



**MOUTH CANCER
ACTION MONTH
NOVEMBER 2019**

WELCOME

Hello, welcome and thank you for supporting Mouth Cancer Action Month – a campaign which aims to address and tackle the growing number of cases of mouth cancer in the United Kingdom.

At the Oral Health Foundation, we want to get more mouth cancers diagnosed at an early stage by raising awareness of the disease while encouraging everybody to be more vigilant about changes in their mouth.

Mouth Cancer Action Month is a campaign which aims to do just that.

But we can't do it alone.

We need your support.

SAVING LIVES BY TAKING ACTION

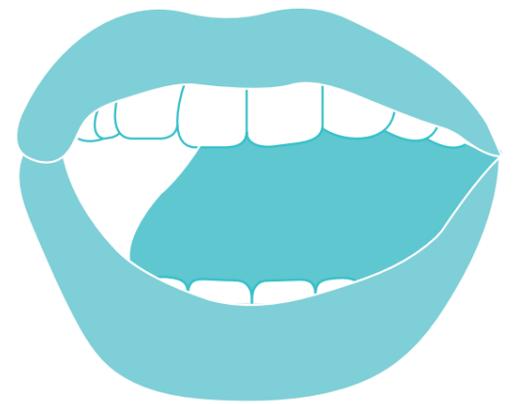
Cancer is one of the leading causes of death across the world.

It's likely that most, if not all of us will be impacted in some way by the condition, whether we are diagnosed with it or a loved one is. Either way, coping with cancer is one of the toughest challenges that we will ever face.

The threat is growing, at least as far as mouth cancer is concerned. Diagnoses have grown by more than 40% in the last decade alone. It is also one of the few cancers which is predicted to continue to rise in the coming years. We need your help to change that.

This November, we want to work with you to help provide the very best information to everyone who could be affected by mouth cancer.

We know that the vast majority of Brits simply do not know enough about the disease. This must change, and we want to work with you to make that happen.



OUR SPONSOR

The success of Mouth Cancer Action Month would not happen without the support of Simplyhealth Professionals. Their long-standing support of the campaign and continuous contributions towards it really to make a massive difference and without them, the campaign simply would not be possible.



We want more people to know how they can detect mouth cancer early. This means being vigilant and regularly checking their mouth for signs of cancer. It is also about acting quickly if they spot anything unusual in or around their mouth and seeking the help of a dentist or doctor.

It is also important that more people know what causes mouth cancer and adopt a healthier lifestyle to reduce their risk.

Ultimately, it's all about being mouthaware.

Throughout November, we want to see as many events, activities and fundraisers as possible across the UK. Spreading vital information about the disease could literally save lives.

Over the years we have seen some fantastic support for the campaign, and we hope that we can all once again come together and make a positive difference to the landscape of mouth cancer.

Please help us promote the benefits of good oral health and spread the word that when mouth cancer is picked up earlier, treatment is more likely to be successful.

Make it clear to everybody you know that cutting down on habits like smoking and drinking too much alcohol could make a huge difference and help reduce our risk of mouth cancer.

Help us make sure that the nation is aware that a quick trip to the dentist could really save their life. You will agree with us that mouth cancer needs more recognition and something needs to change. Let's make a stand and speak out against mouth cancer this November.

BE MOUTH AWARE

The aim of Mouth Cancer Action Month is to create a more mouthaware nation.

You can play a big part in helping us achieve our goal by sharing a very clear and simple phrase –

'IF IN DOUBT, GET CHECKED OUT.'

We want everybody to pay close attention to what's going on inside their mouth and take urgent action if they spot any unusual or unexplained changes.

Mouth cancer can strike in a number of places, including the lips, tongue, gums and cheek. Given that early detection is so crucial for survival, it's essential that you tell staff, patients and those within your local community, what the main warning signs to look out for are.

