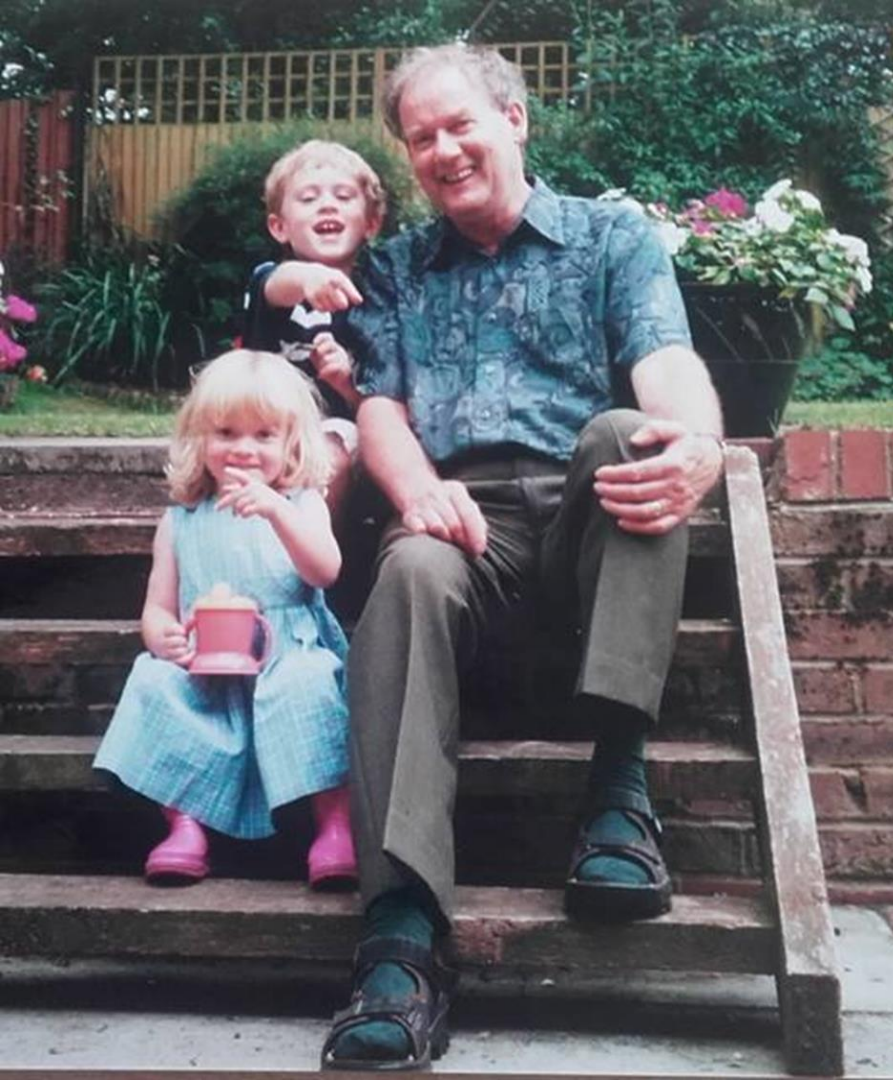


# Lesley Goodburn Purple Rainbow



**Pancreatic Cancer Stories**  
**@lgoodbu**  
**#pancanstory #pancanstories**





















The new  
Fiesta XR2.



