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Banishing the fear – Reframe Cancer on the importance of catching cancer early

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Like Voldemort in the Harry Potter books, cancer is a word that generations have grown to fear. But medical advancements, screening programmes and early diagnosis have created a very different environment for cancer patients over the last 50 years.

Today, says Cancer Research UK, one in two people diagnosed with cancer will survive their disease for at least 10 years, compared to just one in four in the early 1970s.

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