



HCUK
HEARTBURN
CANCER UK

Heartburn isn't always Harmless

If you suffer from persistent heartburn
and/or frequent difficulty in swallowing

SEE A DOCTOR

Oesophageal Cancer,
raising awareness, changing the future

For more information or to **DONATE** visit
www.heartburncanceruk.org

DEMANDING HOPE, DEMANDING CHANGE, DEMANDING IT NOW: HOW LEGACIES GIVE HOPE?



➡ **BEFORE YOU TURN OVER** this page, there are two or three things the people at Heartburn Cancer UK want to say to you:
One is for you, and the people you know and love. If you – or they – have persistent heartburn, please get it checked by a GP. Not everyone realises it, but it could be a sign of a cancer.

Cancer of the oesophagus is a killer that hides in plain sight. It's the fourth most deadly cancer in men, which is often diagnosed late – sometimes because people ignore the common warning signs of heartburn, indigestion or acid reflux and mask them by the long-term use of over-the-counter treatments, such as Gaviscon or Rennie.

So, do yourself a favour; if you often suffer regularly from heartburn, get it checked. Ring your doctor today: it might just save your life.
The second thing they want you to know is for your clients: supporting HCUK with a legacy is a way of passing on hope. They're currently working with some of the UK's top experts to get an early warning test – called the capsule sponge test or heartburn health check – into every GP surgery in the country.

They have the test; they know it works; but it is still not yet widely available, and people are dying while they wait. A legacy, large or small, can help change that.
Legacies can help run campaigns to challenge policymakers and support research, or pilot projects to help prove both the effectiveness and need.

The third thing is for you both. HCUK are demanding change to save lives now and in the future.
Heartburn Cancer UK was started 21 years ago by its chair Mimi McCord, after her husband Mike died aged only 47, nine weeks after being diagnosed with cancer of the oesophagus.
Mike had suffered from heartburn almost all his adult life. But had no idea that it was a sign of the cancer that would kill him before he was 50, when he still had dependent children. Mimi couldn't save her husband, but she's been determined to change other lives.
The charity focuses on raising awareness that not all heartburn is harmless, so people know to go to the doctor; and if there is a problem will start getting help as soon as possible. Early diagnosis means better survival rates and the need for less traumatic treatment.
They're working hard to bring about the change they need; but the fight is long: it's already been 21 years. With the help of their supporters, however – including those who generously leave legacies – and by arming people with more knowledge of the symptoms, they are helping to save lives every day.

Noddy Holder supports HCUK with 'Get It Checked'
Oesophageal cancer survivor, the legendary Noddy Holder, has supported HCUK's *Get It Checked* campaign.

The campaign explains that persistent heartburn is not normal and should always be properly checked. You can find the video on their YouTube channel.
If you want to know more, or if you have a client who might want to support HCUK, visit their website at www.heartburncancer.org.uk or email Legacies@heartburncancer.org.uk and they'll help provide you with anything you need. ☐



SOME RECENT HIGHLIGHTS

➡ **TO MARK** Oesophageal Cancer Awareness Month in February, HCUK took one of their mobile diagnostic units to Lanesborough Hotel on London's Hyde Park Corner, and provided free capsule sponge tests for people who suffer from persistent heartburn.

The project – which was an incredible collaboration between HCUK, The Lanesborough, The Cleveland Clinic and Cyted, the test developers – attracted an enormous amount of attention in national newspapers and from passers-by.

The results are still being analysed, but first indications are that around 20% of the people who had the test will now either get treatment to save their lives or will join monitoring programmes to make sure their conditions don't develop into something more life-threatening.

The capsule sponge test also picks up a common potentially pre-cancerous condition called Barrett's oesophagus, which has no specific symptoms but which can be regularly monitored when it's found. ☐

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