



Bowel Cancer UK: Saving lives

The UK has **one of the lowest bowel cancer survival rates** in Europe. Every year more than 16,250 people die of the disease. Only lung cancer claims more lives.

Earlier diagnosis and treatment is all it would take to avoid many of these deaths. We are working hard to make sure this happens.

Too often in this country, **people are unaware of bowel cancer symptoms**, or embarrassed to discuss them.

We inform **500,000 people a year** about bowel cancer, so they can spot the signs early. We also educate people about **how to help reduce their risk** of the disease.

We lobby the Government to ensure bowel cancer patients get **the best treatment and care** and are diagnosed as quickly as possible.

We help those affected by bowel cancer to **cope with the disease**.



Welcome

to Bowel Cancer UK's Annual Review 2010

“Thanks to our work, every day many more people are living with and beyond bowel cancer”



In 2010, we aimed to save more lives than ever, by making more people aware of the symptoms of bowel cancer and how they can help prevent the disease through our health promotion and symptom awareness activity. Next year we hope to save even more. But we still have a long way to go.

Bowel cancer survival rates in the UK lag behind the rest of Europe, mainly because people are unaware of the symptoms of bowel cancer or embarrassed to talk about them, so are diagnosed late. Each year, thousands die unnecessarily. Bowel Cancer UK saves lives by raising awareness, campaigning for best treatment and care and providing practical support and advice.

In 2010, we took our messages to half a million people in all four countries of the UK. April's Bowel Cancer Awareness Month was the most successful ever. We distributed over 123,000 pieces of information – more than six times as many as in 2009. And we know that with more resources we could reach even more people.

We continued to influence the Government to raise the profile of bowel cancer. As part of the Bowel Cancer Screening Advisory Group in England and Bowel Cancer Advisory Group in England and Scotland, we are doing everything

in our power to improve screening, treatment and care. We also drew on our experience and expertise to advise the Government on its pilot communications campaign on bowel cancer.

We provided an invaluable source of support for many of the 40,000 people diagnosed with bowel cancer last year in the UK. Calls and emails to the Bowel Cancer Advisory Service, our free helpline staffed by specialist nurses, rose by 16%. We also introduced a peer support helpline led by volunteers. This builds on the fantastic work our volunteers do to raise awareness and support those affected by bowel cancer.

In the coming year, we will be spreading our messages further by employing new staff in Scotland and Northern Ireland. We'll make sure that even more people are able to spot the symptoms of bowel cancer by offering our 'Simple Steps to Good Bowel Health' booklet to every screening hub in the country. We'll train

more volunteers and extend the range of information we provide, allowing us to support more people with bowel cancer and their loved ones.

We would like to thank everyone who has supported us over the last 12 months. We are a small organisation, but we make a big difference. With your help, we can have an even greater impact in the future.

Deborah Alsina
Chief Executive, Bowel Cancer UK

Dennis Horner,
Chair, Bowel Cancer UK

Spreading the word, saving lives

We raise awareness about bowel cancer symptoms and prevention

Early diagnosis saves lives. If diagnosed with bowel cancer at the earliest stage, a patient has a 90% chance of surviving more than five years.

But survival rates more than halve if the disease is allowed to grow and spread.

We're saving lives by...

Making sure people know the symptoms of bowel cancer – and encouraging them to go to the doctor if they're experiencing them – couldn't be more crucial. Nor could making people aware of the simple steps they can take to help reduce their risk of the disease.

In 2010, we reached an amazing half a million people with these messages by running campaigns, attending events, producing awareness-raising publications and gaining coverage in the press. That's 500,000 people who are now armed with the information they need to help reduce their risk of bowel cancer – thanks to us.

...Raising the public's awareness of bowel cancer, so they can spot the signs early

We reached people through having stalls at major events, including the Retirement Shows in London, Glasgow and Manchester and trade union UNISON's national conference. From Fife Council and NHS 24 to Ocado and Jaguar Land Rover, we've also worked with major employers to spread the word among their staff about how to spot and reduce their risk of bowel cancer.

Our 860 mentions in the media and more than 100,000 website hits also helped spread our vital advice.

