



PRESS STATEMENT FOR CONSUMER AND MEDICAL MEDIA

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2010 Excellence in Oncology Awards shines a light on UK's exceptional cancer professionals

Liverpool: Many pioneering cancer care initiatives were celebrated last night at the 2010 Excellence in Oncology Awards. Winners included a team from North London whose initiative reduced the length of hospital stays for cancer patients in their hospital by nearly half, and a Bristol oncology centre that worked with an Oscar-winning animation company to produce a film for young children facing radiotherapy.

These and other winners were announced last night during a ceremony at the annual conference of the National Cancer Research Institute (NCRI). The awards, now in their fifth year, recognise UK-based healthcare professionals who have made a significant improvement to the care of cancer patients.

The prestigious Lifetime Achievement Award was presented to Professor Lesley Fallowfield, Director of the Cancer Research UK Sussex Psychosocial Oncology Group, for her world-renowned work understanding the psychological and social effects of cancer.

Eight category winners, along with other commended teams and individuals, were announced overall. The awards are organised and funded by Pfizer Limited, in association with the British Oncological Association (BOA).

Richard Sainsbury, President of the BOA, Consultant Breast Surgeon at Southampton University Hospitals NHS Trust, and Chair of the judges' committee, commented: "In an increasingly frugal climate, the judges were deeply impressed to find so many outstanding projects focused on patient outcomes, which also demonstrated clear savings for the NHS. These awards are a testimony to the outstanding work being performed by UK oncology professionals every day."

More than one in three people in the UK will develop some form of cancer during their lifetime (around 298,000 new cases are diagnosed each year).¹ The Excellence in Oncology Awards were developed to provide a platform for sharing knowledge and best practice for the ultimate benefit of cancer patients.

Robert Day, UK Head of Pfizer Oncology commented: "We're thrilled once again to have attracted such a wide range of entries reflecting genuine innovation and improvement in cancer care across the UK. We hope that the awards play some small part in raising awareness of these outstanding initiatives."

The Awards are judged by a multidisciplinary panel comprising leading national oncology healthcare professionals and health media.

The list of winners and commendations from the 2010 Excellence in Oncology Awards follows below. Please refer to the winners' booklet attached for full details.

For further information, photographs and/or to arrange an interview with the winners, please contact:

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2010 Excellence in Oncology Award winners and commendations

Best Professional Education Initiative in Oncology

Winner

'The Clinic'; DVD-based training programme for all clinic staff, from Mount Vernon Cancer Centre

There is often a failure to recognise the important role that front-line staff plays in the overall patient experience at a cancer centre. This film addresses the need for quality patient interaction from the whole hospital team, from receptionists and porters to specialist nurses and consultants.

What the judges said:

"No training videos we've ever seen have been aimed at clerical and support staff, who really are on the front line. We would love to get our hands on it ourselves and give it a go!"

Highly commended

The BMJ in association with Target Ovarian Cancer for their learning tool, "Recognising Early Symptoms of Ovarian Cancer".

Commended

The Sussex Cancer Network for the 'HEAT' Campaign including a DVD to educate HCPs on how to recognise and effectively treat neutropenic sepsis, a potentially deadly side-effect of chemotherapy.

Best Patient Support Initiative in Oncology

Winner

'One of a kind! A guide to radiotherapy'; An animated film to help young children through radiotherapy.

Jancis Kinsman and the team at the Bristol Haematology and Oncology Centre, University Hospitals Bristol NHS Foundation Trust, collaborated with six NHS hospital trusts, eight charities and Oscar-winning Aardman Animation to produce an animated film for young children going through the daunting experience of radiotherapy.

What the judges said:

"Just think that if your child was told that they've got cancer, and they're going to have to sit on their own in a room with a dirty great machine whirring around them - how scary is that for the child and for the parents? To have information about the process in a child-friendly animation will be hugely beneficial."

Highly commended

Darja Brandenburg, Lorraine Grover and Barry Quinn for their supportive booklet, 'Intimacy and Sexuality for Cancer Patients and their Partners'.

Commended

BACSUP (Bournemouth Active Cancer Survivorship Project) for its initiative seeking to improve the health and confidence of cancer patients by re-introducing them to exercise.

Best Charitable Initiative in Oncology

Winner

Jimmyteens.tv: An initiative to encourage teenagers and young adults to share their experiences of living with cancer with other young people via the medium of film.

In 2005 film producer Mark Wilkinson began a project that provided a creative output for teenage and young-adult cancer sufferers by giving them video cameras and having them make their own films. The resulting Jimmyteens.tv is an online platform that hosts thousands of films from cancer sufferers around the UK. The initiative now has bases in 26 cancer centres around the UK and, with over 50,000 hits a year, is a valuable resource for cancer patients, families and professionals around the world.

What the judges said:

"This initiative addresses an unmet need with impact and innovation. Film-making with a web-based platform fits in perfectly with the mindset of young people."

Highly commended

The late Mrs Brenda Brady in association with the Mouth Cancer Foundation for 'Brenda's Easy to Swallow Cookbook' listing recipes suitable for patients with head and neck cancers.

Commended

Jo's Cervical Cancer Trust for its education campaigns to increase awareness of cervical screening and HPV vaccination amongst younger women.

