Your health is in your hands

A practical guide to early cancer detection

Know the signs **Spot them early**

In memory of Claire Cole



This leaflet is for guidance only. Always consult your GP and stay informed. It is your responsibility.

The legacy of a smile

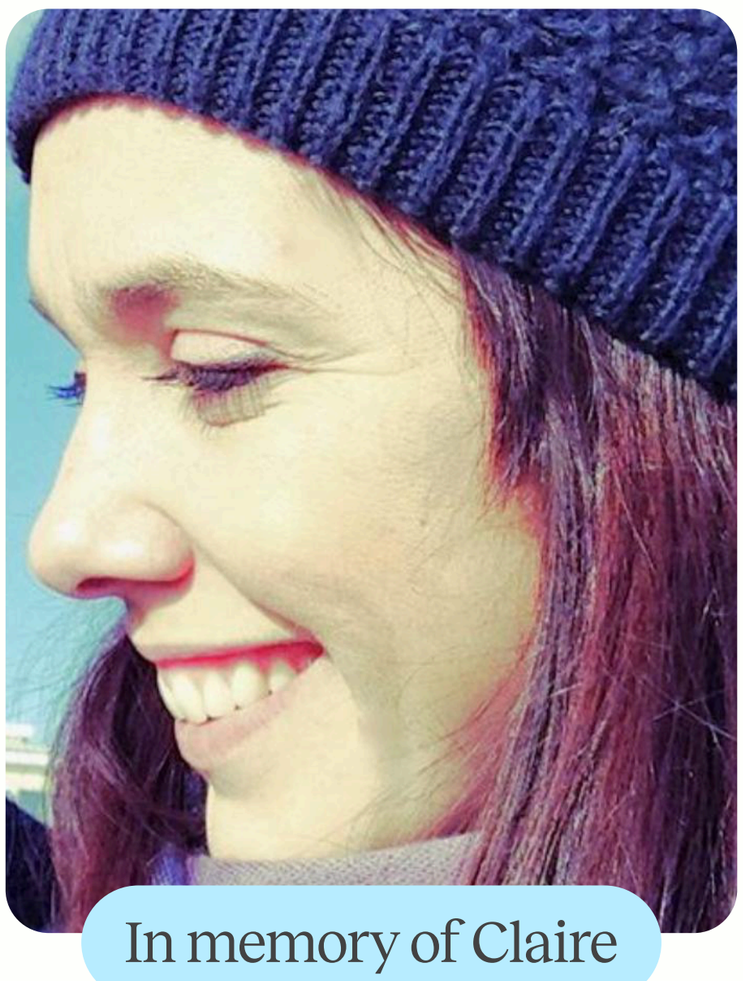
Claire was an extraordinary, selfless woman. In her final hours, she requested that her story serve as a guide for others. If her experience could help even one person, it would bring her joy.

My wife, Claire, received a diagnosis of stage 4 bowel cancer just weeks after her 40th birthday. She was vibrant and active — a second dan kickboxer, a runner, a business leader, and a wonderful mother and wife, sister and daughter.

A non-smoker and rarely a social drinker she never anticipated the arrival of cancer.

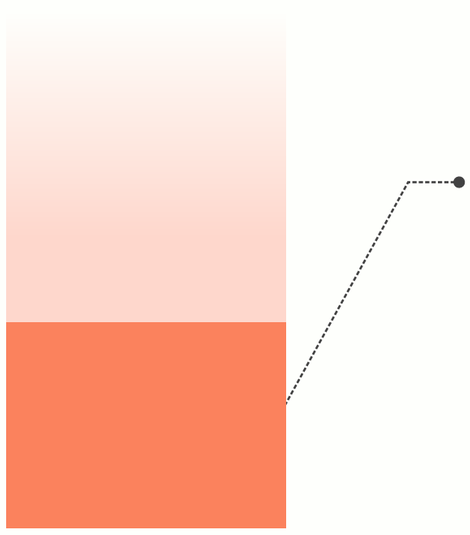
The message in this leaflet is simple: **detecting cancer early is sometimes the difference between life and death.**

Claire did not have this opportunity. She fought valiantly until the end, but had to leave what she loved the most: her son, her young daughter, her husband. We were all in this picture.



In memory of Claire

1983 - 2025



30-40%

of cancers could be prevented through lifestyle choices and early detection



Prevention is in your hands

We may have lost Claire, but her legacy remains.
Let's Make Claire's Story Matter

This leaflet is designed solely to raise awareness, not to add any stress to your already busy life.

