**Promoting “This Van Can”**

Thank you for helping to promote our latest “This Van Can” roadshow in your local area.

A pack of social media tiles and reels is available for each location stop. Below is suggested wording for social media (incl alt text), newsletters and whatsapp / text messages.

Our supporting campaign, “Get Cancer Clever” includes a range of resources highlighting key cancer symptoms, and busting some common myths around cancer. You can find these assets via our Campaign Resource Centre.

If there is anything else you feel would be useful please contact [gmcancer.comms@nhs.net](mailto:gmcancer.comms@nhs.net)

**Social media copy**

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| --- |
| Long (option 1) |
| Did you know that when cancer is found earlier, it’s usually much more treatable. But do you know what signs and symptoms to look out for?  The NHS cancer awareness roadshow will be at [location] on [date]. Why not pop along for a chat with our friendly staff, who can help you “Get Cancer Clever”.  #ThisVanCan #GMGetCancerClever |
| Long (option 2) |
| The #ThisVanCan cancer awareness roadshow will be visiting [location] on [date]. Our friendly team will be on hand to talk to the residents of [location] about the signs and symptoms of cancer you should look out for, cancer screening and what to do if you’re worried about cancer.  Finding cancer early can make all the difference. Why not come along and “Get Cancer Clever”?  #GMGetCancerClever |
| Short (suitable for x) |
| #ThisVanCan, the cancer awareness roadshow from the NHS, is back on the road again. We’ll be visiting [location] on [date], where our friendly team will be on hand for information, advice or just a chat.  Why not come along and “Get Cancer Clever”?  #GMGetCancerClever |
| ALT text for van tiles |
| A lime green tile, with an NHS logo top right. Bottom right is the front of a lime green van with “This Van Can” visible on the front door. The copy reads:  Our cancer awareness roadshow will be at [location] on [date]. A logo in the bottom left corner reads “Get cancer clever – know the facts, spot the signs. |

**Suggested newsletter copy**

**Get Cancer Clever: NHS Brings Life-Saving Roadshow to Greater Manchester**

A new NHS roadshow is rolling into town – and it could help save lives.

The **“Get Cancer Clever”** campaign is hitting the streets of Greater Manchester, giving people the tools to spot the early signs of cancer and the confidence to get checked out fast. The message is simple: if something doesn’t feel right, don’t ignore it – see your GP. The earlier cancer is found, the easier it is to treat.

Launching on **Wednesday 29 October on Market Street, Manchester**, the mobile roadshow will travel across all ten boroughs of Greater Manchester for the next seven months. On board, specially trained staff will be available for free, friendly conversations about spotting the early signs of cancer.

**Why It Matters**

The earlier cancer is found, the easier it is to treat. The NHS wants everyone to know the key symptoms to look out for, including:

* A lump or swelling anywhere on the body
* A cough or breathlessness lasting more than three weeks
* Unexplained bleeding (in pee, poo, or between periods)
* Heartburn that lasts for three weeks or more
* Unexplained tiredness, pain, loss of appetite, or weight loss

Dr Sarah Taylor, a Manchester GP, explains:

“Most of the time, these symptoms aren’t cancer – but it’s always worth getting them checked. If it is cancer, catching it early makes all the difference. We want people to know that their GP is here for them.”

The **“This Van Can” roadshow** is here to make those conversations easier – whether it’s picking up a leaflet, having a quick chat, or simply learning what to watch for.

To check when the van is coming to your area, visit [**www.thisvancan.co.uk**](http://www.thisvancan.co.uk).

**Suggested copy for text / Whatsapp messages**

The NHS Cancer awareness roadshow, “This Van Can”, will be visiting xxx on xxx, helping people to “Get Cancer Clever”.

Visit the van to find out about the signs and symptoms of cancer, (and what you should do if you have them), bust some cancer myths and learn about cancer screening. Finding cancer early can make all the difference.

If you are concerned or would like to know more, please visit the below helpful links:

[www.thisvancan.co.uk](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.thisvancan.co.uk%2F&data=05%7C02%7Calison.foxley4%40nhs.net%7C7e78cd2d64fe4a0841fa08dd34be45f8%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638724713997266617%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=C1PH9%2By9oSCVI7DrFmPxWllQNhMpHyz%2FCnbFnGFlydc%3D&reserved=0)

<https://www.nhs.uk/conditions/cancer>