

# NATIONAL CANCER

## Clinical Nurse Specialist Day

15 MARCH

ASSETS  
PACK



# Introduction



**National Cancer Clinical Nurse Specialist Day is a social media awareness day that has been developed to highlight and celebrate the hugely important role that the cancer nursing workforce provides in support of patients and UK-wide health systems on a daily basis.**

The Cancer Nurse Specialist (CNSs) workforce is facing crisis. With the demand for cancer services increasing, more CNSs are needed now than ever before. Holding events like National Cancer CNS Day on 15<sup>th</sup> March is an important marker to celebrate the incredible work they do and myth-bust preconceptions around working in cancer **#NationalCancerCNSDay**

Last year the campaign received more than 3,300 mentions on social media and became a trending topic on Twitter, with a high level of engagement from CNSs up and down the country. Successful posts included a video featuring Amy, a cancer CNS, and her patient Marianne as well as a tweet featuring David Tennant on the value of the NHS as a whole, shared alongside a passionate message to protect the organisation.

15<sup>th</sup> March 2024 is our 3<sup>rd</sup> National Cancer CNS Day. Join in the social media campaign using the downloadable assets below to show your support and appreciation for our Cancer Clinical Nurse Specialist Workforce!



## IN THIS PACK YOU WILL FIND

- National Cancer CNS Day Frequently Asked Questions (FAQs)
- Recommended social media posts and graphics
- Downloadable email footer, Teams background and web banner

# Frequently Asked Questions (FAQs)

## National Cancer CNS Day

### What is a Cancer Clinical Nurse Specialist?

On average, someone is diagnosed with cancer every 90 seconds in England, and they seek the expert support of this profession. Cancer Clinical Nurse Specialists are experts in their field, offering a unique blend of skills to provide quality care to patients throughout the cancer pathway. They are pivotal in the coordination and delivery of personalised care interventions and offer support physically and emotionally.

Cancer clinical nurse specialists are highly regarded because of their specialist training and education and for choosing to work in an extremely demanding and complex field of healthcare.

### What is National Cancer CNS Day?

The idea for a national cancer CNS day was born out of the knowledge that the growth of the cancer workforce is not keeping pace with the increasing demand for cancer services.

We know the Cancer CNS workforce is aging with 18% of the workforce who are older than the average age of general nursing personnel. Furthermore, since 30% of CNSs are looking to retire in the next 8 years, campaigns such as the National Cancer CNS Day are both important and urgent.

The Aspiring Cancer Career Education Development programme (ACCEND) was established to address and provide solutions to key issues that challenge the cancer workforce both now and into the future. The ACCEND programme is a key stakeholder and has committed to continue to support the National Cancer CNS Day after this was launched in 2022.

### When is National Cancer CNS Day?

National Cancer CNS Day campaign will run every 15th March (or closest available date to it)

### Who can get involved in National Cancer CNS Day?

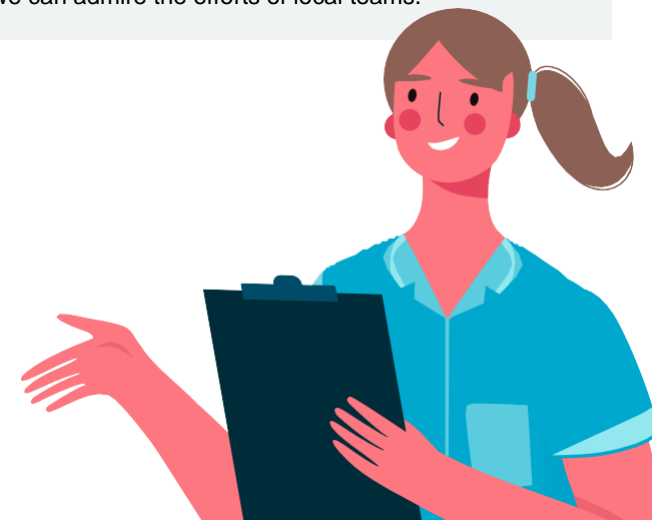
Everyone – if you have social media, feel free to join in ensuring to use #NationalCancerCNSDay.

To help this awareness day continue to grow, we would like to encourage all organisations to support their cancer nurses and colleagues to engage and celebrate the work our cancer CNSs do and the significant impact they have on cancer patient outcomes.

### Where is National Cancer CNS Day hosted?

This is a social media awareness campaign; therefore, the event will take place on social media platforms such as X (formerly known as twitter), Facebook, LinkedIn. By coming together on social media, we can reach a larger, diverse audience and everyone has the opportunity to engage with the event from wherever they are located. It also allows people to share stories, pictures, and videos to raise awareness of this vital role but to also showcase the great work of our cancer CNS workforce. It also allows people to share and show their support of the workforce.

