



## SHAPE MyWeb

A guide to finding trustworthy information online related to gastrointestinal (GI) cancers.

*Prepared by headquarters  
Confidential - To be adapted and  
approved at local level prior to local use*





The MyWeb leaflet is part of the Support Harmonized Advances for better Patient Experience (SHAPE) initiative that is funded by an unrestricted grant from Servier.

The SHAPE program is an international, multi-stakeholder initiative that aims to transform the lives of patients with gastrointestinal (GI) cancer.

### Using this guide

This leaflet is designed to help people living with GI cancers and those who care for people with GI cancer, find information online that they can trust.

### Which sources should I trust, and which should I be wary of?



#### Reliable sources



Patient organizations and local patient support groups



Organizations which carry out medical research



Recommendations from your health care team



#### Apply caution



Newspapers or news websites



Personal blogs or individual patient stories



Social posts from people who do not represent recognized or "reliable" organizations



Commercial organizations

### Stamp out misinformation

If you are still unsure whether a source is reliable, look out for stamps or logos that indicate that the information comes from a trusted organization. For example:



Even if a source is factually correct, it can still be misleading. For example:

- A newspaper may refer to a clinical study in an article, but selectively report certain statistics or withhold key bits of information in order to tell a misleading or sensationalized story.
- A patient testimonial may reflect their genuine experience of a condition, but this experience may not necessarily apply to all patients with that type of cancer.
- An online source may have been published a long time ago and feature out-of-date information. Always check the date information has been posted.

In general – if something feels too good to be true, it probably is!

### How can I find reliable sources?

When using search engines like Google, it is important to ensure the search you carry out contains as much relevant information as possible. Using a search engine's "advanced search" setting can help you find specific information.



#### Advanced Search

Find pages with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from:

 to 

In this column, you can list words you feel are **relevant to your search** (eg, gastrointestinal, cancer, gastric, colorectal)

In this column, you can include a **specific phrase you want to find** (eg, endoscopic mucosal resection)

In this column, you can exclude **words you don't want to see in your search** (eg, surgery, chemoradiation therapy)

## How should I use social media?

Using social media is a great way to find and share information, as well as to share experiences and talk to other patients. For example, you can use Facebook's search bar to find cancer support groups and join online communities. It is important, however, to consider the context of any information that is shared online – particularly on social media platforms.



### @digestivecancerseurope

Over the past year, cancer screening and treatments were put on hold. But cancer doesn't stop. This new report highlights 6 recommendations to get cancer care back on track and improve outcomes for cancer patients <https://bit.ly/2SRjtba>

### Why should I trust this source?

- This post is from a credible source.
- The web link shared in the post directs to a report which has been referenced.

### Any doubts?

- Ask your health care team if you have any queries about information you find online.

Top tip

#### Key considerations when using social media:

- **WHO?** – Is the person sharing this article employed by a trusted organization?
- **WHAT?** – Is the content they are sharing relevant?
- **WHY?** – Could the information they are sharing contain bias to support their opinion on a subject?

## Great sources of information for GI cancers

Looking for the right place to start your search? Here are some reliable information sources to start you off:



<https://digestivecancers.eu/>  
Patient resources, awareness, and education



<https://www.cancer.org/>  
GI treatment options, research, and public information



<https://esmo.org/>  
Guidelines and patient guides



<https://gastriccancer.org/>  
Patient resources, research, and nutrition



<https://gi.org/>  
Journals, publications, and research within GI cancer



<https://www.pancreaticcancereurope.eu/>  
Expert opinion, raising awareness, and education



<https://www.bowelcanceruk.org.uk/>  
Education, raising awareness, and research



<https://www.pancreaticcancer.org.uk/>  
Research and patient community



<https://debbiesdream.org/>  
Awareness raising and mentor program for patients and caregivers

## In summary, when looking for information related to GI cancer online, you should always consider the **SOURCE**.

### Select carefully.

Is this an information source you know and trust, or does it come from an unfamiliar place? Always be selective when choosing where you get your information from.

### Optimize your search.

Is all of the information you are searching for relevant? Use advanced search settings to find information that's applicable to you and your condition.

### Understand context.

Why has this source been created or shared? Always consider context when reading new information.

### Read through.

Often a headline doesn't present the full picture. It's always worth reading something in its entirety before making a judgment on its accuracy.

### Check origin.

Do you know where this information comes from? Always check if the information is "stamped" or is associated with a trusted organization.

### Exercise caution.

There is lots of misinformation on the internet. Always have your guard up and check the reliability of all information sources with your health care team.



**The following sources were used in the development of this material:**

<https://www.cancer.gov/about-cancer/managing-care/using-trusted-resources>

<https://www.cancer.org/treatment/understanding-your-diagnosis/cancer-information-on-the-internet.html>

<https://digestivecancers.eu/gpscrc/>

**The SHAPE Steering Committee:**

- **Chair:** Alberto Sobrero, oncologist, Italy
- Thomas Gruenberger, GI surgeon, Austria
- Zorana Maravic, patient advocacy expert, Serbia
- Klaus Meier, oncology pharmacist, Germany
- Hanneke W.M. van Laarhoven, oncologist, Netherlands
- Claire Taylor, oncology nurse, United Kingdom
- Makoto Ueno, oncologist, Japan

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**This MyWeb leaflet has been developed with special input from:**

- Zorana Maravic, patient advocacy expert, Serbia
- Jenni Tamminen-Sirkkiä, patient advocate, Finland
- Claire Taylor, oncology nurse, United Kingdom

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**Index of SHAPE brochures:**

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2. MyMood – managing your emotional health with mCRC
3. MyDialogue – getting more from your conversations with health care professionals
4. MyFood – managing your nutrition with GI cancers
5. MyJourney – guiding you through the different stages of living with metastatic GI cancer
6. **MyWeb – guiding you to find trustworthy information online related to GI cancers**

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