

Health Education to Compliance?

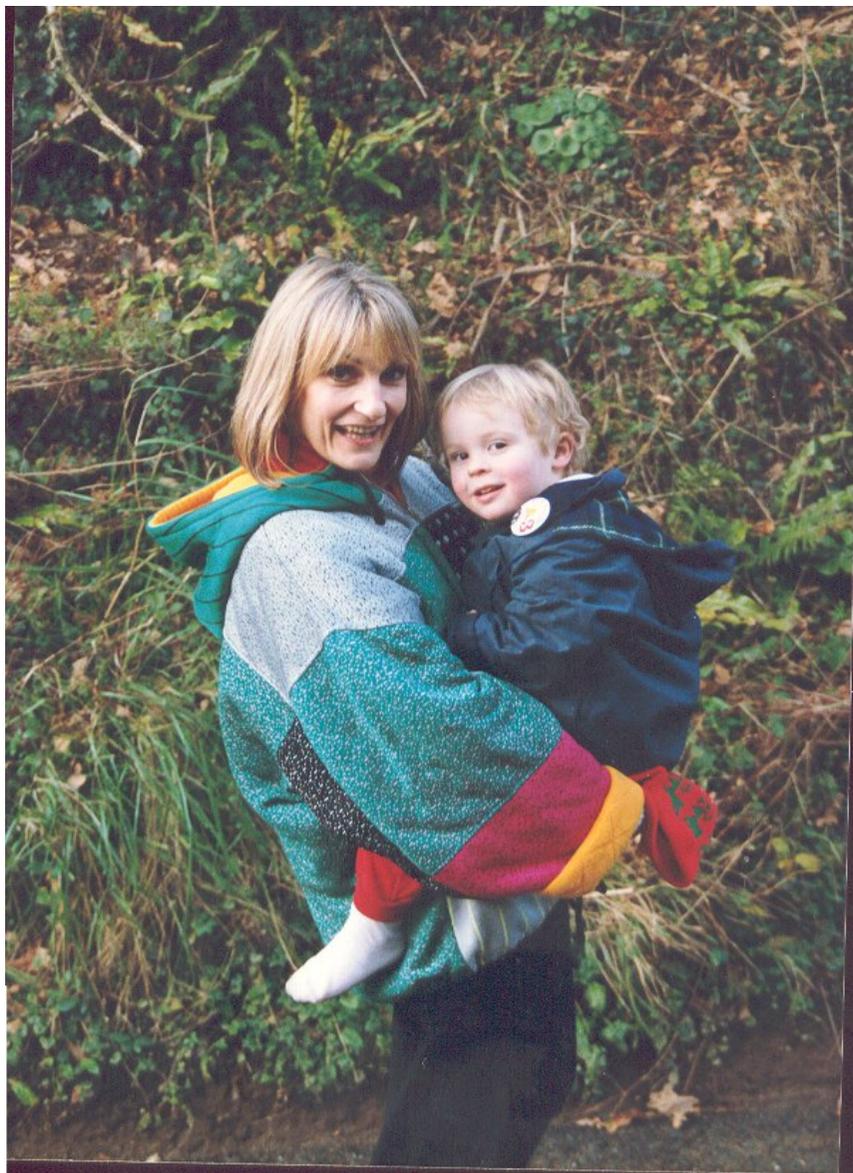
The Patient's Perspective

Lynn Faulds Wood
Chairman ECPC



EUROPEAN
CANCER
PATIENT
COALITION

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

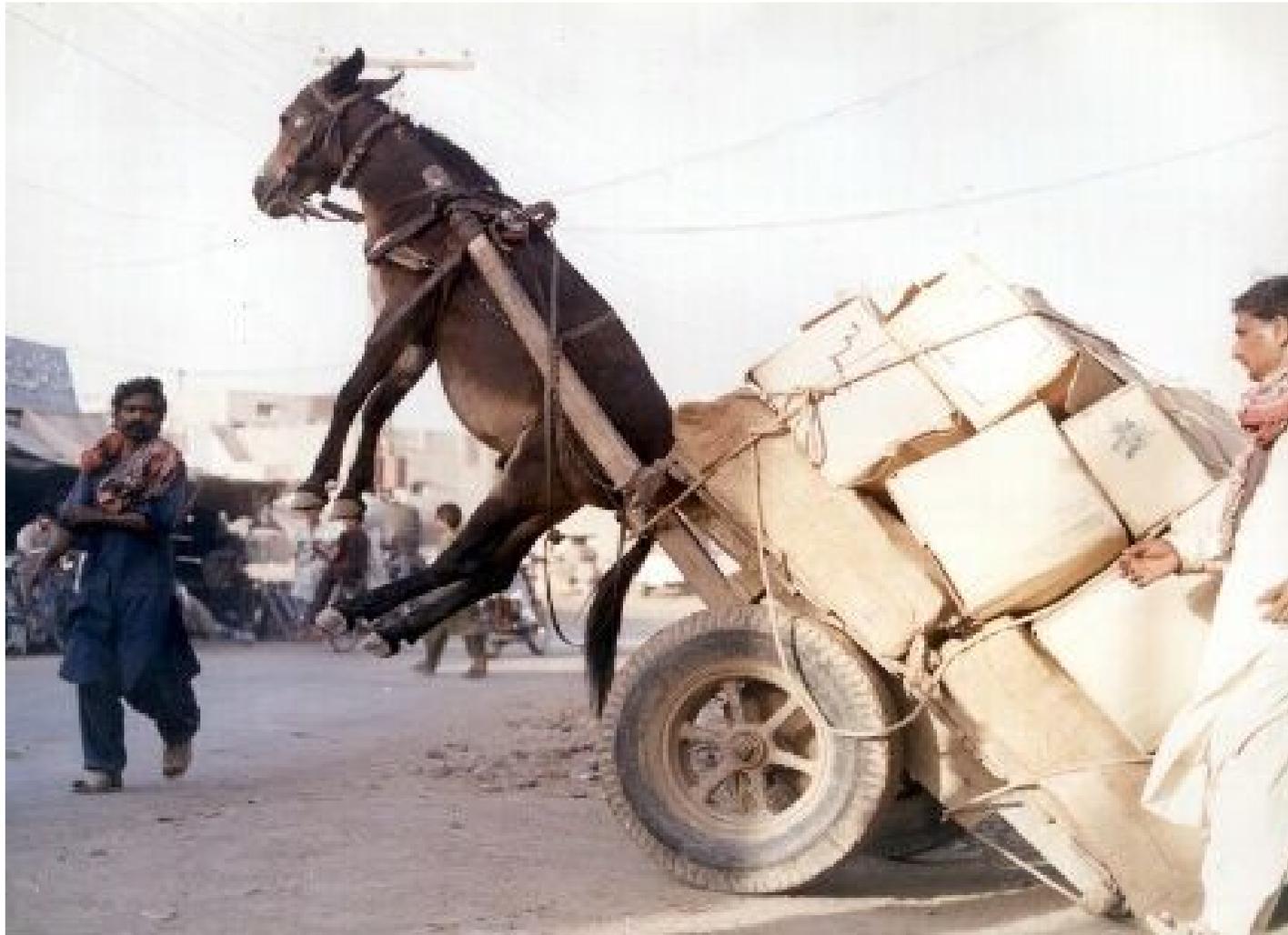




European Patients' Forum, Brussels, 23 June 2005

Hippocrates in the 5th 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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