

## Communications and campaigns calendar

### July 23

The month of July is Sarcoma Awareness Month.

#### 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](https://twitter.com/GM_Cancer)

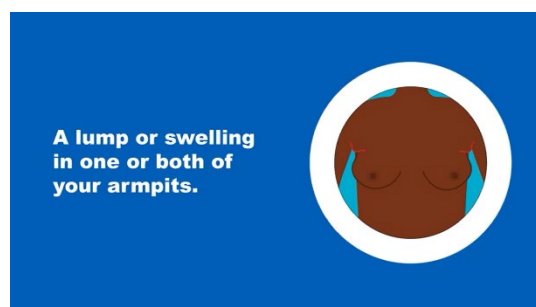
Instagram: <https://www.instagram.com/GreaterManchesterCancer>

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

#### Breast cancer – signs and symptoms animation

Recently there has been increased press coverage relating to breast cancer, following the announcement of a new research project in memory of Sarah Harding, and Sarah, Duchess of York announcing she has had treatment for breast cancer.

This kind of coverage can often lead to an increase in people searching the internet for symptoms or advice, and so it can be useful to increase relevant social media activity.



Our **breast cancer symptom awareness animation** can be used on social media or waiting room screens. [You can download the animation and social media copy here.](#)

Please include the **#GMBreastCancer** hashtag in your posts.



## This Van Can – prostate cancer awareness campaign



The This Van Can roadshow continues and will be visiting Trafford, Salford (Broughton, Pendleton, Walkden, Eccles, Swinton) and Bolton in July.

Please make sure posts about This Van Can the new NHS mobile 'clinic in a van' stress that people **need to book their appointment in advance**. The van is not able to do on-the-day drop ins.

[You can view all promotional assets here](#) including a few new ones. Please include the hashtag **#ThisVanCan** in your posts.

This Van Can featured on Steph's Packed Lunch with our Clinical Lead Sotonye Tolofari and actor Colin McFarlane talking about prostate cancer.

The roadshow has also been praised by the Health and Social Care Select committee.

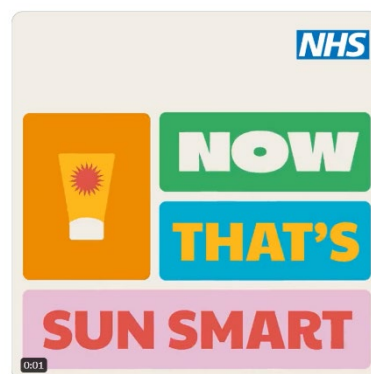


## Sun Smart campaign continues...

Our new campaign **Sun Smart** is designed to encourage the population of Greater Manchester to take care of their skin in the sun to reduce their risk of skin cancer in the future. Thank you to everyone who shared our assets throughout May.

Please look out for our posts or [download the pack here](#) to share on your own channels – this content can be used any time between March and October, but especially when the weather is good and / or during school holidays and bank holiday weekends.

The Sun Smart Campaign is going on the road this month and will be at the RHS Tatton Flower Show, providing advice on sun safety and skin cancer awareness. Look out for our activity on the Greater Manchester Cancer Alliance social media channels.



Please include the hashtag **#GMSunSmart** in your posts.

## Sarcoma Awareness Month

We will be sharing symptom awareness posts from relevant organisations as part of Sarcoma Awareness Month. Here are some of the accounts we recommend keeping an eye on:

Sarcoma UK - @Sarcoma\_UK

NHS - @NHSEngland & @NHSuk

Cancer Research UK - @CR\_UK

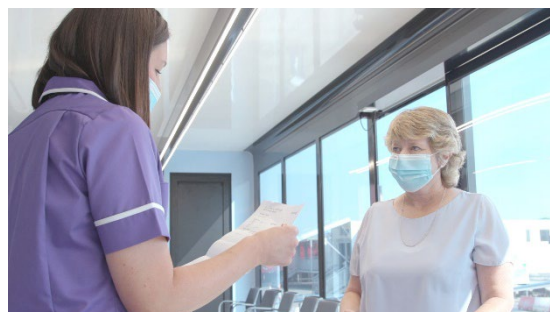
## Ethnic Minority Cancer Awareness Month

Our colleagues at [Can-survive UK](#) will have some information you can share about this coming soon.

