

### Welcome

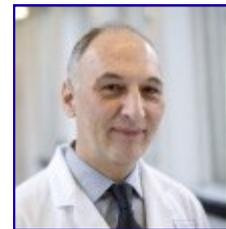
to the latest edition of the Cancer Community Update from

the Liverpool Cancer Research UK Centre. This update is designed to keep you informed of research news, engagement activities and news from the cancer community in Merseyside and Cheshire. Please contact Local Engagement and Development Manager Emma Squibb to contribute or comment. [emma.squibb@cancer.org.uk](mailto:emma.squibb@cancer.org.uk) 0151 794 8823 or 07770 597 185



### BBC features Telovac Trial

The Liverpool Cancer Research UK Centre featured on the BBC news on 14th April, with Professor Neoptolemos and patient Rhona Longworth speaking about the Telovac Trial. [More](#) The trial is also featured in an online article by BBC Medical Correspondent Fergus Walsh [here](#). A number of online articles about the trial have since been published including the [Daily Mail](#) and [Marie Claire](#).



### Liverpool welcomes Prof Dan Palmer

The Centre is delighted to introduce Professor Dan Palmer, Liverpool University's new Chair of Medical Oncology. Professor Palmer took up post in April 2011 and is based in the Dept of Surgery and Oncology.

*" My research interests relate to HPB cancers (pancreas, liver and biliary tract) and incorporate basic laboratory science, translational research and clinical trials. The relevance of this to Liverpool is that my research maps on to the already hugely successful pancreas cancer research portfolio that Professor Neoptolemos and the team have established here. In terms of the 'added value' my research brings, this will largely be in the form of the development of novel drug and immunotherapies for these cancers, with pre-clinical laboratory testing followed by an active early phase clinical trial programme, again taking advantage of the already excellent infrastructure here in terms of labs, the Pancreas Biomedical Research Unit, the Liverpool ECMC, the Liverpool Cancer Trials Unit and, of course, the CRUK Centre. My laboratory research is currently investigating novel immunotherapy approaches to the treatment of pancreas cancer. My other major research interest is primary liver cancer (HCC, hepatocellular carcinoma). Again, this is highly relevant to Liverpool since this region has the highest incidence of this cancer in the UK and there remains an urgent need for newer, more effective treatments. Presently, I am the global Chief Investigator of a randomised phase II trial investigating a novel drug treatment for patients with HCC, which provides an opportunity for Merseyside patients to access exciting new treatments."*



### Congratulations

to Mark Boyd et al for successful acceptance of their publication, MDM2 interacts with NME2 (non-metastatic 2,protein), and suppresses the ability of NME2 to negatively regulate cell motility into Carcinogenesis.

*Together we will beat cancer*

# Cancer

news in Mersey-side and Cheshire



*Taxi for Smoking..* Smoking cessation workers are travelling round Liverpool in a specially branded taxi, offering smokers on the spot advice about how to quit. The team will also be visiting pubs, betting shops and supermarkets to help spread the word. Smoking costs the NHS in Liverpool around £12.7m every year. [More](#)

## *New Liverpool campaign aims to raise cancer awareness*

Liverpool's Primary Care Trust is aiming to raise awareness about the signs of bowel, breast and lung cancer, in a new campaign which encourages people to report their symptoms sooner. Cancer claims the lives of around 1,330 Liverpool residents every year, making it the city's biggest cause of death, with bowel, breast and lung cancer accounting for nearly half of Liverpool cancer deaths.

**Be Clear on Cancer** will use a combination of advertising and community activity to highlight the symptoms that people should watch out for, with the key message that people should speak to their doctor if they display tell-tale signs of cancer. It is estimated that 10,000 deaths nationally a year could be prevented if cancer was diagnosed earlier, which makes it easier to treat.

