Leukaemia: I wasn't born yesterday

Leukaemia: I wasn't born yesterday is a campaign and report that highlights the inequalities experienced by older people diagnosed with leukaemia. Our work draws on the voices of over 1,300 patients to understand where improvements are needed in awareness, care and support.

Read our 'I wasn't born yesterday' report by clicking here.

The challenge

Research shows that cancer survival generally gets worse as people get older. Older people (aged 65 and over) make up around two-thirds of all leukaemia cases, yet this group accounts for a much higher share of leukaemia-related deaths.

Many patients told us about experiences that point to inequalities in awareness, diagnosis and access to support, especially for older people. Our *Leukaemia: I wasn't born yesterday* report brings these experiences together with evidence and insight.

What patients told us

The campaign includes stories from people affected by different types of leukaemia. These lived experiences help show the real-world impact of the issues the report highlights, including gaps in information, diagnosis and tailored support.

Recommendations for change

Based on what patients told us, the report makes a set of recommendations to improve the experience and outcomes for people living with leukaemia, particularly those over the age of 65:

- **Raise awareness** of leukaemia signs and symptoms among the general public and healthcare professionals, including the link to age
- **Ensure access** to a clinical nurse specialist from diagnosis onwards for all patients

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- **Tailor information and support** to individual needs rather than age, including guidance on finding reliable information online
- **Promote equal access to clinical trials** for patients of all ages, so there is strong evidence on effective treatments for everyone

How you can help

There are several ways people can get involved and support this work:

1. **Download and read the full report** to understand the findings and recommendations.
2. **Share the report** with your networks to help raise awareness of the issues.
3. If you are aged 65 or over and have been affected by leukaemia, **get in touch to share your story** with us — your experience can help shape change.
4. **Sign up for campaign updates** to stay connected with our ongoing advocacy work.

Support available

If you or someone close to you is affected by leukaemia, remember that our support services are here to help. You can **contact our team** or **sign up to our newsletter** for ongoing information and resources.

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