

Every year, our understanding of cancer grows and exciting new treatments are developed. Patient outcomes - how they respond to treatment - continue to improve, but we still have a long way to go. With concerted action from Government, we could make cancer outcomes for Welsh patients among the best in Europe within a decade.

To reach this goal, the next Welsh Assembly Government needs to commit to a new comprehensive cancer strategy for Wales and take action on several fronts:

1. Provide world-class cancer treatments
2. Prevent more cancers
3. Detect cancer earlier
4. Tackle cancer inequalities
5. Protect the UK's research base

Though cancer services have seen significant investment in recent years, continued investment is crucial if we are to make progress in improving outcomes. The next Welsh Assembly Government will be operating in a difficult public spending climate. The Health Service will need to become more efficient to deliver a high quality service for all. Cancer services can play their part in this endeavour and often improved services also give excellent value for money.

Investing in newer treatments that are more effective will reduce long term side effects. For example, IMRT (intensity modulated radiotherapy) is a more precise form of radiotherapy and laparoscopic (keyhole) surgery means that patients recover faster and have to spend less time in hospital following their treatment. Investing now in stratified medicine to give every patient targeted treatment based on their cancer's genetic make-up will mean that we will be able to tell up-front which patients are most likely to respond to a treatment, and which are not, leading to fewer side effects for patients and adverse reactions to chemotherapy, saving treating those who won't respond.

National cancer strategies with political commitments to improving services can have significant success. Outcomes can be greatly improved by more effective clinical organisation and better operational delivery of cancer services. National cancer plans are important and useful. They set direction and make the best use of resources to reduce cancer incidence and mortality.

Progress has been made with the publishing of Designed to Tackle Cancer in 2006 and the second phase in 2008. However the targets set out in the 2008-2011 framework are slipping and some of the cancer standards have not been met. A fresh approach is needed to reflect the changing nature of cancer policy and treatment. Services need to be clarified and simplified. To continue to improve cancer incidence and survival and to make our outcomes among the best in the world in the coming years, we need to develop a comprehensive cancer plan to incentivise action and dedicate resource to beating cancer. This should also aim to ensure consistent delivery, implementation and integration of effective cancer policies and services across Wales.

About us

Cancer Research UK is the world's leading charity dedicated to beating cancer through research. We have discovered new ways to prevent, diagnose and treat cancer that together have saved millions of lives across the world. In 2009/10, we had a scientific spend of over £334 million.

We carry out scientific research to help prevent, diagnose and treat cancer, and we ensure that our findings are used to improve the lives of all cancer patients. We fund the work of more than 4,000 researchers, doctors and nurses throughout the UK. Ninety per cent of the population lives no more than 30 miles from one of our research sites.

Contact us

Cancer Research UK's Policy and Public Affairs team works with politicians and policymakers in Westminster, Scotland, Wales and Northern Ireland. We are the first port of call for enquiries on health, science or charity policy and can provide briefings on request.

Policy and Public Affairs
 Cancer Research UK
 Ground Floor
 Rowan House
 Hazel Drive
 Newport
 NP10 8FY

