

# INCREASING AWARENESS OF HEAD AND NECK CANCER SAVES LIVES

## WHY DO WE NEED TO RAISE AWARENESS OF HEAD AND NECK CANCER?

Head and neck cancer is the...

**6<sup>th</sup>** most common type of cancer  
in Europe.<sup>1</sup>

**8<sup>th</sup>** most common cause of cancer  
death in Europe.<sup>2</sup>

But it is a **preventable disease**, and  
**earlier presentation**, diagnosis and  
referral could **improve the chances  
of survival**.<sup>3</sup>

Approximately **60%** of all head  
and neck cancers are diagnosed at  
the advanced stage...<sup>4</sup>

...of these **66%** will not be alive  
after 5 years...<sup>5</sup>

...yet if diagnosed and treated in  
the early stages,

**80-90%** will survive.<sup>6</sup>

**10**  
years of  
**Make Sense**

## THE 10<sup>th</sup> **MAKE SENSE** CAMPAIGN AWARENESS WEEK

2022 marks the **10<sup>th</sup> Make Sense campaign annual Awareness Week**—the annual event with the mission to raise awareness of head and neck cancer and ultimately improve outcomes for patients with the disease.

Over the past 10 years,  
awareness of head and neck  
cancer has improved:

- A 2009 survey found 77% of people had not heard of the disease<sup>7</sup>
- A 2020 survey found 38% of people had not heard of the disease<sup>8</sup>

# IT'S NEVER BEEN MORE VITAL TO KNOW THE SIGNS AND SYMPTOMS

By 2030...

- Rates of head and neck cancer will increase by more than 200,000 worldwide<sup>9</sup>
- A further 587,000 people will die from head and neck cancer<sup>10</sup>

Increasing awareness of head and neck cancer could...

- Save thousands of lives each year
- Reduce the devastating impact of the disease on survivors

Since 2013, the *Make Sense* campaign has promoted the life-saving 1for3 rule; if someone has any **ONE** of the following symptoms for **THREE** weeks, they should seek medical advice:



Sore tongue, non-healing mouth ulcers and/or red or white patches in the mouth



Blocked nose on one side and/or bloody discharge from the nose



Persistent hoarseness



Painful and/or difficulty swallowing



Lump in the neck



Pain in the throat

**To ensure we continue to increase awareness of head and neck cancer, you can:**



Learn the life-saving 1for3 rule



Share this factsheet with those who may be at high risk



Support gender neutral HPV vaccination programmes



Follow the *Make Sense* campaign online [makesensecampaign.eu](https://makesensecampaign.eu)

## Reference

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6. MSD Manual. Overview of Head and Neck Tumors. Available at: <https://www.msmanuals.com/en-nz/professional/ear,-nose,-and-throat-disorders/tumors-of-the-head-and-neck/overview-of-head-and-neck-tumors>.
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10. Global Cancer Observatory 2020: Cancer Today. Available at: <https://bit.ly/3uwqJt5>. Last accessed: May 2022.

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