

**we
can**

**BOWEL
CANCER UK**

**stop bowel
cancer together**

Our research priorities

A new look for a new era

Bowel Cancer Awareness Month

Campaigning successes

Issue 2
Spring 2016

Together we can stop bowel cancer in our lifetime



These are exciting times for bowel cancer research in the UK. We will be bringing together 100 leading clinicians and scientists to identify gaps in current research which, if addressed, will help save the lives of thousands of people diagnosed with the disease.

This ground-breaking project, the most comprehensive review of bowel cancer research ever to take place in the UK, is only possible due to our wonderful supporters and we are incredibly grateful.

We are determined to save lives from bowel cancer but we can't do this without you. Thank you so much for all of your support.

Deborah Alsina

Deborah Alsina
Chief Executive

A new look for a new era

Our new logo and website

page 3

Our research priorities

The four key areas we'll be focusing on

page 4

Bowel Cancer Awareness Month

The importance of screening and how you can help

page 6

Campaigning for change

The difference you've helped us make

page 8

Remembering those lost to bowel cancer

Tribute Funds - a wonderful way to remember a loved one

page 9

Fundraising focus

Our fundraising heroes and events you can take part in

page 10

Our success in the past year

The impact of our work to help stop bowel cancer

page 12

Our new logo and website

We are delighted to announce the launch of our brand new website and logo in time for Bowel Cancer Awareness Month in April 2016.



Our logo still incorporates our striking purple and green colours but now also includes the Star of Hope. We have been using the international symbol for bowel cancer for some time and it has been very well received by patients and supporters. During Bowel Cancer Awareness Month in 2015, we announced our ambitious new agenda to become the UK's leading bowel cancer research charity. We have made fantastic progress since then, so now is the right time to update our logo as we move forward on behalf of all those affected by bowel cancer.

The Star of Hope is our equivalent of the pink ribbon used by breast cancer charities. It is the symbol of hope for the future and for lives lost to bowel cancer and is used across the US and in several other countries. As patients are at the heart of what we do, we wanted to make this powerful symbol and message central to our logo and we hope you like it. We will be introducing our new logo across all of our materials in the coming months and only replacing the old one once existing stocks run out. We have also developed an exciting new range of merchandise featuring the Star of Hope which you can find in our online shop on our new and improved website bowelcanceruk.org.uk

The new site has better functionality, easier navigation and is now responsive across mobiles and tablets making it much easier for people to use. We have used the new logo to improve the layout and design which we hope will make it simpler for people to find what they are looking for; whether that's our comprehensive section about bowel cancer, which is accredited by the Information Standard, news about our research projects or how people can support our campaigns or fundraise for us.



Do let us know what you think of our new logo and website, email feedback@bowelcanceruk.org.uk

Our research priorities

On 4 February 2016, World Cancer Day, we launched our first research strategy 'Together we will stop bowel cancer'. We are committed to supporting and enabling research because all the major advances in the treatment and care of bowel cancer in the past 20 years have all come about as a result of research. Bowel cancer remains the UK's second biggest cancer killer claiming over 16,000 lives every year, yet it is a disease that is treatable and curable especially if diagnosed early. Unfortunately, few cancers are diagnosed early enough.

Lives can be saved if we could diagnose people earlier, develop new and more effective treatments (including improvements to surgery), and ensure people, irrespective of where they live, have access to high quality care. Yet until now there has not been a major charity in the UK specifically focused on funding research into bowel cancer. Through strategic investment in targeted research, we will deliver improvements in bowel cancer survival in our lifetime.

Our ambition through our research programme is to transform survival rates from 50% of people surviving for five or more years to 75% by 2025.

Our expertise and success in policy and campaigning, means we are well placed to drive the change needed. In consultation with our internationally renowned medical and clinical advisors, we have identified four key immediate research areas to progress in 2016.

