

## Communications and campaigns calendar

### January 24

This month includes Cervical Cancer Prevention Week (22 - 28th January 2022).

#### 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 important 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/>

#### NHS – Cervical screening

This cervical cancer prevention week, support the NHS cervical screening campaign.

You can find updated assets and copy [here](#).



## NHS Galleri trial



Please share book now messages for **Hulme**, Manchester from now until 17 January and coming soon messages for **Trafford** (beginning 20 Jan – 7 Feb) and **HMR** due to begin 10 Feb to 1 March).

New videos and social media copy as well as physical leaflets and posters to print can be found on the [NHS Galleri Drive – Final Year drive](#).

The trial then moves to Wigan followed by Bury, Bolton, Stockport and Tameside.

## Targeted Lung Health Checks

Please share messages to raise awareness of our Targeted Lung Health Checks in **Wythenshawe** (Manchester) and **Hindley** (Wigan).

Community briefing packs plus posters, social media assets and wording [available here](#).



## New Year – Quit Smoking



Better Help has published new social media assets to encourage members of the public to stop smoking in the New Year.

You can find social media assets and ALT text [here](#).

Please note there is no suggested social media copy and organisations can create their own.

**EMBARGOED until 15<sup>th</sup> Jan**  
**Bee Seen, Get Screened - Answer Cancer**

**We've taken the Bee Seen Get Screened pledge because we value our staff and care for their health & well-being!**



[answercancergm.org.uk/bee-seen](https://answercancergm.org.uk/bee-seen)

We have joined forces with Answer Cancer to pledge paid leave for workers to attend screening appointments. This pledge guarantees that staff will be able to attend cancer screening appointments during work hours, if unable to get an appointment at a different time.

Concerning new research has found that some people are unable to attend cancer-screening appointments due to working full – time. For example, according to recent information shared by Jo's Trust, only 1 in 5 full-time workers were able to get a convenient cervical screening appointment last time they tried to book.

The 'Bee Seen – Get Screened' campaign is raising awareness of the three NHS cancer screening programmes through training, staff sessions and much more. Answer Cancer works across Greater Manchester discussing cancer and the importance of screening with our communities.

You can find the comms pack, including how your organisation can make a pledge [here](#).

## Surveys

### Cancer Patient Experience Survey (CPES)

We have launched our national Cancer Patient Experience Survey (CPES), asking for feedback from cancer patients (16 years and over\*), to inform and improve local cancer services across England.

We want our patients to have the best experience possible and hearing about your experience is crucial in helping us deliver what you need and want.

The NHS and cancer charities use the results to understand what is working well and which areas need improvement. The results enable them to identify national and local priorities and work with patients and partners to deliver improvements.

Those who were treated for cancer as an inpatient or day-case, and left hospital in April, May or June 2023, will be invited to take part in the survey.

You can find the communications toolkit and assets to promote the survey [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](#).

## NEW - The Greater Manchester Cancer Podcast

### Health Inequalities: an introduction

In the first episode of a new series dedicated to exploring the health inequalities that exist in the cancer system in Greater Manchester, host Steve Bland chats to:

Professor Matt Evison - Associate Director at the GM Cancer Alliance

Dr Alison Pye - Consultant in Public Health

Farida Anderson - patient rep on the health inequalities board

Steve and guests explore questions like what are health inequalities? What impact do health inequalities have on cancer? And what sort of issues do people affected by different types of health inequality have at different points in the pathway?

**You can find social media copy and videos to promote the episode [here](#). Please use #TheGMCancerPodcast hashtag in your posts.**

We will release more episodes for our health inequalities series throughout January...



**GatewayC**

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

### NEW: Screening courses

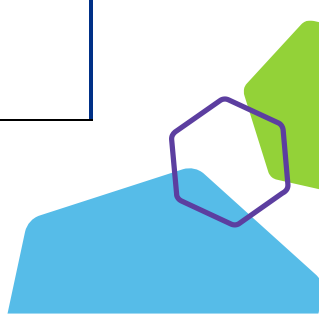
GatewayC have released three new Screening Courses for primary care clinicians. These free, 1-hour CPD courses cover bowel, breast, and cervical screening programmes, to support primary care in increasing screening uptake.

You can download promotional assets [here](#).

## Cancer Awareness Campaigns Calendar

January 24	<b>Cervical Cancer Prevention Week</b> (22 - 28th January 2022)	
February 24	<b>World Cancer Day</b> (4th February 2024) <b>Oesophageal cancer awareness month</b>	
March 24	<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)
April 24	<b>Bowel Cancer Awareness Month</b> <b>Head and Neck Cancer Awareness Month</b> <b>Testicular Cancer Awareness Month</b>	
May 24	<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)
June 24	<b>Cervical screening awareness week</b> (17th – 23rd June 2024)	<b>Men's health week</b> (10 <sup>th</sup> – 16 <sup>th</sup> June 2024)
July 24	<b>Sarcoma Awareness Month</b>	
August 24	There are no specific awareness months running in August.	
September 24	<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> (Wednesday 20 <sup>th</sup> September 2024)
October 24	<b>Breast Cancer Awareness Month</b> <b>Secondary Breast Cancer Day</b> (13th October 2024) <b>Liver Cancer Awareness Month</b>	
November 24	<b>Lung Cancer Awareness Month</b> <b>Pancreatic Cancer Awareness Month</b>	

If you have any questions, please contact Katie Galvin, Communications and Engagement Officer  
[katie.galvin1@nhs.net](mailto:katie.galvin1@nhs.net)



	<b>Mouth Cancer Action Month</b> <b>Gastric Cancer Awareness Month</b>	
<b>December 24</b>	<b>There are no awareness months, weeks and days in December.</b>	

