

Sam's Campaign launches Brain Tumour Awareness Month

Go head to head with brain cancer

Did you know that brain tumours have overtaken Leukaemia as the cancer that kills most children in the UK? As an adult diagnosed with a brain tumour, your chances of surviving more than 5 years is xx%.

The occurrence of brain cancer has increased significantly in the last 30 years and yet it is known as the forgotten cancer. The charity SDBTT (Samantha Dickson Brain Tumour Trust) believes that there is so much more that can be done to improve survival rates through research and knowing what symptoms to look for, which is why they are launching Sam's Campaign to support Brain Tumour Awareness Month and give the public the kind of information that could save lives.

In the UK, diagnosis of children with a brain tumour can take up to 3 times longer than the USA, Canada and even Poland. Early diagnosis is absolutely vital to improving the chances of survival.

Samantha Dickson, who the campaign is named after, died 10 years ago after a courageous struggle against brain cancer. Her diagnosis took 9 months, as her mother, Angela Dickson explains: "The symptoms of a brain tumour can be very non-specific, but we hope we can alert the public by telling them what to look out for. If Sam's Campaign can save one life, another family will be spared what we went through with our daughter."

The symptoms to be aware of include:

Headaches

Sickness or nausea

Double vision

Minor seizures

Blackouts

Problems with balance or coordination

“Although these symptoms can occur in a number of other much less serious conditions, if you have a combination of them it is well worth consulting your doctor,” advises Angela.

In the last 10 years, Samantha’s parents have worked tirelessly, raising more than £xx million to date to support research at the most prestigious of medical institutions and acting as a lifeline to families who have a child with a tumour.

Sam’s campaign aims to raise an extra £1million during 2007 and will be supported by an advertising campaign featuring a number of high profile celebrities.