Three signs and symptoms not to ignore are:

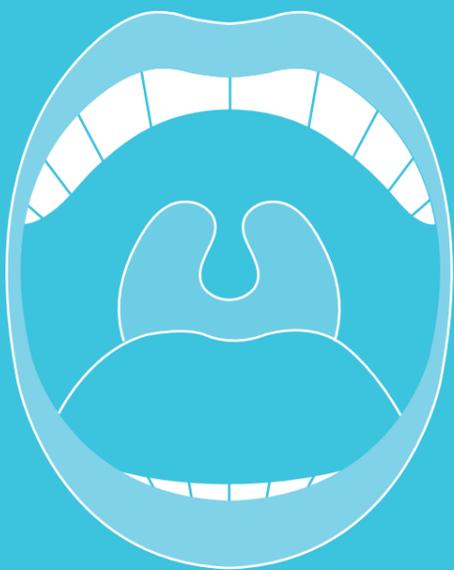
- Ulcers that do not heal within three weeks.
- Red and white patches in the mouth.
- Unusual lumps or swellings in the mouth or head and neck area.

During November's campaign, we will be encouraging everybody to get into the habit of checking their mouth for signs of cancer.

If any of these common symptoms are spotted, a dentist or doctor should be seen immediately.

Whether you are a dentist, hygienist or therapist, doctor, nurse, pharmacist, oral health educator, or responsible for occupational health in the workplace, please make sure you tell everyone about these symptoms. If nothing else, tell everybody "if in doubt, get checked out."

The ultimate success of the campaign depends on your support. Use your voice to help us remind people how important it is to pay attention to the changes in and around your mouth.



 **Mouth Cancer
Action Month**



REDUCING OUR RISK

Mouth cancer does not discriminate. It really can affect anybody.

However, it is strongly associated with the age and gender of a person. Mouth cancer is more likely to be found in men over 40. Lifestyle is also important, with around nine in every ten cases linked to risk factors like tobacco and alcohol.

This shows just how much of an influence our daily choices and habits can have on our overall health. But by amending them, making small steps towards healthier day-to-day choices, we can help cut the chances of developing mouth cancer.

The five key risk factors that we want to encourage people to address are:

- **Tobacco** This is the leading cause of mouth cancer. Tobacco transforms saliva into a deadly cocktail that damages cells in the mouth and can turn them cancerous.
- **Alcohol** Excessive drinking of alcohol is linked to more than a third of mouth cancer cases in men and a fifth in women. Heavy drinkers and smokers are up to 35 times more at risk.
- **HPV** (the Human papillomavirus): The world's most common sexually-transmitted virus is being linked to the growth of mouth cancer cases and is expected to become the leading cause of the disease in the near future. It's the world's most viral secret and during November, we want to put it under the spotlight.



- **Diet** Research shows that a diet high in fresh fruit and vegetables can reduce the risk of developing mouth cancer.
- **Chewing or smokeless tobacco** Smokeless and chewing tobacco like betel quid, is not a 'safe' alternative to traditional cigarettes and is very common across Asia, Europe and the USA.

WWW.MOUTHCANCER.ORG

TELL US YOUR STORY

Every year, more than 8,300 people in the UK are diagnosed with mouth cancer. In many cases, it has a substantial and lasting impact on a person's quality of life – even down to the ability to talk, eat and breathe.

During Mouth Cancer Action Month, we want to give a voice to those who have had theirs threatened by the frightening prospect of mouth cancer.

We want to hear from people who have had experience with the disease. We believe that an important part of spreading awareness of this horrible disease is sharing the stories of people who have lived through it or had it impact their life in some way.

Whether you are survivor, a relative of someone who has had the disease or a dental professional who wants to talk about diagnosing mouth cancer from their perspective, we want to hear from you.

Use your voice to help us save lives.

Get in touch with the Oral Health Foundation if you have a story to tell by emailing pr@dentalhealth.org

Ignoring mouth cancer won't help us beat it. We must speak out against it now.



WE NEED YOUR ACTIVE SUPPORT

We want to help support and facilitate events and projects which raise important awareness of mouth cancer so that ultimately, we can save lives through early detection.

Since you are at the forefront of patient care, the Oral Health Foundation would like to work with you this November to engage and educate members of the public. By promoting healthier lifestyles and drawing greater attention to the risk factors and signs and symptoms of mouth cancer, we can not only reduce the incidence of the disease, but we can also help improve the general health and wellbeing of millions of people across the UK.



