Getting it right
Approaches to promoting earlier diagnosis

The UCLH Cancer Collaborative is part of the national Cancer Vanguard, working with RM Partners and Vanguard Innovation (Greater Manchester)

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Getting it right: Approaches to promoting earlier diagnosis

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Getting it right: Approaches to promoting earlier diagnosis

The national perspective
Improving the public’s awareness of the signs, symptoms and risk factors of cancer plays a significant role in driving early diagnosis and subsequently improved survival rates. Considerable efforts have been made by both the public and voluntary sectors to improve public awareness of different cancers, highlight the importance of taking up screening programmes and accessing health services early if they have any concerning symptoms. There is scope for more work to be done to continue educating the public.

This booklet provides a synopsis on key projects and campaigns that have been used across the country to engage the public about cancer. Where information on outputs, outcomes and key learning points is available, this has been included. We hope that the examples provide food for thought on approaches that can be taken across the sector.

This booklet was produced for the Getting it right: Approaches to promoting earlier diagnosis – the national perspective event. The purpose of the event was to provide the north central and east London and west Essex sector a forum to find out about other initiatives, review work that has been carried out locally and jointly explore opportunities that could be developed or extend existing initiatives. For this booklet efforts were made to identify examples that could relate to the London population.

This is a collection of various approaches to community based awareness initiatives, and not an evidence based review of such initiatives or recommendation to endorse any particular approach.
B-Aware campaign and breast awareness roadshows

**Geography:** England and Scotland  
**Tumour site:** Breast  
**Target population:** General public and specific groups  
**Date:** March 2014 to April 2016  
**Lead organisations:** Breast Cancer Care and the Football Association  
**Aim:**  
• Promote the importance of early detection of breast cancer.

**About**

The B-Aware campaign was launched in March 2014 in response to research that showed breast cancer incidence rate in Scotland had increased by 14% in the past decade, while cancer survival rates were some of the lowest in Europe. The awareness programme recruited and trained a team of volunteers called Team B-Aware to deliver outreach sessions in their local communities that are typically hard to reach and may have lower cancer detection rates. The groups targeted were people with learning difficulties and disabilities, mental health issues and those from black and minority ethnic groups. A survey of 405 people was carried out initially to assess people’s knowledge and confidence in noticing changes in their breasts. People’s knowledge was assessed again once they had attended the B-Aware talk, a 15 minute talk about breast awareness. Approximately 25% stated feeling more confident in checking for signs after the talk.

In partnership with the Football Association, Breast Cancer Care launched the Breast Awareness roadshows in September 2015 and held 95 events across 40 locations to complement the B-Aware campaign. A co-branded breast awareness roadshow bus was at the heart of these events and it travelled to communities where awareness of breast cancer was known to be low. Trained staff and volunteers were present at the events to engage with the public, provide information and also offer a private space for people to call the Breast Cancer Care helpline for further information about breast cancer, breast health and how to access support.

Coughing Bus Shelter

**Geography:** Ayr town centre, Scotland  
**Tumour site:** Lung  
**Target Population:** Males and Females aged 55+  
**Timeframe:** March 2015  
**Lead organisations:** Scottish Government and Primesight (supported by NHS Scotland)  
**Aims:**  
• Raise awareness of the signs and symptoms of lung cancer  
• Recommend patients or anyone they know that has been suffering from a cough for over three weeks to visit their GP.

**About**

The Coughing Bus Shelter initiative was part of the Detect Cancer Early campaign that was originally launched in February 2012, to increase the number of people in Scotland that are diagnosed in the early stages of breast, bowel and lung cancer by 25% by the end of 2015. Primesight, in partnership with the Scottish Government, launched the Coughing Bus Shelter at Glasgow’s Buchanan bus station and the Sandgate in Ayr town. The bus shelters were specifically designed with audio functionality to deliver the campaign’s messages. Whilst passengers waited at the bus stops, a 30 second audio recording was played intermittently featuring a man coughing followed by recommendation (in a female voice) for them or someone they know to visit their GP if the symptom has persisted for over three weeks.

The bus shelter also featured the image of a man coughing, alongside the campaign’s strapline - ‘Don’t get scared, get checked’. The initiative ran for two weeks and since then has been replicated in five locations in Belfast and Londonderry. Both the Scotland and Northern Ireland initiatives received wide media coverage.
Parliament and Assembly photographic exhibitions

**Geography:** Scotland, Wales and London  
**Tumour site:** Lung  
**Target population:** Politicians, their support staff and members of the public  
**Time frame:** February to April 2013  
**Lead organisation:** Roy Castle Lung Cancer Foundation

**Aim:**
- To raise awareness about the importance of prevention, early detection, awareness and research into lung cancer amongst key political figures, their support staff and visitors.

Boehringer Ingelheim Ltd. The exhibitions featured photographs of Members of the Scottish Parliament, Welsh Assembly and Members of Parliament holding lung X-ray images accompanied with statements about their reasons for taking part in the project.

**About**

The Parliament and Assembly exhibitions initiative featured a series of roadshow events at the Scottish Parliament, Welsh Assembly and House of Commons. The project was jointly delivered by the Roy Castle Lung cancer Foundation and Roy Castle Lung Cancer Foundation

Oesophagoose

**Geography:** Newcastle  
**Tumour site:** Oesophago-gastric, upper gastrointestinal (GI)  
**Population:** General public  
**Timeframe:** 2008-2015  
**Lead organisation:** Northern Oesophago Gastric Unit  

**Aim:**
- To publicise the early symptoms of oesophageal and gastric cancer and to reduce mortality from the diseases.
- Inventing a goose mascot (Oesophagoose) and logo to build the public's understanding of the oesophagus
- Activities with the Oesophagoose include ‘Follow the goose’ and ‘Walk the goose’
- Local and national media coverage (e.g. citing case histories)
- Adverts in public places (e.g. hospitals, buses)
- Great North run
- Social events such as coffee mornings and a themed ball
- Abseiling
- Zip-lining
- Customised vests and t-shirts.

**About**

The Oesophageal and Gastric Cancer Awareness Campaign (Oesophagoose) was launched by the Northern Oesophago Gastric Unit at the Royal Victoria Infirmary to improve the public's knowledge of signs and symptoms of oesophageal and gastric cancers so that they can present early in primary care. The campaign was launched to complement work that had been targeting local GPs.

