

Liver Cancer Awareness Month

October



Education, engagement and inclusion for employees.

Liver Cancer Awareness Month in October is a dedicated awareness campaign aimed at educating people about liver cancer, its signs and symptoms, and the importance of contacting a GP with any concerns. Nineteen people are diagnosed with liver cancer every day in the UK and this month helps remind employees to prioritise their health.



Why promote Liver Cancer Awareness Month in your workplace?

- While liver cancer is less common than cancers such as breast and bowel, it's the 8th most common cause of cancer-related death
- Two-thirds of people diagnosed with liver cancer are men. Those over 60 are also at higher risk.
- It's estimated that 49% of liver cancer cases can be prevented through healthy lifestyle choices such as not smoking, cutting down alcohol and maintaining a healthy body weight
- Offering risk awareness education can make a real difference to employees, as well as to the significant costs associated with cancer

65%

Of surveyed employees agreed that cancer prevention and early detection education is important in the workplace

55%

Agreed that employers have an actual responsibility to support cancer prevention and early detection education

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Given the significant number of people of working age who are affected by cancer, and the devastating impact the illness can have on them and their loved ones, it is vital for employers to appropriately support their staff.

Ian Talbot, CEO, Healix Health Services

Five easy ways to promote the campaign



01

Share the employee brochure provided in the Perci Health cancer awareness campaign hub

02

Display the provided posters in areas of high footfall around the workplace, such as breakout areas, kitchens and bathrooms

03

Share the ready-to-go social media posts on your chosen channels, offering reliable stats about liver cancer

04

Post a short awareness message on Slack, Teams or the company intranet, explaining the importance of the campaign

05

Encourage employees to contact their GP if they have any concerns about risk or are experiencing symptoms

How to have sensitive conversations during a cancer awareness campaign

Feeling uncomfortable about having conversations about cancer and its symptoms is a significant barrier to running an engaging cancer awareness campaign. Here's how managers can approach them.

- ✓ **DO:** Use inclusive language.
- ✓ **DO:** Signpost employees to reputable information (like the Perci campaign awareness assets) and sources of advice (like Macmillan, NHS, their GP or Perci cancer nurse specialists).
- ✓ **DO:** Plan how to respond if an employee raises concerns, before you actually need to.

- ✗ **DON'T:** Ask employees for personal information about risk, family history, or whether they've experienced the signs and symptoms of liver cancer.
- ✗ **DON'T:** Offer medical advice yourself or share personal stories about medical experiences or cancer.

Why should employers support liver cancer awareness?

People at risk of liver cancer face significant barriers to the knowledge and support that could potentially save their lives.

- ➔ **There is no routine NHS screening programme for liver cancer**
However, those who have a higher risk due to liver cirrhosis or hepatitis B should be regularly monitored.
- ➔ **The symptoms of early stage liver cancer can be overlooked**
Symptoms like weight loss, nausea, fatigue and fever, and shoulder or back pain can easily be overlooked.
- ➔ **Catching liver cancer early increases the chance of successful treatment**
If liver cancer is diagnosed in the earliest stages, 50% of people will survive for four years.

It's important to understand the signs and symptoms of liver cancer so that individuals can investigate their personal risk, and contact a GP if they're concerned. It's therefore vital that employers engage with campaigns of this kind and provide free, reliable advice, as well as offering time off to attend GP and testing appointments.

Trusted liver cancer awareness month resources

livercanceruk.org • nhs.uk • cancerresearchuk.org

It's also a good idea to research cancer support services local to your workplace.