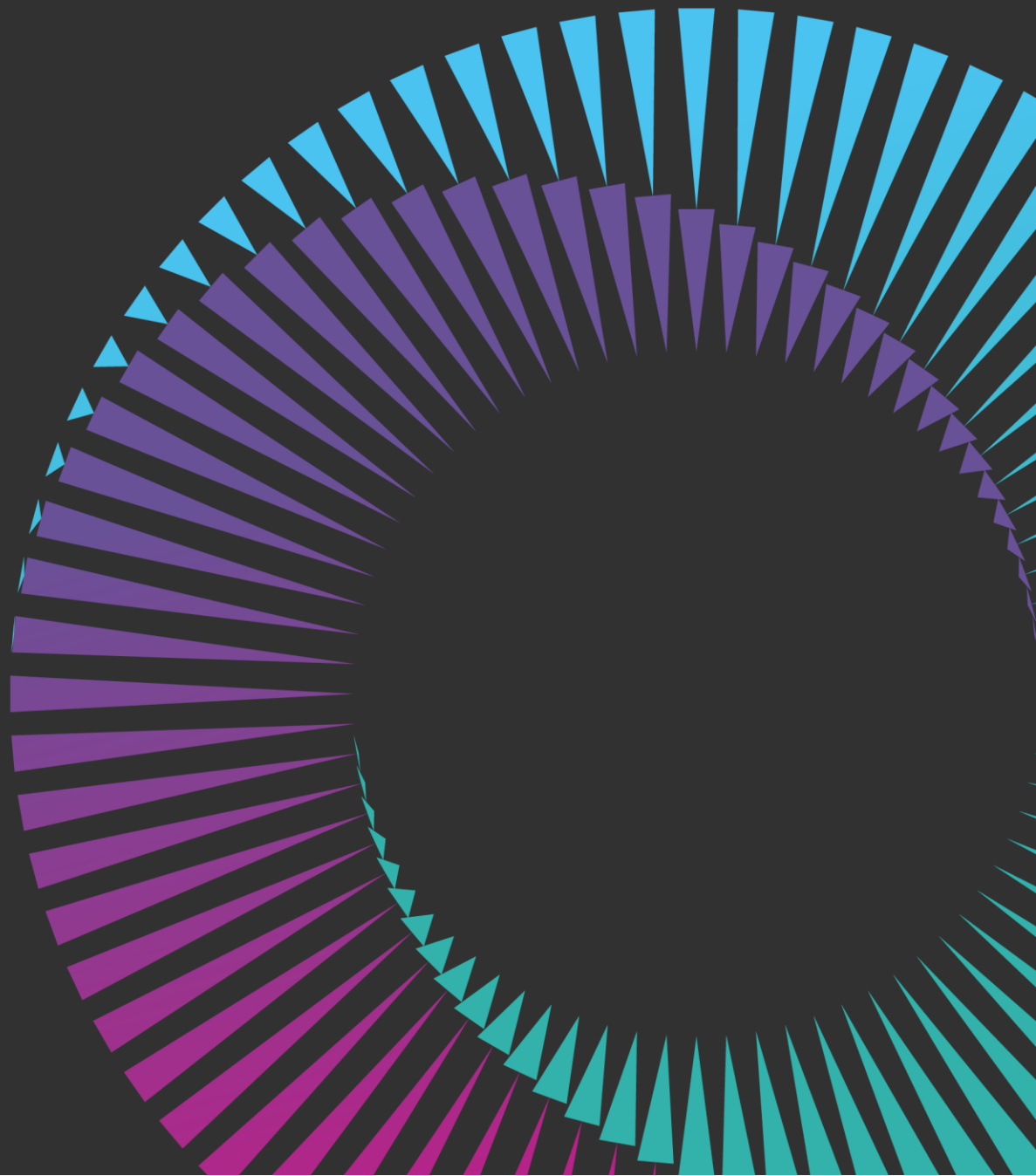


# Social media posts

Breast cancer campaign




# Social media posts

## Breast cancer campaign

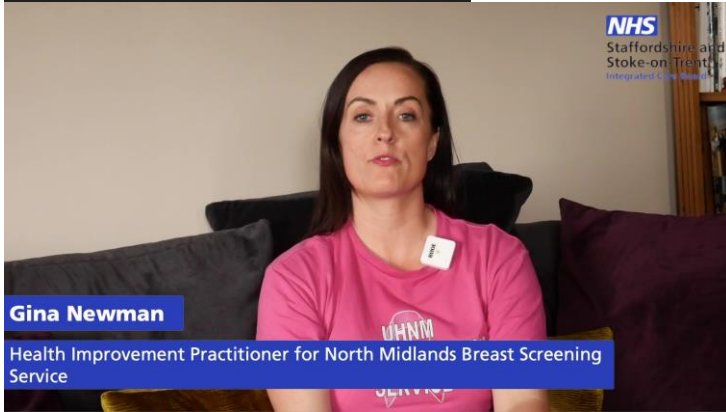
The partner toolkit has been developed to help amplify the local message. The aim is that by creating the toolkit, we are making it as simple and quick for partners, to share the message and help spread awareness of breast cancer.

Wherever you can, try to use the materials as they have been provided to promote the campaign messages. Avoid making changes unless necessary however you may wish to add context that these resources were provided by Staffordshire and Stoke-on-Trent ICB in your social media captions.

You can download the campaign social media resources by scrolling to the bottom of the campaign resource webpage: <https://staffsstokeics.org.uk/breast-cancer/>

Video and files	Caption copy
<p><b>Patient video</b> Embed YouTube link below <a href="https://youtu.be/uvb7alldmf0">https://youtu.be/uvb7alldmf0</a></p> 	<p>Attending your breast screening could save your life. Hear from Sue, a local breast cancer survivor. Catch cancer early.</p> <p><a href="https://staffsstokeics.org.uk/breast-cancer/">https://staffsstokeics.org.uk/breast-cancer/</a></p>
<p><b>Clinician video</b> Embed YouTube link below</p>	<p>Attending your breast screening is quick, easy and vital to catch cancer early. Hear from Gina, a local clinician.</p> <p><a href="https://staffsstokeics.org.uk/breast-cancer/">https://staffsstokeics.org.uk/breast-cancer/</a></p>