Sources: World Health Organization

Most common cancers in the UK

Approximately every 2 minutes, someone receives a cancer diagnosis in the UK.

This issue is not just "somebody else's problem." Unfortunately, the trend is not in our favour. However, this doesn't imply that we lack resources to combat it.

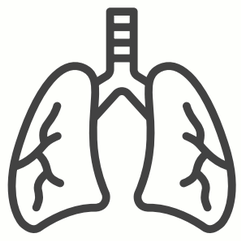
Emphasising prevention and early diagnosis is crucial to enhancing the chances of living a life similar to those who have not been diagnosed.

Male Incidence

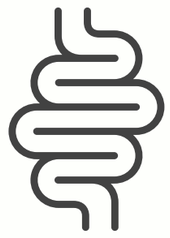
UK 2017-2019



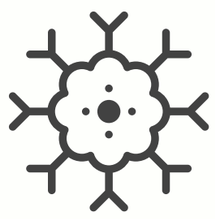
prostate
28%



lung
13%



bowel
12%



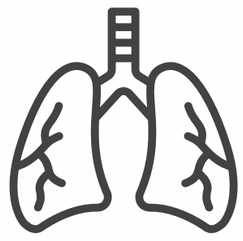
other
47%

Female Incidence

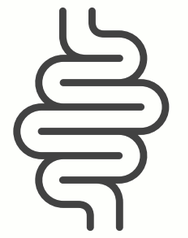
UK 2017-2019



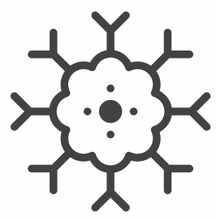
breast
30%



lung
13%



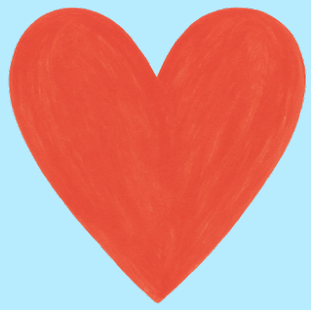
bowel
11%



other
46%

Sources: Cancer Research UK; NHS England.

Action Plan



Breast Cancer

⚠ Risk Factors

- **Age:** risk increases substantially over 50 yrs old
- **Family History:** close relatives with breast/ovarian cancers (eg BRCA genes)
- **Other History:** previously had breast cancer or certain other breast conditions
- **Lifestyle:** drinking alcohol, smoking, being overweight
- **Hormones #1:** starting period early (before 11–12 yrs old), late menopause (after 55 yrs old)
- **Hormones #2:** prolonged use of HRT (hormone replacement therapy), or prolonged use of oral contraceptive pill

👁 Watch for

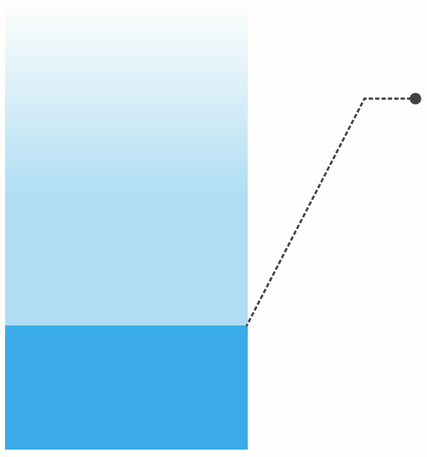
→ TOUCH
→ LOOK
→ CHECK

- A lump or swelling in the breast, upper chest or armpit
- Look in the mirror for a change in breast size or shape (arms down then up)
- Skin texture change (puckering or dimpling, like orange peel)
- A nipple pulling inwards or discharge
- Rash or redness on / around the nipple

🩺 Screening tools you can get

The mammogram is one of the key screening tools, even in the absence of symptoms. If the mammogram shows some areas of concerns, other tools are then used (such as ultrasound for instance).

- The NHS offers a mammogram (x-ray) screening to women aged 50–71 yrs old. First invite is between 50–53, then every 3 yrs;
- If you present symptoms, the mammogram will be from age 40 yrs old;
- Privately you could request a mammogram from age 40 (£200-350 for 2D scan or circa £500 for a 3D scan). You can self-refer or the GP can refer you.