A range of activities have been delivered throughout the life of the campaign including:
- Distributing a flyer outlining early signs and symptoms
- Inventing a goose mascot (Oesophagoose) and logo to build the public’s understanding of the oesophagus
- Activities with the Oesophagoose include ‘Follow the goose’ and ‘Walk the goose’
- Local and national media coverage (e.g. citing case histories)
- Adverts in public places (e.g. hospitals, buses)
- Great North run
- Social events such as coffee mornings and a themed ball
- Abseiling
- Zip-lining
- Customised vests and t-shirts.

"Our unit in Newcastle has seen improved survival rates in recent years, which is undoubtedly down to a number of factors. But we have studied people’s knowledge of the disease before and after the campaigns, and we’ve seen a definite increase in awareness among members of the public”. Claire Sedgwick, Founder of Oesophageal and Gastric Cancer Awareness Campaign

"This exhibition will help to raise awareness among MSPs of three key issues: supporting the introduction of a national lung cancer awareness publicity campaign; tackling regional variations in treatment and care; and backing plans to introduce plain packaging on cigarettes in order to prevent the next generation of lung cancer victims." Paula Chadwick, Chief Executive, Roy Castle Lung Cancer Foundation
Don’t be a Cancer Chancer and Detect Cancer Early campaigns

**Geography:** Greater Manchester and Cheshire  
**Tumour site:** Breast, bowel and lung  
**Target population:** White British and South Asian men and women aged over 50  
**Date:** 2008-2011  
**Lead organisation:** Greater Manchester Public Health Network, Greater Manchester and Cheshire Cancer Network  

**Aims:**  
- To raise awareness/ recognition of cancer symptoms amongst lower socio-demographic groups who are vulnerable/ economically disadvantaged and in general do not access services or have a good knowledge and awareness of cancer  
- To change behaviour and encourage people with symptoms to visit their GP  
- To increase the proportion of people with cancer who survive one year and reduce the proportion who first present as an emergency.

**About**

Research was carried out into the knowledge, perceptions and awareness of cancer within the Greater Manchester and Cheshire area. This highlighted the limited effectiveness of previous cancer awareness campaigns in South Asian communities. A bespoke campaign was developed to address this issue and cultural sensitivities. The Detect Cancer Early targeted South Asian men and women aged over 50. The Don’t be a Cancer Chancer targeted white British men and women of the same age and demographic.

**Don’t be a Cancer Chancer**

The campaign branding was designed to tackle beliefs, including negativity towards the NHS, especially GPs, raising awareness of symptoms of cancer and encouraging early presentation. A health professional character was featured in all publicity materials. The campaign included:  
- Outdoor advertising, local radio and press advertising  
- Community outreach work including street team engagement, pop quiz events and campaign launch event  
- Branded materials mailed out to pharmacies, GP surgeries, restaurants, pubs, bingo halls, betting shops  
- Campaign website.

**Detect Cancer Early**

Targeting the South Asian community, the Detect Cancer Early campaign aimed to shift perceptions from a cycle of fear (seeing cancer as a death sentence) to a cycle of hope which would spur on the target audience to take action early. Case studies of survivors of cancer from the Asian communities were found to have a strong impact, as people often assume a diagnosis of cancer was followed rapidly by death. The campaign included:  
- Adverts on South Asian TV (developed in Hindustani and Sylheti)  
- Specialist PR / media partnerships with key South Asian publications and broadcasters  
- Poster and leaflet distribution (in South Asian languages)  
- Community engagement events  
- Campaign website.

**Cancer champion training**

309 frontline staff and volunteers from the public and voluntary sector were trained to deliver one-to-one cancer awareness interventions and community awareness presentations. The training included:  
- Motivational behaviour skills and competencies  
- Knowledge of cancer signs and symptoms (breast, bowel and lung)  
- Knowledge of cancer early diagnosis pathways and access to primary care  
- Cultural and diversity awareness and the need to tailor messages  
- Knowledge of information and support sources.

**Campaign survey**

A total of over 1,400 before and after face-to-face interviews were carried out. Key findings were:  
- 40% have seen, read or heard something from the campaign  
- 70% of people more confident of noticing cancer symptoms  
- 75% stated that the campaign has made them more likely to visit their GP if they noticed symptoms  
- 27% have took action as a result of the campaign, 4% contacted their GP.

**Analysis of referrals of new cancer cases**

All areas of analysis showed that there was an increase in activity during the campaign period, with more patients presenting with all three tumour sites targeted. The campaign had a greatest impact on men who are less likely to report cancer symptoms, and on patients with lung and colorectal cancer.  
- 7% rise in cancer patients reporting potential cancer symptoms  
- 6.7% rise in new cancer cases during the campaign period  
- 2.2% rise in endoscopy procedures in the campaign period  
- Overall, three month survival rose from 78.61% to 79.93% and six month survival rose from 71.59% to 73.73% from the baseline period to the campaign period.
‘Lumps & Bumps’ cancer screening awareness event

**Geography:** Warwickshire  
**Tumour site:** Breast, Bowel and Cervical  
**Target population:** People with learning disabilities  
**Date:** 22 September 2015  
**Lead organisation:** Coventry and Warwickshire Partnership Trust

**Aims:**
- To increase awareness of cancer including signs and symptoms
- To raise awareness of the national cancer screening programmes and encourage uptake
- Identify the barriers people with a learning disability face in attending screening.

**About**
Coventry and Warwickshire Partnership Trust were funded to organise and run an awareness raising event by West Norfolk CCG and Public Health Warwickshire following published data showing the uptake of cancer screening amongst people with learning disabilities was below 30%. The ‘Lumps & Bumps’ awareness event targeted people with learning disabilities, their families and carers.  

A number of activities were delivered at the event including:
- Cancer screening quiz and presentations – an interactive quiz was held to get people thinking about cancer and test their knowledge. This was followed by presentations from a breast care nurse and a patient previously diagnosed with breast cancer. The presentations highlighted how learning disability teams can further support people and work with primary care for positive outcomes.
- Workshops and information stands – the workshops focused on providing information about the three national cancer screening programmes as well as prostate cancer testing. Easy to read information packs were available to attendees including games, quizzes and word searches to make it interactive.
- Health checks and one-to-one sessions – local breast care nurses offered health checks and one to one sessions for people that had personal questions or those who struggle to learn in a group environment.
- Educational walk – an inflatable colon supplied by Inflatable Body Organs was an interactive and fun means of engaging people on key facts about the colon, what a healthy and unhealthy colon looks like. People were able to walk through the inflatable organ whilst talks were being delivered.