WHAT YOU CAN DO

Getting involved and supporting Mouth Cancer Action Month is easy. It can also make a big difference to your staff, patients and wider community.

There are so many ways that you and your team can help raise awareness of mouth cancer and show your support during the campaign. Here are some of the most popular ways you can get involved this November:

DISPLAYS

Use Mouth Cancer Action Month as an opportunity to decorate waiting rooms and reception desks with education and information about risk factors, signs and symptoms. Get creative, the only limit is your imagination!



FUNDRAISING

Organising fundraising events can be a great way to engage a range of different people about mouth cancer. From family and friends, to patients, pupils and colleagues. The whole community. It can be a really fun and positive way to raise awareness and also gives you the chance to raise money for a good cause.

MOUTH CHECKS

Organising open days where non-patients can undergo a mouth cancer examination is a good practice builder and can help the local community and those without access to dental care. In the past, through days like these, countless people have received invaluable information about mouth cancer and some cases of the disease have been caught. A routine visit to the dentist could save a person's life. We need to make sure the door to your practice is open to all.

WORKSHOPS AND TALKS

Through these you can target higher risk groups by visiting local groups and workplaces. They are also a great opportunity to provide information and advice in an informal environment for those who do not attend a dentist regularly. Sessions like these could make the world of difference to people in your local community.

BLUE WEDNESDAY

November 13th is Blue Wednesday. A really fun team-building event that can be highly effective for raising awareness with patients and especially on social media. How blue can you go for Mouth Cancer Action Month? For more information, head to www.dentalhealth.org/bluewednesday.

#BLUELIPSELFIE

From our main sponsors, Simplyhealth Professionals, #BlueLipSelfie is a fun, positive campaign which helps raise awareness of mouth cancer. #BlueLipSelfie encourages everyone to wear blue lips as a visible sign of support for Mouth Cancer Action. To find out more, head to www.bluelipselfie.co.uk.

SOCIAL

By posting about the disease on social media, you have the potential to reach huge audiences. Social media is your opportunity to get others involved in Mouth Cancer Action Month by communicating positive message about the disease.



EDUCATIONAL RESOURCES

Aid patient communication and education.

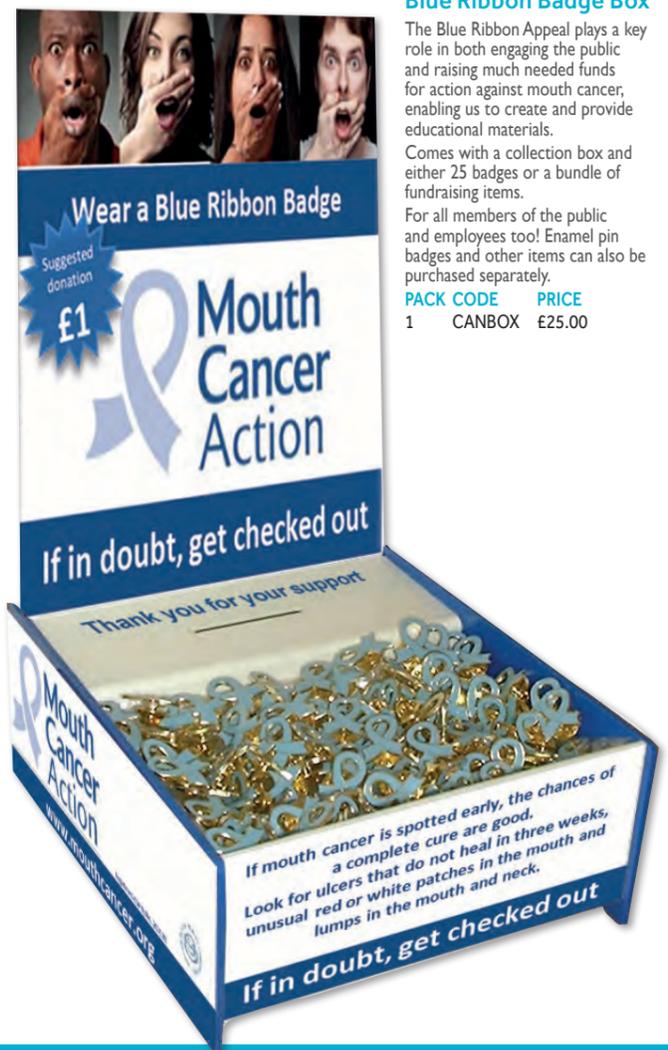
Our Blue Ribbon Appeal plays a key role in directly engaging people with the issues surrounding mouth cancer.