Some organisations, alliances and teams have celebrated by organising local events such as away days, well-being events and celebratory stalls to show our appreciation to the cancer CNS workforce. Please remember to share with the #NationalCancerCNSDay so we can admire the efforts of local teams.



# Frequently Asked Questions (FAQs)

## National Cancer CNS Day

### How can we get involved?

The overarching focus of cancer CNS day is for it to be an awareness raising social media campaign, so please use the messaging and posts in in this pack and join in with the scheduled thunderclap moment at 9am and 1pm.

### Is there any funding available to support with content and in person events?

No, we've developed this asset pack that you can use and add your logos to it. We really want this event to be an online celebration and awareness raising campaign, so whilst it's great to see and share celebration events hosted locally, our focus is on the social media activities and scheduled thunderclap moments.

### What is a thunderclap moment?

A thunderclap moment is a scheduled burst of activity that happens in support of a campaign. Essentially, everyone shares an X (tweet) at the same time, so there's a sudden surge in awareness (a thunderclap if you will) and the hashtags trend.



# Recommended social media posts and graphics



**Please see the following pages for recommended social media graphics, tweets & alt text for images.**

This asset pack is available to use but feel free to share your own tweets/stories/images far and wide on social media to spread the word for #NationalCancerCNSDay

# Social Media post 1

Wording to be used in the run up to CNS Day

[DOWNLOAD HERE](#)

## Post copy

Save the date! 15th March 2024 is our 3rd National Cancer CNS Day. Join us on social media to show support & appreciation for our amazing Cancer Clinical Nurse Specialist Workforce **#NationalCancerCNSDay**

## Alt. text

Text on a blue background reads “National Cancer Clinical Nurse Specialist Day, 15th March, #NationalCancerCNSDay”. 3 circles with images of Cancer Nurse Specialists enclosed. Various logos along the bottom of the image in a white banner.



Twitter (X)



Facebook



Instagram



LinkedIn



# Social Media post 2

Wording to be used in the run up to CNS Day

[DOWNLOAD HERE](#)

## Post copy

The countdown is on to National Cancer CNS Day! Search activity across all cancer alliances on 15th March as we come together to show our appreciation for our Clinical Nurse Specialists **#NationalCancerCNSDay**

## Alt. text

Text on a blue background reads 'Save the date, 15th March, #NationalCancerCNSDay'. Cartoon image of a cancer nurse specialist smiling. Various logos along the bottom of the image in a white banner.



Facebook



Twitter (X)



LinkedIn



Instagram

# Social Media post 3

Wording to be used in the run up to CNS Day

[DOWNLOAD HERE](#)

## Post copy

1 week to go until #NationalCancerCNSDay!  
The excitement is building across the network with many of our trusts involved. Join us to make this day a celebration of our Cancer Clinical Nurse Specialists.

## Alt. text

Text on a blue background reads '15 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.



Facebook



Twitter (X)



LinkedIn



Instagram



1<sup>ST</sup>  
**THUNDERCLAP  
MOMENT**  
Suggest posting  
this at 9am



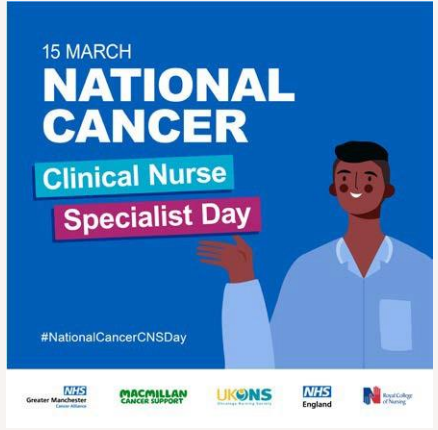
Facebook



Twitter (X)



LinkedIn



Instagram

# Social Media post 4

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

### Post copy

Today is the third **#NationalCancerCNSDay!** We are proud to be sharing our support for this incredible workforce. Join us on social media as we celebrate the amazing work our Cancer Clinical Nurse Specialists do every day. @UKONSmember @macmillancancer @NHSEngland @theRCN

### Alt. text

Text on a blue background reads '15 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.

# Social Media post 5

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

## Post copy

Are you a nurse or considering a career in nursing? Explore the prospect of becoming a Cancer Clinical Nurse Specialist. Our cancer workforce needs you more than ever before in this incredibly rewarding career **#NationalCancerCNSDay**

## Alt. text

Text on a blue background reads '15 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of a cancer nurse specialist smiling. Various logos along the bottom of the image on a white banner.



