



# National Cancer Clinical Nurse Specialist Day

## GM Cancer CNS Workforce Subgroup

### Background



The GM Cancer Clinical Nurse Specialist (CNS) Workforce Subgroup comprises of Cancer Site-specific CNSs who collectively represent all NHS Trust providers across GM. To address the key strategic activity of 'raising the profile of the CNS role within the general workforce', the Subgroup decided to launch a social media campaign.

The first National Cancer CNS Day (15 March 2022) celebrated the role of Cancer Nurse Specialists and aimed to bust some myths around the role of this vital part of the nursing workforce.

Led by **Greater Manchester Cancer Alliance**, with the support of **Health Education England (HEE)**, **Macmillan**, **UKONS** and the **Royal College of Nursing**, the day also made a call for greater investment in the role which is facing a crisis of retention and recruitment.

- 30% of the specialist cancer nursing workforce are due to retire in the next 10 years
- An estimated 3.3million people will be living with cancer in England by 2030
- The Cancer Nurse Specialist workforce needs to increase by 100% in the next 8 years to continue delivering world-class personalised care interventions and meet patient demand

### What We Have Achieved

The aim of the campaign was to help address shortages among this vital workforce, to inspire more people to consider a career as a cancer CNS and to call for greater investment in this workforce, as well as debunking preconceptions around working in cancer.

A social media campaign was launched which was far reaching and included activity across all 21 cancer alliances.

We created videos for the awareness day, featuring both cancer nurses and patients, to showcase the role of the cancer CNS. The videos were used as part of the social media campaign using the hashtag **#NationalCancerCNSDay**



Among the nurses featured in the videos is Marie Eaton, a Lung Cancer CNS at The Christie NHS Foundation Trust.

Marie spoke about the "very valuable, privileged position" of being able to support patients in a holistic way throughout their cancer journey. "Working in cancer isn't all doom and gloom – we have some nice, happy times with our patients. We can't always cure everybody, but we can make sure that we're there from the beginning to the end, whatever that end may be."



