

Autumn Cancer Awareness Campaign: September - October 2025

Brief:

To raise awareness of the signs and symptoms of cancer, NHS cancer screening programmes and the importance of early diagnosis, as part of an Autumn Awareness campaign called “Know the Signs”.

Why:

We want more people across Dorset, Hampshire and the Isle of Wight to know the signs and symptoms of cancer and when they should speak to a health professional (GP practice, pharmacist, Nurse). We know that 1 in 2 people will get cancer in their lifetime and that the earlier it is diagnosed, the greater chance people have, of surviving.

Target Audience:

We are targeting this campaign at **Men who are over 50**, in areas of Hampshire, Dorset and the Isle of Wight where there is a **higher risk of cancer**, and we are also working with **Black, Asian and minority ethnic communities** to help us spread awareness through their own networks and help us to tailor our messages to ensure they have the greatest impact.

Key Messages

- 1 in 2 people will get cancer in their lifetime
- Early cancer diagnosis saves lives
- If something in your body doesn't feel right, speak to your GP Practice. Don't carry the worry of cancer with you.

Useful Statistics:

- 1 in 2 people will get cancer in their lifetime
- 50% of people will survive for 10 years or more after their cancer diagnosis.
- Cancer survival is improving and has doubled in the last 50 years.
- 38% of cancers in the UK, are preventable.
- Early cancer diagnosis means more treatment options, more successful treatment and better outcomes.
- Cancer Screening is available for the most prevalent cancers in the UK: Cervical, Breast, Bowel and Targeted Lung Health Checks (find out more on our website – see below).

How you can help

Please help us by supporting this campaign, sharing messages with your community groups, friends and families. You are welcome to use the materials we have developed for this campaign, or to create your own. Everything you need, can be found on our dedicated webpage: www.cancermatterswessex.nhs.uk/know-the-signs. For more information, or any questions, email: wessexcanceralliance@wca.uhs.nhs.uk or call us on: 07961 062883.