Inflatable Colon

Outsmarting Cancer – Together (the Ballad of Bob and Sue)

**Geography:** Anglia  
**Tumour site:** Breast, bowel and lung  
**Population:** Men and women aged 50+  
**Timeframe:** May to September 2011  
**Lead organisation:** The Anglia Cancer Network (AngCN), Grayling, Kindred Agency.

**Aims:**
- Raise awareness of the signs and symptoms of breast, bowel and lung cancer
- Encourage people to see their GP if they notice possible symptoms.

**About**
The Anglia Cancer Network ran a major health campaign in partnership with Grayling and Kindred Agency across the Anglia region (Cambridgeshire, Great Yarmouth and Waveney, Norfolk, Peterborough, Suffolk, and part of Bedfordshire) in summer 2011 to raise awareness of the signs and symptoms of breast, bowel and lung cancer. The campaign used the established national Be Clear on Cancer campaign to distribute its messages. Three products were developed through the project – a song, video and detailed stakeholder toolkits. These were used throughout the campaign to help engage the target audience and also signposted where possible, such as in press materials.

The campaign video and song were designed to outlive the campaign and provide a tool for engaging with audiences in future. The campaign song, ‘The Ballad of Bob and Sue’ was deemed to be successful at engaging the target audience and encouraging people to talk more openly about the three cancers. The lyrics of the song focused on breast, bowel and lung cancer and had a country/western theme to appeal to the music preference of the target group. The bands performing the song were invited to perform at the launch and local events as well as other events that led to media coverage by BBC Radio Norfolk. A marked increase in interest from the public was observed at events where the band performed.

A video of the song is available on YouTube – search ‘Ballad of Bob and Sue’.

**Outsmarting Cancer – Together (the Ballad of Bob and Sue)**

**Geography:** Anglia  
**Tumour site:** Breast, bowel and lung  
**Population:** Men and women aged 50+  
**Timeframe:** May to September 2011  
**Lead organisation:** The Anglia Cancer Network (AngCN), Grayling, Kindred Agency.

**Aims:**

- Raise awareness of the signs and symptoms of breast, bowel and lung cancer
- Encourage people to see their GP if they notice possible symptoms.
Anglia

Skin Cancer Awareness Campaign

Geography: Anglia
Tumour site: Skin
Target population: Men aged 50+ and their partners
Date: September to October 2010
Lead organisation: Anglia Cancer Network (AngCN)

Aims:
- Raise public awareness and improve early diagnosis of cancer
- Tap into the ‘Be clear on cancer’ campaigns to improve public awareness of cancer symptoms and the importance of seeing their doctor promptly
- Work with doctors, pharmacists and frontline staff to help refer patients appropriately and diagnose cancer earlier.

Evaluation feedback

AngCN carried out an evaluation of the campaign and the evidence collected suggests that:
- The decision to target females as surrogate motivators was an effective strategy
- The posters and ad-trailer were the campaign materials that reached the widest audience, and the strong imagery and campaign messages were particularly effective
- More information should be provided to educate the public on how to spot warning signs
- Future campaigns should be supported by a programme of skin cancer screening (walk-in or mobile) with more support from GPs.

In Cambridgeshire, 51% of people that saw the campaign stated they checked themselves for signs and symptoms of skin cancer since (compared to 50% across Anglia), and a further 33% had checked their partner (28% across Anglia). In addition, 13% of those who had seen the campaign claimed to have since seen a GP about a sign or symptom of skin cancer, higher than the 9% figure for Anglia overall.

About

The Anglia Cancer Network (AngCN) was commissioned by NHS Bedfordshire, NHS Cambridgeshire, NHS Norfolk and NHS Suffolk to deliver the Skin Cancer Awareness campaign focusing on melanoma. Anglia as a region had a higher rate of skin cancer than England as a whole. The campaign was delivered in Bedfordshire, Cambridgeshire, Norfolk and Suffolk. It targeted men aged over 50 years, as well as their wives and partners who were viewed as ‘surrogate motivators’ that could encourage men to check for signs and visit their GPs to get symptoms checked out. The campaign encouraged people that noticed a new or suspicious lesion to check the skin and what to do if they found any concerning signs.

In order to reach the communities being targeted, AngCN held a range of grassroots and community engagement activities using ‘hit squads’, distributed briefing letters, emails and made telephone calls to community touch points. Adverts were also placed in local media and an advert trailer went on a roadshow.

Ultimate Skincare

Geography: National campaign (London based)
Tumour site: Skin
Population: Women
Timeframe: June 2010
Lead organisation: British Association of Dermatologists (BAD) and Kindred

Aims:
- Empower people to regularly check their skin for signs of skin cancer by increasing awareness of what these signs are
- Dispel misconceptions about the costs or complications of investigating suspicious lesions.

About

Ultimate Skincare (US) was launched by the British Association of Dermatologists (BAD) in 2010 as the UK’s first national mass-media campaign dedicated to promoting the early detection of skin cancer. The aim was to respond to research which suggests that skin cancer detection is often delayed due to people not checking their skin regularly, not being aware of the signs and reluctance to seek medical advice.

In partnership with Kindred, the BAD created the Ultimate Skincare brand which borrowed the language and imagery of the beauty industry to reach the initial target audience, UK women. The product appeared to be a high-end beauty cream and promised ‘In partnership with Kindred, the ‘product’ was showcased at a concession stand in the beauty hall. Ahead of the launch, a series of adverts for the brand were devised including billboards, press and film adverts. It was also widely promoted through a range of media including in-store promotion, TV, cinema, online and social media and press.

Key successes

- 1,400 people visited the concession stand and were provided with information on the early signs of skin cancer.
- Ultimate Skincare film viewed 2,200 times on YouTube.

