

Project name: Clatterbridge Survivorship
Lead agency: Clatterbridge Centre for Oncology
Area: Merseyside
Website: <http://www.ccotrust.nhs.uk/default.aspx>

Project brief: This project will draw on the positive image of Paralympic and Olympic athletes to inspire the centre's teenagers and young adults to take part in sport and physical activity and have the opportunity to develop. It will allow patients to understand the pathways that are available in sport and physical activity.

Cancer Research statistics show that in the UK, the number of patients dying from cancer is falling, but the number of people diagnosed with cancer is rising. Early diagnosis and treatment means that more people surviving cancer, but a survey carried out by Macmillan in 2008 found that people who have finished treatment have difficulty returning to normal life. This may be due to the effects of the treatment; including short-term or long-term side effects, and adjustments to changes the cancer or treatment has made to their body. Some patients may live with the knowledge that their cancer cannot be cured, even though they are presently feeling well. People often imagine that the end of a course of treatment is a cause for celebration, and sometimes methods used during treatment can include the patient thinking about all the things they would like to do once the treatment is over. Many people want to try and get back to the activities they enjoyed before their diagnosis, but find that this is not always possible. Often there may be some things that patients are no longer able to do or it may take more time to regain energy levels or physical abilities. Sometimes the help that was in place during treatment, for example support from family and friends, can diminish. This is because they think that the patient is well once treatment is over, especially if the more obvious side effects have disappeared. In order to regain the confidence to get back into activities the centre users require excellence, respect, friendship, courage, determination, inspiration and equality.

2012 inspiration: London 2012 will bring some of the best Paralympic athletes to London who have overcome difficulties to pursue their dream of competing at the highest level, as well as having been given the opportunity to participate in sport. This project will draw on the positive image of 2012 athletes and its 'culture' to inspire the centre's patients to take part in sport and physical activity, and have the opportunity to develop to their chosen level. It will allow patients to understand the pathways that are available within sport and physical activity.

Outcomes: Jonathan Edwards, who attended the launch, said: "It was very inspiring to meet the team delivering the 'On Track' project and also to visit the Greenbank Academy and meet some of the young people who will benefit from it. You wouldn't normally think of using the inspiration of the Games to rehabilitate young people with cancer, but it was amazing to see first-hand the positive impact that the project is having. Given the origins of the Paralympic movement it would be great to see something like this replicated across the country".

Chief Executive of NHS North West and NHS Sports and Physical Activity Tsar, Mike Farrar also attended the launch to show his support for the project: "Sport has always been my passion. Sports and physical activity can make a difference to all of us and can be a real help to patients recovering from cancer treatment. The project offers great potential for all those involved to feel connected to the Games and the Olympic promises through this partnership. I wish them every success."

Sir Philip Craven MBE and President of the International Paralympic Committee added: "It is most appropriate that the 'Inspire' mark has been awarded to this tremendous partnership between Clatterbridge and the Greenbank Sports Academy. Life is for living, and being physically and therefore mentally fit is crucial. Paralympians do not worry about what does not work but maximise what does and this partnership is following the same philosophy. I was inspired when I visited Clatterbridge and so, obviously were my colleagues at LOCOG."

To view the Supporter2Reporter video article of the launch event link here:
<http://www.radiowaves.co.uk/story/110639/title/OnTrack>

