

## **Awareness Raising for Gynaecological Cancers**

NICE guidance – April 2011 for Ovarian Cancer stated “there is a need for greater awareness of ovarian cancer”.

Cervical screening saves around 5,000 lives each year (source: Cancer Research UK).

Womb cancer is almost always curable if caught at an early stage so it is important for women to know what to look out for. (source: Eve Appeal).

### **Aims and Objectives**

#### **Aim**

To decrease gynaecological cancer mortality by increasing early detection.

#### **Objectives**

To increase the number of people attending smear tests.

To increase the awareness of the existence of gynaecological cancers and their signs and symptoms.

To increase awareness for cancer prevention through lifestyle choices.

#### **Plan**

An awareness day named “Bright Tights Day” to be held in a ‘tight wearing’ month.

The focal point in Guernsey was a ‘healthy lunch’ with a speaker presenting a participatory talk about early diagnosis and symptoms for Ovarian, Womb and Cervical Cancer and the WCRF guidelines for cancer prevention. 60 people attended the lunch and it provided a suitable setting for the media launch.

The food for the lunch followed the WCRF guidelines for cancer prevention and recipes for dishes served were available to take away.

Displays and leaflets raising awareness about diets and lifestyle for cancer prevention, womb, cervical and ovarian cancer were visible around dining room and foyer.

Businesses and private companies were invited to join the day by holding their own ‘bright tights’ event and posters and leaflets were supplied for company displays and employees.

Media interest was high – the array of tights offered a good range of photograph opportunities and inclusion in different media publications (magazines and flyers in addition to newspaper and television).

#### **Resources - minimal**

Posters, leaflets, menu cards and a good contact list for private companies.

A place to hold the lunch and a chef who would agree to the menu requirements.

A prize for the brightest tights.

### **Evaluation and Monitoring**

The knowledge level of guests at the lunch – self reported before/after.

The number of menu cards and leaflets taken on the day.

The number of people attending the lunch.

Verbal feedback on the day.

The number of businesses taking posters, leaflets and feeding back interest from staff taking part.

There is room for greater evaluation and this requires more work – informal feedback suggested that awareness raising happened more widely when people were questioned “is there a reason you’re wearing those tights today?”

More interaction with GPs would help monitor an increase in the number of people presenting with symptoms/attending for smears/having a greater knowledge.

Diane Mathews  
Health and Social Services Department, Guernsey  
Contact: [dmathews@hssd.gov.gg](mailto:dmathews@hssd.gov.gg)