

GM Cancer Workforce & Education Programme NATIONAL CANCER

Clinical Nurse Specialist Day



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What is National Cancer CNS Day?

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 event takes place annually on the 15th March across all 4 nations and is celebrated nationally. GM Cancer were proud to co-lead the day alongside UKONS and Macmillan, with the ongoing support from NHS England and the RCN.

The idea for a national cancer CNS day was developed from the knowledge that the growth of the cancer workforce is not keeping pace with the increasing demand for cancer services. The Cancer CNS workforce is aging; 18% of the workforce are older than the general nursing personnel. Furthermore, 30% of CNSs are looking to retire in the next 8 years. Which means campaigns such as the National Cancer CNS Day are vital.

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.



Evaluation & Feedback

#NationalCancerCNSDay 2023 saw great engagement, with all 21 alliances showing continued appreciation & support to the Cancer CNS workforce. We were excited to have colleagues and teams from Wales and Scotland join in the celebration and showcase this important role. The day started with a dedicated webinar exploring patient and Cancer CNS relationship, learning and development opportunities for current and aspiring cancer CNSs, & ended with an exciting twitter conversation hosted by UKONS discussing CNS roles and advanced practice. The engagement also included:

 **2,360**
POSTS

 **909**
USERS

 **13,104**
ENGAGEMENTS

 **3,990,905**
REACH

 **8,753,071**
IMPRESSIONS

#NationalCancerCNSDay 2023 saw thousands of users gather on social media to celebrate the role, with the hashtag reaching a number one trending spot in the UK.

TOP TWITTER TRENDS FOR UNITED KINGDOM NOW

1 #NationalCancerCNSDay

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. For future days we recognise the importance of creating content alongside professionals, hearing their stories and educating the public.

“For us it was an opportunity to showcase the work of our CNS team and it was a real honour to see the responses from patients expressing how much their support is appreciated - and being able to share that.”

“Lots of social media activity. Amazing we can recognise the work our CNS colleagues do.”

“Great way to celebrate, was a bonding experience for my CNS team”