected by cancer tell their story
- Counselling service offered at Mayday to those affected by cancer
- What are we doing in Croydon at Mayday University Hospital

Taking the fear out cancer

What Croydon is doing !

- Access to screening programmes.
- Health promotion.
- Delivery of care in line with department of health guidance.

Taking the fear out of cancer

- Working in partnership
- Dedicated cancer care team
- Improved access to services



Taking Responsibility

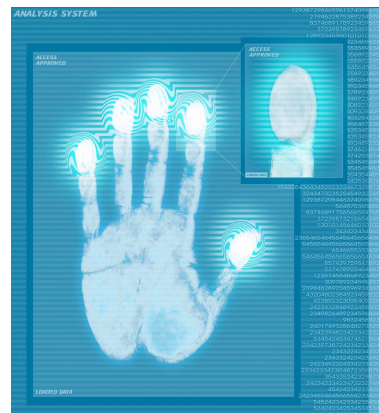
Breast self examination



Quit smoking



Take advantage of screening programmes



Well men and well women clinics



Living with Cancer.

Christine Kay
and
Phillip Martin
“tell their story”