

This month

Social media assets, newsletter copy and other info included:

[For Patients](#)

Bowel cancer awareness, other generic symptom awareness assets and a refresh of the NHSE “Help us help you” fear campaign.

[For Professionals](#)

Greater Manchester Cancer Conference, the first GM Cancer Awards, plus a new podcast episode and annual report.

[Cancer Awareness Campaigns Calendar](#)

Links to social media assets for cancer, month by month



Communications Assets & Campaigns Calendar August 2022

August Focus – in brief:

August sees a brief break in the cancer awareness month schedule, so this month we are providing a range of assets that can be used year round.

We will continue to use our **bowel cancer** assets following a large increase in media interest following the sad death of campaigner and friend of Greater Manchester Cancer Deborah James.

We have also provided assets that can be used for **lung cancer awareness** and **prostate cancer risk awareness**. In addition, NHSE are continuing to run “**Help us help you**” campaign.

Tickets are now available for the **2022 Greater Manchester Cancer Conference**. This year we are also pleased to announce the first ever **Greater Manchester Cancer Awards**. More information below.

The latest episode of the **Greater Manchester Cancer podcast**, with a focus on lung cancer and news on some new projects, is now available. More info below.

Looking forward, we have gynae, childhood and blood cancer awareness months coming up in September, plus breast and liver cancer awareness month in October.

For Patients (social media assets and videos)

Bowel Cancer Awareness Assets

Following the sad news from Dame Deborah James that she is now on end-of-life care, there has been a large increase in people searching for information online on bowel cancer. We can support this with the following assets, all of which [can be downloaded via this link](#):

- GM Cancer **symptoms of bowel cancer animation** (and **copy for social posts**)
- Link to article in Manchester Evening News featuring two GM bowel cancer patient stories (and suggested wording for social posts): <https://www.manchestereveningnews.co.uk/special-features/its-free-its-simple-test-23821086>

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National NHSE Help Us Help You Cancer Campaign – Fear (barriers to access) Assets

A new phase of the Help Us Help You campaign started in March, focussing on the fear of cancer, and has this week been updated by the national team with refreshed copy for social media posts. TV adverts will also re-run during this period.



[Assets for social media and newsletters can be found here and are also live on the Campaign Resource Centre](#)

Greater Manchester Cancer Animations available for use



We are continuing to develop a series of short animations which can be used on social media, websites and waiting room screens.

They are mainly focused on **symptom and risk awareness** for different cancer types, but also includes a generic piece on the **importance of attending appointments when referred**.

Videos currently available:

- Lung cancer symptoms
- Bowel cancer symptoms
- Prostate cancer risk awareness
- What happens at a two-week-wait suspected cancer referral appointment

The [animations can be downloaded here](#) or you can [find the current collection on our YouTube channel](#).

For Professionals

We're delighted to announce that the **Greater Manchester Cancer Conference** will be taking place on Tuesday 18 – Wednesday 19 October 2022.

Following on from 2021's Virtual Cancer Week and 2019's Cancer Conference, this year will offer a hybrid in-person and online event.

This year's themes will be Equality – Innovation – Collaboration and a full agenda will be released in due course.

Book your place here: <https://bit.ly/3up9ZnB>

Find out more about the conference here: www.gmcancer.org.uk/gmcc22

We've [prepared a social media pack which can be downloaded here](#) – please feel free to promote the conference on your own channels and share with your networks.



**Greater Manchester
Cancer Conference 2022**

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The first [Greater Manchester Cancer Awards](#) are now open for entries! We want to celebrate those to have the dedication to go above and beyond every day to improve outcomes and experiences for people affected by cancer here in Greater Manchester. The awards are open to our colleagues in research, VCSE and public sector organisations as well as those in the NHS, and we're hoping to see lots of the amazing teams and projects in Greater Manchester taking this opportunity to showcase their work.

The awards are **open for submissions until 31st August**. Shortlisted entries will be notified mid-September, and invited to attend an awards ceremony at the Hilton Deansgate on the evening of 18th October, where the winners will be announced.

Find out more and submit your entry: <https://bit.ly/3aK9C0g>

We've also [prepared a social media pack which can be downloaded here](#) and we'd be very grateful if you could share on your own channels (or re-post from the Greater Manchester Cancer Alliance channels) to help us spread the word.