Facebook



Twitter (X)



LinkedIn



Instagram

2<sup>ND</sup>  
**THUNDERCLAP  
MOMENT**  
Suggest posting  
this at 1pm

# Social Media post 6

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

## Post copy

Our Cancer Nurse Specialist workforce is facing crisis. With the demand for cancer services increasing, we need more cancer CNSs than ever before. Join us as we showcase the incredible work of our CNS workforce and discover more about these valued roles. **#NationalCancerCNSDay**

## Alt. text

Text on a blue background reads '15 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.



Facebook



Twitter (X)



LinkedIn



Instagram

# Social Media post 7

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

## Post copy

Today is the third **#NationalCancerCNSDay!** We are proud to be sharing our support for this incredible workforce. Join us on social media as we celebrate the amazing work our Cancer Clinical Nurse Specialists do every day.

## Alt. text

Text on a blue background reads 'National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay'. Photograph of a clinical nurse specialist in a white frame alongside a quote. Various logos along the bottom of the image on a white banner.



Facebook



Twitter (X)



LinkedIn



Instagram



# Social Media post 8

Wording to be used on CNS Day

**DOWNLOAD HERE**

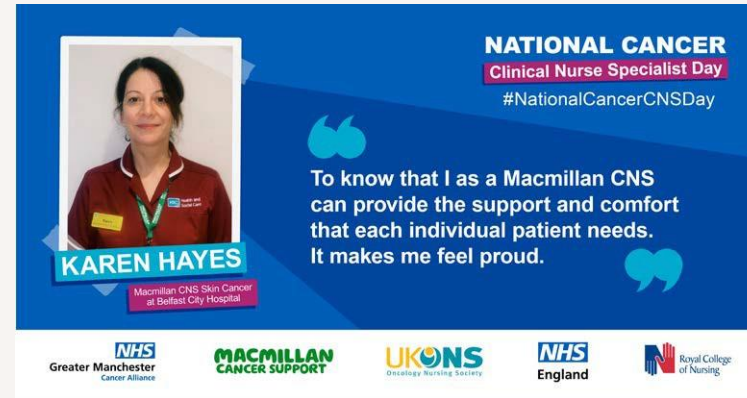
## Post copy

Our cancer clinical nurse specialists (CNS) have been sharing what being a CNS means to them to mark #NationalCancerCNSDay

## Alt. text

Text on a blue background reads 'National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay'. Photograph of a clinical nurse specialist in a white frame alongside a quote. Various logos along the bottom of the image on a white banner.

Two further specialist quotes available:



Facebook



Twitter (X)



LinkedIn



Instagram

# Social Media post 9

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

## Post copy

CNS Day on the 15th March shines a light on the wonderful work of cancer clinical nurse specialists (CNS) helping to support patients far and wide.

Years of evaluating the role has firmly established the CNS as an essential member of the multidisciplinary team in enhancing cancer care. CNSs use their expertise to assess, diagnose and treat people living with cancer and their role extends to other areas such as education and research

Responsibilities includes holistic support, specialist advice, symptom control and signposting to other services. CNS support can ensure people have continuity of care during their cancer journey as CNSs are usually the first point of contact when a patient requires any support and they continue to be involved in their care for many years.

At Macmillan, we value the essential contribution CNSs make to cancer care with approximately 6500 Macmillan badged CNSs working across the UK.



## Alt. text

'National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Photograph of Claire Taylor, Chief Nursing Officer at Macmillan Cancer Support alongside a quote. Various logos along the bottom of the image on a white banner.



Downloadable graphics

# X (Twitter) Banner

[DOWNLOAD HERE](#)

## Profile banner upload

Upload to your profile page by replacing your current banner for the official National Cancer CNS Day graphic.



Twitter (X)

# Welsh assets

[DOWNLOAD HERE](#)

## Post text

Today is the third **#NationalCancerCNSDay!** We are proud to be sharing our support for this incredible workforce. Join us on social media as we celebrate the amazing work our Cancer Clinical Nurse Specialists do every day. @UKONSmember @macmillancancer @theRCN

## Alt. text

Text on a blue background reads 'National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Two circles with cartoon images of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.

Signature



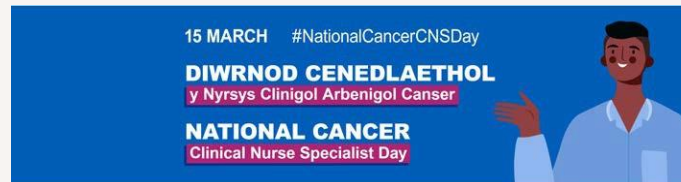
Twitter (X)



Instagram



Twitter (X) Banner



Staff quote – Facebook



Staff quote – Twitter (X)



Downloadable graphics

# E-signature

[DOWNLOAD HERE](#)

## Email signature graphic

Please use either of these graphics within your email sign off. Please contact your IT department if you encounter any issues.



