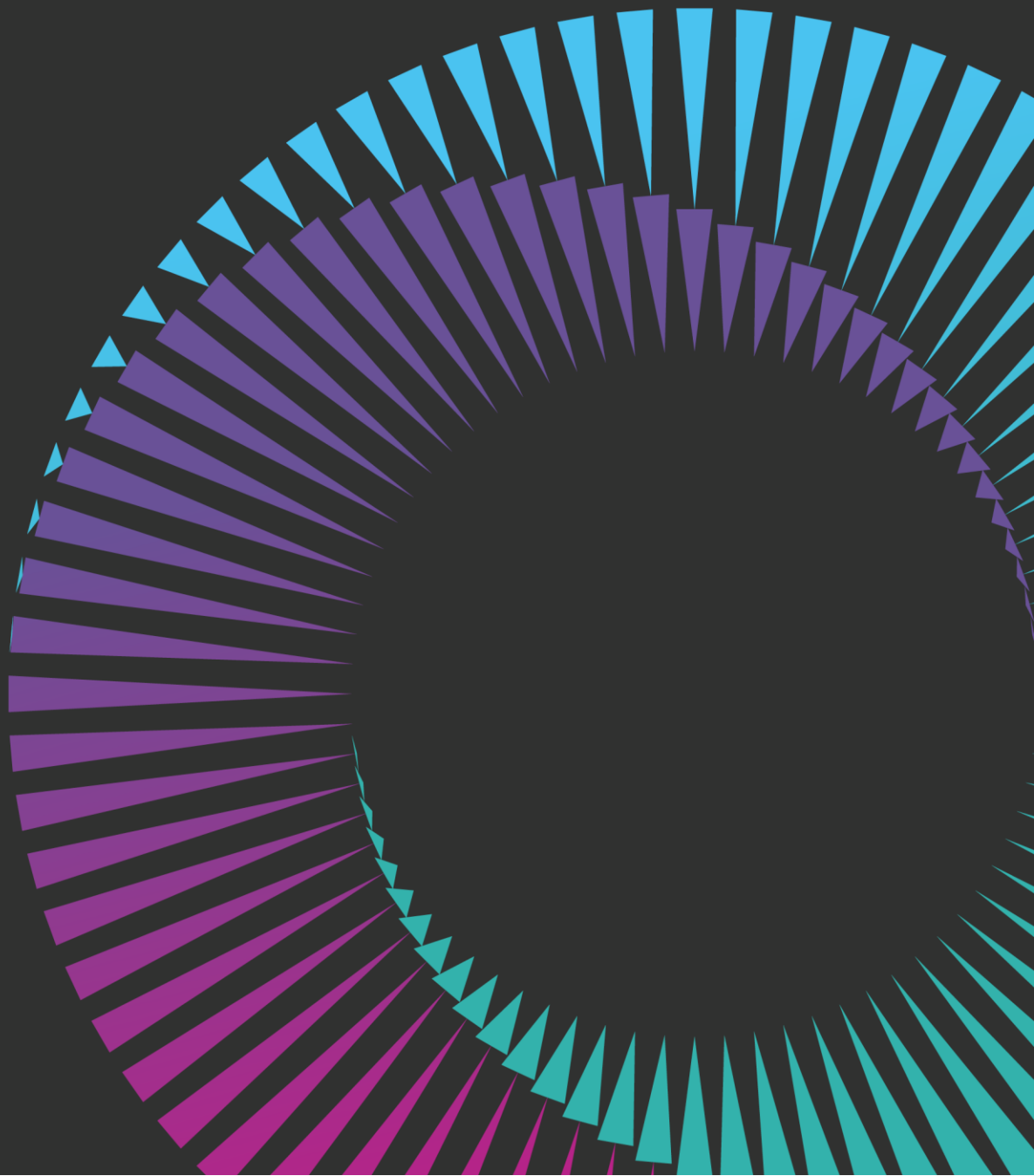


Partner toolkit briefing sheet

Breast cancer campaign



Partner toolkit briefing

Breast cancer campaign

Campaign introduction

Staffordshire and Stoke-on-Trent ICB have commissioned a campaign to promote awareness of breast cancer which is running throughout October – November 2024 throughout Breast Cancer Awareness month.

We want all patients to understand the signs and symptoms of breast cancer, how to check for symptoms, and to encourage patients to step forward to speak to their GP practice if they have any symptoms.

This campaign targets all genders in Staffordshire and Stoke-on-Trent including a focus on male breast cancer. For women, there is a focus on attending your screening when called.

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.

You can download all resources at the bottom of this webpage:
<https://staffsstokeics.org.uk/breast-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
Breast cancer social media posts document	<p>Clinician video: https://youtu.be/GXuXk_dun6c</p> <p>Patient video: https://youtu.be/uvb7alldmf0</p> <p>What happens at your screening – easy read video: https://youtu.be/DXqbNfdZQgA</p> <p>SSOT ICB_Female breast cancer symptoms GIF: download from campaign resource website</p> <p>SSOT ICB_Male breast cancer symptoms GIF: download from campaign resource website</p> <p>SSOT ICB_How to check for symptoms GIF: download from campaign resource website</p>	<p>Publish posts on your social media profiles – refer to social media document for full details</p> <p>GIF resources can be downloaded here: https://staffsstokeics.org.uk/breast-cancer/</p>

Display videos for waiting room screens with captions	SSOT ICB_Clinician MP4: download from campaign resource website SSOT ICB_Patient MP4: download from campaign resource website	Display on waiting room screens
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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)