



## *Head On*

### **Head-On**

Launched in 2009, "Head-On" is a live music event featuring a wide variety of local Liverpool bands and singers, which is organised to support the work of the Mersey Regional Head & Neck Cancer Centre, based in Aintree University Hospital. Since the first event, "Head-On" has raised almost £50,000 to support research and patient support programmes of the Centre.

### **Where does the funding go?**

All donations to the Merseyside Regional Head & Neck Cancer Centre are used to fund the research work of the Centre's clinicians into the better understanding of the causes of such cancers, the impact of treatment and to improving the patient experience and support.

Every single year, we need to raise around £30,000 just to keep our research programmes going. These funds are spent on research initiatives that focus mainly all aspects of patient care and support. Over recent years, we have funded major research projects into the use of tracheostomy in Head & Neck cancer surgery and into an examination of why many Head & Neck cancer patients are late in presenting their symptoms to GP's and medical professionals.

Over the last twelve months, we have also funded the development of the Patient Concerns Inventory and Patient Experience Videos in order to provide patients with a greater understanding of how their cancer and treatment plan will impact on their lives.

The terms of reference for all these funded activities are determined by patients and carers themselves, through the Patient and Carer Head and Neck Research Forum.



**In 2017, the Head-on appeal has raised £5348.74 which will go towards further research and help those patients who have been affected by Head and Neck Cancer.**

**All of the money raised today will go to the Head and Neck Cancer Charity**