[https://youtu.be/GXuXk\\_dun6c](https://youtu.be/GXuXk_dun6c)



**What happens at your screening video – easy read version**

**Embed YouTube link below**

<https://youtu.be/DXqbNfdZQgA>



**SSOT ICB\_Female breast cancer symptoms GIF**

**Download from campaign resource website**



**SSOT ICB\_Male breast cancer symptoms GIF**

**Download from campaign resource website**

It is important to attend your breast screening when you are invited so we can help catch cancer early.

It is quick and easy to attend.

<https://staffsstokeics.org.uk/breast-cancer/>

Learning how to spot the symptoms of breast cancer can help catch cancer early. Speak to your GP practice if you have any.

<https://staffsstokeics.org.uk/breast-cancer/>

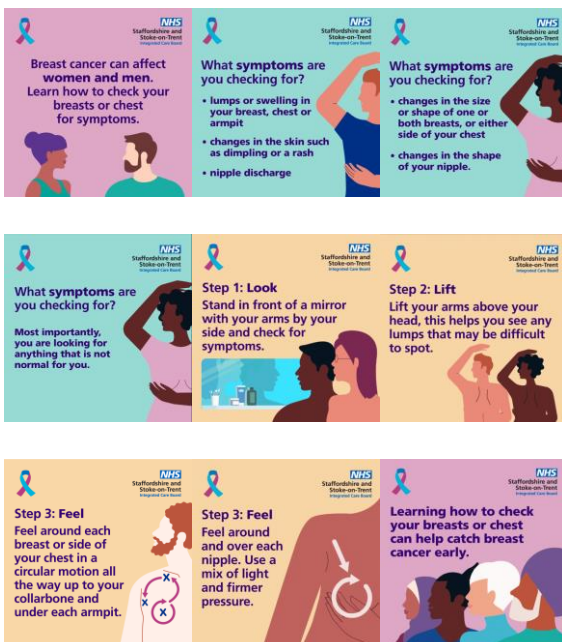
Breast cancer doesn't just affect women. Learn how to spot symptoms to



catch cancer early. Speak to your GP practice if you have any.

<https://www.nhs.uk/conditions/breast-cancer-in-men/symptoms-of-breast-cancer-in-men/>

**SSOT ICB\_How to check for symptoms GIF**  
**Download from campaign resource website**



Learning how check for symptoms of breast cancer can help catch cancer early. Speak to your GP practice if you have any.

<https://staffsstokeics.org.uk/breast-cancer/>