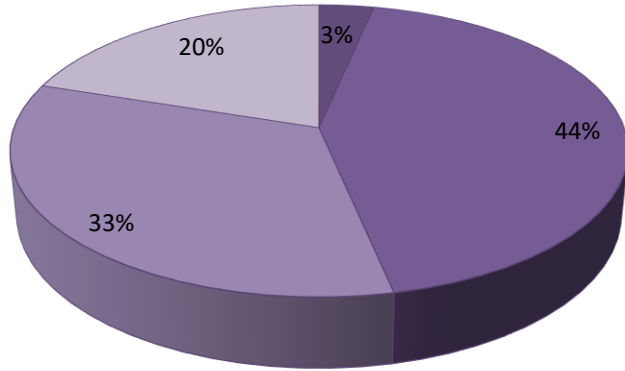




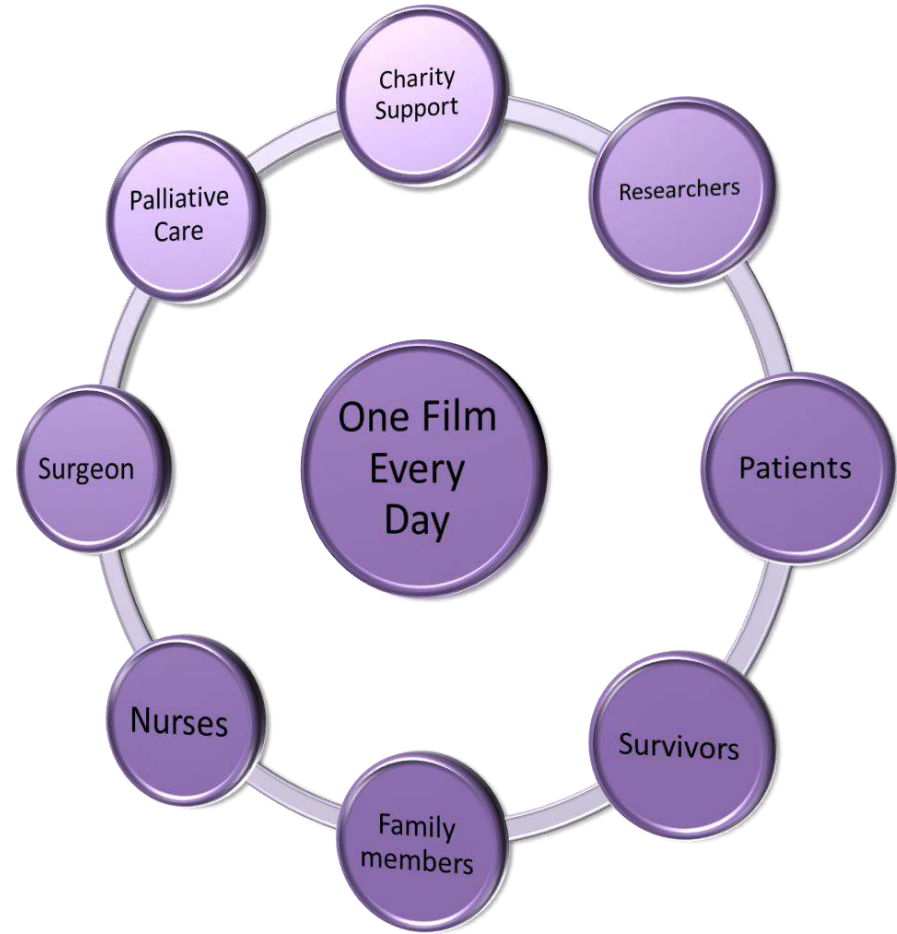
# **Tough to research**

**Pancreatic cancer research has historically been underfunded. The disease attracts just 1.9% of the UK cancer research budget.**

## Story Participants



- Overview
- Died
- Staff
- Survivors





# Process

- **Volunteers interviewed**
- **Sent in their own thoughts**
- **Worked together to develop the story**
- **Recorded into mobile phone**
- **Agreed pictures/photos/visuals**
- **Filmmaker made into a short digital story**
- **Published one each day in November on social media**

# Results/Next Steps

- All done voluntarily no funding no investment
- Twitter 236,000 impressions with over 4000 view of the films
- Facebook 3000 views
- Instagram used as a signpost tool
- Used a trigger films for experience based co design
- Used for training in palliative care
- Raise awareness of signs and symptoms of pancreatic cancer with GPs , medical and nursing students
- Working with Hospice UK and Pancreatic Cancer UK to develop training resources
- Exploring social prescribing





# Feedback for Grey Hairs

"I know face book is full of cancer and other heart-breaking stories. It seems harsh to skim over them... but sure we are all guilty of this. November is Pancreatic awareness month. This silent cancer can hit young and old with limited symptoms. The attached film is from the surgeon who diagnosed and treated my Dad. His passion made such a difference to my Dad and his 3 year survivorship. Not many achieve... this milestone. Please take time to watch and be aware of the very few symptoms. "



## In memory of

- Seth Goodburn
- Johnathon Barlow
- Carole Waring
- Thomasina
- Kevin Watts
- Lynne Ball
- Gemma Harrison
- Jim Harding
- Evelyn Lydon
- Mary Williams
- Carl Jennings
- Tony Parsons
- Graham Swerling

## Thanks to our Filmmaker

- Grant Archer

## Thanks to the Storytellers

- Cath Armstrong
- Sandra Williams
- Alex Ford
- Sharon Pender
- Jo Swerling
- Maggie Watts
- Phil Whelan
- Vivien Arbenz
- Christian Mackutkiecz
- Tony Hull
- Linda Reardon
- Ruth May
- Jean Clarke
- Fiona Harding
- Richard Charnley
- Laura McGeeney
- Margred Capel
- Margaret Datson
- Sarah Louise Lyndon
- Emma Kidd
- Vikki and Rachel Lloyd
- Karen stead
- Steph Fox
- Sinead Moxey
- Debbie Wells
- Ann Marie Houlder
- Wolverhampton  
University Research  
Team
- Nikki Davies

