

Press Kit



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About Pancreatic Cancer Action

We are the only UK charity that specifically focusses on improving pancreatic cancer survival rates through early diagnosis in everything we do.

From raising awareness of the symptoms with the public and funding early diagnosis research, to providing diagnostic tools for healthcare professionals and free information for patients and their families.

Founded by a pancreatic cancer survivor, who proves that early diagnosis is achievable, and survival is possible, our vision is a day when everyone is diagnosed early and survives pancreatic cancer.

Our mission is to improve survival rates of pancreatic cancer by ensuring more people are diagnosed early and in time for surgery – currently the only potential for a cure – and improve the quality of life for patients.


Our head office is based in Oakhanger in Hampshire.

www.panact.org/about

What we do


- We raise public awareness and knowledge of pancreatic cancer and its symptoms
- We help health-care professionals diagnose pancreatic cancer sooner by providing free resources and e-learning
- We provide patients with free information that's easy to understand and can help them through their diagnosis
- We fund research to help find a diagnostic test for pancreatic cancer
- We campaign and lobby for change on a national and global level

www.panact.org/what-we-do

 **27**
people
are newly
diagnosed with
pancreatic
cancer each day

Less than
7%
survive past 5 years

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

 Pancreatic cancer
only receives
2.1%
of cancer
research
funding



Why We Exist

Pancreatic Cancer Action was founded out of a desperate need to give more attention to a disease that has been neglected for far too long.

Less than 7% 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.

Pancreatic cancer is the 5th biggest cause of cancer death in the UK, however, it is set to become the 4th biggest by 2026 as other cancers' survival rates continue to improve. The survival statistics for pancreatic cancer have not changed markedly in nearly 50 years.

Early diagnosis is key to improving survival rates as the sooner the disease is diagnosed, the better the prognosis. For those diagnosed in time for surgery, their chances of survival increases to 30 per cent. Quite simply, we know that pancreatic cancer can be detected early, and as long as we are here and continue to be supported, we will do all we can do to make sure this happens more and more.

Ali Stunt, Founder and CEO of Pancreatic Cancer Action

Ali Stunt was diagnosed with pancreatic cancer in 2007 and unlike 90% of patients diagnosed, her cancer was detected early enough to allow 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 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.

www.panact.org/ali-stunt



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.

Patient - Ceridwen Weston, West Ewell, Surrey

Ceridwen was pregnant with her second child when she started experiencing some of the symptoms of pancreatic cancer.

Her son arrived 7 ½ weeks early and few weeks later, an endoscopy revealed that she had a cancerous tumour. Ceridwen went through chemotherapy which responded but unfortunately her cancer has now returned and she is currently undergoing treatment.



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.



Bereaved - Sandra Francis, Evesham, Worcestershire

Sandra sadly lost her husband, Pete, to pancreatic cancer in 2012, just one year after his initial diagnosis. Sandra is a dedicated supporter of Pancreatic Cancer Action and strives to fundraise and raise awareness of the UK's fifth biggest cancer killer.



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.