Our four focus areas

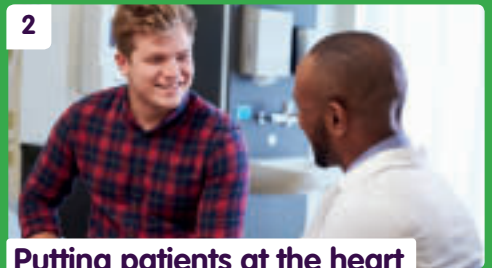
1



Investigating the gaps in bowel cancer research

Gathering the brightest minds in bowel cancer research to identify and highlight gaps in current knowledge, which if filled, will save the lives of thousands of people with the disease

2



Putting patients at the heart of research

Helping patients and their families become part of and influence research and clinical trials

3



Understanding bowel cancer in younger people

Funding vital research into understanding bowel cancer in people who are under 50 who are currently often overlooked when it comes to early diagnosis, treatment and care

4



Improving surgery and enabling access to surgical trials for bowel cancer patients

Partnership funding Fellowships and a Surgical Research Chair to improve access to clinical trials

Identifying critical gaps

The 'Critical gaps in bowel cancer' research is currently our most ambitious project and will involve us bringing together 100 clinicians and scientists to identify gaps in current research which, if addressed, will help save the lives of thousands of people diagnosed with the disease. This landmark study will be the most comprehensive review of bowel cancer research to ever take place in the UK.

Already well in progress, the project is co-chaired by two of the UK's leading bowel cancer experts: Professor Richard Wilson, consultant oncologist at Queen's University Belfast and Chair of the National Clinical Research Institute clinical studies group, and Professor Ian Tomlinson from the Wellcome Trust Centre for Human Genetics, University of Oxford.

Clinicians and scientists will collaborate across several working groups, covering the following areas: risk of bowel cancer, prevention, screening and early detection, curative treatment, stage 4 disease, living with and beyond bowel cancer, pathology, imaging and diagnostics and basic science. A full report will be published at the end of 2016.

We asked Professor Wilson about the significance of the critical gaps project. He said: "Never before has such an ambitious, wide-ranging project been undertaken to identify key gaps in bowel cancer research, it has huge potential to make a real difference for patients."

We look forward to updating you on the project as it progresses.

To find out more about our vital research work and how you can help, visit our [website](#).

April is Bowel Cancer Awareness Month

Bowel Cancer Awareness Month is a fantastic annual opportunity to raise awareness of bowel cancer and funds to support our work.

Raise awareness - screening can save your life

This year we are focusing on raising awareness of bowel cancer screening.

Screening can save lives but at the moment in some areas of the UK only a third of those who receive a test complete it. Thousands of people are missing out on the chance to detect bowel cancer early when it is easier to treat.

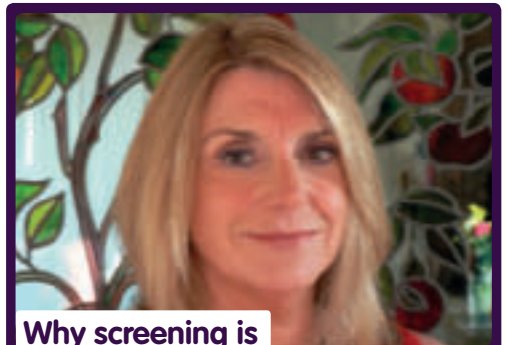
Why screening is so important

Screening can detect bowel cancer at an early stage in people with no symptoms, when treatment is likely to be more effective. Sometimes it can prevent bowel cancer from developing in the first place by picking up non-cancerous growths (polyps) which could become cancerous in the future.

Bowel cancer is treatable and curable especially if diagnosed early. Nearly everyone diagnosed at the earliest stage will survive bowel cancer. However this drops significantly as the disease develops.

How screening works

If you're registered with a GP and aged 60-74 (50-74 in Scotland), you will receive a NHS bowel cancer screening test in the post every two years. Whatever your age, if you have any symptoms such as bleeding from your bottom and/or blood in your poo or a



Why screening is so important

Joy Dansette from Oxfordshire was diagnosed following screening:

“ I consider myself very lucky. Completing the screening test was the best decision I have ever made. There is no doubt in my mind that if I hadn't, I would not be alive today. Anyone reading this, who is eligible to participate in the screening programme, should not think twice about it. Just do it. ”

change in your normal bowel habit, or if you are worried about your risk of bowel cancer, speak to your GP.

Raise awareness of screening

If you are over 60 (or over 50 in Scotland), take the test when you receive it in the post.



The England version of our screening poster

If you are younger, tell the people over 60 (or over 50 in Scotland) in your life to take the test.

You could also share our special screening infographic and our Bowel Cancer Awareness Month film on social media.

