

## **Greater Manchester Cancer Alliance**

**Real People, Real Stories, Empowering Action...** 

The Greater Manchester Cancer Alliance's Communications and Engagement Team works with the regional media and cancer patients throughout the year to raise awareness of the signs and symptoms of cancer and to promote screening and health checks...

15 patients worked with us to share their stories



#### News 🕨 Greater Manchester News 🕨 Bolton

#### 'I got a devastating diagnosis after shaving off my beard'

-minute drive back from my doctors to my house and when I was pulling up on the drive he called me back and told ded to go into hospital for tests









#### Former headteacher with ovarian cancer shares the signs and symptoms

Gill Broom now volunteers with the Dianne Oxberry Trust, a charity that raises awareness of ovarian cancer symptoms in the











#### Hale mum with rare type of blood cancer wants to raise awareness

Faye Bala has been living with Essential Thrombocythaemia since she was 16



**Our proactive** patient story articles were

# **Chronicle**

'I know I couldn't have done any more to catch my cancer early'

Laura Hope speaks about her cervical cancer diagnosis to mark Cervical Cancer Prevention Weel

DVERTISING FEATURE FROM Greater Manchester Cano





"Don't be like me, you don't want to go through what I've been through" - the survivor throwing his support behind an NHS sun safety campaign

Neville, from Stockport, is urging people to stay safe in the sun and protect themselves from skin cancer

AD FEATURE FROM **GREATER MANCHESTER CANCER ALLIANCE** By Lucy Varley Commercial Content Edito

Greater Manchester Cancer Alliance - Neville's Story



### Messenger

MANCHESTER

"We need to talk openly about cancer because having that conversation with my sister saved my life" - womb cancer survivor urges others to be aware of symptoms

# The Öldham Times

Bookmark 🔲 🚺 🎔

60

Bookmark 🔲

**Our stories** appeared in 89 media articles



#### Mum who battled breast cancer shares the signs and symptoms

Carina Doveaston from Wigan wants everyone to understand that breast cancer can affect people of any age

seen over 2 million times online and in print in GM

# **Bury Times**

Mum-of-three Tracey is on a mission to help improve conversations about cancer after t "We had to sit our seven-year-old down and tell her daddy

ADVERTISING FEATURE FROM Greater Manchester Cancer Alliance cial Audience Writer 08:48, 18 SEP 2023







Greater Manchester bus drivers bare all to support cancer charities

The naked calendars featuring Stagecoach Manchester staff will raise money to support cancer charities

ADVERTISING FEATURE FROM Greater Manchester Cancer Alliance nt Writer 16:19, 23 JAN 2024





Bury man encourages people with learning disabilities to use bowel cancer home testing kit

Screening is vital to detect bowel cancer at the earliest stage when it is more likely to be successfully treated and home testing kits are making it easier for people to do this in the privacy of their homes

# TheCorrespondent

Media coverage between April 2023 and March 2024 including patient stories, press releases about GM Cancer initiatives, cancer symptoms and reactive media. Work led by Ali Barbuti and Katie Galvin. Photos and stories were also shared on the <u>www.gmcancer.org.uk /latest-news/</u> website and on social media channels to amplify further.