



**FOR IMMEDIATE RELEASE**

**Cancer is the biggest health fear for British adults, finds new survey**

Two-thirds of British adults (64%) say that cancer is the condition they would be most worried about if they or a family member were diagnosed with it, finds a new survey by ComRes. Dementia was the second biggest health fear, with 16% of respondents saying it was the condition they were most worried about.

The news comes despite welcome progress on tackling cancer which has seen:

- The death rate from cancer fall from more than 200 per 100,000 in the mid-1990s to 170 per 100,000 in 2010<sup>1</sup>
- Survival increase dramatically for many cancers<sup>2</sup> as a result of earlier diagnosis and better treatment
- Improvements in NHS services, including shorter waiting times and the introduction of the Cancer Drugs Fund

Commenting on the survey, David Ryner, Policy Lead, Cancer52 and Chair, CML Support, said:

“The outlook for cancer patients has been transformed in recent years, thanks to improvements in awareness and diagnosis, better treatments and reforms to services. However, poor outcomes for patients with rare and less common cancers still persists. This survey shows that millions of Britons live in fear of this devastating disease. We need to redouble our efforts to improve cancer treatments and ensure that all patients who can benefit from them do so.”

Cancer is still the biggest killer in the UK and one in three people will develop the disease. Since the 1970s cancer incidence rates in Great Britain have risen by 22% in men and 42% in women<sup>3</sup>. It has been estimated that by 2020 almost one in two people (47%) will get cancer in their lifetime<sup>4</sup>.

Professor David Ferry, professor of medical oncology at New Cross Hospital, Wolverhampton, added:

“Those who treat cancer are very much aware of the increasing expectations of patients, which have been realistically raised by better treatments. Part of what drives anxiety about cancer is the disease, but worries about the commitment to fund first class treatment for all NHS cancer patients within the NHS is growing.”

Steve Oldfield, General Manager, Sanofi UK and Ireland said:

“We wanted to test public attitudes towards conditions for which we are developing treatments. The results show that cancer is a big focus for the British public and we want to reaffirm our commitment to playing our part in tackling this devastating disease.”

**-ENDS-**

**NOTES TO EDITORS**

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This press release was drafted by MHP Health on behalf of Novartis, Roche Products Ltd and Sanofi.  
Editorial control rests with Novartis, Roche Products Ltd and Sanofi.



1. The survey was commissioned by Novartis, Roche Products Ltd and Sanofi, who manufacture or are developing treatments for all the conditions in the survey
2. ComRes interviewed 2,004 British adults online between 17 and 19 July 2013. Data were weighted to be representative of all British adults aged 18 and over. ComRes is a member of the British Polling Council and abides by its rules on polling ([www.britishpollingcouncil.org](http://www.britishpollingcouncil.org)). Full data tables are available on the ComRes website: [www.comres.co.uk](http://www.comres.co.uk).
3. The results of the polling are set out in the following table:

Options	Most worried about	NET: Top three most worried about
Cancer	64%	89%
Dementia	16%	57%
Stroke	9%	62%
Multiple Sclerosis	4%	40%
Depression	3%	15%
Respiratory disease	2%	25%
Diabetes	1%	12%

4. For more information please contact Stephen Cull, Public Relations Lead, Roche Products Ltd on +44 (0)1707 366 008 or mobile: +44 (0) 7788 300312 or email [stephen.cull.sc1@roche.com](mailto:stephen.cull.sc1@roche.com) or Helen Rix at Sanofi on +44 (0)7730 661696 or email [helen.rix@sanofi.com](mailto:helen.rix@sanofi.com).

#### **About Novartis**

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, eye care, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, over-the-counter and animal health products. Novartis is the only global company with leading positions in these areas. In 2012, the Group achieved net sales of USD 56.7 billion, while R&D throughout the Group amounted to approximately USD 9.3 billion (USD 9.1 billion excluding impairment and amortization charges). Novartis Group companies employ approximately 128,000 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit <http://www.novartis.com>. Novartis Pharmaceuticals UK Ltd, Frimley Business Park, GB- Frimley/Camberley, Surrey GU16 7SR. Registered in England No. 119006

#### **About Roche in the UK**

Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalised healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. Roche in the UK employs nearly 2,000 people in pharmaceuticals and diagnostics. For more information visit:

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### **About Sanofi**

Sanofi, an integrated global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY). Aventis Pharma Ltd, One Onslow Street, Guildford, Surrey GU1 4YS. Registered in England No. 01535640.

### **References**

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<sup>1</sup>Cancer Research UK, *Cancer mortality in the UK in 2010: Cancer statistics report*, May 2013

<sup>2</sup>Cancer Research UK, *All cancers combined key facts*, April 2013

<sup>3</sup>Cancer Research UK, *Cancer incidence for all cancers combined*. Accessed on 2 August 2013 via:

<http://www.cancerresearchuk.org/cancer-info/cancerstats/incidence/all-cancers-combined/#Trends>

<sup>4</sup>Macmillan Cancer Support, *By 2020 almost half of Britons will get cancer in their lifetime – but 38% will not die from the disease*, 7 June 2013. Accessed on 13 August via:

[http://www.macmillan.org.uk/Aboutus/News/Latest\\_News/By2020almosthalfofBritonswillgetcancerintheirlifetime%e2%80%93but38willnotdiefromthedisease.aspx](http://www.macmillan.org.uk/Aboutus/News/Latest_News/By2020almosthalfofBritonswillgetcancerintheirlifetime%e2%80%93but38willnotdiefromthedisease.aspx)

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