



**Sarcoma
Patients
EuroNet**

Bone Cancer Awareness Initiative - saving lives through earlier diagnosis

In July 2020, the Bone Cancer Research Trust and Children with Cancer UK embarked on the most ambitious primary bone cancer and tumour awareness campaign ever to be undertaken in the UK. The 100-day campaign culminated in Bone Cancer Awareness Week (12th-18th October 2020) and aimed to provide healthcare professionals with the tools they need to recognize the symptoms of primary bone cancer and to emphasize the referral pathways for diagnosis.

For decades, bone cancer patients have reported experiences of late diagnosis that inevitably result in progressed disease by the time the diagnosis has been made; dramatically reducing their chance of survival, increasing the need for life-changing surgery and treatment, and significantly reducing post-treatment quality of life.

We prepared bespoke information materials, describing in detail the symptoms of primary bone cancer, and containing guidance on how to confirm or rule out a diagnosis of primary bone cancer. We aimed to reach all GP practices, medical students, radiology departments, musculoskeletal physiotherapists, and pharmacies in the country. Indeed, we distributed these materials to 10,771 GP surgeries, 12,811 pharmacy practices, 1,542 radiology departments, 586 musculoskeletal physiotherapy practices and all 44 medical schools in the UK. The free information materials are also available on our

website; to date, they have been downloaded 3,119 times, and the campaign webpage has been visited 13,321 times. A task force of medical professionals supported our campaign and delivered a series of webinars targeted to each of the key specialties that patients encounter during their diagnostic journeys, as well as to medical students, as healthcare professionals of the future. They were attended by over 700 GPs, physiotherapists, radiologists, pharmacists, medical students, and the general public, with 100s more registering to receive a recording of the webinars. They continue to be accessed through our website links and to date, they have been viewed over 3,000 times.

To substantiate the campaign, we carried out a survey on symptoms and referral pathways. We received 739 responses from patients inside and outside the UK representing all forms of primary bone cancer and tumours. From these responses, we have produced the most comprehensive analysis of the symptoms and diagnostic experiences for primary bone cancer patients to date, our 2020 Patient Survey Report. The 2020 Patient Survey is a comprehensive evidence base on which we will focus our awareness objectives moving forward. Findings from our 2020 Patient Survey Report were presented at the British Orthopedic Oncology Society annual meeting that took place virtually on 13th November 2020.



**The Bone Cancer
Research Trust (BCRT)**