The Bristol Cancer Strategy

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The Reality:
Cancer as a Public Health issue

- Each year around 230,000 people in England are diagnosed with cancer and around 125,000 will die from it.
- More than 1 in 3 people will develop cancer during their lifetime, and it causes 1 in 4 of all deaths in the UK.
- Cancer services are the third largest area of expenditure by the Department of Health, with almost £5 billion spent in England in 2007-08 (over 5 per cent of NHS expenditure).
- Cancer has been a priority for the Government since publication of its NHS Cancer Plan in 2000....
  
  ...2007 the five year Cancer Reform Strategy to build on progress....... to improve care and outcome

The process (1)

- Attitudes
  Recognising the need for joint Academic : NHS working
- Sharing and understanding the past and the present
- Iteration and review to achieve convergence
- Pragmatism and evidence

The process (2)

- Assessment
  SWOT analyses
  Justifying the assumptions with metrics
  publications
  grants
  esteem
- Assessing competitiveness

The process (3)

- Delivery
  Establishing key objectives
  Defining a strategy
Key Objectives (1)

1. To create an environment for world class discovery, evaluation and clinical translation in cancer biomarker research

2. To create a structure which can effectively integrate with all cancer research within the city and with identified partners elsewhere

Key Objectives (2)

3. To focus initial resources on translational opportunities in cancer biomarkers, exploiting existing and new tissue collections (blood & biobanks), together with the three principal areas of research activity identified across institutions
   - cancer cell biology / signalling
   - genetic / life course epidemiology
   - health services research

Early diagnosis in primary care
Lifestyle interventions
PROMs & HRQL
Key Objectives (3)

4. Exploit the substantial new funding streams available through the recent reorganisation of the NIHR and MRC, and to seek CRUK Centre status within five years.

Key Recommendations

1. Creation of a coordinating structure....

2. Designation of senior leadership....

Delivery requires....

1. Shared investment by all partners
   Universities
   NHS

2. Building on platforms from established strengths
   Basic cancer cell biology
   Life course and genetic epidemiology
   Translational clinical research

3. Identification and prioritisation of disease specific themes
   Gastrointestinal cancer
   Urological (Prostate) cancer
   Head & neck cancer

4. Training
5. Communication strategy
   Promote, Publicise, Pollinate

6. Collaboration
   Locally
   Regionally
   Nationally & Internationally

7. Engagement with funders

Steps to success (1)
Recognition as a University research theme within UoB
Creation of the Institute - role as the focus for collaboration & communication
Creating additional academic capacity

Steps to success (2)
Increased training opportunities – PhD and lecturer appointments
Increasing high quality publications
Increasing grant income
Strategic agreements with funders

Date for your diary
Bristol Cancer Day
Friday November 26th