Breast cancer **is 25-30% preventable**



Touch
Look
Check

Prices based on multiple providers. UK only

Sources: NHS; NIHR; Cancer Research UK; Breast Cancer UK

Prostate Cancer

⚠ Risk Factors

- **Age:** risk increases substantially over 50 yrs old
- **Family History:** if your father or brother has been diagnosed
- **Ethnicity:** higher risk for Black men
- **Obesity:** linked to more aggressive prostate cancers

Watch for

→ TOUCH
→ LOOK
→ CHECK

- Sometimes there are no symptoms
- Needing to urinate more often, especially at night
- Difficulty starting to urinate or weak flow
- Feeling your bladder is not empty
- Blood in urine (or semen, less common)

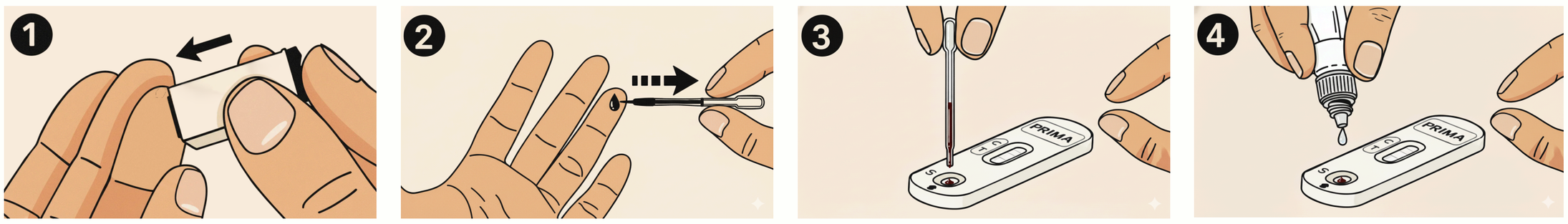
Screening tools you can get

No NHS national screening programme

- If you are over 50 yrs old (or over 45, but high risk) talk to the GP and get a PSA blood test. PSA test does not substitute the diagnosis. The test measures a specific protein in your blood, and can help diagnose a problem with the prostate. The problem is NOT necessarily cancer.
- Privately: PSA test (approx £30–150) is widely available. It can be ordered online, done at home, and results are back in a few days.
- Privately: if at high risk or high PSA, then the Prostate MRI (approx £500–1,000) is also widely available, with no referral needed most of the times.

Do you know your PSA level?

Have you talked about **screening with your GP?**



Prices based on multiple providers. UK only

Source: NHS

Lung Cancer

⚠ Risk Factors

- **Smoking:** causing over 70% of the cases and it includes passive smoking. It includes all types of combustible tobacco
- **Environment:** prolonged exposure to radon (a gas present in some buildings in the UK) or workplace exposure to asbestos, silica, and diesel fumes

👁 Watch for

→ TOUCH
→ LOOK
→ CHECK

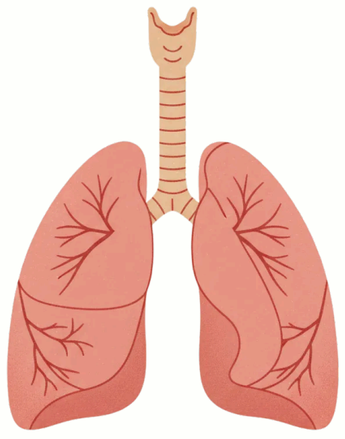
- No physical self-check unfortunately. If you are a smoker, "just a smoker's cough" is not a real thing. Do not ignore it
- Persistent cough for 3 weeks or more
- A long-standing cough that changes or gets worse
- Coughing up blood
- Recurring chest infections
- Persistent breathlessness
- Unexplained tiredness or weight loss
- Ache or pain when breathing and coughing

🩺 Screening tools you can get

- The NHS is rolling out a targeted screening for those aged 55–74 yrs old who smoke or have ever smoked. It might include a low-dose CT scan. A GP will usually start with a chest X-ray;
- Privately: chest X-rays are approximately £70–170 and a low-dose CT scan is approximately £450–1,050. You can access these if you are not eligible for the NHS screening but are still concerned.



Lung cancer **is** 79% **preventable**



If you smoke, monitor your lungs

Prices based on multiple providers. UK only

Sources: NHS; Cancer Research UK

Bowel Cancer

⚠ Risk Factors

- **Age:** most common in individuals over 50 yrs old
- **Family History:** higher risk if a close relative has been diagnosed
- **Other Factors:** long-term inflammatory bowel conditions (eg Crohn's or ulcerative colitis) also increases the risk
- **Lifestyle:** being overweight, low physical activity, smoking, alcohol
- **Diet:** higher risk if diet is low in fibre, high in red or processed meat

