

# DETECT CANCER EARLY NEWSLETTER

Issue 4

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## BREAST CANCER AWARENESS CAMPAIGN LAUNCHED BY NICOLA STURGEON

Nicola Sturgeon launched the Breast Cancer Awareness campaign on 4<sup>th</sup> September at the Filmhouse, Edinburgh. The campaign launch included the first showing of a groundbreaking television advertisement, starring actress Elaine C Smith, which shows real pictures of women's breasts with visible signs of cancer to highlight that lumps are not the only signs to check for.

Ms Sturgeon was joined at the launch by Audrey Birt, Chair of the Scottish Cancer Coalition and Director of Breakthrough Breast Cancer in Scotland, with breast cancer survivors Jennifer Gossman and Alison Walker who were all very supportive of the bold approach to this campaign.

The campaign launch was one of Ms Sturgeon's final engagements as Cabinet Secretary for Health and Wellbeing, as the following day she moved on to a new portfolio. Mr Alex Neil was appointed Cabinet Secretary for Health and Wellbeing.

The bold approach has received positive support from the media and continues to feature in local and national news coverage.



### The Knowledge Hub

The Knowledge Hub is where communications leads and stakeholders can access resources for our campaigns. Go to this [website](#) and search for Scottish Government – Detect Cancer Early – request membership and we will respond to your request.

### Facebook

Please remember Detect Cancer Early has its own Facebook page at: [facebook.com/DetectCancerEarly](https://facebook.com/DetectCancerEarly)



Audrey Birt (centre) with Jennifer Gossman and Alison Walker at the launch

### Executive Leads Meeting

An Executive Leads meeting was held in Perth on 29<sup>th</sup> August. This event provided a networking opportunity for Detect Cancer Early NHS Board Leads and enabled the sharing of ideas and activities in the

Early stages of the programme. In the afternoon imaging leads joined the meeting to participate in a discussion on demand and capacity modeling, whilst other discussions took place on colonoscopy services and data & definitions.

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## Bowel Cancer Awareness

We have started work on the brief for the Bowel Cancer Awareness campaign which will focus on increasing Bowel Screening uptake. We plan to launch this campaign in February 2013 and will share further information in the next issue of this newsletter.

## Deep End

Members of the Detect Cancer Early team had a very successful meeting with Deep End GPs on 20<sup>th</sup> April 2012, outlining the programme and discussing ideas to increase engagement with hard to reach communities. The report from the meeting is available [here](#)

## Making Best Use of Radiology Guidance

The Royal College of Radiologists new referral guidelines, **iRefer** which aims to support clinicians to choose the right test at the right time are now available electronically to NHS professionals working in NHS Scotland.

The guidelines can be accessed using a secure N3 connection to the NHS network. Making best use of radiology guidance is available [here](#)



## Breast Cancer Awareness Roadshows: A Huge Success

The Leith Agency, our partner running the roadshows tell us: *'The Detect Breast Cancer Early campaign is proving to be a brilliant success and we are delighted with both the results and response from the public. At 38 dates into the road show, our teams have engaged with over 16,000 women – an incredible achievement alone. The reaction and feedback from the public has*

*been extremely positive, with high recognition of the TV advert and a huge show of support and confidence for what the teams are doing. Comments from women show that they are learning about signs and symptoms they had previously not been aware of, highlighting the effectiveness of the materials and messaging. This continues to show how valued and appreciated the activity is.'*

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