...Educating medical professionals about bowel cancer, so they're alert to patients' symptoms

GPs all over the country will be more alert to the symptoms of bowel cancer thanks to our innovative new GP resource pack. The Government's National Awareness and Early Diagnosis Initiative gave us a £75,000 grant to develop the pack, which will be rolled out throughout 2011.

Colorectal Nurse Specialists (CNSs) play a key role in caring for bowel cancer patients. We're helping them do the best job possible with our new e-newsletter, which lets CNSs share knowledge and experiences, and keep up to date with the latest bowel cancer news.

We also train other organisations so they are equipped to spread the word about bowel cancer. This year we've provided training on bowel cancer for organisations including the Scottish Centre for Healthy Working Lives and Cancer Research UK.



...Running a successful Bowel Cancer Awareness Month

Bowel Cancer Awareness Month is the pinnacle of our awareness-raising efforts each year. In April 2010, we showed a huge number of people the simple steps they could take to help reduce their risk of bowel cancer. We distributed an incredible 123,000 pieces of information around the UK, including our new 'Simple Steps to Good Bowel Health' booklet – a huge increase from 20,000 leaflets and posters in 2009.



"The 'Simple Steps to Good Bowel Health' booklet is excellent. We regularly use it at awareness events, to train others to pass on the messages about bowel awareness and screening and with people who have been given the all-clear after colonoscopy through the Bowel Cancer Screening Programme. The booklet gives clear information in an accessible format that can make a real difference to people's lives. Thank you Bowel Cancer UK."

Julie Tucker

Health Improvement Practitioner,
South of Tyne and Wear Bowel Cancer
Screening Programme

What next?

We are going to expand our work in Scotland, Wales and Northern Ireland. In 2010, we worked in Northern Ireland for the first time, developing a partnership with the Ulster Cancer Foundation. We plan to launch a joint awareness campaign in 2011. We'll also recruit our first staff member in Northern Ireland – as well as a new staff member in Scotland – to drive our work forward.

We reached **500,000 people** this year with information about the early signs of bowel cancer and how to prevent the disease.



Going to the top to make change happen

We lobby government for the best care for people with bowel cancer

Politicians hold the power to improve patients' access to bowel cancer treatment, care and services – increasing their chances of overcoming the disease.

That's why, on behalf of bowel cancer patients everywhere, we're dedicated to influencing Ministers, MPs and other key decision makers.

We're saving lives by...

...Gaining more influence in Westminster and with key policy makers, so politicians make positive decisions for people with bowel cancer

This year our Chief Executive Deborah Alsina, as a member of the Bowel Cancer Advisory Group in England and Scotland and the Bowel Cancer Screening Advisory Group in England, has had access to policy makers who make key decisions about bowel cancer care. She was also a member of the advisory group for the Government's pilot communications campaign on bowel cancer. Throughout the year Deborah met Secretary of State for Health, **Andrew Lansley**; Health Minister with responsibility for cancer, **Paul Burstow**; and National Cancer Director, **Professor Sir Mike Richards**, among others.

We've also recruited Bowel Cancer Champions among new MPs and held a successful 'drop-in' event at Westminster to raise politicians' awareness of the disease in their own constituencies.

...Lobbying for the best treatments for people with bowel cancer

Sometimes, drugs that would benefit people with bowel cancer aren't available because of cost or because of the perception that demand for them will be too great.

We challenge this.

We believe patients should be given the very best chance of overcoming or living longer with bowel cancer. We've continued to campaign for greater access to treatments, including by supporting the introduction of the Cancer Drugs Fund in England.



...Making people with bowel cancer's voices heard where it matters



Providing MPs with statistics and information about bowel cancer is vital. But we find that the impact of the disease really hits home when decision-makers hear from people who have lived with bowel cancer. This year five of our volunteers told their moving stories to MPs at our Westminster drop-in event. We provided each MP with a tailored constituency toolkit about bowel cancer in their local area and set out the actions they could take to help increase awareness of the disease.



"My role as a volunteer for Bowel Cancer UK is to go and talk to community groups about the disease.

It's basically going through everything, adding bits of my own experience and describing to people how to use the screening kit. I just want to make people aware that it shouldn't be shelved. It's a year on from my operation and I'm leading a perfectly happy life. I hope to get another twenty, thirty years in - see my grandkids grow up. I'll be showing them that screening can save lives, because it saved mine."