Liverpool GP Dr Steve Connolly, said: *"There are many reasons why people might not report changes in their health to the doctor – sometimes they might not recognise the symptoms as being anything significant, or feel embarrassed talking about them, or think that they'll be wasting their GP's time. Some people might also assume that if cancer is detected then there'll be nothing that can be done for them. But we know that diagnosing cancer sooner can save lives.*

*For example, if found at the earliest stage, bowel cancer has a survival rate of more than 90 per cent over five years, yet less than 10 per cent of patients nationally are diagnosed this early. Finding cancer sooner makes it more treatable and could save your life. If you experience any of the symptoms highlighted in this campaign then please speak to your GP – we want to see you!"*

Be Clear on Cancer has received £100,000 funding from the Department of Health, with Liverpool PCT also being recognised as a model of best practice by Cancer Research UK. The campaign will run until August 2011. [Read more](#)



*'Cancer Chancer' Campaign hopes to save lives in Sefton* Sefton residents are being encouraged to beat cancer by catching symptoms early. The **'Don't be a Cancer Chancer'** campaign will encourage people over 50, who may delay a visit to their GP, to seek medical attention earlier if they suspect the first signs of Lung, Breast or Bowel cancer: a persistent cough, usual breast lump or rectal bleeding. Cancer accounts for about a quarter of all deaths and is the second most common cause of death in Sefton. A similar campaign is also running in Wirral. [More](#)



### *Do Me a Favour*

Nudge a friend or family member about spotting cancer early by sending a personalised message from Gary Lineker. [here](#)

Merseyside has some of the highest rates of **prostate cancer** death, according to a new report. Sefton has the fourth worst rate in the country, at 30 deaths per 100,000, 25% higher than the national average. Wirral comes 8th with 28.7, Liverpool 11th with 28 and Warrington 16th with 27. [More](#)

## Local People

**Liverpool** born actress **Elisabeth Sladen**, best known for her role as Sarah Jane in Dr. Who, died of cancer in April at the age of 63.

Sladen was brought up in the south Liverpool area, attending Mosspsits Primary School and later Calderstones High. [More](#)



**Jenna Kay** celebrated her 23rd birthday a little differently to previous years by shaving her head for charity! On March 2nd friends and co-workers packed into the Swan Pub in **Prenton** to give lively support and encouragement as brave Jenna took the chop. Whilst she lost her locks, she raised over £1,000 for Clatterbridge Cancer Research. It was an emotional night for all present with strong support from close friends, leading to tears, cheers and laughter throughout the ten minutes it took Jenna to have her head shaved.

### Students Trek for Hospice

Jamie Box and Kim Gibson, both students at the University of Liverpool, are embarking on a 10 day trek across Peru in August in aid of St Johns Hospice, Wirral. With the help of University students they hope to raise £2000 via their just giving website. If every student donated just £1 then the target would be reached ten times over. Both students have been motivated to raise funds for the Hospice, having lost close family members to cancer. Sponsor Jamie and Kim [here](#).



### Fans Start Football Round Trip

Two football fans are set to visit all 92 Premier League grounds to raise money for the **Marina Dalglish Appeal**. Graeme McNally and son Jamie of **St. Helens**, have visited 11 stadia so far. The Liverpool FC supporters said, "It is good to do it for the Marina Dalglish Appeal because cancer has affected everyone in some way."

### Baby brings joy

A new mum today thanked two **Liverpool** hospitals for her "little miracle baby". Elaine Green was originally told she would have a 50/50 chance of conceiving after being treated for cancer. Doctors then discovered she had a rare genetic disorder which reduced her chances of getting pregnant and carrying a baby to term by another half. But even with only a 25% chance, Elaine beat all the odds and gave birth to a baby girl – thanks to Liverpool Women's Hospital and Alder Hey children's hospital. Ruby is now at home with mum Elaine, originally from Ormskirk, and dad Les Riley. [More](#)



### Bernie's Big Night Out

Bernie Singleton will be hosting her 3rd Annual Charity Evening on 22nd July at Leasowe Castle. The evening includes live music, comedy, magic, an auction, raffle and a fashion show. Tickets are £11 each and are available from LEAD Manager [Emma Squibb](#), from Repoc Couture in Liscard, Wallasey or by calling 07874005236. All proceeds from the event will be donated to Cancer Research UK. Last year's event was a great success, raising over £7,000 and we wish Bernie luck again this year.