Book a talk at your workplace or community group

We have a team of volunteers across the UK who deliver clear, comprehensive, evidence-based talks on symptoms, risk factors and screening. If a volunteer is not available in your area, we can provide a film for you to show.

Order an information pack

We can provide you with a free information pack to hold a display during April. The pack contains a selection of booklets, posters and leaflets which you can use to raise awareness of bowel cancer. The materials can also be downloaded from our website.

Raise money

The Star of Hope - the international symbol for bowel cancer - is a central theme for our fundraising focus during Bowel Cancer Awareness Month. All money raised will

support vital research and lifesaving work to stop bowel cancer. Join us and be a star this April.

Be a Star, Bake a Cake

This April be a star and hold a coffee morning, afternoon tea or a bake sale and



raise funds for us. It's easy and everyone can get involved whether you love to bake and get creative in the kitchen or would prefer to buy something delicious from your local supermarket!

Hold your bake sale at home, work or in the community and invite your friends, family and colleagues to sample the delicious treats and make a donation.

Check out our new merchandise

As we're celebrating the launch of our new logo, we've developed a range of new merchandise featuring the Star of Hope for you to show your support. Visit our website to take a look.



Donate to help us stop bowel cancer

During the month we are holding our Star of Hope donation day. Every online donation we receive that day will receive a Star of Hope pin badge.



For more information about Bowel Cancer Awareness Month, visit our website.

Campaigning for change

2015 was a fantastic campaigning year for us. Here are some of the amazing successes we had and what we're doing this year:

Parliamentary Reception

In November we held a Parliamentary Reception to raise awareness of bowel cancer among MPs, Peers and Policy-Makers. We provided Parliamentarians with local data on how bowel cancer services are performing in their area versus other parts of the country. We called for them to take this to their local NHS to discuss how services can be improved. Thanks to your help nearly 70 MPs attended! We couldn't have done it without you.



BBC newsreader George Alagiah speaking at our reception

This year we will continue to raise awareness with parliamentarians to help keep bowel cancer on the political agenda.

Lynch syndrome testing

Our research on Lynch syndrome testing found that many people were not being tested at diagnosis for this condition which can increase the risk of bowel cancer.

As a result of our campaigning, we were delighted that in May the National Institute for Health and Care Excellence (NICE) agreed to produce guidance on Lynch syndrome testing which will improve the identification of people at higher risk of developing bowel cancer. We will continue to engage closely with this process. This year we are continuing to work with experts to improve the surveillance screening high risk groups receive and in March brought together the UK's leading experts from genetics, screening, cancer registration and gastroenterology to develop a plan for driving positive change.

Never Too Young

A key focus of our Never Too Young campaign has been to improve the diagnosis of patients under 50. After two years of campaigning, we were delighted that in May NICE published an update to GP referral guidelines for suspected cancer which included patients under 50 for the first time. Scottish Intercollegiate Guidelines Network (SIGN) guidance was also improved for younger patients. We will be following their implementation closely.

This year, we announced our partnership with the Hold Amy's Hand campaign to help raise awareness of bowel cancer in younger people and establish a lasting legacy for Amy Watts, who tragically died last year aged just 37.

Remembering those lost to bowel cancer

Star of Hope Funds

Sadly a lot of the funds that we receive are in memory of those who have lost their lives to bowel cancer. We are often sent donations instead of funeral flowers and many of our fundraisers, such as Nicolle on page 10, sign up to a challenge to raise money in memory of someone special.

To make it as easy as possible for people to remember the people they love, we created the Star of Hope Tribute Fund pages. This is a website where you can post pictures and memories to celebrate the life that was lived. Family and friends can share thoughts, light candles and make donations in memory.

Kayleigh Seale set up a Star of Hope Tribute Fund in memory of her partner Leon, who died from bowel cancer aged 37.

If you would like to set up your own Star of Hope Fund, just visit our website.



Kayleigh says:

“ It was lovely to read the messages and memories from friends and colleagues of Leon and see how much everyone still loves him. ”

We have joined Remember a Charity

Help us to stop bowel cancer in the future by leaving a gift in your Will today.

We have joined forces with Remember a Charity to make it really simple for our supporters to leave a legacy to the charity.

Gifts in Wills are an extremely important way to support us and will help us to stop people dying from bowel cancer in the future.



If you are interested in leaving a legacy to us visit our website or email sarah.weber@bowelcanceruk.org.uk in confidence, for more information.

