

Less than a third of the British public know that lymphoma and multiple myeloma are common types of blood cancers¹

Submitted by: M&F Health Communications Ltd

Tuesday, 5 September 2017

EMBARGOED UNTIL 05 SEPTEMBER 2017 00:01 BST

The Make Blood Cancer Visible campaign launches as extent of low public and patient awareness of the condition across the UK is revealed

High Wycombe, 05 September 2017 – Around a third (32%) of the British public know that lymphoma and / or myeloma are common types of blood cancers - with some mistakenly thinking that melanoma (16%) and haemophilia (11%) are blood cancer types.¹ Furthermore, over one in three (38%) blood cancer patients admit that they had never heard of their specific type of cancer before diagnosis. These are the results of two surveys announced today to coincide with the launch of Make Blood Cancer Visible - a campaign that sees Janssen and nine blood cancer patient support groups join forces for the first time, to bring much-needed attention to blood cancer across the UK during September, blood cancer awareness month.

According to the Make Blood Cancer Visible public survey implemented by YouGov and funded by Janssen, only one in ten people (10%, N=2,044) are aware that there are over 100 different types of blood cancers,¹ and only 12% of people selected blood cancer as one of the top five most commonly diagnosed types of cancer.¹ Worryingly, 30% incorrectly thought that vomiting, nausea, double vision and / or headaches were the most common warning signs of blood cancer.¹ Similarly, the Leukaemia CARE patient survey, reveals that before diagnosis, a staggering 80% of those surveyed (n=1,199) did not think their symptoms would turn out to be blood cancer.² In addition, 38% admitted that they had never heard of their specific type of blood cancer before their diagnosis, and knew nothing about it.²

Diana Jupp, Chief Executive, Bloodwise said, “Despite 230,000 people being affected by blood cancer across the UK,³ it is still a much-misunderstood and little-known disease area. We know that low awareness can lead to late diagnosis and can make it hard for people to find the information and support they need, leading to a greater sense of isolation. We are therefore delighted to be a part of this exciting campaign helping to raise awareness of blood cancer throughout this September and it’s great to see so many patient support groups join forces to all do their bit to make blood cancer visible.”

Despite the lack of public awareness, someone is diagnosed with blood cancer or a related disorder every 14 minutes. The condition also places a considerable burden on patients’ lives, with 46% of those patients surveyed believing their condition has had a negative impact on their financial situation² and over half (53%) experiencing depression or anxiety since their diagnosis.²

As part of the campaign, Janssen commissioned designer Paul Cocksedge to create an installation that gathers 104 three-dimensional giant names in Paternoster Square, London for the public to visit until 30 September. The installation represents the 104 individuals that are diagnosed with blood cancer every day,³ raising public awareness and making their experiences visible by exposing their individual stories. Each sculpture is the real name of someone who has been diagnosed with a blood cancer, and is sized to perfectly match their height. The names are arranged to reflect the patterns that occur when people gather in crowds, and set in a recurring typeface intended to emphasise their shared experiences.

For more information about the campaign and the different types of blood cancer, please visit Make Blood Cancer Visible (<http://www.makebloodcancervisible.co.uk/>).

#ENDS#

Media Enquiries:

Rita Martins

Phone: +44 (0)207 089 6113

Email: rita.martins@mandfhealth.com

Notes to editors

About blood cancer

Blood cancer is an umbrella term for cancers that affect the blood, bone marrow and lymphatic system.⁴ There are 137 types of blood cancers,³ including leukaemia, lymphoma and multiple myeloma. It is the 5th most commonly diagnosed cancer in the UK.³

Every 14 minutes someone in the UK is diagnosed with blood cancer or a related disorder.³ That's almost 38,000 people every year, or 104 each day.³ Approximately 1 in 25 people in the UK will be diagnosed with blood cancer at some point in their life.³

The most common signs of blood cancer are fatigue, fever or night sweats, bone and joint pain and bruising or unusual bleeding.

About the Make Blood Cancer Visible Campaign

The Make Blood Cancer Visible campaign, is sponsored by Janssen and supported by Bloodwise, Leukaemia CARE, Myeloma UK, CLL Support Association, Waldenstrom (WM) UK, Anthony Nolan, MDS Foundation, Lymphoma Association and CML Support. It aims to bring much-needed attention to blood cancer across the UK during September, blood cancer awareness month.

About the YouGov Public Survey¹

YouGov carried out an online survey of 2,044 people in the UK on behalf of Janssen. Participants were asked a variety of questions about blood cancer incidence, prevalence, common symptoms and mortality rates, to accurately gauge the current awareness levels amongst the general public in the UK.

About the Leukaemia CARE Survey²

The Leukaemia CARE Patient Survey was undertaken by Quality Health from 26 September – 16 December 2016.

It included 1,199 people living with 16 different types of blood cancers, 9 of which were types of leukaemia:

Acute lymphoblastic leukaemia (ALL) 66

Essential thrombocytopenia 161

Acute myeloid leukaemia (AML) 97
Lymphoma 129
Chronic lymphocytic leukaemia (CLL) 344 Polycythaemia vera 91
Chronic myeloid leukaemia (CML) 205
Myeloma 46
Hairy cell leukaemia (HCL) 20
Waldenstrom's Macroglobulinemia 31
Chronic myelomonocytic leukaemia (CMML) 6 Myelofibrosis 38
Acute promyelocytic leukaemia (APML) 11 Myelodysplastic syndromes (MDS) 41
Other types of leukaemia 15

About Paul Cocksedge

Paul Cocksedge is an internationally acclaimed British designer, who has spent the last decade building a reputation for innovative design, underpinned by research into the limits of technology and materials.

His catalogue of work spans design products, architectural projects, installations and sculptures, all infused with the sense of simplicity, joy and wonder that has come to characterise his work.

Having studied under Ron Arad at the Royal College of Art, Cocksedge was nominated for Designer of the Year by London's Design Museum in 2004, just two years after graduation. He established Paul Cocksedge Studio with Joana Pinho in the same year, and the practice has participated in design festivals around the world, adding a sense of playfulness to technologically ingenious sculptures and installations. Cocksedge's work is included in collections at the V&A, MoMA and Vitra Design Museum.

For more information about Paul Cocksedge, visit www.paulcocksedgestudio.com

About Janssen

At the Janssen Pharmaceutical Companies of Johnson & Johnson, we are working to create a world without disease. Transforming lives by finding new and better ways to prevent, intercept, treat and cure disease inspires us. We bring together the best minds and pursue the most promising science. We are Janssen. We collaborate with the world for the health of everyone in it. Learn more at <http://www.janssen.com/uk/>. Follow us at www.twitter.com/JanssenUK.

References

1. Data on File: Haem_DoF_17Aug2017_MI_TA_002 Haematology – Make Blood Cancer Visible Campaign
2. Data on File: Haem_DoF_17Aug2017_MI_TA_001 Haematology – Make Blood Cancer Visible Campaign
3. Bloodwise. Facts and information about blood cancer. Available at: <https://bloodwise.org.uk/page/facts-and-information-about-blood-cancer>. Last accessed August 2017
4. Anthony Nolan. What is blood cancer? Available at: <http://www.anthonynolan.org/patients-and-families/blood-cancers-and-blood-disorders/what-blood-cancer>. Last accessed August 2017
5. Leukaemia CARE. Signs and symptoms of blood cancer. Available at: <http://www.leukaemiacare.org.uk/signs-and-symptoms-of-blood-cancer>. Last accessed August 2017