With 8,300 new cases diagnosed this year, an increase of 49% over the last decade, dental professionals have a significant impact on these disturbing figures. Both professional and public awareness is more important than ever before.

Please support this vital oral health campaign and educate your patients about being mouth aware and their self examination.



2019 Campaign Poster Pack
 SIZE CODE PRICE
 4x4A CANPOP £3.95

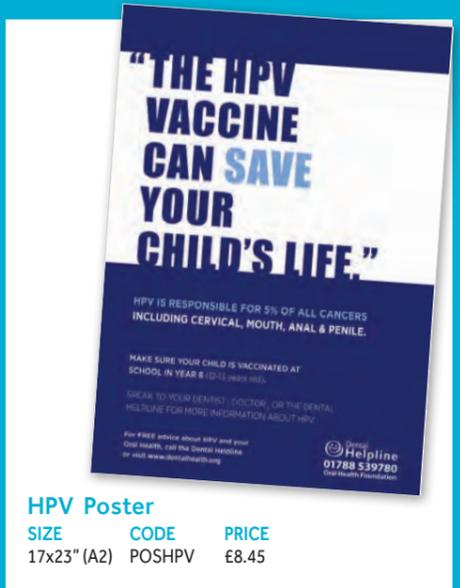


Blue Ribbon Badge Box
 The Blue Ribbon Appeal plays a key role in both engaging the public and raising much needed funds for action against mouth cancer, enabling us to create and provide educational materials.
 Comes with a collection box and either 25 badges or a bundle of fundraising items.
 For all members of the public and employees too! Enamel pin badges and other items can also be purchased separately.
PACK CODE PRICE
 1 CANBOX £25.00



Fundraising Bundle
 This bundle of fundraising and promotional items are great to use in the badge box, at your reception desk and at an event. Includes: . 3 bracelets . 3 TePe toothbrushes . 3 phone charms . 1 golf tee buddy . 3 blue kisses . 2 nail file booklets . 5 pin badges . 3 trolley coins.
SIZE CODE PRICE
 1 CANBDL £25.00

DISPLAY



HPV Poster
 SIZE CODE PRICE
 17x23" (A2) POSHPV £8.45



Self Examination Poster
 Display in waiting areas to complement the Self Examination Checklists.
SIZE CODE PRICE
 12x17" (A2) POSEXA £8.45



Mouth Cancer Statistics Poster
 SIZE CODE PRICE
 17x23" (A2) POSSTA £8.45

FUNDRAISING & AWARENESS

Blue Lipstick
 If you are feeling really brave use a real blue lipstick and take a blue lip selfie and support Mouth Cancer Action.
PACK CODE PRICE
 1 CANLIP £2.65



Blue Ribbon Pin Badges
 Show your support for the Mouth Cancer Campaign with this enamel pin. Supplied individually or in packs of 5 or 25.
SIZE CODE PRICE
 1 CANPININDIVIDUAL £1.00
 5 CANPIN £5.00
 25 CANPIN25 £25.00



Balloons
 To help you with your display, to highlight the month, or to give to patients, in a pack of 50. Safety stick and cups also available, see page 10.
PACK CODE PRICE
 50 BALMCA £6.98



Eco Friendly Balloon Grip
PACK CODE PRICE
 10 BALGRIP £1.84

White Balloon Stick & Cup
PACK CODE PRICE
 10 BALSTK £1.84



Pop Art Campaign Poster Pack (4 x A4)
SIZE CODE PRICE
 4x4A POSPOP £3.95



Blue Lips
 Retro plastic lips (like the ones we used to find in crackers!) Wear for a selfie and post it on social media to spread awareness and support mouth cancer action. Available in packs of 5 or 50.
PACK CODE PRICE
 5 CANKIS £3.50
 50 CANKIS50 £31.50





Golf Tee Buddy

Tee Buddy set includes six tees, one pitch repair fork and one ball marker. Made in the UK from Recycled Plastic.

