



COULD BE
NOTHING?

COULD BE
CANCER?

Community Pharmacy
Living Well
Campaign

 CANCER
RESEARCH
UK

 BE CANCER
AWARE

 Health and
Social Care

The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 96% of Living Well contracted community pharmacies.
Evaluation figures are an estimation provided by contracted community pharmacies.

“A patient had a consultation with one of our pharmacists after receiving a leaflet. The pharmacist felt they needed referral to the GP who then urgently referred them to hospital. The skin rash, which the patient thought was nothing to worry about, turned out to be a melanoma.”

“Able to refer a patient with a lesion to their GP. Patient had lesion for some time and thought it was a minor condition. I insisted they go to their GP. Outcome was the patient had a benign tumour and was so thankful that he had his condition treated with access to a healthcare professional. Seamless was the term he used. That made my day!!”

“Patient came in with a growth on their lip. After consultation and referral to GP it was discovered to be a carcinoma. It was removed and treated. The grateful patient continued to come in to update us of his progress and to get further health advice which led to referral to the Stop Smoking programme.”

“A lady was worried about a mole; it had an uneven edge and was very dark in places. I advised her to get it checked out with her GP. She is now waiting to be seen by Dermatology as GP thought it was serious too. The lady was very thankful that she had mentioned it when in buying medicine for her child.”

“I spotted a skin lesion on a patient’s temple and strongly recommended him to see a GP and get it checked as soon as possible. I gave him a leaflet and offered to phone the GP surgery and make an appointment. He did follow this up and it was confirmed as a basal cell carcinoma. He is currently undergoing treatment.”

“A patient was asking for treatment for a mouth ulcer. They said they have been treating it on and off for a few months. I checked it and referred to GP straight away due to its appearance. Patient came back to thank me as they had been diagnosed with mouth cancer and said they would never have thought it was anything if they had not been talking to me.”

“Impressed upon one under 30 year old lady the importance of getting a smear test. They thought it was something you got in your 40s”

“We referred a patient with a cyst in their eye to the opticians. It was black and had been present for a year. It turned out to be cancer.”

“We found that people were presenting with changing bowel habits. We advised people on the early signs of bowel cancer and what to look out for. One patient was seen very quickly and diagnosed within a week of being referred.”

“A middle aged man noticed the poster in the window and called in to speak with the pharmacist. He had an unusual looking spot on his head and asked if I could look at it. I was concerned with the appearance of it and contacted his GP. It transpired that the spot was a basal cell carcinoma and the man has now had this successfully removed.”

“A patient who is a chronic smoker came into the pharmacy to seek advice about a growth under his tongue. I advised the patient that smoking can cause oral or throat cancer and referred him to his doctor. A week after his appointment the patient came back to say that his doctor referred him to the hospital to get the growth examined and he was grateful for the advice and decided to sign up for the smoking cessation service.”

“Patient referred to GP as experiencing bowel issues. Turned out to be a tumour in polyp that was caught early.”

“One patient came forward to us to say that they had difficulty swallowing for months and had seen in the leaflet that it could be a sign of cancer. We encouraged them to get in touch with their GP. The patient came back to thank us, as they were going through a range of explorative tests for throat cancer.”

“A customer sought advice from the pharmacist after receiving a bowel screening test to their home. The pharmacist was able to use the product literature to encourage the patient to complete the test and send it off.”



82 pharmacies verbally reported referring patients specifically for suspected skin cancer. Of that, 24 pharmacies verbally reported referred patients having treatment or a confirmed cancer or pre-cancer diagnosis for skin cancer .

****Some pharmacies reported multiple patients****



Other cancers suspected, referred for investigation or diagnosed:

Bowel, prostate, lung, breast, ovarian, oral, oesophageal, stomach, eye and cervical.

In total, for all cancers, including skin, 31 pharmacies reported referred patients having treatment, a confirmed cancer or pre-cancer diagnosis.

****Some pharmacies reported multiple patients****

Number of pharmacies that addressed queries on:

363	Cancer symptoms	113	Cancer support
278	Reducing risk of cancer	79	Cancer treatments
92	Barriers to seeking clinical advice	104	Palliative care
345	Smoking	43	Bereavement support
198	Diet	155	Screening
34	Measuring up	234	Importance of being checked early
157	Physical activity	237	Care in the sun
165	Alcohol		

102 pharmacies referred patients to another pharmacy service, such as Stop Smoking.

Over **51,400** patients were engaged through 522 pharmacies on campaign messages.

6 pharmacies referred patients to a Community Dietitian.
6 pharmacies referred patients to a Physical Activity Coordinator.