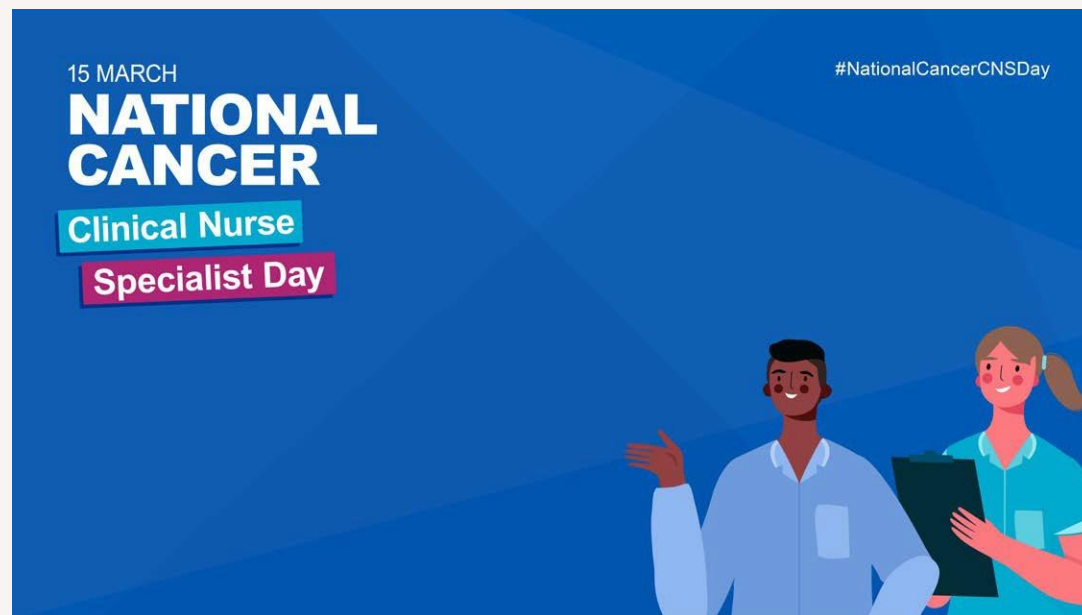
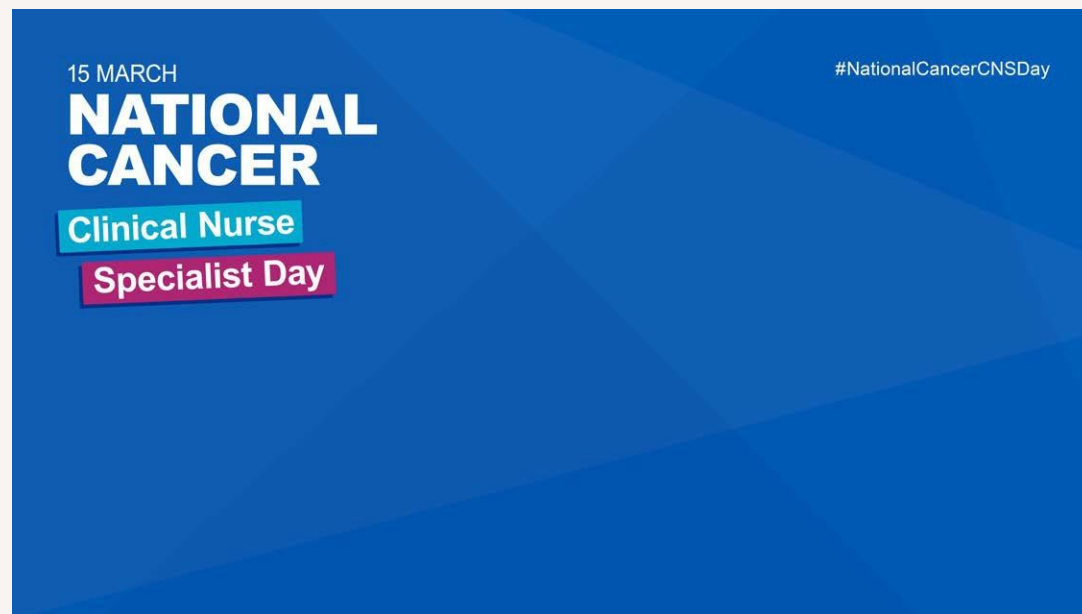
Downloadable graphics

## Teams Background

[DOWNLOAD HERE](#)

### Email signature graphic

Please use either of these virtual backgrounds when using MS Teams. Please contact your IT department if you encounter any issues.



