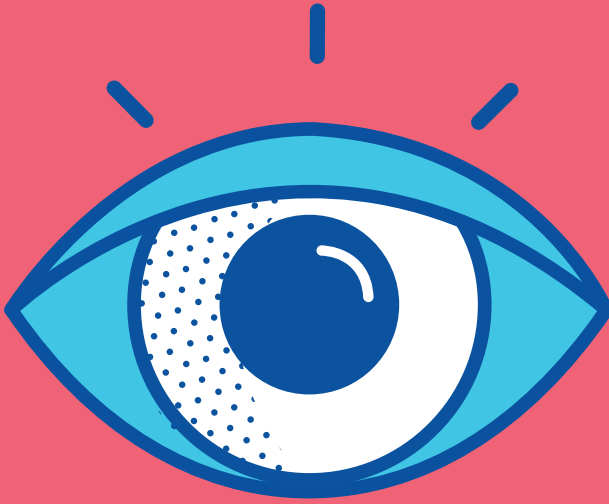


**WORLD  
CANCER  
DAY4FEB**

**I CAN**



**UNDERSTAND THAT EARLY  
DETECTION SAVES LIVES**

**Join us in 2017**  
[worldcancerday.org](http://worldcancerday.org)

**#WeCanICan**  
**#WorldCancerDay**



# I CAN UNDERSTAND THAT EARLY DETECTION SAVES LIVES



**Diagnosing cancer isn't always easy – not all cancers show early signs and symptoms and other warning signs appear quite late when the cancer is advanced.**

However, for a number of cancers, increasing awareness of signs and symptoms and the importance of timely treatment has been shown to improve survival from cancer. This is because finding cancer early almost always makes it easier to treat or even cure. In fact, recent figures from the United Kingdom for example, have found that for eight common cancers - bladder, bowel, breast, cervical, womb, malignant melanoma, ovarian and testicular cancers - survival is three times higher when cancer is diagnosed early<sup>1</sup>.

Public awareness campaigns and workplace health and wellbeing initiatives are important communication platforms to raise awareness of the signs and symptoms of cancer and encourage people to seek help promptly. With the right information, individuals can be encouraged to know what's normal for their body and to recognise any unusual or persistent changes<sup>2</sup>. For example, a person can

become familiar with the look of their skin so they can be aware of any changes that might suggest a skin cancer, such as recognising a spot that is growing and changing in shape or size<sup>3</sup>.

For some cancers, there is robust evidence to support cancer screening. This means testing apparently healthy people for signs that could mean a cancer is developing.<sup>4</sup> For example, in many countries, national bowel cancer screening programs are available that use the Faecal Occult Blood Test, also called FOBT, the most effective population screening tool for detecting early signs of bowel cancer. This test looks for hidden traces of blood in a bowel motion (faeces) in people without symptoms. It can help detect bowel cancer in its early stages when treatment is more likely to be successful and the chances of survival are much better.<sup>5</sup> Individuals can talk to their local health professional to learn about what screening programs are available for them.

**Diagnosing cancer at its stages and seeking timely care can save lives.**

**This factsheet is aimed at**



Individuals



Healthcare  
professionals

1. Cancer Research UK. Survival three times higher when cancer is diagnosed early: [po.st/PiITnn](http://po.st/PiITnn)
2. Cancer Research UK. Key signs and symptoms of cancer. [http://www.cancerresearchuk.org/about-cancer/cancer-symptoms#accordion\\_symptoms13](http://www.cancerresearchuk.org/about-cancer/cancer-symptoms#accordion_symptoms13)
3. Cancer Council Australia. Skin Cancer Identification poster. [http://www.cancer.org.au/content/pdf/Factsheets/MS%20214%20CCA%20MELANOMA%20POSTER%20V4%20.pdf#\\_ga=1.144286962.678793188.1438205862](http://www.cancer.org.au/content/pdf/Factsheets/MS%20214%20CCA%20MELANOMA%20POSTER%20V4%20.pdf#_ga=1.144286962.678793188.1438205862)
4. Cancer Research UK. Understanding cancer screening. <http://www.cancerresearchuk.org/about-cancer/screening/understanding-cancer-screening>
5. Cancer Council Australia. Bowel Cancer. <http://www.bowelcancer.org.au/index.php>