

FREE RESOURCES

Play Your Part

in prevention and early diagnosis of cancer



To complement the Let's Communicate Cancer Play Your Part campaign, another way you can play your part is to highlight awareness and create talking points for your customers to be informed and take action. For this purpose I have worked with the charity sector to source free posters and infographics which will compliment the four NPA marketing campaigns throughout 2023 and 2024. Of course, you are welcome to display these anytime but the marketing campaigns coincide with prominent calendar dates for the cancer types. It is suggested you order these resources a month or two in advance of the campaign dates. If specific items are not available there is plenty of choice from these charities.

Team preparation

These posters are designed to encourage conversations in the pharmacy to help achieve early diagnosis. To prepare yourself and your teams we encourage you to look at the Play Your Part and Factsheet sections in the BOPA and NPA CancerHUBs where you can watch short animations and read about recognising suspected red flag cancer symptoms. Module 1 of Let's Communicate Cancer also has comprehensive learning on red flag symptoms.

The campaigns

November 2023: Genitourinary cancer represented by Prostate Cancer UK

This will be represented by focussing on a poster from prostate cancer UK entitled: **1 in 8 men will get prostate cancer**. If you click on the link below you can order the poster and complimentary resources to be sent to you free of charge or download the graphics.



A4 poster	https://shop.prostatecanceruk.org/1in8-a4
Booklet	diet-and-your-risk-leaflet-ifm.pdf (prostatecanceruk.org)
Booklet	Know your prostate Prostate Cancer UK Shop
Wallet cards	Display box - Know your prostate: a quick guide Prostate Cancer UK Shop

January 2024: Lung cancer represented by CRUK 'What can help me stop smoking', 'you can be smoke free' and other smoking cessation resources



A3 poster	You can be smoke free - A3 poster Publications (cancerresearchuk.org)
Animation	Cut your cancer risk animations - smokefree Publications (cancerresearchuk.org)
Others	Smoking Cessation Publications (cancerresearchuk.org)

The full Let's Communicate Cancer course is available by clicking [here](#)
Version 1: The information provided is in line with current guidance on March 2023

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April/May 2024: Prevention and early diagnosis of cancer represented by CRUK 'Have you noticed any changes in your health?'

This is chosen as part of the CRUK Spot Cancer Early campaign to encourage conversations with customers about changes in their health and that they should have them checked out.



A3 poster	STOP SMOKING TOOLS - A3 (cancerresearchuk.org)
Leaflet	Early Diagnosis Publications (cancerresearchuk.org)
Wallet cards	Early Diagnosis Publications (cancerresearchuk.org)
Leaflets	Early Diagnosis Publications (cancerresearchuk.org)

CRUK Cutting Your Cancer Risk resources are available at:

Prevention | Publications (cancerresearchuk.org)

September 2024: Haematological/Blood cancers represented by Lymphoma Action UK

A poster entitled: **If you have any of these symptoms, visit your GP**. Lymphoma can be treated so act now. There are lots of other resources available including balloons, flags and leaflets.



A4 downloadable poster (access to hard copy will be available on the website and posted to you free of charge)	Lymphoma symptoms poster_0.pdf (lymphoma-action.org.uk)
Promotional materials	Lymphoma Action Shop (lymphoma-action.org.uk)
Information leaflets	Lymphoma Action Shop (lymphoma-action.org.uk)
Postcards	Lymphoma Action Shop (lymphoma-action.org.uk)

Breast Cancer

At this time of writing it has not been possible to source free posters but the following may be helpful:

Know Your Lemons has comprehensive, highly visual, easy to understand information to help self-checking for signs of breast cancer. It has many resources available including a free self-checking reminder app for customers to download.



Poster	Posters (shopknowyourlemons.com)
App	Self-exam and period tracker app for early detection of breast cancer — Know Your Lemons® for Early Detection

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Breast Cancer Now has published a booklet called 'Know your breasts' in many different languages.

Download and order publications | Page 6 | Breast Cancer Now

Download **What causes my breast cancer and how can I reduce my chances of developing it?**

BCN_Risk_booklet_A5_KF_Final_5.indd (breastcancernow.org)

Have fun with this and Play Your Part to help prevention and early diagnosis of cancer.

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