## NHS Galleri Trial

It's the final push for this year's NHS Galleri trial. The large unit is in Tameside until 3 July and the small van is revisiting Hulme to boost retention figures between 6 and 12 July. There are now new photos on NHS Futures to support this.

The new toolkit for the third year of the Galleri trial is coming soon including a clinician update.



## Surveys

### Under 16s Cancer Patient Experience Survey

The Under 16s Cancer Experience Patient Experience Survey aims to understand the experiences of cancer and tumour care among children and their parents/carers. The results will help improve children's cancer services across England. The survey is now underway, and a [toolkit is available to download](#) to publicise the survey.

## 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](#).

## 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](#).



**GatewayC**

**The early cancer diagnosis resource for healthcare professionals**

## FREE webinar: Non-Specific Symptoms – 12<sup>th</sup> July

We're pleased to announce the next GatewayC webinar for primary care professionals.

Topic: Non-Specific Symptoms

Date: Tuesday 12th July

Time: 1 - 1:30 PM

This webinar will include:

- Latest non-specific pathway information for Greater Manchester
- Updates directly from your local cancer specialists
- Key cancer signs and symptoms
- Optional live Q&A

This webinar is facilitated by GatewayC and commissioned by Greater Manchester Cancer Alliance.

[You can download assets to promote the webinar here.](#)

## FREE study day: The Cancer Forum – 18<sup>th</sup> July

GatewayC and Greater Manchester Cancer are pleased to present the Cancer Forum on Tuesday 18 July. An excellent opportunity for healthcare professionals to refresh their cancer knowledge, and hear the latest pathway updates for Greater Manchester. Optional live Q&A. For in person attendees, a complimentary lunch will be provided.

Topics covered:

- Imaging and Diagnostics
- Targeted Lung Health Checks
- Non-Specific Symptoms
- Breast Cancer and Familial History

This study day is facilitated by GatewayC and commissioned by Greater Manchester Cancer Alliance.

[You can download assets to promote the study day here.](#)

## Cancer Awareness Campaigns Calendar

July	<b>Sarcoma Awareness Month</b>  NHS info - <a href="#">soft tissue</a> / <a href="#">ewing sarcoma</a>  Macmillan info <a href="#">here</a>  CRUK info <a href="#">here</a>  Sarcoma UK information, including resources for social media can be found <a href="#">here</a> .  <b>Ethnic Minority Cancer Awareness Month</b>  Can-Survive info <a href="#">here</a>	
August	There are no specific awareness months running in August.	
September	<b>Childhood cancers awareness month</b>  <b>Blood cancers awareness month</b>  <b>Gynaecological cancer awareness month</b>	<b>Urology Awareness Month</b>  <b>National Fitness Day</b> (21nd September 2023)
October	<b>Breast Cancer Awareness Month</b>	<b>Stoptober</b>

	<b>Secondary Breast Cancer Day</b> (13th October 2023)  <b>Liver Cancer Awareness Month</b>	
<b>November</b>	<b>Lung Cancer Awareness Month</b>  <b>Pancreatic Cancer Awareness Month</b>  <b>Mouth Cancer Action Month</b>	<b>November</b>  <b>Trans awareness week</b> (13 <sup>th</sup> – 19 <sup>th</sup> November 2023)
<b>December</b>	There are no specific awareness months running in December.	
<b>January 24</b>	<b>Cervical Cancer Prevention Week</b> (22 - 28th January 2022)	
<b>February 24</b>	<b>World Cancer Day</b> (4th February 2024)  <b>Oesophageal cancer awareness month</b>	
<b>March 24</b>	<b>Ovarian Cancer Awareness Month</b>  <b>Prostate Cancer Awareness Month</b>  <b>Brain Cancer Awareness Month</b>	<b>No Smoking Day</b> (13th March 2024)  <b>World Oral Health Day</b> (20th March 2024)
<b>April 24</b>	<b>Bowel Cancer Awareness Month</b>  <b>Head and Neck Cancer Awareness Month</b>  <b>Testicular Cancer Awareness Month</b>	
<b>May 24</b>	<b>Melanoma Awareness month</b>  <b>Bladder cancer awareness month</b>	<b>Sun awareness week</b> (6 <sup>th</sup> – 10 <sup>th</sup> May 2023)