

# Melanoma Focus

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## Melanoma Focus - Our purpose

*Commissioning and funding innovative  
research,  
while providing support and information  
for  
patients, carers and healthcare  
professionals*



# Charity Objectives



- ✿ Raise money to fund research into the causes and the treatment of melanoma for public benefit
- ✿ Maintain authoritative information resources about the disease, its treatment and the minimisation of risk
- ✿ Provide practical support for patients and their families
- ✿ Raise awareness and promote education about melanoma and its prevention amongst the general public
- ✿ Advance melanoma knowledge and education among clinicians, nurses, scientists and other healthcare workers
- ✿ Develop clinical guidelines and consensus positions about the treatment of all forms of melanoma
- ✿ Act as a professional membership organisation for UK melanoma professionals, helping specialists from all disciplines to share information
- ✿ Contribute to national debates on melanoma issues on behalf of patients and clinicians

# Melanoma – The Facts

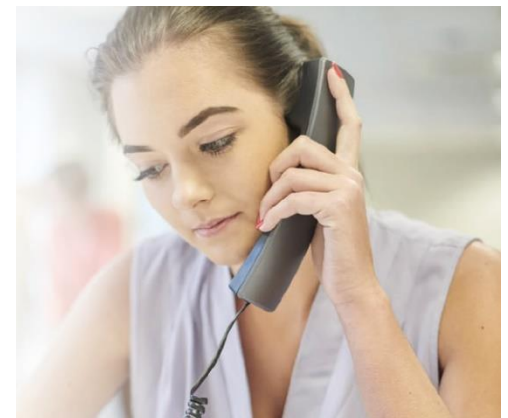


- ✿ 5th most common & most rising cancer in the UK
- ✿ 16,000 new cases each year (44 a day) and 2,600 deaths
- ✿ Melanoma incidence is related to age, with the highest incidence rates being in older people.
- ✿ Around 1 in 10 melanoma skin cancer cases are diagnosed at a late stage
- ✿ In contrast to most cancer types, melanoma occurs relatively frequently at younger ages.
  
- ✿ Malignant melanoma is the 5<sup>th</sup> most common cancer in 15-24 year olds accounting for 11% of total cancers in this age group.
- ✿ Large increase in incidence (7-8 fold) in this age group and 3<sup>rd</sup> most common cancer in females.
  
- ✿ Melanoma is the second most common form of cancer in the 15-34 age group

## Melanoma Helpline

Our national helpline is manned by experienced Skin Cancer Nurses who provide information and support to patients, carers and anyone who needs to know more about melanoma

- ✦ Email via website:  
<https://melanomafocus.com/support/helpline/>
- ✦ Confidential freephone:  
**0808 801 0777**

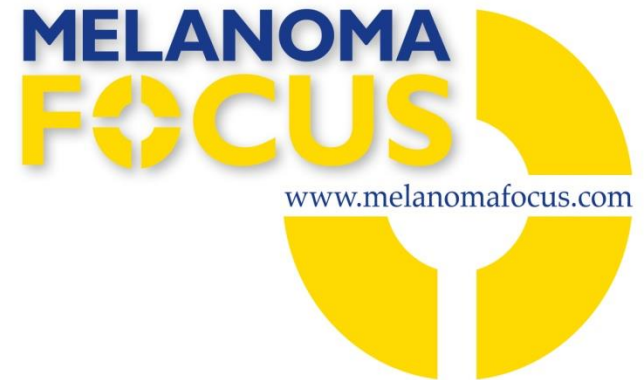


# Covid-19



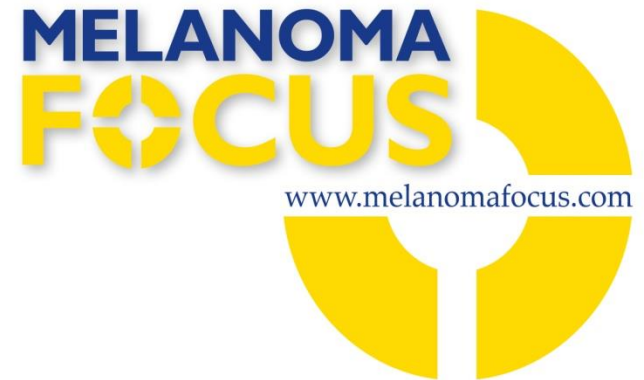
- ✦ FAQ for patients
- ✦ <https://melanomafocus.com/information-portal/coronavirus-info/>
- ✦ Increased our Melanoma Helpline service to cover lunchtimes and Sunday evening

# Patient Decision Aid (PDA)



- ✦ The PDA is designed to help patients navigate the melanoma care pathway.
- ✦ Created to improve communication and aid effective participation between patients and their medical team
- ✦ The Melanoma PDA was updated in October 2019 to reflect the latest advances in melanoma medicine such as staging, surgical procedures and adjuvant therapy
- ✦ <https://pda.melanomafocus.com/>
- ✦ If you are interested in being involved in a virtual workshop to gain feedback on the PDA, please let me know:  
susanna@melanomafocus.com

# Guidelines

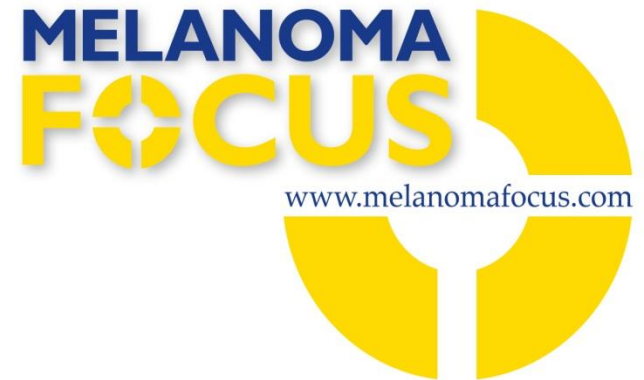


- ✦ Guidelines are produced using NICE methodology in rare melanoma subtypes using an expert panel of clinicians and patient representatives
  - ✦ Uveal
  - ✦ Mucosal
  - ✦ Head and Neck
- ✦ Patient information is created as part of this process

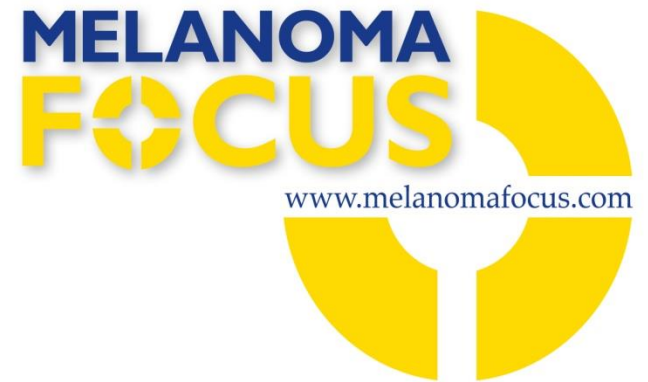


# What's next?

## Melanoma TrialFinder



- ✚ Searchable, unique, quality controlled resource on UK melanoma clinical trials - launch in 2020
- ✚ 2 versions;
  - ✚ One for health care professionals
  - ✚ One for patients/carers (in lay terms)
- ✚ Links to Melanoma Helpline and PDA



Thank you!

