

December 2022

Social media assets, newsletter copy and other info included:

[For Patients](#)

Lung cancer content and a new case study.

[For Professionals](#)

An update from GatewayC.

[Cancer Awareness Campaigns Calendar](#)

Links to social media assets for cancer, month by month



Communications Assets & Campaigns Calendar

December in brief:

There are no awareness days/weeks or months in December. This month we will be sharing our lung cancer content, a new Christmas case study and stories from our Greater Manchester Cancer Awards winners. Please look out for our content and share to your channels 😊.

Looking forward, January will see **Cervical Cancer Prevention Week (23-29th January 2023)**.

CAN'T POST? PLEASE SHARE OUR POSTS!

Please keep an eye on the Greater Manchester Cancer social channels (especially Facebook) and share our posts, in particular our early diagnosis / symptom awareness content and patient case studies. It has a big impact on reach and really helps us get these messages out to more people.

Facebook: <https://www.facebook.com/GreaterManchesterCancer>

Twitter: https://twitter.com/GM_Cancer

Instagram: <https://www.instagram.com/GreaterManchesterCancer>

LinkedIn: <https://www.linkedin.com/company/greater-manchester-cancer/>

For Patients (social media assets and videos)

Lung cancer awareness assets



Our **lung cancer symptom awareness animation** is available, this can be used on social media or waiting room screens. You can [download the animation \(plus copy for socials\) here](#)

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Lung cancer translated videos – A range of translated videos with key lung cancer symptoms and call to action are available [on our YouTube channel](#).

Languages include Punjabi, Urdu, Bengali, Arabic, Gujarati, Hindi, Tamil, Somali, Spanish, Pashto, Malayalam, French, Mandarin, Cantonese, Farsi, Romanian, Sylheti, Turkish and Kurdish (Sorani).

If you'd like the original video files, please [email us](#).

Help Us, Help You - Abdominal & Urological Symptoms

NHS England's 'Help Us, Help You' campaign aims to ensure that people know how and when to access NHS services and reassure them that the NHS wants to see them. The latest phase of the campaign, 'Abdominal and Urological Symptoms of cancer' launched on 31 October and runs until 4 December 2022. You can download all campaign assets [here](#).

Help Us, Help You – Fear

The aim of this campaign is to encourage people who are experiencing potential signs of cancer to come forward to their GP practice to help increase earlier diagnosis and improve outcomes. You can download all campaign assets [here](#).

New case study: Two women with lung cancer who have never smoked speak out to help others

To mark Lung Cancer Awareness Month, friends Sally Hayton and Sally Hall shared their experiences to raise awareness of lung cancer in 'never smokers' – people who have smoked less than 100 cigarettes in their life. You can find social media copy and assets [here](#).



National Cancer Patient Experience Survey (CPES)

The 2022 National Cancer Patient Experience Survey (CPES) is looking for feedback from cancer patients to inform and improve local cancer services across all NHS Trusts in England. Questionnaires will start to be sent out by post to people chosen to take part in the survey from 17 November.

You can find supporting all communications documents you'll need to help support the campaign [here](#).

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Cancer Quality of Life Survey

The Cancer Quality of Life Survey is a national survey run by NHS England and NHS Digital. People who have had a cancer diagnosis are being asked to complete the survey around 18 months after diagnosis.

Visit the [dashboard](#) for the most up-to-date data. You can also find the updated communications toolkit and resources [here](#).

Information for professionals



GatewayC | Recognising Cervical Cancer

Healthcare professionals can register for GatewayC's free Recognising Cervical Cancer event on Monday 5th December.

Places funded by Greater Manchester Cancer Alliance. Professionals can register here: <https://bit.ly/3SuVRIY>

Promotional assets and social copy can be found [here](#), please share across your channels.

NHS_Galleri Trial

The [NHS-Galleri Trial is currently re-visiting Greater Manchester](#). We will be in touch with you directly when it is due to be in your area with materials to help you support via your comms channels.

A promotional graphic for the NHS Galleri Trial. It features the GRAIL logo, the NHS logo, and the text 'This letter could help us detect cancer early.' Below this is an image of a letter being inserted into a mailbox. The text continues: 'The NHS needs your help to trial a new blood test to detect cancer before symptoms appear. We're writing to invite people aged 50-77 from your area, including people from all backgrounds. Taking part is easy. Look out for your invitation in the post. If you do not want to receive an invitation to the trial, visit www.nhs-galleri.org'. At the bottom, it states: 'The NHS Galleri trial is being led by The Cancer Research UK and King's College London Cancer Prevention Trials Unit, in partnership with the NHS and a company called GRAIL, which developed the test.'