PACK CODE	PRICE
3 CANGOL	£8.95



Bracelet

Already wearing a pin badge but still want to support Mouth Cancer Action Month? Why not add this bracelet to your collection (pack of 5).

PACK CODE	PRICE
5 CANBRA	£5.00



Pen

The perfect pen for your practice or as a gift for patients. Raise awareness and pass on the Blue Ribbon Campaign message. Sold in pack of 10.

PACK CODE	PRICE
10 CANPEN	£2.60

Scrub Tops

Fully reversible v-neck scrub top in hard wearing lightweight material. Available in 5 sizes.

SIZE	CODE	PRICE
Extra Small 30-32"	CANSCXS	£12.95
Small 34-36"	CANSCSM	£12.95
Medium 38-40"	CANSCME	£12.95
Large 42-44"	CANSCLG	£12.95
Extra Large 46-48"	CANSCXL	£12.95



CAMPAIGN CLOTHING

T-Shirts

Whether you're training, competing or raising money for Mouth Cancer Action Month, show your support with our campaign t-shirt. 100% cotton.

SIZE	CODE	PRICE
Small (35-37")	CANTSM	£6.95
Medium (38-40")	CANTME	£6.95
Large (41-43")	CANTLG	£6.95
X Large (44-46")	CANTXL	£6.95



PATIENT EDUCATION



Infobites

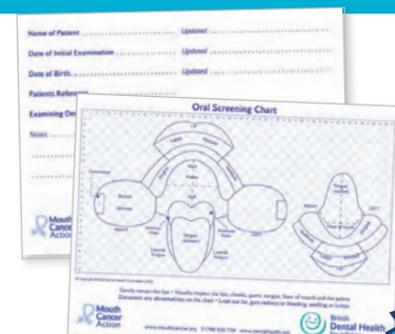
Bitesize info from our popular leaflets. A6 postcard size.

PACK	CODE	PRICE
50 Mouth Cancer	INFCAN	£3.90
50 Smoking	INFSMO	£3.90

Screening Chart

Visual aid to help you inspect your patients' mouth: this should include a soft and hard tissue check. You can now easily document any abnormalities observed and use the grid reference to chart your findings. The chart will also assist with referrals so a diagnosis can be achieved quickly and efficiently. Pack of 50.

PACK CODE	PRICE
50 CANSCR	£4.98



Self Examination Checklist

A5 size pad of 50 checklists to help patients become informed and self aware.

PACK	CODE	PRICE
50	CANEXA	£5.90

Think About Drink Postcard

We are all more aware of recommended amounts and the benefits of being safe and sensible drinkers, this handout will help to strike up a conversation about drinking habits and the risks involved.

SIZE	CODE	PRICE
50	THINK50	£5.90



Phone Charm

Brighten up your phone and spread the word on Mouth cancer with this PVC phone charm which doubles as a screen cleaner.

PACK CODE	PRICE
5 CANCHA	£5.00



Stickers

Show your support by providing every patient with a reminder of the Action we need to take. 75 stickers per pack.

PACK CODE	PRICE
75 CANSTK	£4.98



Trolley Coin

Made in the UK from Recycled Plastic with a quality steel/nickel plated lobster style clip.

PACK CODE	PRICE
10 CANTRO	£7.95



Nail file booklet

Each book contains 12 mini disposable nail files. Made in the UK.

PACK CODE	PRICE
5 CANNAI	£9.95



PAPER CLIP SET

Paper clips arranged on a snap off stem. Made in the UK from recycled plastic.

PACK CODE	PRICE
12 CANPAP	£2.60



Toothbrushes

Promoting good oral health habits and a reminder of all year round awareness of mouth cancer with the TePe Select manual brush. Kindly supported by TePe. Pack of 5.

PACK CODE	PRICE
5 CANBRU	£5.00

Prestige Leaflets

PACK	CODE	PRICE
100 Smoking & oral health	PRESMO	£13.97
100 Mouth cancer	PRECAN	£13.97
100 Mouth ulcers	PREULC	£13.97

Leaflet Holder

CODE	PRICE
DISP4	£9.75



FREE leaflet holder when you buy 4 packs of leaflets



Tell Me About... Leaflets

Save valuable time during consultation and improve patient satisfaction and standards of care. Easy to understand Q&A format, plain English approved, print review dated.