👁 Watch for

→ TOUCH
→ LOOK
→ CHECK

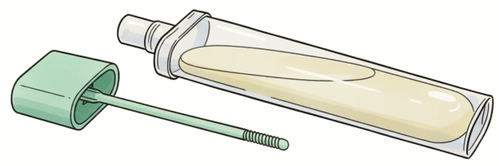
- Persistent change in bowel habits for 3+ weeks (eg looser stools or increased frequency)
- Blood in your stools (red or black)
- Bleeding from your bottom
- Unexplained pain or lump in your tummy
- Unexplained tiredness or weight loss

Screening tools you can get

- NHS: provides a free, at-home bowel cancer screening kit called FIT (Faecal Immunochemical Test). It is for anyone aged 50 to 74 yrs old in England. It is carried out every 2 years and it checks for blood in your stools (even at microscopic level). This is NOT an invasive test
- If the FIT test is positive, there will typically be a colonoscopy to follow up for further investigation
- Privately: the FIT kit is widely available with several providers privately (approx £10–60), allowing you to monitor your results online over time, supported by a detailed report. A private colonoscopy (more invasive) is approx £1,800–4,000



Bowel cancer **is 55% preventable**



The FIT saves about 2,500 lives a year. Are you in?

Prices based on multiple providers. UK only

Sources: NHS; Bowel Cancer UK; Bowel Cancer Now; Cancer Research UK

Private Screening Providers

A Preliminary List

Mammogram

- Nuffield Health nuffieldhealth.com
- GenesisCare genesiscare.com/uk
- Circle Health Group circlehealthgroup.co.uk

Chest X-Ray

- Vista Health vista-health.co.uk
- Spire Healthcare spirehealthcare.com
- Circle Health Group circlehealthgroup.co.uk

FIT (Faecal Immunochemical Test)

- Selph selph.co.uk
- Check4Cancer check4cancer.com
- All Checked Up allcheckedup.co.uk

Prostate MRI

- Vista Health vista-health.co.uk
- Medneo UK medneo.co.uk
- GenesisCare genesiscare.com/uk

Colonoscopy

- Nuffield Health nuffieldhealth.com
- Practice Plus Group practiceplusgroup.com
- Spire Healthcare spirehealthcare.com

(Prostate) PSA Blood Test

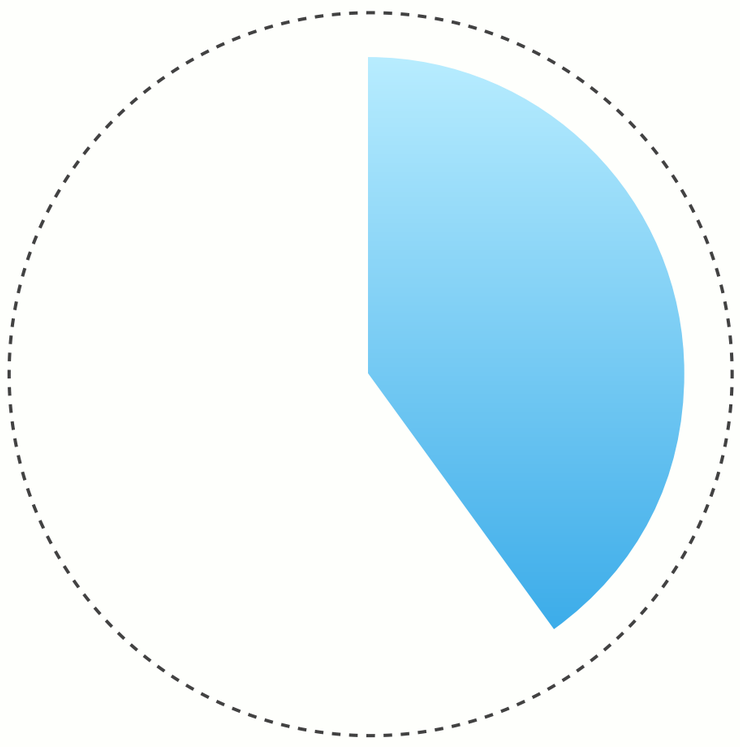
- Home Screening
- Refer to the list above
- Some providers offer also in-clinic testing

These providers are for reference only. The list is not exhaustive but you should easily find them online. Please do your research.

If you have clear symptoms, you should always consult your GP for further investigation.

Your health is in your hands

We frequently focus on maintaining our homes and cars in good condition. But what about taking care of your body?



30-40%

of cancers could be prevented through lifestyle changes and early detection

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We may have lost Claire,
but her legacy remains.

Make Claire's story matter.



Prevention is in your hands

This leaflet is designed solely to raise awareness.

Sources: WHO

In Memory of Claire



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