



Pat Hanlon, diagnosed with kidney cancer in 2004

Do you know or look after someone over 50? Tell them that blood in pee could be a sign of cancer

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Bladder and kidney cancer are more common in people aged over 50, but diagnosing cancer early can save lives. We need your help to make sure people know that if they notice blood in their pee, even if it's just once, they should see their doctor without delay.

With your help, lives could be saved

Every day in England, around 20 people die from either bladder or kidney cancer. Spotting these cancers early means there is a much better chance of treating them successfully. So it is important we all play our part to make sure people know that blood in pee is a symptom they shouldn't ignore. Between 15 February and 31 March 2016, *Be Clear on Cancer* adverts on TV, radio and in the newspapers will encourage people with this symptom to visit their doctor, but we need your help too.

'When I told my wife I'd noticed blood in my pee, she said I should see my doctor as soon as possible. I wasn't sure as it wasn't painful, but I'm glad I listened to her.'

Pat Hanlon, aged 73, diagnosed with kidney cancer in 2004

We know that people listen to advice from friends, family, carers and people they trust when deciding if symptoms are serious enough to see their GP. Remember: early diagnosis of cancer makes it more treatable.

nhs.uk/bloodinpee

What can you do to help?

You don't need to give medical advice to help people you know and care for, and just talking about the symptom of blood in pee can have a big impact. It's often better not to ask too many questions about the symptoms someone might have. Simply explain that it's important to tell their doctor as soon as possible. Give special consideration to those who may need more help, such as those with dementia or sensory impairments who may require assistance to make an appointment with their doctor.

If someone has seen their doctor already, but their symptoms haven't gone away, encourage them to go back to their GP. It may help to reduce their fears by reminding them that diagnosing cancer earlier can make a real difference.

More information

There is a *Be Clear on Cancer* leaflet that gives more information on other symptoms of bladder and kidney cancer, as well as how to reduce the risk of cancer. You may see the leaflet in your local pharmacy or GP practice. It is also available in alternative formats by visiting the website nhs.uk/bloodinpee or by sending an email to enquiries@phe.gov.uk.



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