Podcast

The latest episode of the **Greater Manchester Cancer podcast**, presented by Steve Bland (You, Me and the Big C) is now out. In this episode Steve explores how lung cancer affects people in Greater Manchester, finds out why the region is impacted far more than other parts of the country, and gets the lowdown on two brand new projects designed to give patients better outcomes and better experiences.

The first, a chest x-ray pilot, is all about diagnosing the cancer earlier, whilst the second is a new one stop clinic for lung cancer.

To explore all this and more, Steve is joined by Matt Evison, clinical lead for lung cancer at the GM Cancer Alliance, Seamus Grundy, a consultant respiratory physician, Kath Hewitt, lead specialists nurse for lung cancer, and Karen Peplow, who is a Macmillan lung cancer nurse specialist.

Apple : <https://apple.co/3PLSxCn>

Spotify: <https://spoti.fi/3PXVHCK>

GatewayC Live: Greater Manchester is a programme of 30-minute live broadcast webinars developed for all healthcare professionals in Greater Manchester.



Healthcare professionals working in Greater Manchester can benefit from GatewayC Live webinars developed by and featuring leading specialists. Each webinar will refresh your cancer knowledge, enable you to hear the latest pathway information and include an optional live Q&A. During the current COVID-19 pandemic, many of the sessions will provide information on the impact of COVID-19 on cancer in primary care and patients living with cancer.

[Visit their website here](#) to download recordings and find short "fast facts" videos and infographics from previous sessions.



The latest **Greater Manchester Cancer Annual Report** has now been published, and [can be downloaded here](#). Our latest report covers a two year period: 2020 and 2021. The report details some of the innovation, work and challenges that have taken place through the pandemic and beyond.

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Cancer Awareness Campaigns Calendar

	Cancer Related Campaigns	Other (related)
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>
October	<p>Breast Cancer Awareness Month & Secondary Breast Cancer Day (13th October)</p> <ul style="list-style-type: none"> Download our social media pack with images and suggested wording here NHS info here Macmillan info here CRUK info here Macmillan info on secondary breast cancer here CRUK info on secondary breast cancer here General information from Breast Cancer now here Support and info for primary and secondary breast cancer patients from ABC Diagnosis here CoppaFeel – resources aimed at younger people here. <p>Liver Cancer Awareness Month</p> <ul style="list-style-type: none"> NHS info here Macmillan info here CRUK info here Campaign info from the British Liver Trust here 	<p>Stoptober</p> <p>Find resources here, or keep an eye on @stoptober and @historymakersGM on twitter.</p>

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<p>November</p>	<p>Lung Cancer Awareness Month</p> <p>We have produced a lung cancer symptom awareness animation, this can be used on social media or waiting room screens. You can download the animation (plus copy for socials) here</p> <p>Lung cancer translated videos – A range of translated videos with key lung cancer symptoms and call to action are available on our YouTube channel.</p> <p>Languages include Punjabi, Urdu, Bengali, Arabic, Gujarati, Hindi, Tamil, Somali, Spanish, Pashto, Malayalam, French, Mandarin, Cantonese, Farsi, Romanian, Sylheti, Turkish and Kurdish (Sorani).</p> <p>If you'd like the original video files, please email us</p> <ul style="list-style-type: none"> • NHS info here • Macmillan info here • CRUK info here • Lots of campaigns info from Roy Castle Foundation here • GM Cancer – translated videos encouraging patients to see their GP with lung cancer symptoms here <p>Pancreatic Cancer Awareness Month</p> <ul style="list-style-type: none"> • NHS info here • Macmillan info here • CRUK info here • Campaign info from Pancreatic Cancer Action here <p>Mouth Cancer Action Month</p> <ul style="list-style-type: none"> • NHS Mouth Cancer info here • Macmillan info here • CRUK info here <p>Info and resources from Mouth Cancer Foundation here</p>	<p>November (mens health, incl focus on testicular and prostate cancer. More info here)</p> <p>Trans awareness week</p>
<p>December</p>		
<p>January</p>	<p>Cervical Cancer Prevention Week (7-13th 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>	
<p>February</p>	<p>World Cancer Day (4th February 2022)</p> <p>Oesophageal cancer awareness month</p>	

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<p>March</p>	<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 Ovacome 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>
<p>April</p>	<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> <p>Testicular Cancer Awareness Month</p>	
<p>May</p>	<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>

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<p>June</p>	<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>
<p>July</p>	<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. 	

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