Billy Tait



"The House of Commons event was an invaluable opportunity for MPs to find out more

about the impact of bowel cancer in their constituencies; to meet charity staff and bowel cancer patients; and to become Bowel Cancer Champions. Bowel Cancer UK provides an invaluable and much needed service and my parliamentary colleagues and I look forward to continuing to work with the charity in raising awareness of the disease."

**John Baron,
MP for Basildon and Billericay**

What next?

In 2011, we will seek to influence decision-makers to address the issues most affecting bowel cancer patients, as a result of any the proposed changes in the NHS. We also want to carry out research into how mortality rates in the UK can be reduced, especially among older cancer patients.

46 new MPs have supported Bowel Cancer UK this year, including by becoming Bowel Cancer Champions, helping us influence better policies for patients.



Helping people through bowel cancer

We support and comfort people affected by the disease

Fear. Bewilderment. Depression. People affected by cancer can go through many upsetting emotions. Whether someone has cancer themselves, or a loved one is living with it, lives are often thrown into turmoil and confusion. Bowel Cancer UK is there with the facts and reassurance people need to ease their distress.

We're supporting those affected by bowel cancer by...

...Being on hand with advice and information

From people with bowel cancer wanting to discuss treatment options to relatives anxious to talk about what they're going through, our Bowel Cancer Advisory Service is a lifeline for anyone affected by the disease. This year we helped and reassured 16% more people than in 2009. Open five days a week and staffed by specialist colorectal, stoma care and oncology nurses, the service provides expert, reassuring support and information by phone and email.



...Offering support from people with real experience of the disease

Nobody knows better what living with bowel cancer is like than those who have gone through it themselves. Bowel cancer patients often appreciate the chance to talk to someone with direct experience of the disease. That's why we set up our Peer Support Service pilot this year. We've trained 15 volunteers to offer telephone support so far.



...Providing crucial information to people concerned about bowel cancer

When faced with a bowel cancer diagnosis, people are often desperate for hard facts and solid information about the disease – from symptoms and causes to treatment. We put this at their fingertips. This year we have continued to develop our extensive range of information factsheets on topics such as 'Eating after bowel surgery' and 'Reducing your risk', which people can find on our website and on the NHS Choices website.



"I have used the Advisory Service at Bowel Cancer UK on several occasions. Each time, the nurses have reassured me and provided me with appropriate advice. This has enabled me to ask pertinent and relevant questions when I attend appointments with my consultant. The service has proved extremely valuable to me. Thank you."

Julie



"I was diagnosed with bowel cancer in 2009, and thankfully, as the cancer had been caught early, it hadn't spread outside my bowel. I've finished my treatment now and feel really well. Once the shock of my diagnosis had subsided, I decided I wanted to share my story, encouraging others to visit their GP no matter how minor they think their symptoms are. That's what saved my life after all. I am helping Bowel Cancer UK in any way I can to raise awareness of the UK's second biggest cancer killer."

Irene

What next?

We want to help even more people in 2011 through our Bowel Cancer Advisory Service. We also plan to extend our range of factsheets, developing more specialist resources on topics such as genetic surveillance programmes.

Calls and emails to our Bowel Cancer Advisory Service **rose by 16%** during 2010.



Charlene White, ITN presenter and our latest Patron

Thank you to our volunteers and fundraisers

We value your help and support

Our volunteers are the backbone of Bowel Cancer UK. They help us run information stands and distribute literature in their communities. They give presentations about bowel cancer. They tell their stories to the media to raise awareness.

Our volunteers are often living or have lived with bowel cancer – or have a relative or friend who has been affected. Their stories make a huge impact on others. We can't thank them enough for helping us to raise awareness of the disease.



Bowel Cancer UK wouldn't survive without the hard work of our fundraisers. This year, people across the UK have raised a huge amount of money for us. That means we can save more lives by raising awareness of bowel cancer and supporting people with and affected by the disease.



Chris Read, Nottinghamshire County Cricket Captain and our Patron, hosted an exciting pro am 20:20 match for us and the Laura Rose Memorial Trust in August at Car Colston Cricket Club in Nottinghamshire. The game raised over £4,000. Participants paid to

play in teams led by Chris or Australian international cricketer David Hussey. Each team included four professionals and eight amateurs. Chris says: *"It was a bit of fun and a good chance to raise money for two excellent charities, which are close to people's hearts."*



We must pay tribute to our amazing fundraiser and supporter **Rosi Miller**, from Northern Ireland, who sadly died of bowel cancer in 2011.