Prior to the launch of the campaign, a survey of 2,000 people was carried out which highlighted the number of people that failed to check their skin and the issues people cited as being more important to them that changes to their skin. These issues ranged from spots to white teeth, unwanted body hair and wrinkles. The campaign was launched and ran for seven days at House of Fraser in Oxford Street, where the ‘product’ was showcased at a concession stand in the beauty hall. Ahead of the launch, a series of adverts for the brand were devised including billboards, press and film adverts. It was also widely promoted through a range of media including in-store promotion, TV, cinema, online and social media and press.

Credits: British Association of Dermatologists
The Health and Wellbeing Awareness and Community Golf programmes

**Geography:** National campaign, London based

**Tumour site:** Penile, testicular, prostate

**Target population:** All Males

**Date:** 2011 to present

**Lead organisation:** Orchid

**Aims:**
- Raise awareness of the signs and symptoms of cancer
- Encourage discussions about cancer amongst men.

Awareness raising sessions are run focusing on these four areas in schools, workplaces and community venues. The sessions provide opportunities for people affected or with an interest in male cancer to find out more information, ask questions and use the demo educational tools available.

The Community Golf programme launched in 2011 and aimed to raise awareness of cancer through sports, parks and community spaces. Orchid viewed golf as a good example of a low impact sport that can be used to engage men in messages about cancer and also encourage them to participate in more physical activities that benefit their long-term health.

Campaigns run by orchid include:
- **Get Dad talking** – the aim of the campaign was to highlight the importance of taking the time to talk to dads or loved one about their health and raise awareness of prostate, testicular and penile cancer.
- **Go nuts testicular awareness campaign** (Check your chaps) – the aim was to increase awareness of signs and symptoms of testicular cancer and encourage regular self-checks.
- **Z-card** – the card combines some fun and humorous facts on penile health and highlights the common signs and symptoms of penile cancer.

The Boobette Campaign

**Geography:** National

**Tumour site:** Breast

**Population:** Women aged 18 - 35 years

**Date:** 2009 - present

**Lead organisation:** CoppaFeel

**Aim:**
- Raise awareness of the signs and symptoms of breast cancer and importance of self-examination.

The campaign is delivered at a number of locations and in a variety of formats including:
- **Presentations** – CoppaFeel encourage schools, work places, youth groups, girl guide groups, young women’s institutes to book a session with one of their Boobettes and in return become champions of boob health. Presentations are delivered by the ‘Boobettes’. They provide hand outs, stickers, leaflets, use giant boob costumes and tailor sessions to suit the group’s requirements. Sessions include information about CoppaFeel’s work, how to be breast aware and the signs and symptoms to look out for. ‘Boobettes’ inspire young people through their personal stories as they are more likely to be empowered by young women who have experienced breast cancer.
- **Boob tour** - Every Summer CoppaFeel attend a number of festivals and events across the UK to raise awareness of breast cancer and importance of self-examination. An inflatable breast is used at these events as an educational tool.
- **Uni boob team** - The ‘Uni boob teams’ are a collective of student volunteers that are trained to spread messages about self-examination to their peers. This is done in a variety of ways including providing reminders in gym showers on how to perform self-examinations or holding social events to raise awareness.
Be Clear on Cancer – Bowel and lung cancer awareness

Geography: Barnet, Enfield, Haringey, Camden, Islington and West Essex
Tumour site: Bowel, lung
Target population: Men and Women aged 50+
Date: 2011 and 2012
Lead organisations: NHS North Central London and West Essex, Bowel Cancer UK, Arsenal in the Community, Tottenham Hotspurs Foundation.
Aims:
• Raise awareness of the early signs and symptoms of lung and bowel cancer to high risk and hard to reach groups in the community
• Empower people with symptoms to visit their GP and familiarise the general public with symptoms associated with lung and bowel cancer.

About
In 2011, Arsenal in the Community and the Tottenham Hotspur Foundation were funded by the National Awareness and Early Diagnosis Initiative (NAEDI) to support local implementation of the Be Clear on Cancer public awareness campaign across the boroughs of Islington, Haringey, Camden, Barnet, Enfield and west Essex. By using the badge of a Premier League Club, they were in a unique position to engage hard to reach groups that traditional health services struggle to access. They worked with a group of Community Health Ambassadors to deliver public engagement activities in the heart of communities to educate people on the signs and symptoms of bowel cancer and the importance of early diagnosis.

In 2012, the Tottenham Hotspur Foundation and Arsenal in the Community received further funding to deliver the campaign in the same boroughs. The 2012 campaign focused on raising awareness of the signs and symptoms of lung cancer. Tottenham Hotspur Foundation and Arsenal in the Community worked alongside other national media campaigns and the Community Health Ambassadors to engage with local people through 178 events. Events were held at pubs, community centres, bus stops, local businesses, libraries, supermarkets, shopping centres, leisure centres, Citizens Advice Bureaux and DIY stores. They engaged in 74,276 one to one conversations about early symptoms of lung cancer.

Additionally, they delivered 17 talks to community groups and distributed Be Clear on Cancer materials in over 1,162 locations such as pharmacies, community centres, libraries and health centres.

Videos were produced to educate the public on the signs and symptoms of lung and bowel cancer which is available on YouTube. Search Be Clear on Cancer – Arsenal and Tottenham Hotspur in the community – lung and bowel.

‘St Pancreas’ flash mob

Geography: Camden, London
Tumour site: Pancreas
Population: General public
Date: 11 March 2014
Lead organisation: Pancreatic Cancer Action
Aim:
• To raise the public’s awareness of pancreatic cancer and the importance of early diagnosis.

About
On 11 March 2014, Pancreatic Cancer Action partnered with St Pancras International to highlight the mispronunciation of St ‘Pancreas’ and raise awareness of pancreatic cancer with an impromptu flash mob in the station. The performance was carried out by thirty dancers from Living the Dream Dance Company. The choreographed routine included performances to tracks from the film Dirty Dancing, which starred actor Patrick Swayze, who lost his battle to pancreatic cancer in 2009, 20 months after diagnosis. Leaflets were also handed to members of the public at the station about pancreatic cancer who were present during the performance. A video of the performance was produced with captions highlighting key facts about pancreatic cancer. The video is available on YouTube and has received over 21,000 views. Search Dance for survival St Pancreas flash mob.

