



Background

- Mouth Cancer incidence rates in the UK have increased by almost 50% in the last decade.
- Mouth Cancer incidence rates in Scotland are the highest in the UK.
- Mouth Cancer now accounts for more deaths than road traffic accidents (2010 figures)
- Mouth Cancer affects people of all ages; there has been a significant rise in cases affecting under 45's
- Some Mouth Cancers are preventable. Risk factors include tobacco use, alcohol intake, HPV infection, poor diet and poor oral hygiene.
- Early detection of Mouth Cancer improves prognosis.

What action is required?

- Better public awareness and knowledge.
- Better professional awareness and knowledge.
- Better preventative strategies.
- Earlier diagnosis and referral for treatment.

OUR CAMPAIGN

Objectives

- To Improve the prognosis of a patient diagnosed with Mouth Cancer through early detection
- To support research into improving diagnostic tools

Aims

- To raise awareness of Mouth Cancer amongst the general public
- Share knowledge and good practice amongst health care professionals
- Support research teams focusing on Mouth Cancer detection

Let's talk about Mouth Cancer Campaign

- A public health campaign focusing on raising awareness of Mouth Cancer, the signs and symptoms, associated risk factors and where to seek advice
- Our campaign offers free Mouth Cancer screening to the public. The screening experience is a powerful educational tool that can equip the public with the knowledge to facilitate self examination and encourage early presentation to a health care professional. We also counsel on responsible drinking, smoking cessation and a healthy lifestyle.
- We provide free and open access training events for health care professionals. Our events aim to improve awareness of the disease amongst professionals and therefore encourage early referral.

