

# **Health Education to Compliance?**

## **The Patient's Perspective**

**Lynn Faulds Wood**  
**Chairman ECPC**



**CHAMPIONING THE INTERESTS OF EUROPEAN CANCER PATIENTS**



European Patients' Forum, Brussels, 23 June 2005



## **BBC TV Watchdog programme ...**

European Patients' Forum, Brussels, 23 June 2005



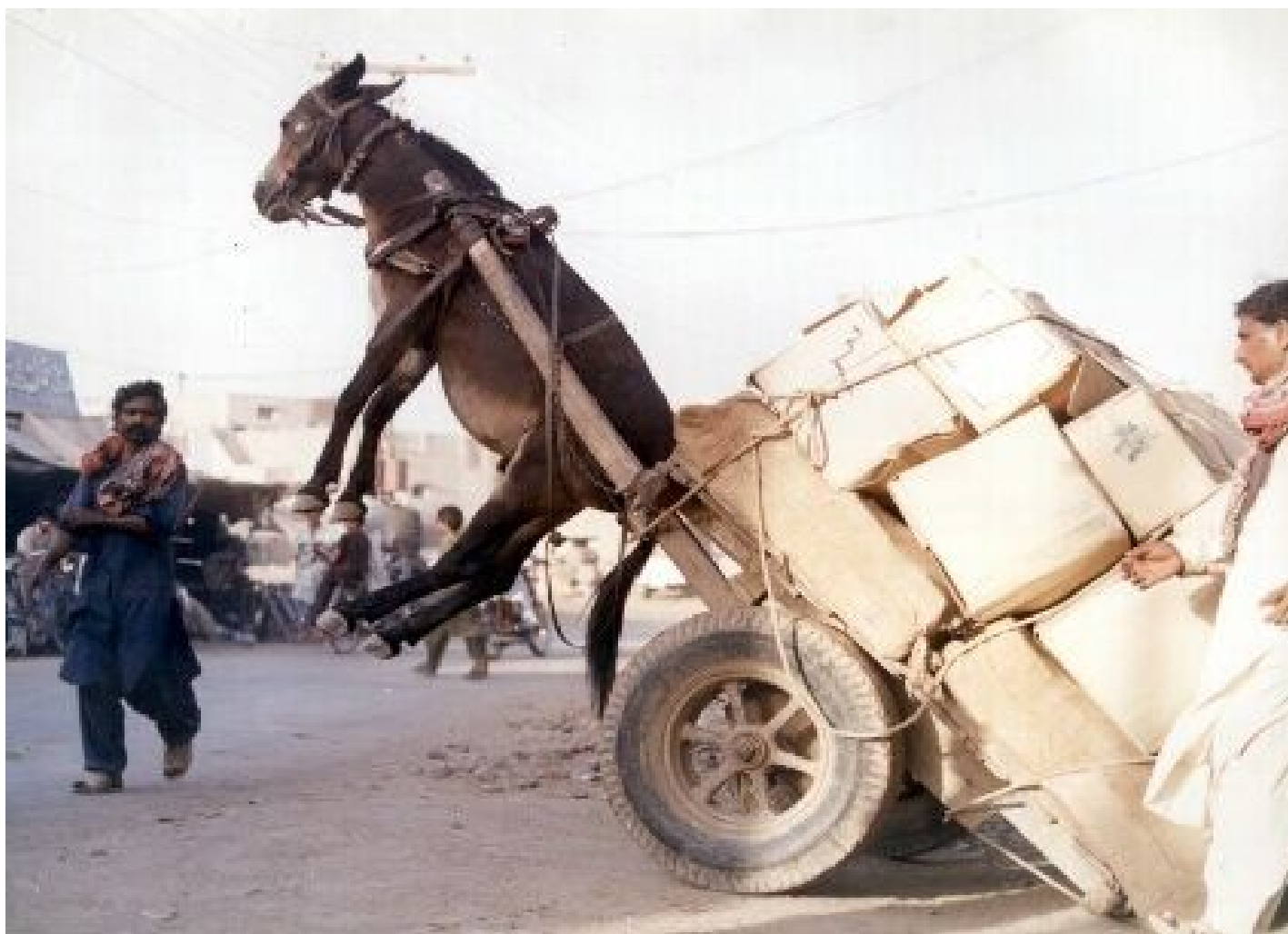




European Patients' Forum, Brussels, 23 June 2005

# Hippocrates in the 5<sup>th</sup> Century BC ..

- “It is not enough for the physician to do what is necessary, but the patient and the attendants must do their part as well ..”



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- **Bad news – forget most of what we're told**
- **Supporting information of variable quality**
- **Health literacy huge problem (doctors don't understand it, patients disguise it ..)**
- **Patients are all different – Scandinavians more likely to do what is good for them ..**
- **Medical training lacking**



# Why education to compliance is important ...

- Transplants – up to 43% non-compliance and “organs wasted”
- Diabetes – 41% NHS funding spent on management of complications

## What this patient did ..

- Helped produce first research-based symptoms advice
- Sent out nearly 2 million leaflets
- Helped set up formal training courses for doctors
- Joined effective committees
- Regular meetings with Ministers ...

**MEN:  
COULD YOUR SYMPTOMS  
BE SERIOUS?**

**BOWEL CANCER AND  
OTHER BOWEL PROBLEMS**



**HOW TO LOOK  
BEHIND YOUR  
SYMPTOMS**

by Lynn Faulds Wood

**Reaching men ..**



## BOWEL CANCER SYMPTOMS?

Do you know the main symptoms?  
Try the traffic light test to find out what to do:

**STOP**

**RED: Highest risk symptoms:**

- Recent change of bowel habit to looser, going more frequently with rectal bleeding lasting over 4 weeks
- Lump in tummy felt by doctor
- Unexplained anaemia
- Persistent bleeding without reason over 55

**STOP:** See your GP soon - you should be referred to hospital for investigation at any age but 5 out of 6 people will NOT have cancer.

**WATCH  
+ WAIT**

**AMBER: Higher risk symptoms which might need investigating:**

- Recent change of bowel habit with no bleeding
- Bleeding without any reason under 55

**WATCH & WAIT:** Take up to six weeks to test your symptoms - it's safe.

Change your diet, talk to a pharmacist - if symptoms persist go to your GP.

**GO**

**GREEN: A wide range of bowel symptoms which come and go without getting worse:**

- Bleeding with itching, soreness, lumps and bumps
- Change of habit to going less frequently
- Harder stools or changed shape
- Mild tummy pain which doesn't affect your life
- Bloating

**GO on with your life** reassured you do not have cancer symptoms but if they worry you or last for more than two months, see your GP.

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## Patients' feedback party ..



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