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Cancer Awareness Campaigns Calendar

December		
January	<p>Cervical Cancer Prevention Week (23rd-29th January 2022)</p> <ul style="list-style-type: none"> Public Health England resource centre materials on cervical screening here <ul style="list-style-type: none"> NHS info on cervical cancer here Macmillan info here CRUK info here Jo's Trust (incl resources) link here <p>Cervical screening information for trans men / non binary people here</p>	
February	<p>World Cancer Day (4th February 2022)</p> <p>Oesophageal cancer awareness month</p>	
March	<p>Ovarian Cancer Awareness Month</p> <ul style="list-style-type: none"> Campaign info from Ovarian Cancer Action here NHS information here Macmillan information here CRUK information here Community resources available in a range of languages, plus social media packs available from Ovacomme here <p>Prostate Cancer Awareness Month</p> <ul style="list-style-type: none"> NHS info here Macmillan info here CRUK info here Resources from Prostate Cancer UK, including easy read and a range of languages here Info from Prostate Cancer UK for trans women here <p>Brain Cancer Awareness Month</p> <ul style="list-style-type: none"> NHS Info here Macmillan Info here CRUK info here Brain Tumour Research Charity info here 	<p>No smoking day (9th March 2022) Toolkit for "Today is the Day" campaign here</p> <p>World oral health day (resources here) 20th March 2022)</p>
April	<p>Bowel Cancer Awareness Month</p> <ul style="list-style-type: none"> NHS info on bowel cancer here Macmillan info here CRUK info here Bowel Cancer Awareness Month Campaign info from Bowel Cancer UK - Information and resources, including social media wording examples and slides for public screens as well as posters / leaflets available here <p>Head and Neck Cancer Awareness Month</p>	

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	Testicular Cancer Awareness Month	
May	<p>Bladder cancer awareness month</p> <ul style="list-style-type: none"> • NHS info here • Macmillan info here • CRUK info here • Info from Fight Bladder Cancer Charity, including hashtags to use can be found here • Action Bladder Cancer UK info including guide for Primary care and patient leaflets etc to order can be found here <p>Melanoma Awareness Month</p> <ul style="list-style-type: none"> • NHS info here • Macmillan info here • CRUK info here • Some info from Melanoma UK here 	<p>Sun awareness week</p> <p>NHS Skin cancer info here</p> <p>Macmillan skin cancer info here</p> <p>CRUK skin cancer info here</p> <p>Downloadable resources from British Association of Dermatologists here</p>
June	<p>Cervical screening awareness week (20th – 26th June 2022)</p> <ul style="list-style-type: none"> • Campaign info from Jo's Trust, including social media assets here • NHS info on cervical cancer here • Macmillan info here • CRUK info here • Cervical screening information for trans men / non binary people here 	<p>Men's Health Week (13th – 19th June 22)</p> <p>Prostate Cancer UK have provided some resources here</p> <p>Love Your Lungs week (21-26th June 2021, British Lung Foundation)</p> <p>Pride Month</p>
July	<p>Sarcoma Awareness Month</p> <ul style="list-style-type: none"> • NHS info - soft tissue / ewing sarcoma • Macmillan info here • CRUK info here • Sarcoma UK information, including resources for social media can be found here. 	
August	There are no specific awareness months running in August.	
September	<p>Childhood cancers awareness month</p> <ul style="list-style-type: none"> • Campaign info from Children with Cancer UK here or keep an eye on their twitter feed (4) Children with Cancer UK (@CwC_UK) / Twitter <p>Blood cancers awareness month</p> <ul style="list-style-type: none"> • Info from Blood Cancer UK here • Follow their twitter here or see hashtags #BCAM2021 or #ThisIsBloodCancer <p>Gynaecological cancer awareness month</p> <ul style="list-style-type: none"> • Info from Jo's Trust here or follow them on twitter @jotrust 	<p>Urology Awareness Month – info from the Urology Foundation here or follow them on twitter @TUF_tweets</p> <p>National Fitness day (22nd September 2022, more info here)</p>

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