



Our Impact

Saving Lives Through Early Diagnosis



Introduction

Every day 29 people are diagnosed with pancreatic cancer. Only around 7% of those survive more than 5 years.

Early diagnosis offers the best chance of successful treatment. Pancreatic Cancer Action is the only charity in the UK that focuses on early diagnosis. Everything we do is focused on increasing early diagnosis through awareness, education and influencing change.

Improving diagnosis and survival

 Helped drive an increase in UK five-year pancreatic cancer survival from **3% to just over 7%**

 Influenced national guidelines to improve access to scans and specialist care

 Helped secure direct referral pathways for GPs and pharmacists.

Transforming healthcare education

 Developed the world's first CPD-accredited pancreatic cancer e-learning for GPs and pharmacists

 Trained **tens of thousands** of healthcare professionals through free accredited education

 Courses endorsed by the RCGP, Royal Pharmaceutical Society and NHS Learning Hub.

Investing in research

 Invested **more than £300,000** in early diagnosis research

 Funded research which led to an NHS pilot across 300 GP practices to identify people at increased risk of pancreatic cancer

 Created the Early Diagnosis Challenge Award to accelerate innovation and unlock additional funding

 Funded specialist NHS clinical roles supporting patient care and research.

Supporting patients and families

-  Distributed **30,000+** trusted information resources
-  Funded the UK's first specialist pancreatic cancer dietitian, helping shape services now replicated across the NHS
-  Produced accessible information and lived-experience resources for patients and families.

Raising awareness and influencing change

-  Delivered award-winning awareness campaigns including **#MISSEDMoments**, **PancreasNotPenis** and **I Wish I Had...**
-  Delivered campaigns across England, Scotland, Wales and Northern Ireland
-  Helped establish the World Pancreatic Cancer Coalition and Pancreatic Cancer Europe.

Our reach in 2025

Website Visitors	Social Impressions	Social Engagements
197,186	17,482,787	221,995