“While it can be amusing when people mix up St Pancras and St Pancreas, it also serves as a positive inadvertently by raising awareness of a disease that has been little known for far too long. Pancreatic cancer has had the same shockingly low survival rate of three per cent for 40 years. If more is known about the disease and its symptoms, this will hopefully lead to more people being diagnosed earlier and an increase in the number of survivors so any awareness is great.”
Ali Stunt, Founder & Chief Executive, Pancreatic Cancer Action
About

The Camden Cancer Programme was planned as a five year programme (initially funded for three years) with London Cancer as the lead delivery agent. The need for the programme was driven by the recognition that cancer was a leading cause of death in the borough and that cancer accounted for 15.8% of the life expectancy gap between the most deprived and the least deprived quintiles in men, and 13.9% in women. Additionally, Camden had a significantly higher proportion of cancers diagnosed at stage 4 compared to London, with late diagnosis often meaning a less positive prognosis for the patient.

The programme had five delivery workstreams targeting residents and health professionals – community education, GP professional development, pharmacy campaign, encouraging the uptake of screening, media campaigns and data analyses. The workstreams targeting residents to improve cancer awareness included:

**Community peer education** – the focus of this workstream was on improving population awareness of cancer and increasing early presentation to primary care and screening services by using social marketing, coupled with a peer-led education approach focused on the target populations. The messages used by the peer educators were informed by insight research to determine what were likely to be the most persuasive interventions for each target population segment. As well as promoting symptom awareness, the peer educators also tried to address particular barriers to presentation to healthcare services for these groups, including low awareness of symptoms and risk, cancer fear and fatalism, low self-esteem, not wanting to bother GPs as well as perceptions of difficulty in obtaining appointments.

Six organisations applied to deliver the community peer education activities, which included giving talks and presentations in community settings, having an information stall at public sites and at community events and visiting GP surgeries, local libraries, mosques etc. A number of health promotion volunteers were also recruited in 2015 to support this work. London Cancer also engaged with North London Cares to include the distribution of ‘small c’ materials and the discussion of cancer with members of the public identified as at risk of social isolation, as part of their Winter Wellbeing outreach work.

**Pharmacy pilot campaign** – from September 2015 to January 2016, London Cancer ran a pilot community pharmacy campaign to improve cancer awareness and encourage earlier presentation. This involved:

- Training for pharmacists and pharmacy staff
- Provision of health promotion displays and materials
- Prompts to facilitate conversations with customers about cancer (e.g. scratch cards), including signposting symptomatic individuals to appropriate services.

Six community pharmacies in Camden participated.

**Media campaigns** – the use of appropriate messages, channels and materials was particularly important to the effectiveness of the community engagement workstream and pharmacy pilot. London Cancer commissioned insight research in the first year of the programme to inform these, building on learning from the earlier North East London ‘small c’ campaign. ‘Small c’ materials used in the north east London campaign were adapted and expanded, and procured for use by the community engagement and pharmacy workstreams.

Additionally, three media campaigns were run at different times. The first campaign in 2014 was based around radio and print media and aimed to inform the target populations about the programme, and to highlight the key campaign messages. Two further campaigns in January 2016 and April 2016 were based around social media with the topics and timings designed to match national campaigns.

**Key successes**

- Two-week wait referral rates for all cancers in NHS Camden increased in line with national rates
- All community groups reported that communities which had been considered ‘hard to reach’ were actually very open to engaging with them. The language skills and cultural sensitivities shown by the community groups helped with this
- Population awareness:
  - Over 3,250 conversations were had with Camden residents
  - Over 50 cancer awareness events delivered.
Over recent years, a number of changes have been introduced to the Central and East London Breast Screening Service (CELBSS) to improve uptake amongst women that are invited. Some of these changes include securing accessible and community friendly venues to provide the service from as well as making telephone reminder calls to women that have not responded to their invitation or are due to attend an appointment.

To support the changes that were made to the service, building the public's awareness of the signs and symptoms of breast cancer and the importance of the screening service was another area of focus. Social Action for Health (SAfH), a community development agency working with local people in their mother tongue in East London, was commissioned to deliver this piece of work in Hackney and Waltham Forest. SAfH ran awareness raising sessions in community centres, schools, GP practices and other community venues. The sessions in Hackney were interactive and covered details about what breast screening is, what the appointments involve, who is eligible to attend a screening and how to check your own breasts between appointments. The sessions in Waltham Forest focused on the signs and symptoms of breast cancer, the benefits of early diagnosis in particular visiting your GP if you have any symptoms and how best to describe your symptoms to your GP. The sessions were also delivered in community venues and provided an added benefit of looking at cancer prevention, taking responsibility of one's own health and how to access health services.

Social Action for Health (SAfH), a community development organisation based in East London, was commissioned by City and Hackney PCT to deliver the Community Cancer Empowerment Project. SAfH work to empower local people to take more control of their lives, enabling them to take more responsibility for their health and wellbeing. This project targeted communities in Hackney that were shown to present late to health services and often do not use primary care as a first point of contact. SAfH recruited and trained local people as health guides to deliver outreach sessions and workshops with the target communities. Health guides received training on how to speak to the public about breast, bowel and lung cancer and in particular how people can communicate better with GPs and use primary care for non-emergency related issues. Health guides working with the Turkish/Kurdish community were of a Turkish/Kurdish background and spoke the language to facilitate relationship building and communication with people that had low levels of English skills. Young people were encouraged to take part in the workshops as they play an important role at home relaying messages or interpreting for parents that have language support needs. The workshops focused on the signs and symptoms of different cancers and explored the barriers to accessing primary healthcare services. Outreach sessions and workshops were held at the Alevi Cultural Centre, Halkevi Centre, Homerton Hospital and Refugee Workers Cultural Association.

To engage with white British communities, the health guides held outreach sessions at venues such as Stoke Newington and Hackney Central libraries, Hackney Empire, Hackney Picture House, community groups and GP practices. Similarly workshops were delivered to community groups focusing on cancer risks, signs and symptoms and how to effectively communicate concerns to GPs. The Measure Yourself Concerns and Wellbeing (MYCAW) tool was adapted and used to assess impact of the workshops. Feedback indicated that people felt more able to take action on their health particularly in relation to cancer.

Engaged 452 people in outreach sessions and workshops from the target communities.
Small 'c' campaign

Geography: East London
Tumour site: Bowel, breast and lung
Target population: General public
Date: 2011 - 2016
Lead organisations: East London PCTs and London Cancer

Aim:
- To increase early diagnosis of cancer by increasing public awareness.

