

First UK Thyroid Cancer Awareness Campaign

Butterfly Thyroid Cancer Trust / Regional Thyroid Cancer Clinic / NCCC Newcastle upon Tyne

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Introduction

Thyroid cancer is a potentially curable disease
Late presentations still occur
Current guidelines recommend newly discovered thyroid nodules are investigated

Objective of the campaign

To promote public awareness of thyroid lumps and thyroid cancer
To demonstrate the importance of getting a new neck lump checked out

Methods

Butterfly Thyroid Cancer Trust partnered with the Newcastle Thyroid Cancer Team to host an awareness event. A professionally produced video ran on TV, You Tube and via the Butterfly website to promote the event. Dedicated website: www.neckcheck2011.org was launched
Neck check event took place in the biggest shopping mall in Europe on Saturday 24th September
Twelve thyroid clinicians and 40 volunteers took part
Seating area for 50 provided in front of a large video screen which projected educational material on thyroid cancer
Members of the public who thought they had a neck lump were given the opportunity to have an examination by a thyroid expert

Results

Members of the public arrived from 8.30am
By 10am the queue was 300 deep
Average wait time was 90 minutes
Admission to the event had to close at 5pm
The medical team examined 1000 necks
40 people were identified as requiring further investigation
Fast track clinic was arranged in anticipation of this
2 new, rare Thyroid Cancers were identified
Public feedback was excellent with many asking for the event to be repeated annually

Conclusions

There is huge demand from the public to engage in awareness campaigns for this cancer
They want to learn about neck lumps and the importance of getting this checked
Important factors in making the event attractive were:
Excellent advertising campaign inc TV ad.
Choice of venue/time
Joint hosting between patient lead organisation and thyroid cancer experts
The yield of thyroid cancer among people who think they may have a lump is low
This experience will be valuable in planning future events

Neck Check 2011



One of the fastest increasing cancers in women in the UK is thyroid cancer
don't put your neck on the line
if you find a lump get it checked



Butterfly Thyroid Cancer Trust
the first registered charity in the UK
dedicated solely to the support of patients with Thyroid Cancer
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