

# 16 Cancers campaign – briefing for health professionals

In February 2016, Fresh in association with Cancer Research UK and the Northern England Cancer Network, is launching a new campaign to raise awareness of the 16 different types of cancer caused by smoking to encourage the North East's 417,000 smokers to quit. It will encourage them to find details of support at a website [Quit16.co.uk](http://Quit16.co.uk), or ask their local health professional for help.

TV advertising has a strong evidence base in driving quit, attempts with harder hitting campaigns known to be most effective. We know most smokers underestimate their 1 in 2 chance of eventually being killed by smoking, but new research for this campaign with smokers shows:

- **Most smokers are not aware how many different cancers smoking can cause - the fact is causes 16 cancers is seen as very worrying news.**
- **The 'reality' of living with illness can be more frightening than death.**

While this campaign is running, it may be that patients have questions on how smoking causes cancer. Discussing this campaign could help lead to a quit attempt. The website also has links to Cancer Research UK for anyone worried about cancer.



Smoking  
causes  
16 cancers.



If one  
doesn't kill  
you...



...then you'll  
have to live  
with it.

Quitting is the one clear way to reduce your risk.



Get support and advice at [Quit16.co.uk](http://Quit16.co.uk) #Quit16



# Messages for patients

**You may have seen a very shocking advert on TV at the moment. The fact is smoking causes 16 types of cancer and more than 1 in 4 UK cancer deaths are due to smoking.**

You might know smoking causes lung cancer, but it also causes cancers of the mouth, nasal cavities, pharynx and larynx, stomach, kidney, bowel, liver, pancreas, ureter, oesophagus, cervix, bladder and ovaries, as well as myeloid leukemia.

When you smoke cigarettes or roll ups, you breathe in more than 5000 chemicals, including dozens known to cause cancer like Radioactive Polonium-210 and formaldehyde. These enter your lungs and spread through your body.

The reason why smoking causes cancer is it damages DNA, including genes that protect us against cancer. This is bad news, but it's made worse by other chemicals in cigarettes which make the poisons stick more strongly to DNA, increasing the chances of serious damage. Other chemicals also interfere with the body's ability to repair damaged DNA - making it even more likely that damaged cells will eventually turn cancerous.

**Research has shown that for every 15 cigarettes smoked, there is a DNA change which could cause a cell to become cancerous. This is why it's better to stop smoking sooner rather than later.**

Stopping smoking can make a massive improvement to your lifestyle and health. Once you stop smoking, some of the benefits are immediate and some are longer-term.

**Just give it a go. It can take some people several tries before they quit.  
Getting the right support can also help your chances of success.**

## The impact of smoking in the North East

Smoking is still our biggest preventable killer and cause of ill health, responsible for:

- **79,000 deaths in England a year**
- **Around 473,000 GP appointments and 101,000 hospital admissions in the North East annually**
- **A cost to the North East NHS of £88.8m a year**
- **75,000 people in the North East on the COPD register, mostly down to smoking**

Based on the latest cancer incidence and mortality figures from the National Cancer Registry System supplied by Northern England Strategic Clinical Networks, there were 3077 new cases of cancer in 2013 as a result of smoking, and 2192 deaths from cancer as a result of smoking.

	New cases of cancer estimated to be due to smoking (2013)	Deaths from cancers estimated to be due to smoking (2013)
County Durham	595	442
Northumberland	402	283
Gateshead	251	174
Newcastle	291	188
North Tyneside	239	181
South Tyneside	192	149
Sunderland	326	243
Hartlepool	105	74
Middlesbrough	154	107
Redcar and Cleveland	186	123
Stockton	214	143
Darlington	123	87
<b>North East</b>	<b>3077</b>	<b>2192</b>