About
Following the launch of the National Awareness and Early Diagnosis Initiative (NAEDI) in April 2010, City and Hackney, Tower Hamlets, Newham and Waltham Forest Primary Care Trusts (PCTs) were collectively awarded funds to develop initiatives around improving the early detection of cancer within their local areas.

The small 'c' campaign was developed to increase early diagnosis of cancer by increasing public awareness through:
- Developing and implementing a social marketing campaign for cancer communication to ensure that population groups at greatest risk of late diagnosis were effectively targeted
- Increasing awareness of lung cancer symptoms in the target populations
- Increasing the number of women who regularly check their breasts and feel confident that they would notice changes
- Reducing the proportion of people who would wait for more than two weeks to contact their doctor with lung or breast cancer symptoms
- Showing an increase in the number of urgent referrals for breast and lung cancer by GPs
- Showing an increase in the number of cancers diagnosed and in the proportion of new cancer cases with no spread at diagnosis.

The campaign initially focused on lung and breast cancer across all four PCT areas with Waltham Forest also running an additional initiative around bowel cancer in their local area.

The campaign focused on three key groups to reach the local populations – community pharmacies, community groups, advertising and media. Work with community groups, advertising and media directly targeted the local population.
- Community groups – peer to peer communication was highlighted as an essential element of the campaign in a social marketing research. In each borough, public health led on commissioning community organisations to work with target communities through outreach and engagement of community groups to raise awareness of breast and lung cancer symptoms. Eight community organisations across the four boroughs were commissioned. Each organisation used slightly different models – from outreach in local shops, hairdressers, cafes and markets (leaving information and holding stalls) to sessions with established community groups, specific events, mail-out of leaflets to residents of housing associations and engaging with 'key influencers' of people in target groups. Between June 2011 and March 2012, around 8,000 residents in target groups were engaged.
- Advertising and media - the campaign was launched to the public in June 2011. Local, regional and national media were involved in the campaign and the launch. The event was covered on ITV and BBC London news on the launch date with both including interviews with oncologists and cancer survivors who had their cancer diagnosed and treated at an early stage. Press releases were localised for each of the four boroughs with statistics and patient case studies from each area to generate local media interest. Adverts were also placed at local bus stops, telephone kiosks and shopping malls.

Subsequent work in 2015/16 in Tower Hamlets saw trained peer educators engage with 5,566 people individually or in small groups, about the risk of late diagnosis of cancer. The Healthy Foundations (HF) segmentation tool was used to check that the peer educators were reaching people who are harder to engage in health behaviour change.

The small 'c' campaign was adapted and used in Camden by London Cancer as part of the Camden Cancer Programme. Trained community workers and volunteers spoke to Camden residents via small groups and one-to-one in community settings to encourage them to share information with friends and family about the campaign’s messages.

The campaign website provides information for the public on breast, bowel and lung cancer - www.smallc.org.uk

Key successes in 2011/12
- The campaign was effective in engaging communities at highest risk. Around 10,000 people at increased risk of late diagnosis of lung and breast cancer were engaged in cancer awareness by community organisations and pharmacies between June 2011 and March 2012.
- Increase in cancer awareness at local level measured by community organisations
- engaged with target groups through peer education. Regular breast checking increased from 37% to 46% in 192 female relatives engaged through a school-based programme in Newham. In a 20% follow-up sample of women engaged in Tower Hamlets, 73% (34) reported checking their breasts regularly compared with 38% in the general population.
- Increase in GP referrals for suspected breast cancer and lung cancer in all four boroughs coinciding with the campaign. Breast cancer referrals increased by 22% and lung cancer referrals increased by 64%.

- Increase in the number and proportion of lung cancers diagnosed at an earlier stage reported by Hospital Trusts which serve the four boroughs. 17% (70 of 403 lung cancers) were diagnosed at stage I or II in 2010
- 18% (78 of 429 lung cancers) were diagnosed at stage I or II in 2011
- 21% (83 of 398 cancers) were diagnosed at stage I or II in 2012
- In Tower Hamlets, a reduction in the proportion of late stage breast cancers. 13% (9 of 70 breast cancers) diagnosed in 2010/11 had metastatic disease compared to 9% (7 of 77 breast cancers) diagnosed in 2011/12 with metastatic disease.
Raising Awareness of Cancer

Geography: Tower Hamlets
Tumour site: Bowel, breast and lung
Target population: Men and women aged 40+, BME communities
Date: April 2014 - September 2016
Lead organisations: Women’s Health & Family Services (WHFS)

Aims:
- Increase the public’s awareness (including risk factors and symptoms) of bowel, breast and lung cancer
- Dispel cultural myths, stigmas and misinformation about cancer
- Increase awareness of cancer screening services in Tower Hamlets and encourage increased access
- Work with primary care and third sector partners to improve awareness and early diagnosis.

About

Women’s Health & Family Services (WHFS) is a multi-cultural community health charity focused on health and empowerment issues for disadvantaged women and their families. WHFS were funded by Tower Hamlets Public Health to deliver the Raising Awareness of Cancer project targeting men aged over 50 years for lung cancer, women aged over 40 years for breast and bowel cancer and BME communities in particular Bangladeshi and Somali groups.

WHFS recruited and trained over 30 bi-lingual volunteers. They gained the skills, confidence and knowledge to have engaging and sensitive conversations with residents about the early signs of breast, bowel and lung cancer and motivation to seek help early. Over 6,500 residents were engaged through presentations were delivered and centre awareness amongst this group, a variety of presentations were delivered and centre managers were encouraged to routinely share information with their users.

Measuring impact

WHFS collected demographic data including age range, gender, ethnicity and if the group had a particular disability as well as feedback comments from residents. They held follow-up sessions 4-6 weeks after an initial engagement with small groups to measure their knowledge of the signs and symptoms of cancer, record information on how long it will take individuals to seek professional health advice and the barriers to seeking help.

Key successes
- Engage with local communities and provide access to groups that would otherwise be hard to reach through the pool of bi-lingual volunteers
- Retention of over 50 % of volunteers during the 30-month project
- Over ten of volunteers gained paid employment, a further two gained entries onto University degree courses and all volunteers attended on-going training.