Downloadable graphics

## Profile photo frame

[DOWNLOAD HERE](#)

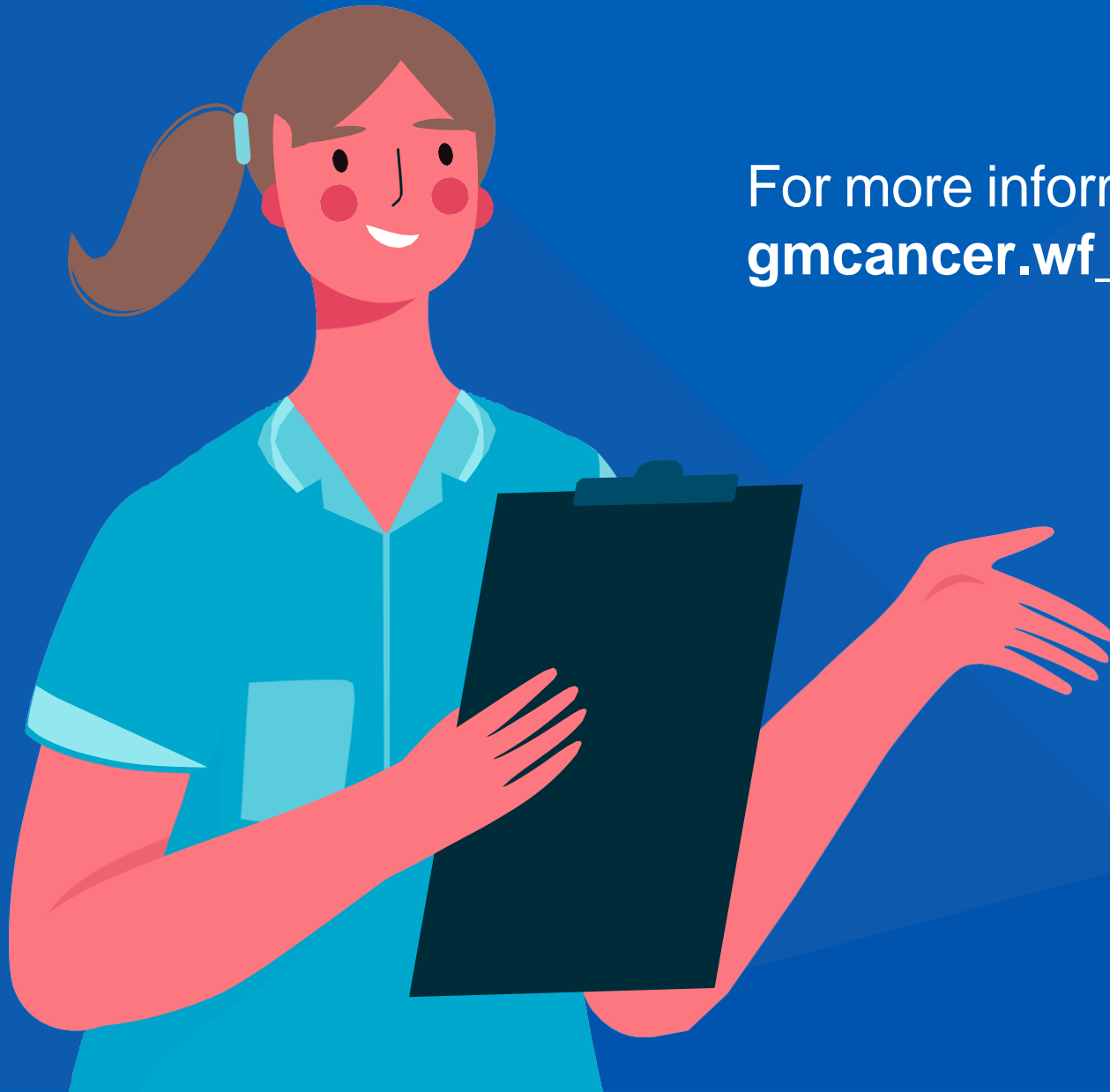
### How to use

Facebook: To add the frame to your Facebook profile simple select change photo, then select 'add frame'.

Twitter (X): This will require the user to manually overlay the transparent frame over an existing profile image using the users preferred editing software and re-uploading in Twitter/X.

Facebook & Twitter (X)





For more information, please contact  
[gmcancer.wf\\_ed@nhs.net](mailto:gmcancer.wf_ed@nhs.net)