

1 for  
**3**

If you have any **ONE** of these symptoms for **THREE** weeks...

The 'One for Three' definition, developed by leading experts in head and neck cancer across Europe, states that primary healthcare practitioners should refer a patient to a head and neck specialist if they have any one of the following symptoms for more than three weeks.

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

Pain in the throat

Persistent hoarseness

Painful and/or difficulty swallowing

Lump in the neck

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

WEEK 1

WEEK 2

WEEK 3

SEEK MEDICAL ADVICE

**MAKE SENSE  
OF HEAD AND NECK CANCER**

**MAKESENSECAMPAIGN**

**Early referral and early diagnosis saves lives. Do not delay.**

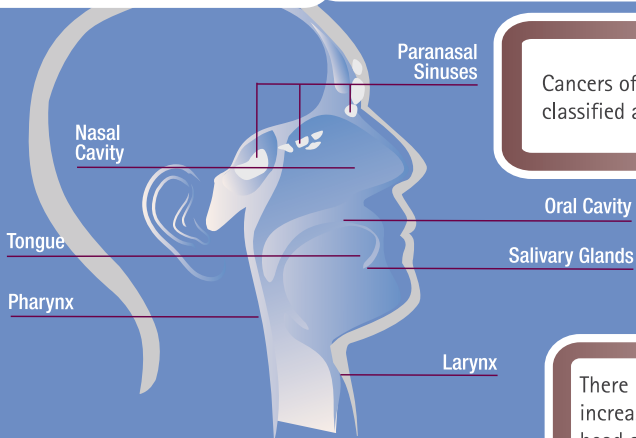
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# MAKE SENSE OF HEAD AND NECK CANCER



Head and neck cancer accounts for **5%** of all cancers globally. Generally head and neck cancer is diagnosed and treated at a late stage due to delayed presentation. Earlier presentation, diagnosis and referral could improve patients' chances of survival.

More than **90%** of head and neck cancers begin in the squamous cells that line the moist surfaces inside the head and neck (for example, inside the mouth, the nose and the throat).

Globally there were over **600,000 new cases** in 2008, leading to more than 350,000 attributable deaths.

Cancers of the brain and eye are not classified as head and neck cancers.

The most common areas for head and neck cancers to occur are:

- The oral cavity (42%)
- The pharynx (35%)
- The larynx (24%)

There has been a significant increase in the global incidence of head and neck cancer in the last decade, particularly among women.

The **Make Sense Campaign**, run by the European Head and Neck Society (EHNS), aims to raise awareness of head and neck cancer and ultimately improve outcomes for patients with the disease. It will do this through:

- Education on disease prevention
- Driving understanding of the signs and symptoms of the disease
- Encouraging earlier presentation, diagnosis and referral

## WHAT ARE THE RISK FACTORS?



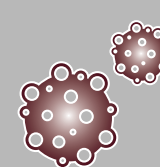
### SMOKING

Smokers have a higher risk of head and neck cancer than non-smokers.



### ALCOHOL

Men who consume more than three units, and women who consume more than two units, of alcohol per day are at a significantly higher risk of developing head and neck cancer.



### HPV

The incidence of throat cancer is rising due to certain sub-types of the HPV virus.

### PREVALENCE

Although men are two to three times more likely to develop head and neck cancer, the incidence is increasing in women. Head and neck cancer is most common in people over the age of 40, but there has been a recent increase in younger people developing the disease.

## MAKESENSECAMPAIGN

