

Every year, 7,000 people in Cheshire and Merseyside die of cancer.

Many of those deaths could be avoided through routine screening – and we want to help make that happen. The Early Detect. Early Protect. website and accompanying toolkit resources have been created to help frontline community health care professionals get more people talking and thinking about screening, so they can make informed choices. Because the more cancer we can detect early, the more lives we can save. Conversations can make all the difference.



How can you help

You and your colleagues have thousands of conversations with the public every year. We want you to feel empowered to start conversations about cancer screening with the patients and members of the public you meet. Screening is a personal choice, but many people need encouragement and information to follow up.

The right conversation at the right time, could save someone's life. You can help by engaging with the toolkit to learn more about cancer screening.

Key messages and tone of voice

It is important to understand the key messages to convey when having conversations around screening along with the tone of voice you should be using. Below is a list of the key messages to understand when having conversations around screening.

- 1. Promote healthy choices** – Healthy lifestyle choices can play a big role in reducing cancer risk – 21% of cervical cancer cases are linked to smoking – so it's a good place to start.
- 2. Say 'yes' to screening** – Lots of people ignore their screening invitation because they feel well and are busy. It's important to encourage patients to say Yes – just in case. If you feel well and have no symptoms, screening is for you!
- 3. Know the signs** – Knowing how to recognise the signs and symptoms of all three cancers can also help with early diagnosis, so share these insights whenever you can.
- 4. Talk more openly** – Cancer and certain body parts carry taboos, but the more open conversations we have about cancer with colleagues, patients, networks and loved ones the more lives will be saved.
- 5. Share #positivecancermessages** – Detecting cancer early saves lives and we should celebrate screening and individuals' stories every chance we get.

Campaign assets and resources can be found [here](#).

What are the benefits for you?

Promoting screening conversations will:

- Start conversations about the benefits of getting regularly screened in Cheshire and Merseyside.
- Improve awareness and understanding of screening encouraging more people to get screened early which could save a life.
- Ensure that people have access to the information they need to make informed decisions about whether they want to get screened.
- Make you a part of the mission to reduce the amount of cancer related deaths in Cheshire and Merseyside.

Available campaign resources

Starting a conversation with patients or your local population will help make sure screening messages spread far and wide and there are already lots of assets for you to download and share with colleagues. Creating your own resource library will make sure that you always have the information you need at your fingertips.

We have listed below the available resources within the toolkit:

- Patient facing posters
- Patient facing social media assets
- Patient facing information leaflet
- Website banner

Download all resources [here](#).

Suggested social media messaging

Catching cancer early saves lives. If we can detect it and start treatment early, it will increase the chances of successful recovery, and more people will survive.

Give yourself peace of mind!

#earlydetectionsaveslives

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>

Screening is your choice!

Across Cheshire and Merseyside, 250,000 women aged 50–70 have attended breast screening appointments in the past three years.

Join the community of people choosing to put their health first and make screening a part of your healthcare routine. **#choosescreening**

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>

A cervical cancer screening appointment only takes 15 minutes. Nearly all cervical cancers are caused by a virus called human papillomavirus (HPV) and research from 2015 indicates that 99.8% of cases are preventable.

Give yourself peace of mind!

#earlydetectionsaveslives

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>



Suggested social media messaging

Screening is your choice!

Screening is always a choice, and any aspect of the screening process can be discussed with a health professional to enable an informed decision to be made.

Join the community of people choosing to put their health first and make screening a part of your health care routine. **#choosescrining**

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>



A routine breast screening appointment can detect cancer that may be too small to see or feel.

Significantly increasing the chance of full recovery.

Give yourself peace of mind!

#earlydetectionsaveslives

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>

Download all resources [here](#).

The full website can be accessed via earlydetectearlyprotect-nhs.co.uk

Screening is your choice!

Across Cheshire and Merseyside, 62.3% of the population age 70–74 years completed and returned a bowel screening kit in 2020.

Join the community of people choosing to put their health first and make screening a part of your healthcare routine. **#choosescrining**

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>

Early detection and treatment of bowel cancer significantly improves the prospects of a full recovery, that is why a routine at home bowel screening kit can help give you peace of mind by testing early and being able to spot and treat cancer early.

Give yourself peace of mind!

#earlydetectionsaveslives

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>

Screening is your choice!

Across Cheshire and Merseyside, 108,000 women aged 25–39 attended a cervical screening appointment in the past five and a half years.

Join the community of people choosing to put their health first and make screening a part of your healthcare routine. **#choosescrining**

For more information on the cancer screening process visit <http://bit.ly/3yNrdNn>

Suggested hashtags

#earlydetection #getscreened #choosescrining
#breastcancer #breastcancerawareness #cancer
#bowelcancer #bowelcancerawareness
#cervicalcancer #cervicalcancerawareness
#earlydetectionsaveslives #cancerawareness
#health #cancersurvivors #awareness #survivor
#cancerwarrior #prevention #healthcare
#cancersupport #support #cancerprevention