Rosi contacted us in 2009 and tirelessly supported us by raising both awareness and much needed

funds – over £30,000. This has made it possible for us to set up a new health promotion and awareness raising programme in Northern Ireland. Rosi was an inspiration to all who knew her and will be much missed.



In March 2010 **Norman Surplus** began his 27,000-mile, 24-country attempt to be the first person to fly around the world in an autogyro. Norman was diagnosed with bowel cancer in 2003 when he was 40. Now recovered, he wanted his trip to give hope and encouragement to cancer patients worldwide. Norman is currently on the second

leg of his epic journey and close to his £5,000 fundraising target. *"I met some fantastic, genuinely helpful people along the way," he says. "Spending the evening in the Saudi Desert with two local people, completely relying on sign language was a really positive, life-affirming moment for both me and them I think."*



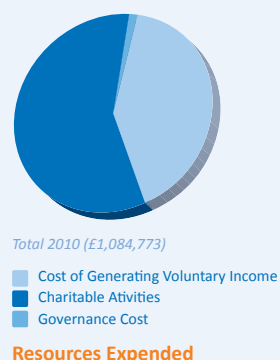
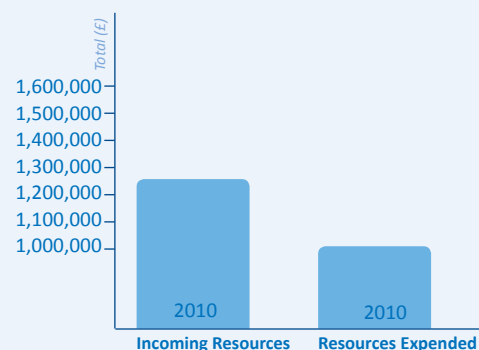
Intrepid explorer **Ann Elliott** recently returned home from her coast-to-coast Costa Rica Trek, which raised an incredible £23,000 for Bowel Cancer UK. Ann's fantastic efforts will fund our new website. Ann decided to support us after her mother was diagnosed with bowel cancer last year. She described the trek as *"very challenging – it was wet, hot, humid and*

very muddy and there were a number of rivers to cross! One day we only walked 13km in 10 hours because the mud was so deep and difficult. I am deeply grateful to everyone who has made a donation, given their time, provided me with inspiration and been behind me all the way."

Statement of financial Activities

For the year ended 31st December 2010

Income / Expenditure	Total 2010 (£)
Incoming Resources	1,263,251
Resources Expended	1,084,773
Cost of Generating Voluntary Income	
Fundraising / community events	445,109
Charitable Activities	
Information and education	279,010
Communications and campaigning	158,399
Scotland	188,665
Governance Cost	13,590
Total Cost	1,084,773



Thank you

also to the following funders:

- Amgen Limited
- Annie Tranmer Charitable Trust
- AstraZeneca UK Limited
- Barclays Asset and Sales Finance
- Bernard Sunley Charitable Foundation
- BestInvest
- BioIndustry Association
- Department of Health
- Gerald Palmer Eling Trust
- Hon Mrs Lakin's Charity Trust
- Hospital Saturday Fund
- Hugh Fraser Foundation
- JL Beckwith Charitable Trust
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- Joseph Strong Frazer Trust
- LABC
- Lifescan
- Mackintosh Foundation
- Martin Connell Charitable Trust
- Merck Serono UK
- Merck Sharp and Dohme
- Metropolitan Police
- Peacock Charitable Trust
- Pfizer Group Limited
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- Roche Products Limited
- Shadworth Hodgson Bequest
- Sovereign Health Care Charitable Trust
- T & J Meyer Family Foundation
- Tay Charitable Trust
- Valentine Charitable Trust
- Vodafone Foundation
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7 Rickett Street, London SW6 1RU 020 7381 9711
20 Queen Street, Edinburgh EH2 1JX 0131 225 5333
Bowel Cancer Advisory Service: Freephone 0800 8 40 35 40

Bowel Cancer UK
raising awareness, saving lives



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