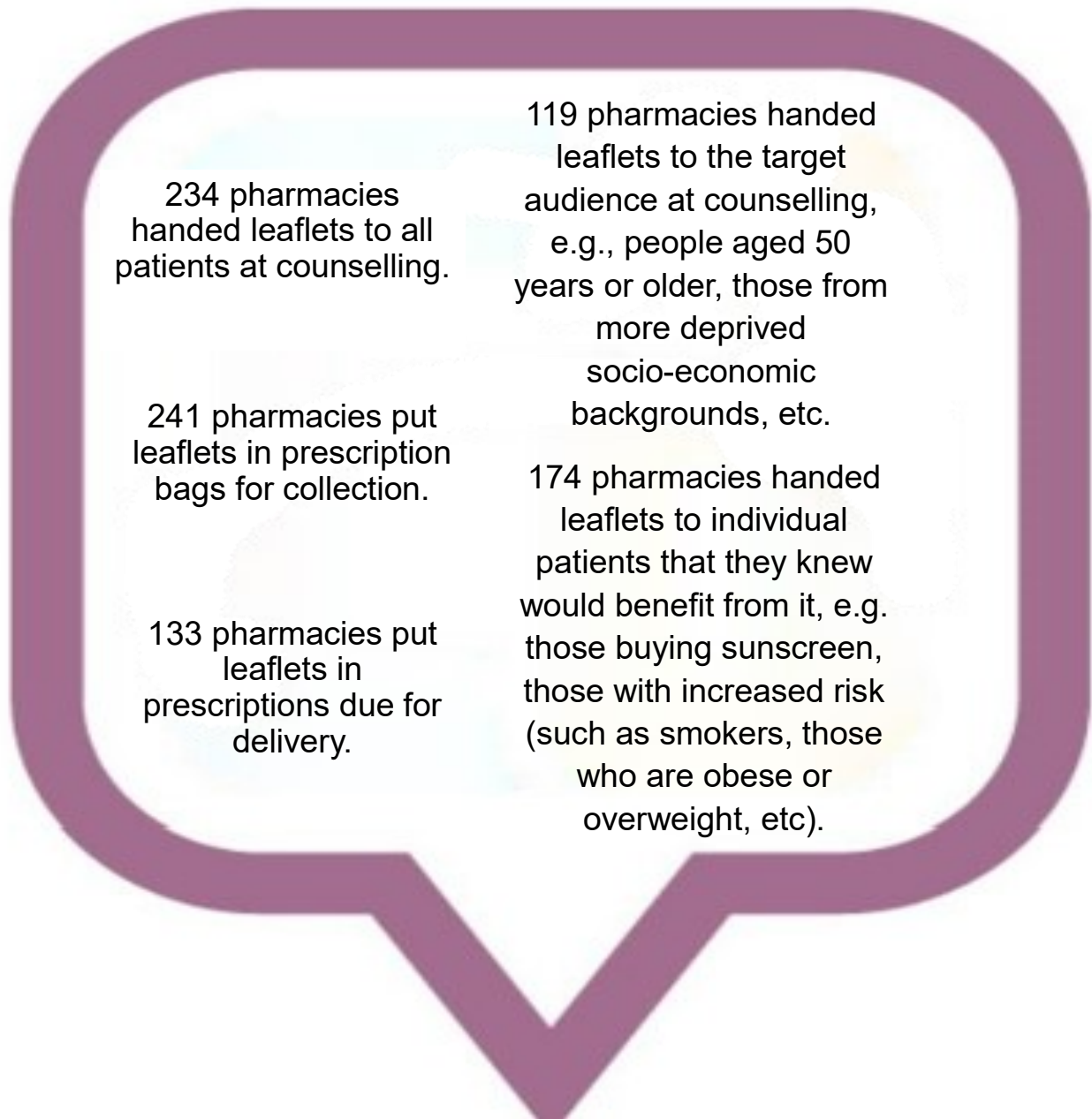
191 pharmacies referred patients to another healthcare professional.

469 pharmacies felt campaign resources supported them to answer related queries or know where to signpost patients to.

4 pharmacies referred patients to a social prescribing project.

The main age groups that were provided with campaign information were those aged 51-60 and 61-70 years old.

10 pharmacies referred patients to a community or voluntary service.



How did pharmacy engage?

- 44** Via their delivery driver
- 61** Used social media or their website
- 480** Displayed leaflets
- 38** Created visual displays at windows and instore
- 242** Provided leaflet alongside prescriptions
- 30** Disseminated information to other healthcare professionals
- 6** Disseminated information to schools or other educational settings
- 26** Disseminated information to community groups
- 4** Disseminated information to churches
- 19** Disseminated information to local retail shops

Number of pharmacies that provided information to the following groups:

35	Homeless
31	Victims of domestic abuse
53	BAME community
149	Housebound
159	Those with drug or alcohol addiction issues
185	Socially isolated
195	Young families
434	Elderly
336	Those with long term health conditions or their carers
141	Those living in poverty or deprivation
76	Those with hearing or visual impairments
100	Those where English is not their first language

**Over 62,700
leaflets were
distributed**

**The number of pharmacies
that reported the public's
feedback to the campaign
to be:**

116 “very positive”

275 “positive”

91 “neutral”