Together we will beat cancer

## Local Engagement



Health and social care students from **Hugh Baird College in Bootle** visited Professor Barr's labs on 31st March.



## Cancer Research UK Merseyside & Cheshire Events Calendar



= Researcher/ Scientist opportunity

Please contact Cancer Research UK Local Engagement Manager, [Emma Squibb](#) for details of how you can get involved.

### May

03rd Heart FM Visit & Lab Tour

15th Race for Life Southport

15th Race for Life Delamere Forest

22nd Race for Life Wrexham

23rd School's Day

25th Annual Meeting

## Race for Life

Lauren Dodgson (right), who works in Daimark Bennett's lab, will be running Race for Life in Aintree, please sponsor Lauren on her just giving page [here](#)

Six researchers from Bill Greenhalf/ Eithne Costello's labs will also be running the Aintree Race for Life on 26th June.



The first Race for Life event in the region takes place in 15th May at **Southport**. Volunteers are welcome to hand out medals. Please contact [Emma](#) for your free CRUK t shirt and details of how to get involved.

[Cancer mum urges women to sign up for race for life](#)



North Liverpool Cycle Club & Liverpool Community Health Cycle for Health Programme in partnership with **LFC Action for Health** are looking for 100 men to participate in the 2011 **Liverpool to Chester Bike Ride** on **Sunday 3rd July** Men will need to reside in Liverpool own a road worthy cycle & be able to cycle 30 miles . Contact North Liverpool Cycle Club on **0151 288 8400** / [bob.blanchard@thebreckfieldcentre.com](mailto:bob.blanchard@thebreckfieldcentre.com) or LCH Cycle for Health on **0151 295 3284**

## Local News

*Merseyside and Cheshire Cancer Network* held an event in March entitled New Opportunities for Patient and Public Involvement. Presentations from the event, including, “Plans for the New RLBUHT Site”, “Cancer Information Prescriptions,” and the “National Cancer Patient Experience Survey - 2010” are available to download [here](#)



*Smoking levels in Liverpool drop* The latest research shows that smoking levels in Liverpool have dropped by almost 10% in a decade. The initial findings of the 2011 Liverpool Tobacco Control Survey reveal that 25.9% of residents smoke compared to the results of the first survey in 2005 when smoking prevalence was 35%. The survey also showed that 59% of smokers intend to give up smoking – with 24% of smokers saying that they intend to give up in the next year. [More](#)



*Marie Cure Hospice* in Woolton recently underwent a £197,000 refurbishment, with the help of a Department of health grant. Take a virtual tour of the Hospice [here](#).

### *Children's Hospice Week*

Children's Hospice Week, the UK's only awareness and fundraising week for children's hospices, takes place **14-21 May** this year. Children's hospice services up and down the country will be celebrating the week hero style. You can get involved by taking part in Superhero Friday (20 May) a special day of hero inspired fundraising activities.

Visit [www.childrenshospiceweek.org.uk](http://www.childrenshospiceweek.org.uk) for information on Superhero Friday and other hero inspired fundraising ideas.



*Zip Wire Challenge for Marie Curie* Sunday 22 May, 9am - 5pm - Port of Liverpool Building across to the Pier Head. Get the thrill of flight and the ultimate white knuckle ride as you zip 160 metres at speed from the roof of the Port of Liverpool building across to the Pier Head! Take part in this exhilarating zipwire and raise money to help our Marie Curie Nurses continue caring for people with cancer and other terminal illnesses. The event is open to anyone 16 and over, but there is a weight limit of 17 stone. The cost is £10 per person, and sponsorship £100 per person. Booking is required and places are limited so please book early to avoid disappointment. For more information or to register please visit the website [www.mariecurie.org.uk/adrenaline](http://www.mariecurie.org.uk/adrenaline) or call 08700 340 040.

