

Stakeholder briefing

Lung cancer and Targeted Lung Health Check campaign

Campaign introduction

We would like to share news about a Staffordshire and Stoke-on-Trent Integrated Care Board (ICB) funded lung cancer and Targeted Lung Health Check (TLHC) campaign launching next week, running from November – December 2024.

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.

We recorded over **700 appointments booked** since the TLHC campaign in October 2023 with **657 being attributed to the campaign**

The lung cancer and TLHC campaign is being promoted through a multi-channel approach including social media activity, radio and a campaign toolkit for GPs and partners.

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. We encourage partners to support the campaign by sharing information across their communication channels.

Key messages

- To raise awareness of lung cancer symptoms
- To increase awareness of what a lung health check is for 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 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; repost or share from the ICB/ICS social media channels
Public website	Website copy	Upload copy to your website and share in public facing newsletters
Translated information leaflet	Translated into Polish, Urdu, Punjabi, and Gujarati	Upload to your website as supporting information and signpost to patients
Waiting room screens	Information screens	Upload to digital patient information screens within waiting rooms (can also be used in hospital waiting rooms)
Text message copy	Text message copy	Information to share via SMS text message service or other messaging platforms where possible

How to use this campaign toolkit

Please utilise as many of the enclosed resources as possible to help raise awareness of the TLHC programme.

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

All resources can be downloaded via the link provided:

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

For more information

If you have any questions about this toolkit or require more information, please email:

ssotics.comms@staffsstoke.icb.nhs.uk