

TARGET OVARIAN CANCER

United Kingdom



GLOBAL
OVARIAN
CANCER
CHARTER
a World Ovarian Cancer
Coalition initiative

“Target Ovarian Cancer is championing the Global Ovarian Cancer Charter in the United Kingdom because it will spearhead a much-needed increase in awareness of ovarian cancer and an unprecedented opportunity to drive our mutual goal of transformational change for women through international collaboration.”



..... CHARTER
CHAMPION

targetovariancancer.org.uk

CHAMPION PROJECT: ALL PARTY PARLIAMENTARY GROUP

Target Ovarian Cancer's first Pathfinder Study documented the experiences of UK women with ovarian cancer. The results were launched at a parliamentary reception in 2010 and led directly to the formation of an All Party Parliamentary Group on Ovarian Cancer that has played an active role in discussing key issues in awareness, diagnosis and treatment of ovarian cancer, and bringing them before fellow politicians and decision makers over the last ten years. The number of UK women who live at least a year beyond their diagnosis is very low when compared to some other countries, 20% are diagnosed too late for any treatment and the UK has the lowest proportion of women being diagnosed within a month of first visiting a doctor when compared to other countries in the Every Woman Study.

The members of the group are elected representatives (Members of Parliament) from around the United Kingdom, or are members from the House of Lords, and represent all the main political parties. The group has no formal powers but is vital in raising awareness of ovarian cancer issues in Parliament. Target Ovarian Cancer continues to provide secretariat duties to the group. Women who have ovarian cancer are central to the success of the group in presenting their experiences and encouraging support from their own MPs. Membership has included MPs with personal or family experience of the disease, as well as those with campaigning constituents.

During the last ten years the group has initiated debates in Parliament, held meetings with Ministers for Health, and challenged policy makers. Successes include ovarian cancer being part of pilot 'Be Clear on Cancer' awareness campaigns run by Public Health England, improving access to new drugs, and more recently holding an inquiry entitled "Diagnosing ovarian cancer sooner, what more can be done?" Each March members dress up as Teal Heroes and share the images on social media and Target Ovarian Cancer share the images with local press.

The Coalition chose to showcase this programme because it shows an impactful way of engaging with politicians and policy makers. Women's experience is key to driving the interest of politicians, either through their constituents or personal or family experiences. This group is an important mechanism to bring key issues in front of those who can effect change, involving the whole ovarian cancer community.

targetovariancancer.org.uk



**GLOBAL
OVARIAN
CANCER
CHARTER**

a World Ovarian Cancer
Coalition initiative

TARGET OVARIAN CANCER

United Kingdom



GLOBAL
OVARIAN
CANCER
CHARTER
a World Ovarian Cancer
Coalition initiative

“Target Ovarian Cancer is championing the Global Ovarian Cancer Charter in the United Kingdom because it will spearhead a much-needed increase in awareness of ovarian cancer and an unprecedented opportunity to drive our mutual goal of transformational change for women through international collaboration.”



RAPID DIAGNOSIS

Working with primary care
to improve diagnosis

..... CHARTER
CHAMPION

targetovariancancer.org.uk

CHAMPION PROJECT: WORKING WITH PRIMARY CARE TO IMPROVE DIAGNOSIS

As part of the first Target Ovarian Cancer Pathfinder Study in 2009, general practitioners (GPs, family doctors) were surveyed. It was clear there was much to be done to update knowledge about new national guidance on symptoms, and to improve GPs' ability to access tests.

The charity commissioned free continuing professional development modules (CPD) for doctors to use as part of their yearly required learning. Authors from the BMJ and Royal College of GPs developed two different modules, since completed by over 35,000 people. The charity developed flag pens which were sent to GPs, with a pull-out highlighting National Institute of Health and Care Excellence (England and Wales) or SIGN (Scotland) guidance about symptoms and testing. With Macmillan Cancer Support the charity developed 'Ten Top Tips', one version for women, and the other for doctors to ensure that they question women closely about the type of symptoms they are having (such as intermittent or persistent bloating, frequency), and how the language a woman uses might be different from medical terminology.

The work is guided by a GP Advisory Board, featuring a GP who has had ovarian cancer, GPs who hold or have held key positions in the Royal College of GPs and the Care Quality Commission, a Professor of Primary Care Research and other contributors. The Board commissioned research looking at differences in the numbers of CA125 blood tests ordered, the time taken to complete non-obstetric ultrasounds, stage at diagnosis and one-year survival rates for different parts of England, and work on diagnostic pathways and practices. Target Ovarian Cancer, with the Royal College of Obstetricians and Gynaecologists, launched an annual essay prize for medical students in 2017.

We chose to showcase this programme because the charity have worked to make their resources as easy and attractive to access for hard pressed primary care doctors who rarely get to read leaflets sent to them. They listened to what doctors and women said about diagnostic experiences and worked to bridge the gap. There are a range of ideas in this programme from simple to much more complex. It should be noted that the five-star BMJ Online Learning module is free to access from anywhere in the world subject to online registration.

Over the course of their work to date, the proportion of women diagnosed as a result of a visit to an Accident and Emergency department has fallen from 33% to 25%.

targetovariancancer.org.uk



**GLOBAL
OVARIAN
CANCER
CHARTER**

a World Ovarian Cancer
Coalition initiative