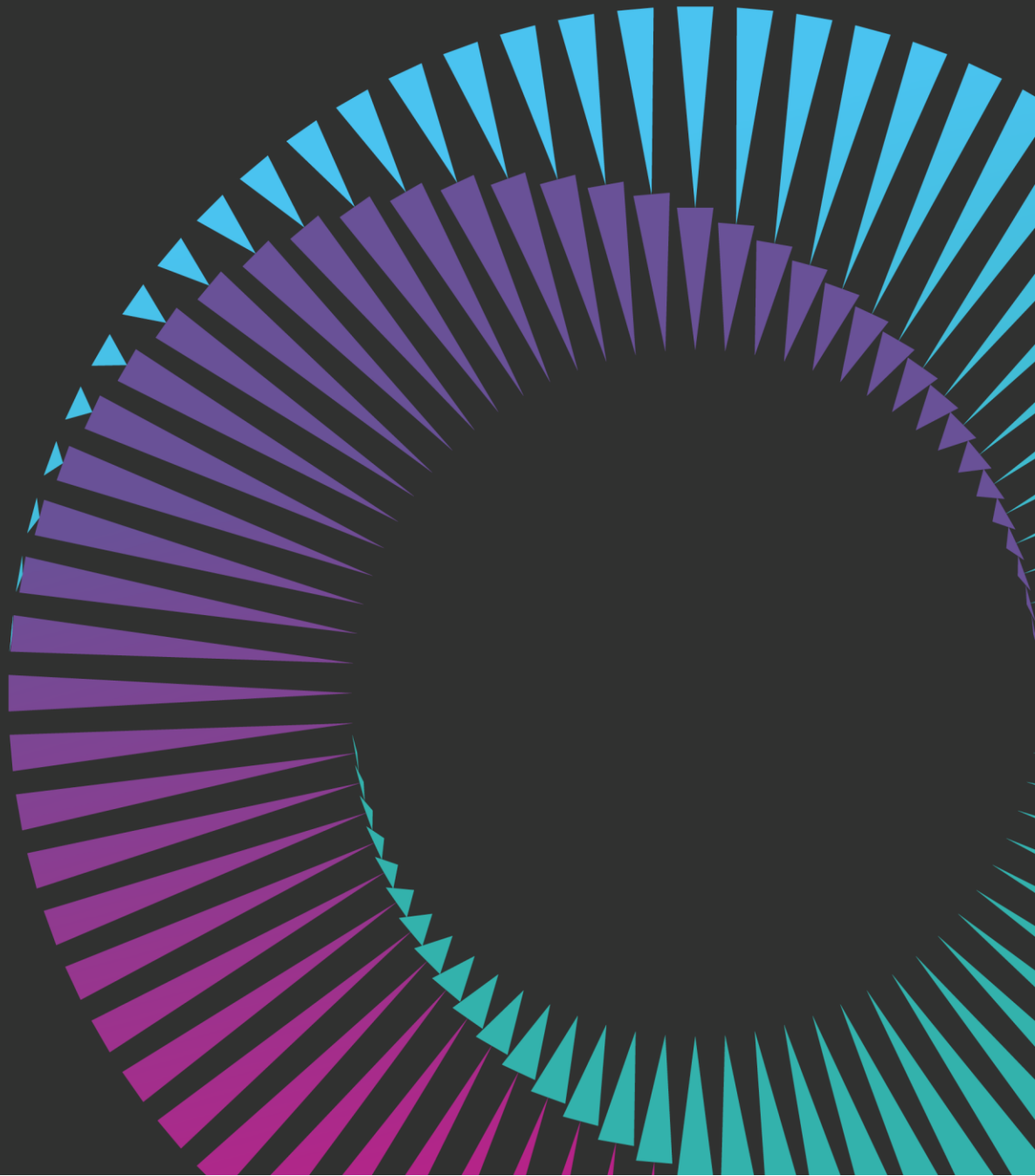


Partner toolkit briefing

Prostate cancer campaign



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Prostate cancer campaign

Campaign introduction

Staffordshire and Stoke – on Trent ICB have commissioned a campaign to promote awareness of prostate cancer which is running throughout September – October 2024.

We want all patients to understand the signs and symptoms of prostate cancer, and to encourage patients to step forward to speak to their GP practice if they have any symptoms. This campaign also highlights who is most at risk of prostate cancer, and how to stay vigilant.

This campaign targets males in Staffordshire and Stoke-on-Trent with a specific focus on high risk cohorts such as people from Black, African and Caribbean cohorts and patients with family who have been diagnosed with prostate cancer.

The partner toolkit has been developed to help amplify the local message. The aim is that by creating the toolkit, we are making it as simple and quick for partners, to share the message and help spread awareness of prostate cancer.

What this campaign toolkit includes

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

Comms material	Content	Action required
Social media content	SSOT_ICB_Prostate cancer_MP4 SSOT_ICB_Prostate cancer_patient_MP4_short https://www.youtube.com/watch?v=OfSahUuL_Uk SSOT_ICB_Prostate cancer_patient_MP4_long https://www.youtube.com/watch?v=9BjQA4s9IPI	Publish posts on your social media profiles
Poster	SSOT_ICB_Prostate cancer_Poster	To print out and display at your site

How to use the campaign toolkit

Please utilise as many of the enclosed resources as possible to help raise awareness of the campaign messages.

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

You can also support by following on [Facebook](#) and [Twitter](#) and like / share any posts related to this recruitment campaign.

If you have any questions about this toolkit or require more information, please email [**ssotics.comms@staffsstoke.icb.nhs.uk**](mailto:ssotics.comms@staffsstoke.icb.nhs.uk)