Email us on publicaffairs@cancer.org.uk
 Telephone us on 02920 568 713

www.cancerresearchuk.org



Registered charity no. 1089464

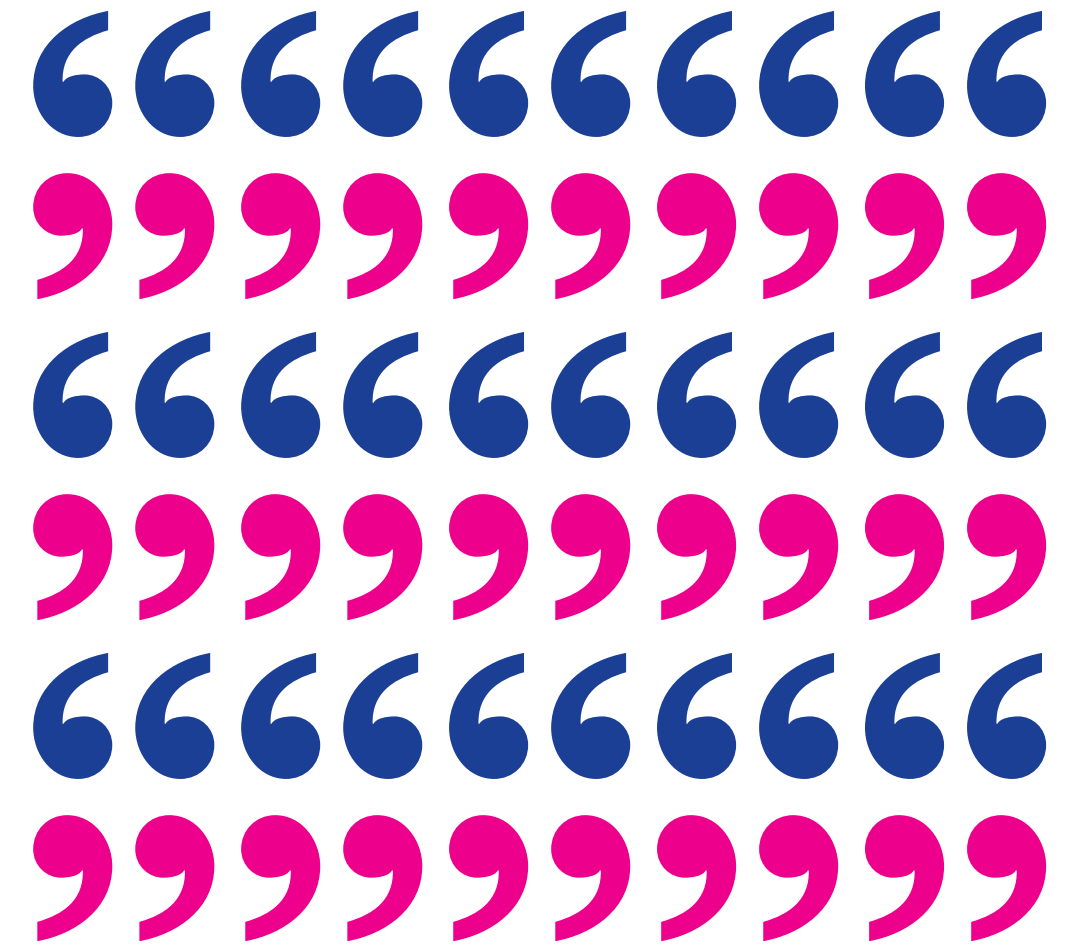
Design by & SMITH
www.andsmithdesign.com

Together we will beat cancer

Our proposals for your manifesto 2010/11
 An invitation to talk

How can you help us beat cancer?

Make Wales's cancer outcomes among the best in Europe in the next ten years





More than one in three people will develop some form of cancer during their lifetime. There has been considerable progress in beating cancer over the last 40 years with the UK's 10-year cancer survival rates doubling. Over two million people across the UK have now been cured or are living with the disease. But our cancer survival rates still lag behind those of the best performing countries in the world.

More than 17,000 people are diagnosed with cancer in Wales every year. In Wales men now have a one in three chance of being diagnosed with cancer before their 75th birthday and women a two in seven chance.

The challenges and opportunities we face as a nation are clear: we need to detect cancer earlier, our ageing population will mean an increased incidence of cancer, but a new generation of targeted cancer drugs and improved radiotherapy and surgery mean that we will be able to treat it more effectively. There are still unacceptable inequalities in cancer, with unskilled workers being twice as likely to die from cancer as professionals. Patients' expectations continue to increase at the same time as public spending is under substantial pressure.

The next Welsh Assembly Government has a crucial role to play in giving hope to thousands of people affected by cancer and their families and friends. In order to consign today's cancer challenges to tomorrow's history books, concerted action must be taken. This is our manifesto for the next Government to realise our ambition: together we will beat cancer.

Harpal S Kumar
Chief Executive
Cancer Research UK



5 ways you can help us beat cancer

Main Recommendation

A comprehensive plan should be developed to ensure consistent delivery, implementation and integration across Wales. This should include:

- Integrated planning to cover research, prevention, screening, diagnosis, treatment and palliative care.
- The involvement of all cancer community stakeholders, including the voluntary sector and the research community.
- Collation and sharing of information on how cancer treatments and outcomes vary across the country so planners can more easily work out how to adapt services and improve the quality of care.
- Setting out how and when the strategy will be monitored and evaluated.