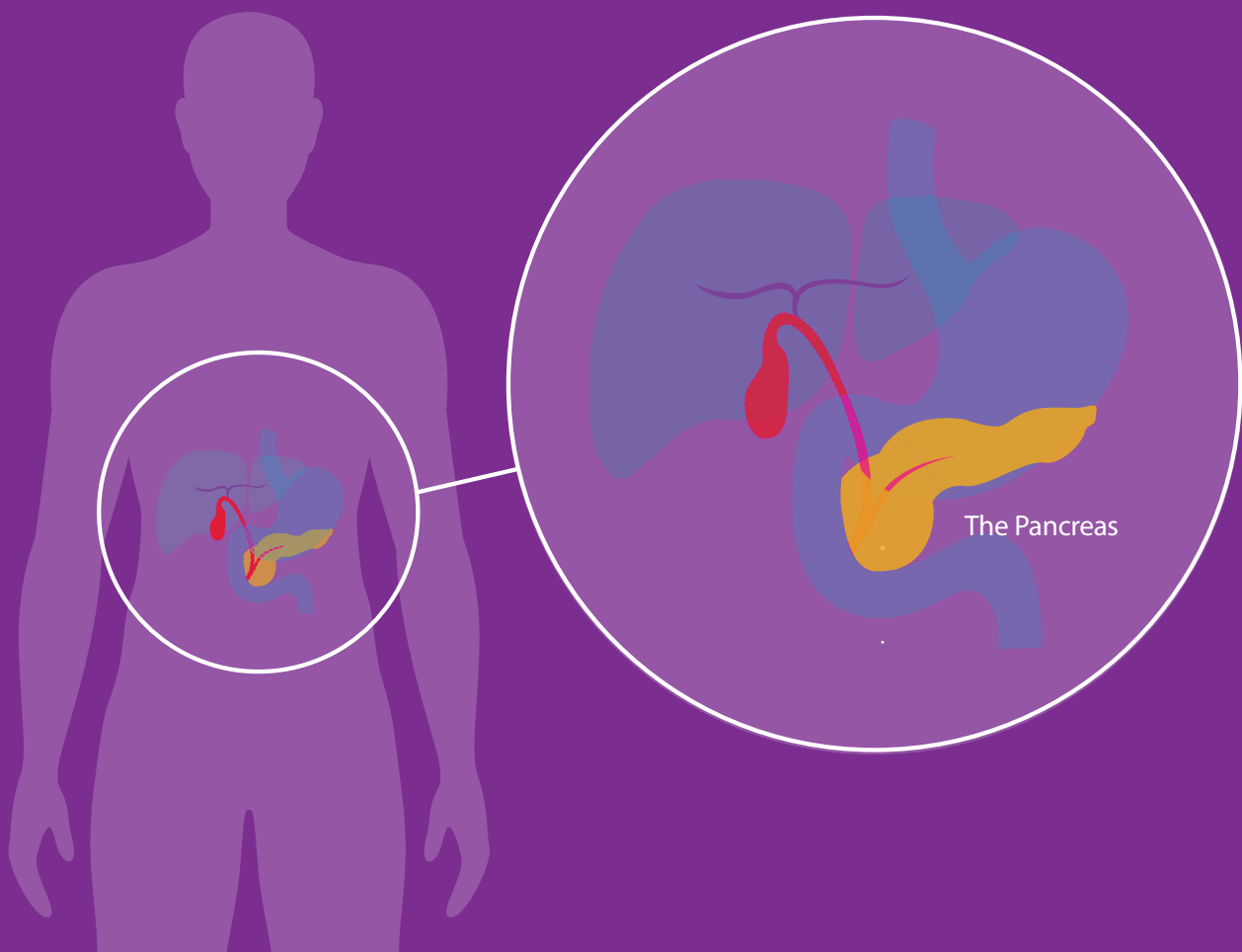
What is pancreatic cancer?

Pancreatic cancer occurs when cells in the pancreas grow uncontrollably to form a lump or mass, usually referred to as a 'cancerous tumour'. The disease usually progresses rapidly which is why early diagnosis is so vital.

In the UK, approximately 10,000 people are newly diagnosed each year. Pancreatic cancer affects men and women equally with a risk of incidence increasing from the age of 45. The average age at diagnosis is 72.

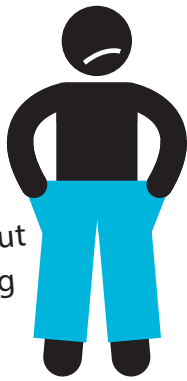
Patients who present one or more of the signs and symptoms of pancreatic cancer need quick investigation. This is often by a CT scan or PET-CT scan and early referral to a specialist unit for other investigations. Treatments for pancreatic cancer vary and are dependent on the stage of the disease and fitness level of the patient. Treatments can include surgery, chemotherapy, radiotherapy and symptom control.

www.panact.org/about-pancreatic-cancer



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



Changes in the way you poo

Where a bra strap would sit and may be eased by 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



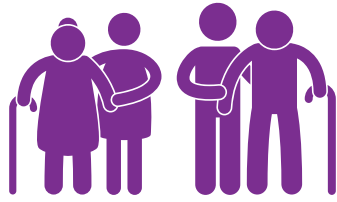
Diabetes

Feeling and being sick



Nausea and vomiting

Key Facts about pancreatic pancer



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



Each year, almost 10,000 people are diagnosed with pancreatic cancer in the UK.

9,000 people die every year from pancreatic cancer, that's 24 people every day.

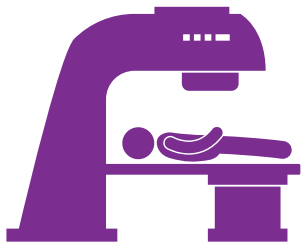


More than the number of people who die in road traffic accidents!



Less than 7% of people diagnosed with pancreatic cancer will survive for more than five years, unlike other cancers.

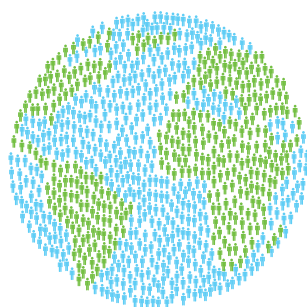
This figure has not changed significantly in almost 50 years!



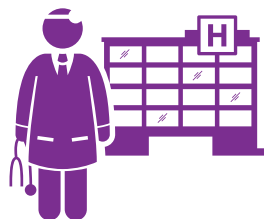
There is no screening test for pancreatic cancer.



Surgery is currently the only cure, and 5-year survival increases 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.



Just under half of patients are diagnosed after admission to A & E.

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 Contacts

Our media team is always available for comments, interviews and information.

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Social Media Handles

 @PancreaticCancerAction

 @OfficialPCA

 pancreatic_cancer_action

 Pancreatic Cancer Action