Excellence in Cancer Reporting

Winner

Anne Montague, freelance health journalist, for her article 'We're Beating Ovarian Cancer' in *Woman's Weekly*

Anne's article sought to raise awareness among women of the signs of ovarian cancer. Anne interviewed two different case studies to illustrate the point: one woman with a history of the disease in her family and another whose symptoms were persistently mistaken for other conditions.

What the judges said:

"This was an engaging and insightful article illustrating the two major ways in which ovarian cancer can present. Key technical information is included by wrapping it into the patient case stories."

Highly commended

Janet Horwood, health editor, *Woman's Weekly* for her article on breast cancer, 'I know now, you can't beat cancer on your own'.

Commended

Adele Waters, Health Writer for the *Nursing Standard* for her article 'Anna's Living Legacy'.

Excellence in Cancer Nursing

Winner

Mrs Gill Donovan, Breast Oncology Nurse Specialist at the Velindre Cancer Centre, Wales

Gill Donovan has pioneered a new initiative to improve services for Herceptin (trastuzumab) patients at the Velindre Cancer Centre. Her achievements include the creation of a 'virtual clinic' where consultations can take place over the phone and prescriptions written online.

What the judges said:

"Gill's initiative has brought significant benefits for patients and for the NHS. We thought the project was very well thought out and targeted a very specific area where improvements could be made."

Highly commended

Mrs Rachel Sharkey, Macmillan Clinical Nurse Specialist in Urological Cancers at Imperial College Healthcare NHS Trust, for the creation of a unique support group for men in West London with prostate cancer.

Commended

Elizabeth Potter, Cancer Specialist Nurse in Head and Neck Cancer, North Bristol NHS Trust for developing a much-needed training course for head and neck cancer professionals that is now recognised at degree and masters level.

Oncology Team of the Year

Winner

The Acute Oncology Service Team, Whittington Hospital NHS Trust

The first trust in London to establish and successfully implement a service of this type, the Acute Oncology Service Team at the Whittington Hospital have introduced novel and innovative methods of referral, electronic data access and utilisation of oncology specialists to improve their service. Some of their achievements include: reducing the length of stay for newly-diagnosed cancer patients by 45 percent, with a cost saving of over £2,000 per patient to the NHS; increasing clinical referrals by 100 percent; faster assessment and individualised treatment decisions for patients.

What the judges said:

"This team has developed a truly outstanding model that is now being implemented across the UK. Many of us on the judging panel will be strongly recommending its implementation for our own institutions."

Highly commended

The Leicester Thoracic Oncology Unit Team, University Hospitals of Leicester NHS Trust, for improvements to their service of lung cancer patients and the development of pioneering treatment models.

Commended

Bristol Testicular Cancer Service Team, University Hospitals Bristol NHS Foundation Trust, for their specialist cancer unit and charitable initiatives benefiting testicular cancer patients across the South West of England.

BOA YOUNG INVESTIGATOR OF THE YEAR AWARD – TO BE JUDGED AND ANNOUNCED ON THE NIGHT

Lifetime Achievement Award

Professor Lesley Fallowfield

Professor Lesley Fallowfield is Director of the Cancer Research UK Sussex Psychosocial Oncology Group and has worked with the charity for over 20 years. A leader in researching the impact of cancer beyond the physical and championing related psychological and social issues, her work is focused on improving the quality of life of people with cancer.

Professor Peter Barrett-Lee, Consultant Oncologist, Velindre Hospital, Cardiff and a judge in this year's awards comments, *"I first met Lesley in the early 1990s when she was running one of her first communications courses. I have since had the great pleasure of working with her on a number of highly successful and influential breast cancer oncology trials, and apart from the huge personal benefit I have derived from this, I consider her contribution to the field of oncology in general as outstanding and unique. She is also a wonderful and kind colleague to work with, and I cannot think of a more deserving winner of the Lifetime Achievement Award."*

- ENDS -

About the BOA

The BOA was established in 1985 to provide a multidisciplinary forum for the presentation and discussion of cancer research and development. The BOA hosts National Annual Meetings, most recently in association with the National Cancer Research Institute (NCRI), as well as site-specialised symposia, and meetings on other topics of oncological interest. The BOA has an active junior membership that meets annually at the NCRI meeting to discuss areas of particular importance to oncologists in training.

Membership of the BOA is open to oncologists of any discipline, including doctors and nurses, administrative staff, and research professionals. Practitioners of medical, clinical and surgical oncology are amongst our 350 members. The association is led by the President, supported by the secretary, treasurer and other council members. The council meets regularly to develop future strategies and meetings.

About Pfizer Oncology

Pfizer Oncology is committed to the discovery, investigation and development of cancer treatments and currently has 21 innovative compounds in clinical development across four platforms. By leveraging the strength of its resources and scientific talent, Pfizer Oncology strives to discover and develop novel treatment options to improve the outlook for oncology patients.

Reference

- 1 Cancer Research UK Cancer Statistics for the UK (2007): Key fact available at <http://info.cancerresearchuk.org/cancerstats/incidence/> [accessed October 2010]

The Excellence in Oncology Awards are organised and funded by Pfizer Limited in association with the British Oncological Association (BOA)