

# 'HeadSmart – be brain tumour aware' Campaign

## Aims and Objectives



- **Reduce** the UK median interval from symptom onset to diagnosis to less than five weeks, thereby setting a new national standard comparable to the best currently published results in Poland and USA.
- **Enhance** public and practitioner awareness of symptomatology of brain and spinal tumours in children through targeted professional and public dissemination by:
  - **Launching** a national awareness campaign in the media
  - **Developing** a decision-support website aimed at professionals and the general public, to support physicians and families in selecting children for referral, observation or reassurance with recommended timescales.
  - **Evaluating** the impact of this programme upon physician and public awareness of brain tumour risk, characteristic symptomatology and indications for scanning, observation or reassurance.
- **Measuring** the interval between symptom onset and diagnosis for all UK cases
- **Planning** further development of the programme