Celebrating our fundraising heroes

Our work is only possible because of the inspiring efforts of our fundraisers and supporters all over the UK. It's your hard work and dedication that is helping to support and influence research, campaign for early diagnosis and educate people about bowel cancer. You are all heroes and should be very proud!

Nicolle Barber is one of our brilliant 2016 Virgin London Marathon runners who will be pounding 26.2 miles to help us to stop bowel cancer. She is running in memory of her uncle Alan, a big character who died from bowel cancer in December 2010, just ten weeks after he was diagnosed.

She says: "When I go running in the rain, cold, late at night, at 6am, when I'm tired and start to feel a little glum – I just think about why and who I'm running for and it spurs me on. I will complete this and try and save lives by fundraising for Bowel Cancer UK."

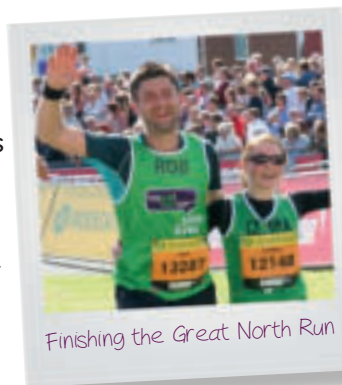
If running a marathon isn't your cup of tea, there are lots of other ways you can raise money and support vital research and lifesaving work to stop bowel cancer.

On the next page, there are a few examples of the many events you can take part in and join our amazing team of fundraisers supporting us in 2016. And of course you can also do your own fundraising whenever and however you want! Find the full calendar of events at bowelcanceruk.org.uk

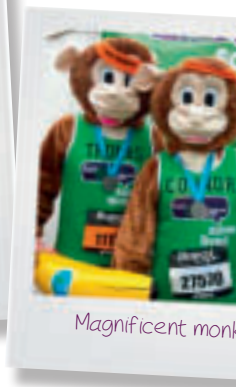


Nicolle after completing the Royal Parks half marathon

“ Every single mile, minute or moment spent raising money means that lives will be saved. ”



Finishing the Great North Run



Magnificent monkeys

Month	Day	Event
April	All month	Be a Star, Bake a Cake for Bowel Cancer Awareness Month
May	28/29 30	Edinburgh Marathon Festival – ranges from 5k to full marathon London 10,000 (run)
June	4-5 26	Trekfest, Brecon Beacons, from 25k to 100k trek Swansea half marathon
July	2/3 31	London2Cambridge Challenge (walk) Ride London 100k (cycle)
August	27-28	South Coast Challenge 25k, 50k or 100k walk, jog or run
September	11 18	Great North Run (Newcastle) Belfast City Half Marathon
October	9	Royal Parks Half Marathon (London)
November	5	Men's Health Survival of the fittest obstacle race (Manchester)
December	All month 4 8	Decembeard sponsored beard grow 5/10k Santa Run, Victoria Park, London Bowel Cancer UK Carol Concert, St Marylebone Church, London

All dates correct at the time of publication



Huw McKee cycled from London to Amsterdam to raise money for us

Huw McKee cycled from London to Amsterdam to raise money for us. He says:


“ The cycling wasn't so hard with such great support from the tour operator and such a good cause to pedal for. I would definitely encourage others to do this. You will have the experience of a lifetime which you will treasure forever. ”

We have many cycling events that you can take part in. Contact events@bowelcanceruk.org.uk if you are interested in joining one of our teams.


We had **270,000** visits to our **website**




Our content was seen **53 million** times on social media



We achieved around **1,000** pieces of coverage in the media




Nearly **70 MPs** and peers attended our parliamentary reception at the House of Commons



The National Institute for Health and Care Excellence (NICE) agreed to produce guidance for **Lynch syndrome** testing which **could save lives**

The Scottish Intercollegiate Guidelines Network (SIGN) guidance for referring younger patients was improved




We distributed **182,000** information resources




Successes in **2015**

Our volunteer led health outreach programme won an award from the Royal Society of Public Health



Our information resource **'Your diet: living with and beyond bowel cancer'** won a British Medical Association (BMA) Patient Information award



120 healthcare professionals attended our annual nurse conference



None of this lifesaving work would be possible without our supporters and volunteers

Thank you so much

Together we will stop bowel cancer in our lifetime