PACK	CODE	PRICE
100 Mouth cancer	LEACAN	£11.74
100 Dry mouth	LEADRY	£11.74
100 Smoking & oral health	LEASMO	£11.74
100 Mouth ulcers	LEAULC	£11.74
100 Smokeless tobacco	LEATOB	£11.74

FUNDRAISING

If you are looking to take on a challenge, have some fun and raise money for a great cause, you should consider fundraising for Mouth Cancer Action Month. It can be as simple or extravagant as you choose.

As an entirely self-funded charity, we rely on your fantastic support and every single penny you raise truly goes a long way to help us continue to drive awareness of this horrible disease. From raffles and tombolas to runs and cycle rides, there are plenty of activities for everyone to get involved in.



RUNS, WALKS AND CYCLES

A local fun run, a marathon, cycling across the country or a triathlon. All physical activities to accomplish a goal, inspire others and raise awareness and money for a good cause.

MUD RUNS

If you're looking for a fun and thrilling alternative to the traditional marathon, a mud run could be just right for you. Get your friends and family involved and encourage them to do some fundraising of their own. By the end you'll be sure to have plenty of good stories to tell and raised money for a wonderful cause in the process.

EXTREME CHALLENGES

For the adrenaline junkies among you, looking to tick off something on your bucket list, an extreme challenge may quench your appetite for excitement. It'll be a day you'll never forget. Mouth Cancer Action Month is a fantastic excuse to face your fears and really show your support for the campaign.

QUIZZES, AUCTIONS AND OTHER CHALLENGES

If you're looking to keep your feet firmly on the ground, there are still plenty of fundraising options open to you too. You can run a quiz night for friends and family. You could offer an amazing gift or perhaps a small present for a charity auction. Why not challenge yourself by opting to do a sponsored pledge and give up smoking or alcohol to get people to support you in your endeavour and raise money while you're at it.

The only limit is your imagination. No matter what you decide or how much you raise, every donation gets us closer to preventing more lives being lost to this disease.



WWW.MOUTHCANCER.ORG



BLUE RIBBON APPEAL

We are eager to give you as many ways of showing your support for Mouth Cancer Action Month as possible. Wearing a Blue Ribbon badge is a small gesture, but it really could make the world of difference.



There are now more than 250,000 of you wonderful supporters who are wearing the enamel Blue Ribbon with pride. Pinning it on your clothing can prompt conversations about mouth cancer and encourage more people to pay closer attention to what's going on inside their mouths – something that one day could save their life.

Even more than that, the badge acts as a symbol of solidarity.

It is a sign that we stand together united against mouth cancer. We stand together in support of the countless people who have been affected in some way by this terrible disease. We stand together to drive change and help share life-saving information about the disease.

We want you to join us. Buy one for yourself, get your family, friends and colleagues to pitch in too.

Each Blue Ribbon badge costs just £1 and that money goes a long way in helping us to achieve our charitable goals.

BLUE WEDNESDAY

Alongside the Blue Ribbon Appeal, we are asking you to help support this year's campaign by taking part in Blue Wednesday on November 13th. Whether it's as simple as an item of clothing, or something as bold as blue lipstick, your involvement can help spread the message and ultimately save lives.

Over recent years we have seen some fantastic support on Blue Wednesday from funky outfits to brilliant decorations. Your support on the day plays a huge part in promoting the importance of being mouthaware, something we can all get behind.

The day can also prove to be a really fun team-building event and you can shout about all the wonderful blue-themed things you've been up to on social media.

So, when Blue Wednesday rolls around, wear something blue, put on a Blue Ribbon badge, hang up blue bunting all over your practice and encourage others to do the same!

If you do post any pictures on social media on the day, don't forget to use #BlueWednesday!

STATISTICS

This is just part of why we need you to show your support for Mouth Cancer Action Month 2019 on November 1st.