We need to take action on several fronts:

1. Provide world-class cancer treatments

More people with cancer are surviving than ever before, thanks to new advances in cancer treatments. Patients have a right to expect rapid access to the best surgery, radiotherapy and medicines after diagnosis.

Recommendations:

- **Plan now for further advances in cancer treatment and take a lead in ensuring that new radiotherapy and surgery techniques which can improve outcomes and reduce side effects are rolled out across the NHS in Wales as rapidly as possible.**
- Complete roll out of the Welsh Clinical Portal so that communication between professionals can be improved and duplication can be avoided.
- Ensure that pathology services are equipped to provide all patients with appropriate diagnostic testing to inform treatment choices, through implementation of The Future Delivery of Pathology Services in Wales.

2. Prevent more cancers

We know that lifestyle affects our risk of cancer and that many thousands of cases of cancer in the UK could be avoided if people made changes to their lifestyle such as stopping smoking, moderating alcohol intake, maintaining a healthy body weight and avoiding excessive sun exposure.

Smoking costs the NHS £1 million per day in Wales. In 2008/09 the Welsh NHS had 542 referrals for obesity surgery, of which 94 were approved and 50 are still in treatment at two hospital trusts in England. These cases have cost about £220,000 so far and in 2009/10 Health Commission Wales expects to spend £300,000 on surgery for obesity.

Cancer prevention is the most cost effective and beneficial approach to save lives. The improvement of public health and disease prevention is imperative not only to reduce cancer incidence, but to reduce the incidence of a raft of other chronic health conditions as well.

Recommendations:

- **Ensure implementation of the Tobacco Control Strategy for Wales and the Obesity Pathway Strategy.**
- Continue to support SunSmart, the national skin cancer prevention campaign, in Wales.
- Consider measures to increase the price of alcohol and further restrict the marketing of alcohol, and invest in public information campaigns to raise awareness of the long-term health risks associated with alcohol consumption.

3. Detect cancer earlier

It is vital that the next Welsh Assembly Government makes earlier detection of cancer a priority for the NHS. When cancer is detected and diagnosed at an early stage, treatment is more likely to be simpler and more effective and could mean that thousands of cancer deaths are avoided each year. More effective treatment, and new technologies which can spare side effects, are likely to save money for the NHS.

Longer-term, early detection will lead to efficiencies. Cancer will be increasingly diagnosed at a stage where it is easier to treat with surgery and radiotherapy, negating the need to prescribe as many expensive end-of-life drugs.

In Wales, cancer survival rates remain poorer than in other comparable European countries. A lack of knowledge of the signs and symptoms of cancer among both the public and medical professionals means that patients can wait too long to see a specialist, which can delay their diagnosis.

Recommendations:

- **Health Boards should develop and deliver locally targeted programmes to raise public awareness of the signs and symptoms of cancer and the importance of acting on them.**
- GPs and other health professionals should be aware of the signs and symptoms of cancer and know how to refer appropriately.

4. Tackle cancer inequalities

Considerable inequalities in cancer incidence and outcomes still exist between different social groups in Wales. These complex and often poorly understood differences require concerted Government action to achieve equal outcomes for patients.

Recommendations:

- **Commission more high-quality research into cancer inequalities and support a review of data collection so that local services can be tailored to individual communities.**
- Support the NHS to deliver high-quality awareness campaigns and tailored services for diverse groups, ensuring appropriate patient information is provided according to cultural or social needs.

5. Protect the UK's research base

Wales is leading the way in medical research. Research funded by Cancer Research UK in Wales has led to significant breakthroughs and many hugely important achievements in the prevention, diagnosis and treatment of cancer. For example, Wales was first to recruit patients to a joint Astra Zeneca/Cancer Research UK trial. The Welsh arm of this multinational trial was set up and running faster than all the other international arms. Since the Wales Cancer Trials Network (now the Wales Cancer Research Network) was established in 1998, over 15,500 patients have entered studies.

To achieve research excellence, researchers need to be adequately funded and have the freedom to conduct their research in a supportive regulatory environment.

Recommendations:

- **Continue to commit to research initiatives such as the Wales Cancer Bank and the Wales Cancer Research Network so that more cancers can be prevented, and diagnosis and treatment can be further improved.**
- Ensure that the NHS continues to adopt a culture which supports and welcomes clinical research, building on our unique ability to offer comprehensive insights into health.
- Continue to provide support for charity funded research in Wales.