Community Links

Geography: Newham, Hackney, Waltham Forest, Tower Hamlets, Wandsworth, Camden
Tumour site: Breast, lung, bowel and cervical
Population: Men and women over 50 years, children and young people, people invited to cancer screening programmes
Date: 2010 to 2016
Lead organisation: Community Links

Aims:
- Increase the awareness of different types of cancer and their associated signs and symptoms
- Promote and encourage uptake of screening programmes.

About

Community Links is a community based charity working with a broad range of people to tackle the causes and consequences of poverty. Macmillan provided funding to Community Links to run a project of several interventions that target people most at risk.

The main purpose was to raise awareness amongst influential community members and train local volunteers to act as early detection advocates recognising early diagnosis as one of the issues that matter most to cancer patients in the UK today. Community Links ran several projects over the last number of years focusing on increasing awareness of different types of cancer and promoting the uptake of the breast and bowel screening services. These projects include:

Community events – Community Links distributed a range of materials about breast, lung and bowel cancer at various events. They spoke to local people about the signs and symptoms of cancer and the importance of early diagnosis. This was sometimes done in partnership with other organisations such as Newham Council to target the over 50s gardening group and further raise awareness of cancer and the importance of leading healthy lifestyles.

Events such as the Mayor’s Show which was attended by over 50,000 people, provided a platform for Community Links to speak to people and offer guidance on breast self-examination using the small ‘c’ resources. The innovative ‘Booby Man’, a wearable breast cancer lump detector, also proved to be successful in attracting attention and drawing people into discussions about the signs and symptoms of breast cancer.

English for Speakers of Other Languages (ESOL) classes – to better reach the target groups for the screening programmes, Community Links used existing groups such as ESOL classes to raise awareness of cancer and screening. Community Links found that it was unlikely for those that had low English Language skills to receive information about the signs and symptoms of breast cancer and the importance of regular self-examination. They may also be unfamiliar with the screening programmes and the importance of attending. To build awareness amongst this group, a variety of presentations were delivered and centre managers were encouraged to routinely share information with their users.

Faith groups – Community Links held presentations at whole congregations during church and convent services, ran information stalls, spoke individuals and small groups at the end of services about signs and symptoms of cancer. Bengali men were also a key target group and mosques presented an ideal place to engage with them. Sessions were run at all mosques in Newham focusing on lung and bowel cancer and in particular the health risks of smoking shisha. Flyers and posters were distributed to support these sessions.

Work with young people – Community Links recruit groups of students to support their outreach programmes including medical students, pharmacy students, health
psychologists and public health students. Students are trained and support the design of programmes that are delivered to their peers, sixth form colleges and in the community. One of the approaches used is to inform young people about early diagnosis and ask them to share this information with their families and neighbours.

Screening services – A telephone calling service was set up to support and encourage people to attend their breast and cervical screening appointments as well as complete their bowel screening kits. Programmes are also run for people that have not attended an appointment or returned their kits (this service includes re-ordering bowel kits for those who do not have one).

Key successes
As a result of a project delivered in a secondary school, a member of staff identified that she had a lump in her breast which was later diagnosed as cancer. This was a good example of an early diagnosis which led to early treatment, allowing the staff member to return to work. She was 47 years and had never previously done a breast self-exam.

A patient was contacted through the telephone calling service to encourage her to attend her routine breast screening appointment. She did not intend to attend the appointment as she had previously been to her GP multiple times with possible symptoms of breast cancer, however was not diagnosed with cancer. As a result of the telephone calling service, she attended her appointment and was diagnosed with breast cancer. She was successfully treated.

Key challenges/learning points
- Lack of participation from some GP practices
- Getting the Cancer Awareness Measure (CAM) forms completed and followed up was challenging and uses considerable staff resources
- Lack of continuity in funding disrupts the programmes that can be delivered.

Wandsworth Cancer Pop-up Shop

Geography: Wandsworth

Tumour site: All cancers

Population: Wandsworth residents

Date: 2014 to 2016

Lead organisation: Wandsworth Council (Public Health)

Aims:
- To promote the links between healthy lifestyles and cancer prevention
- Increase screening and build awareness of cancer symptoms.

About

The Cancer Pop-up Shop initiative was launched by NHS England in 2014 as part of the Get to Know Cancer campaign. It was delivered in a number of areas in London including Wandsworth to raise awareness of the signs and symptoms of cancer and how to reduce your risk of developing it. Wandsworth Council built on this initiative in 2015 and 2016, taking it beyond its original concept.

In 2015, the Pop-up Shop opened in Southside Shopping Centre on 20 January and ran until 12 February (24 days). Throughout the duration of the project, the shop mirrored the opening hours of the centre (Monday to Saturday, 9am – 7pm) to ensure a wide number of visitors are reached. The Pop-up Shop was staffed at all times by specially trained Cancer Nurses from William’s and Associates. Alongside the nurses, local cancer activists and survivors that received Cancer Research UK Talk Cancer training volunteered in the shop. Their contributions proved invaluable by providing residents a friendly and informal insight into some of the practical implications of cancer survival.

Visitors to the shop spoke to the team about cancer diagnosis, symptoms and any other concerns they may have. They also had the opportunity to have a health check or one-to-one nurse consultation in one of the private consultation booths. The check included talking about their health and any concerns they had as well as checking their BMI and blood pressure. If the nurse had any concerns after the health check, visitors were referred to their GP with details of the reason for referral. Visitors were also given the opportunity to be referred to one of the council’s lifestyle services i.e. the weight management, smoking cessation, health trainers and exercise on referral. The Wandsworth Stop Smoking team was also present in the Pop-up Shop to promote the smoking cessation service and actively sign people up that were interested in receiving support to quit.

The Pop-up Shop ran again between 18 January and 11 February 2016 in Tooting, an area of Wandsworth with high levels of deprivation.
Key successes in 2015:
- Over 1,500 interactions recorded between nurses and residents
- Particularly effective at reaching hard to reach groups
  - BAME groups accounted for 49% (n=327) of all nurse consultations.
  - One third of people came from the most deprived deprivation quintile
- 663 residents took up the opportunity to have a 1:1 health check up with a nurse
- Highest number of referrals made to lifestyle services by any single referring organisation during the same period (209 referrals)
- 126 referrals to general practice as a consequence of nurse consultations, of these 30% were from the most deprived output areas
- 72 residents booked a cancer screening appointment.