8,302 people have been diagnosed with the disease over the past year

MOUTH CANCER now accounts for just over **2%** of all cancers

1 in 6 mouth cancers are directly caused by **SMOKING**

More than **3 in 4** of new cases are in those over **55**

56% of mouth cancers appear on the tongue or tonsils



2,722 Brits lost their life to mouth cancer last year

49% increase in mouth cancer cases in the last 10 years

135% increase in the last **20 yrs**

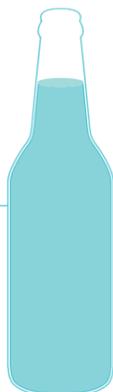
Early diagnosis improves **SURVIVAL RATES** from **50%** to **90%**

More than **1 in 10** still have not heard of mouth cancer

The **lifetime** risk of MOUTH CANCER currently stands at **1-in-75** FOR MEN & **1-in-150** FOR WOMEN

2/3 men & **1/3** women

EXCESSIVE ALCOHOL USE is linked to **1 in 3** cases



14th most common cancer in the UK

STATE OF MOUTH CANCER UK REPORT 2019/20

Last year, we published the first comprehensive review into mouth cancer.

For 2019's campaign, we will again delve into the very latest statistics for the disease. The report will include new figures on diagnosis across the UK, survival rates and how the landscape has changed over time.

We will also discuss the nation's awareness of mouth cancer. Specifically, how much is known about the risk factors and common symptoms of the disease.

The report, which will be published on November 1st 2019, will also explore some key recommendations from the Oral Health Foundation for the future. How we can tackle the rising rates of the disease, raising awareness of the key risk factors associated with the disease and how related topical issues like the new gender-neutral HPV vaccination programme can play a vital part in changing the landscape of mouth cancer in the years to come.

WWW.MOUTHCANCER.ORG

DONATIONS

Your support over the past few years has been instrumental to the success of Mouth Cancer Action Month and how far and wide we can spread vital messages about mouth cancer. Prevention and early detection of mouth cancer are two ideals that we strive towards and your donations help us get a step closer.

Our Mouth Cancer Appeal is here to help reduce these numbers by making more people aware of the causes, signs and symptoms of mouth cancer.

All proceeds from our Mouth Cancer Action Appeal will go towards putting oral health information in the places that they are needed. Local pharmacies and doctor's practices up and down the country, where those who are most at risk are most likely to see it and be influenced by it.

Help us make a change today. Head to www.mouthcancer.org for more information and to donate to this great cause. Together we can save lives.

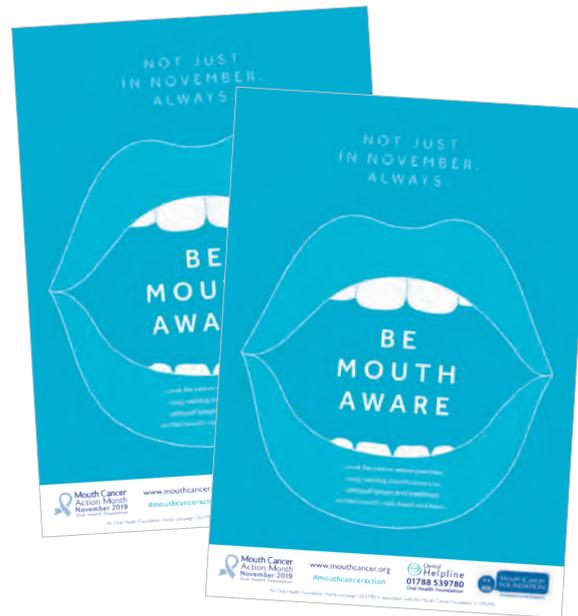
[mouthcanceraction](https://twitter.com/mouthcanceraction)

[mouthaware](https://twitter.com/mouthaware)

 [mouthcancerorg](http://www.mouthcancer.org)

 [MouthCancerActionMonth](https://www.facebook.com/MouthCancerActionMonth)

FREE campaign posters available at www.mouthcancer.org/shop



FOR CAMPAIGN RESOURCES, PRODUCTS, DOWNLOADS AND INFORMATION

WWW.MOUTHCANCER.ORG

Mouth Cancer Action Month is an Oral Health Foundation charity campaign.



Sponsored by Simplyhealth Professionals.