*Liverpool Brain Tumour Support Group* are holding monthly meetings on the last Monday of each month. The next meeting is 23rd May 1–4 pm at Neurosupport, Norton Street, Liverpool, L3 8LR contact Neurosupport for more information: 0151 298 2999

*Turn Blue* to support Everyman's vital research into testicular and prostate cancer. There are many ways you can Turn Blue, from wearing blue at work to organising a fundraising day or cake sale! The 'official' Turn Blue day this year is **Friday 17<sup>th</sup> June** [More](#)



## Superlambanana news

# Superlambanana turns pink for CRUK

You may have noticed a certain local icon making several appearances in this newsletter. Liverpool's famous Superlambanana has been painted pink and branded with CRUK logos to promote Race for Life and Liverpool Cancer Trials Unit. Liverpool based researchers and support staff took part in a photo shoot on 19th April. With thanks to Lisa Corkhill (CRUK Events Team), CRUK volunteer s Keith and Matt, Liverpool City Council and artist Taro Chiezo for his kind permission. Articles have featured in Lancashire Evening Post, [Wirral Globe](#), the [Formby Times](#) and the [Liverpool Echo](#) .



## Other news

### Booze causes at least 13,000 cancers a year in the UK

Alcohol causes at least 13,000 cases of cancer a year in the UK, according to a new report published in the [British Medical Journal](#). Research also shows that alcohol has the biggest effect on cancers of the mouth, food-pipe, voice-box and pharynx. More than 6,000 of these cancers were caused by drinking.

Alcohol also causes more than 3,000 colorectal cancers and about 2,500 breast cancers per year. The research is part of ongoing work by the [European Prospective Investigation of Cancer](#) (EPIC) – a CRUK co-funded study and one of the largest studies into the links between diet and cancer. Naomi Allen, a Cancer Research UK epidemiologist based at Oxford University, who works on the EPIC study, said: “*This research supports existing evidence that alcohol causes cancer and that the risk increases even with drinking moderate amounts.*” [More](#)

### Here comes the sun..

[The Sunbeds \(Regulation\) Act 2010](#) now bans all under 18s from using sunbeds, with tanning salons facing £20,000 fines if they breach the new law. Health chiefs in the region welcomed the legislation. [Echo article](#)

Liverpool has some of the highest rates of malignant melanoma in the country, research shows that 50% of 15–17 year old girls use sunbeds. CRUK reports that two young adults are diagnosed with skin cancer every day, with more than 900 young people diagnosed each year.

Lindsey Coane, 27, an architectural assistant from Preston, was diagnosed with malignant melanoma on her leg at just 21 while she was at university in Liverpool. “*I used sunbeds for six to nine minutes at a time every week for nearly two years while at university. I was really keen to have a tan and used to get sunburnt while on holiday with my friends. I’m convinced that both these things caused my malignant melanoma,*” she said. “*I’m very lucky that the cancer was caught when it was. But a lot of skin and tissue still needed to be taken out of my leg, cutting through some of my nerves which left my leg partially numb. I had to learn to walk again and then run. The first event I took part in was Race for Life – it was such a big achievement for me. As far as I’m concerned now, pale skin is interesting.*” CRUK has launched its Sun Smart Campaign. More [here](#).



Learn how to protect yourself from sunburn

[Sunburn facts](#)

### Contribute

If you would like to contribute to the next edition of this update, please contact Emma on [emma.squibb@cancer.org.uk](mailto:emma.squibb@cancer.org.uk) 0151 794 8823 or 07770 597 185



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