

Stakeholder briefing

Targeted Lung Health Check campaign

Campaign introduction

Lung cancer causes more deaths than any other cancer in the UK. There are often no signs of symptoms at an early stage, so finding lung cancer early makes treatment more successful. If lung cancer is found later, when there are symptoms, it may spread to other areas of the body and be harder to treat.

Between April 2023 – March 2024, 20,403 eligible people were invited to attend their lung health check. 13,502 people attended and out of those 89 were diagnosed with a lung cancer (and 14 other cancers detected). The overall uptake for the year was 66%, increased from 50.3% from April 2023 – March 2023. It is our hope that we can increase the uptake on lung health checks across all of Staffordshire and Stoke-on-Trent through this campaign.

This campaign aims to increase awareness of the NHS Lung Health Checks with people in Staffordshire and Stoke-on-Trent aged between 55 and 74 who smoke or have ever smoked; and encourage more people to book an appointment when contacted by their GP practice or to self-refer if they have not been contacted but meet the criteria.

The Targeted Lung Health Check campaign is being promoted through a multi-channel approach including a leaflet, webpage, a video, social media messages, radio adverts, GP practice information screens and GP practice text messages.

This toolkit has been developed to help partners raise awareness of the campaign.

This toolkit is designed to share the correct information simply and clearly and encourage partners to support the campaign by sharing information across their communication channels.

Key messages

- To increase awareness of what a Lung Health Check is with people aged between 55 and 74 who smoke or have ever smoked
- To improve understanding of why Lung Health Checks are important in finding lung cancer early
- To explain what happens during the Lung Health Check appointment call and what happens during a Lung Health Check scan (if referred)
- To improve knowledge of the symptoms of lung cancer with people aged between 55 and 74 who smoke or have ever smoked
- To encourage patients targeted by GP practices to respond to appointment invitations or to self-refer if they have not been contacted and meet criteria.

What this campaign toolkit includes

To help you support the campaign locally, this toolkit includes a range of materials including:

Comms material	Content	How you can help
Social media	Social media images and posts	Schedule relevant posts on your social media channels; retweet ICS posts
Public website	Website copy	Upload copy to your website and share in public facing newsletters
Patient leaflet	An electronic flyer	Upload to your website as supporting information and signpost to patients
Patient leaflet - translations	Translated into Polish, Urdu, Punjabi and Gujarati	Upload to your website as supporting information and signpost to patients
GP Screens	Information screens	Upload to GP digital patient information screens within waiting rooms
GP Texts	Text messages copy	GP practices to share via SMS text message service to relevant cohorts

How to use this campaign toolkit

Please utilise as many of the enclosed resources as possible to help raise awareness of Lung Health Checks.

Wherever you can, try to use the materials as they have been provided to promote the campaign messages. Please avoid making changes unless absolutely necessary. This will help to ensure consistency of branding and messaging throughout the region.

Social media graphics, GP screens, the patient leaflet and GP text messages can be downloaded the campaign resource centre.

We are also creating an easy read version of the leaflet and case study videos which will be shared with you when available.

For more information

If you have any questions about this toolkit or require more information, please email: Ssotics.comms@nhs.net