Man MOT

**Geography:** National  
**Target population:** Men  
**Lead organisation:** Men’s Health Forum

**About**

The Man MOT was designed by the Men’s Health Forum to provide a platform for men engaging with health services. Man MOT is a free confidential online health information service that is available 24/7. Users of the service are able to text chat directly to an NHS GP about any health problems twice weekly and send emails with questions at any time. GPs and experts discuss options through chats and emails, direct people to health services if necessary. Specialist clinics are also run occasionally to discuss key topics. The service is confidential and designed to be a one-stop shop which is more accessible to men than existing services and encourage health seeking earlier.

Get a Score on the Board

**Geography:** National  
**Target population:** Men  
**Lead organisation:** Tackle Prostate Cancer and Graham Fulford Charitable Trust

**About**

Tackle Prostate Cancer launched their Get a Score on the Board campaign in November 2015 to encourage more men to get a PSA test. The campaign was delivered in partnership with Graham Fulford Charitable Trust at a rugby match at the Harlequins in Twickenham. Sixty four people including Jason Leonard OBE, BT Sports Presenter Martin Bayfield and Harlequins coaches and fans were tested for their PSA score.

Graham Fulford Charitable Trust holds a number of roadshow events across the country to encourage more men to get a PSA test. The Trust has helped carry out in excess of 50,000 PSA tests in the last 11 years and has so far helped find in excess of 920 cancers.
About

The #PassItOn campaign was launched by Breast Cancer Care and the Football Association to call on the Football Association staff, suppliers, teams and supporters to pass on key breast awareness messages to the women in their lives. This included how to spot the signs and symptoms of breast cancer, and knowing what is normal for you. A 90 second video was created for the campaign with an all-star cast of footballers and celebrities to ensure vital breast health awareness messages reached a large number of people. Search Pass it on – Breast Cancer Care.

Did you know noticing early signs of breast cancer saves lives?
#PassItOn
breastcancer care

Sun Awareness roadshows

Geography: National
Target population: General public
Lead organisation: British Association of Dermatologists (BAD)

About

Sun Awareness is an annual campaign to raise awareness of skin cancer. The campaign is two-pronged and combines prevention and detection advice. The first aim is to encourage people to regularly self-examine for skin cancer. The second is to teach people about the dangers of sunburn and excessive tanning, and to discourage people from using sunbeds, in light of the associated risks of skin cancer.

The campaign launched in 2011 and runs annually from April to September and includes Sun Awareness Week in May. It involves dermatologists and nurses volunteering their time to educate the public on early skin cancer detection in one of two ways — either through engagement with passers-by or a one-to-one mole education session. The events are often held in a gazebo or trailer unit and are located in public areas or at public events with large scale footfall. This year the British Association of Dermatologists has been running the event with Macmillan on their bus services and has visited locations all around the country.

About

Time to Test is a campaign for every industry with the aim of increasing accessibility to cervical screening, and ultimately saving lives. As part of the campaign, Jo’s Cervical Cancer Trust is asking businesses to raise awareness of cervical cancer and how it can be prevented amongst their employees and to ensure they know vital information such as symptoms and where to get support. Emails were sent to businesses inviting them to join the campaign.

Information about the campaign was featured on their e-newsletter, social media pages, business magazines and HR magazines.

The small ‘c’ project (Waltham Forest)

Geography: Waltham Forest
Target population: Men and women aged 40+
Lead organisation: Waltham Forest Public Health / We Fortify

About

The aim of the small ‘c’ project in Waltham Forest was to raise awareness of the signs and symptoms of breast, bowel and lung cancer. The project delivered by mobilising a team of volunteers. A team of volunteers were recruited (12-15) from within the community. Volunteers completed an intensive 3 day training programme covering details about the three cancers, impact of cancer on the population, signs and symptoms and how to discuss cancer with people in the community. The team took part in large public events to engage with communities. Workshops and presentations were also delivered highlighting the main cancer messages – signs and symptoms.

Credit: FashStyleLiv

Aged 50 or over?

6 out of 10 cancer cases occur in people aged 50 or over. The older you are, the greater your risk. It's even more important to know the warning signs and act on them promptly.

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Credit: FashStyleLiv

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Smear For Smear campaign
Around one million women (one in four) fail to attend their cervical screening every year, this increases to one in three in women aged 25-29. #SmearForSmear aims to change this. The campaign encourages people to post a lipstick smeared selfie on social media during January’s Cervical Cancer Prevention Week, nominate their friends and share the message: Attend your smear, reduce your risk of cervical cancer.
Launched for the first time in 2015 the campaign reached over 150 million people in 35 different countries.

Get It Off Your Chest
It is a common misconception that breast cancer only starts with a lump. Sometimes it can appear as a bout of dry skin or a change in texture, size or shape, a skin rash or a pain under the arm. What happens if during your monthly boob check, you notice something that isn’t quite normal for you? Well the most important thing is that you go and get it off your chest and visit your doctor. CoppaFeel want to educate young men and women up and down the country about the signs and symptoms of breast cancer and let them know that it is best to #GetItOffYourChest if you notice anything that is not normal for you.

Movember and Decembeard
From humble beginnings in Australia in 2003, the Movember movement has grown to be a truly global one, inspiring support from over 5 million Mo Bros and Mo Sistas around the world. Now, beards are taking on bowel cancer over the month of December urging the population to use their bristles to raise vital awareness and support everyone affected by bowel cancer.

CoppaFeel have teamed up with some of their well-known friends to make a video to promote #GetItOffYourChest
Search CoppaFeel Get it off your chest

Be Clear on Cancer
Be clear on cancer campaigns aim to improve early diagnosis of cancer by raising public awareness of signs and/or symptoms of cancer, and to encourage people to see their GP without delay. The programme is led by Public Health England, working in partnership with the Department of Health, NHS England and Cancer Research UK. Each campaign is tested locally and then regionally, with a view to rolling them out nationally if they prove to be effective. Campaigns have included the Blood in pee campaign, Bowel cancer campaign, Breast cancer in women over 70 campaign, Lung cancer campaign and know for sure campaign to name a few.
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