



Katherine's diary

THE reception class teacher from Burton describes in her own words what daily life is like living with Chronic Myeloid Leukaemia (CML).

Earlier last year, the 33-year-old from Balfour Street spent nearly eight weeks at the Queen Elizabeth Hospital in Birmingham undergoing intensive chemotherapy.

Meanwhile, the Burton Mail launched its Take Five Minutes campaign in a bid to locate a suitable bone marrow donor, not just for Katherine, but for anyone in her position, while also raising greater awareness of the condition.

Thankfully, last September, Katherine was able to announce that a suitable donor had been found in Europe and that a transplant was to take place in late October.

While still undergoing gruelling treatment herself, Katherine wants to help others in a similar position and has taken to raising awareness of the condition and generating support for the charities.

She has now been placed into remission from her cancer but continues her recovery and the bid to get more people to become blood and bone marrow donors.

For more information on how to become a bone marrow donor, call the National Blood Service Donor helpline on 0300 123 2323.

Thursday, August 28



TODAY would have been my sister-in-law's birthday. She died in 2011 from breast and bone cancer, aged 34 – the same age as I am now.

While ever there are cases such as this, the need for improved

research and cutting-edge drugs continues – and so does my determination to help raise the money to help fund this need.

Friday, August 29

The tablets appear to be working to fix my breathing difficulties. There has been a noticeable difference in the past 24 hours, which is a huge relief.

It's Blood Cancer Awareness Month in September and therefore I have been busy preparing some awareness and fund-raising initiatives.

Saturday, August 30

News of my Pride of Britain Award nomination is now public – I hope you're as excited as I am.

I'd have loved to have revealed the news earlier, but my latest stay in hospital hampered the filming somewhat.

I've had loads of good luck messages today – thank you.

Bus users to benefit from live social media chat

SOCIAL media will be used by Arriva Midlands to better communicate with its customers.

The new Facebook chat feature will allow Burton travellers to contact the company directly and talk with their team.

The chat function will offer information about Arriva's services, answer timetable inquiries and provide ticketing options.

It is hoped this will enable users

to get instant answers to questions, making bus travel more convenient and simple.

Keith Myatt, regional marketing and communications manager for Arriva Midlands, said: "Not everyone likes to chat on the phone and some feel that email doesn't have the same immediacy, so by introducing Live Chat to our Facebook pages we are providing yet another route for bus users to

communicate with us. Live Chat is our latest response to the changing behaviour of bus users in the UK.

"As more and more passengers embrace social media as their preferred means of communication, we have to evolve our methods to ensure that we remain relevant, and that means being online when we're needed."

Arriva Midlands provides bus

services for a wide range of routes in and around Burton.

Arriva's Live Chat feature was initially trialled through its website, prior to launch on Facebook, and this option will still be available to customers should they wish to access it.

The Live Chat team is available to help with inquiries via both Facebook and the website from Monday to Friday, 9am to 5pm.



HELPING HAND
... Katherine Sinfield is urging people to spot the signs of blood cancer.

Advice on how to spot signs of blood cancer

By Rob Smyth

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PEOPLE in Burton and South Derbyshire are being asked: 'Do you know how to spot the signs of blood cancer?'

The question is being posed this month as September is National Blood Cancer Awareness Month.

Research carried out by the charity Leukaemia CARE discovered that despite blood cancers such as leukaemia, lymphoma and myeloma affecting around 34,000 people in the UK each year, only 63 per cent of us would recognise the symptoms.

The charity's campaign to increase early diagnosis of blood cancer is being backed by recovering leukaemia patient Katherine Sinfield.

The 34-year-old, from Balfour Street, said: "My cancer was very advanced by the time it was diagnosed and the so-called wonder drugs proved useless.

"I'd crossed the line and my life was severely in danger because of late diagnosis. Early diagnosis with leukaemia

makes a vast difference – I wouldn't want anyone to go through what I endured."

Esther Wroughton, care director at Leukaemia CARE, said: "Blood cancer is an incredibly difficult illness to recognise, as our research shows.

"Many people just don't connect all the symptoms and end up going to the doctors many times with different problems before it is diagnosed.

"We recognise this and are committed to helping the public take better care and to helping GPs detect the disease earlier.

"Misdiagnosis at an early stage can be extremely serious for the patient – it increases the chances their disease will become more advanced before being treated, potentially making it far harder to actually overcome.

Are you taking on a charity challenge? Let us know

Have your say online at burtonmail.co.uk

"NHS data shows that 57 per cent of all acute leukaemias are identified when someone attends hospital as an emergency. This tells us we need to better arm our GPs with knowledge, guidance, advice and support to spot the symptoms earlier and that is what we are doing."

For National Blood Cancer Awareness month, Leukaemia CARE wants to educate people on what to look out for, so they know when to pay a visit to their GP to be on the safe side.

Typical symptoms of blood cancer include persistent fatigue, night sweats, joint pain, bruising and recurrent infections.

However, unless these symptoms appear together in clusters they are often put down to conditions ranging from flu to the menopause to growing pains, with only one in 10 people actually recognising these symptoms as those of a blood cancer.

More advice and support is available by visiting www.leukaemiacare.org.uk or calling the 24-hour advice line on 08088 010444.

'Early diagnosis with leukaemia makes a vast difference'

Katherine Sinfield

Cancer survivor will be selling special ribbons to help boost the coffers of charity

AS National Blood Cancer Awareness month gets under way, a recovering leukaemia patient from Burton is busy fund-raising.

During September, Katherine Sinfield will be selling special

'blood cancer aware' ribbons to raise money for the charity Leukaemia CARE.

Katherine, from Balfour Street, said: "The ribbons serve two purposes – firstly they raise a little bit of money, but

secondly the information cards which come with the ribbons will hopefully inspire people to find out more about the charity and blood cancer

"I'm asking for a minimum donation of £1 per ribbon – but

if you can afford to give more that's a bonus."

For more information on how to get hold of the ribbons, contact Katherine's husband Stephen at the Burton Mail on 01283 524868.

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