

Reminder to be the early bird in new cancer campaign

People in Scotland are being urged to "*Be the Early Bird*" as part of The Scottish Government's awareness raising campaign to empower people with possible cancer symptoms to contact their GP practice.

In recent research conducted by the Scottish Government, more than four in five people in Scotland said they would report an item missing from a delivery order within a day, but nearly a third of people in Scotland said they would wait days, weeks and even months to contact their GP practice about any unusual, persistent symptoms.

The research, which surveyed over 2,000 people in Scotland, also showed that 87% of people in Scotland say they would respond to an urgent text from a friend within an hour, as opposed to more than 2 in 5 who would take days, weeks or even months to contact their GP practice as soon as they experienced a persistent hoarse voice.

Another finding showed that nearly nine out of ten people in Scotland would contact their GP practice within two days if their child / a child in their care was ill, however, if they had a persistent cough that had lasted more than three weeks, just over one in five said they would wait at least another week to get in touch with their GP practice.

The Scottish Government wants to tackle these issues with its "*Be the Early Bird*" campaign, which aims to reinforce the benefits of finding cancer at an earlier stage when there's more treatment options available, a greater likelihood of living well after treatment, and better news to tell the family.

Des Clarke, breakfast radio presenter, resident *early bird* and advocate for the campaign, recently took to the streets of Glasgow to share the research with locals who confirmed the research's findings – many people in Scotland would put off contacting their GP practice and are likely to help someone else before themselves.

Des Clarke, Radio Presenter, said: "The Scottish Government's *Be the Early Bird* campaign is so important as cancer is something that affects many of us in some way. This research proves what we all know to be true anecdotally with many people placing greater importance on other things and allowing their health to slip down the priority list.

"I encourage everyone in Scotland to make sure they contact their GP practice if they notice any persistent symptoms or issues that are out of the ordinary – your GP practice wants to know."

Ross MacDuff, Joint National Clinical Lead for Earlier Cancer Diagnosis at the National Centre for Sustainable Delivery (CfSD), said: "Finding cancer in its earliest stages is really key to maximising treatment options. That's why it's so important that anyone who is experiencing persistent symptoms that are unusual for them contacts their GP practice so they can be assessed as soon as possible and referred, if appropriate, to the correct specialist.

"Whether it is you that has possible symptoms, a family member or friend, please don't put off making an appointment with your GP practice. If cancer is confirmed earlier, a much wider range of treatment options can be available, and the body can respond better to treatment."

Health Secretary, Neil Gray said: "Early detection is crucial in cancer care. So, I urge everyone to prioritise their health and make sure you contact your GP practice about any unusual, persistent symptoms. The sooner we act, the better the chances for treatment and recovery. So, let's be vigilant – if something doesn't feel right, don't wait, get checked early."

To see the reactions of the Scottish public when Des Clarke shared the research stats, please [watch the video here.](#)

getcheckedearly.org

**The early bird can
have more
treatment options.
Cancer. Get checked early.**



NHS
SCOTLAND



**Healthier
Scotland**
Scottish
Government