Social media copy – Get Cancer Clever

|  |  |  |
| --- | --- | --- |
| Creative | Copy | Alt text |
|  | Whether you notice worrying symptoms, or something just doesn’t feel right, catching cancer early can make it easier to treat.  Cancer doesn’t care, but we do. If you’re worried, speak to your GP. | Tile 1: A lime green background, with a photo of a woman, hiding her face inside her sweater. The text reads: “cancer doesn’t care if you’d rather not know”  Screen 2; a pale blue screen with an NHS logo top right. The text reads: “cancer is easier to treat when found early. If you notice symptoms, or something just doesn’t feel right, don’t wait, speak to your GP.” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | There are lots of different types of treatment for  cancer, and treatment is often easier than you think, especially if it’s found early.  Cancer doesn’t care, but we do. If you notice symptoms, see your GP. | Screen 1: a pale pink background, with some cut hair showing. The copy reads “cancer doesn’t care if treatment feels scary”  Screen 2; a blue screen with an NHS logo top right. The text reads: “Cancer treatment can feel scary, but there are many types, and often they’re not as bad as you think. When cancer if found early, treatment can be quicker and easier. If you’re worried, speak to your GP” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Screening for cancer won’t detect them all. Even if you have had a normal screening test, don’t ignore new or worsening symptoms.  Cancer doesn’t care, but we do. If you’re worried, speak to your GP. | Screen 1: a blue background, with a photo showing a calendar. The copy reads: “Cancer doesn’t care if you’ve already had a screening appointment”  Screen 2; a pink screen with an NHS logo top right. The text reads: “Screening for one cancer won’t detect them all. Even if you have had a normal screening test, don’t ignore new or worsening symptoms. Speak to your GP.” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Cervical screening won’t detect ovarian, womb or other gynaecological cancers. If you notice symptoms like pain, bloating, or unexplained bleeding, even if you’ve recently had your cervical  screening, don’t ignore it.  Cancer doesn’t care, but we do. Speak to your GP. | Screen 1: a pale pink background, with a photo of a healthcare professional in uniform. You cannot see her face or legs. The copy reads “cancer doesn’t care if you’ve had a smear test.”  Screen 2; a lime green screen with an NHS logo top right. The text reads: “Cervical screening (smear test) only picks up cervical cancer, and won’t detect ovarian, womb or other types of cancer. Even if you have had a normal screening test, don’t ignore new or worsening symptoms. Speak to your GP .” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Blood in your pee can be a sign of bladder or kidney cancer. Blood in your poo or bleeding from your bottom can be a sign of bowel cancer.  Cancer doesn’t care, but we do. If you’re worried, speak to your GP. | Screen 1: a pale blue background, with a white toilet roll pictured. Text overlaying the toilet roll reads “Cancer doesn’t care if it’s “just a bit of blood””  Screen 2; a lime green screen with an NHS logo top right. The text reads: “Blood in your pee can be a sign of bladder or kidney cancer. Blood in your poo or bleeding from your bottom can be a sign of bowel cancer. If you’re worried, speak to your GP” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | A new lump, bump or swelling anywhere on your body could be a sign of cancer. The sooner we spot it, the easier it is to treat.  Cancer doesn’t care, but we do. If you  notice a new lump or swelling with no explanation,, speak to your GP. | Screen 1: a pale pink background, with a photo of a hand mirror. Text overlaying the mirror reads “cancer doesn’t care if it’s “just a little lump””  Screen 2; a pale blue screen with an NHS logo top right. The text reads: “A new lump or swelling anywhere on your body could be a sign of cancer. It’s probably nothing serious, but if it is cancer, the sooner we spot it, the easier it is to treat. Put your mind at rest – speak to your GP” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | A cough could be nothing serious but, if it is cancer,  it’ll be easier to treat if we spot it early.  Cancer doesn’t care, but we do. If you have a cough that lasts longer than three weeks, speak to your GP. | Screen 1: a pale blue background, with a photo of a box of tissues. A few used tissues are scattered around the box. The text, overlaying the tissue box, reads “cancer doesn’t care if it’s “just a cough””  Screen 2; a lime green screen with an NHS logo top right. The text reads: “A cough or breathlessness that lasts three weeks or more could be a sign of cancer. It’s probably nothing serious, but if it is cancer, the sooner we spot it, the easier it is to treat. Put your mind at rest – speak to your GP.” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Pain without a clear explanation could be a sign  of cancer and the sooner we spot it, the easier it  is to treat.  Cancer doesn’t care, but we do. If you have pain that you can’t explain, speak to your GP. | Screen 1: a pale pink background, with a photo of several blister packs of tablets. The text reads; Cancer doesn’t care if “it doesn’t hurt that much””  Screen 2; a pale blue screen with an NHS logo top right. The text reads: “Unexplained symptoms such as pain that’s unusual for you, losing weight without trying, bloating or loss of appetite, or feeling tired all the time, can all be signs of cancer. If you’re worried, speak to your GP. ” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Heartburn for 3 weeks or more could be a sign of  Cancer, especially for men and women over 55. The sooner we spot it, the easier it is to treat.  Cancer doesn’t care, but we do. If you notice  symptoms, speak to your GP. | Screen 1; A pink background, with a white plate, knife and spoon. The plate is empty but has had food on it. Text overlaying the plate reads “Cancer doesn’t care f it must be something you ate”.  Screen 2; a pale grey screen with an NHS logo top right. The text reads: “Heartburn for 3 weeks or more could be a sign of cancer. It’s probably nothing serious, but if it is cancer, the sooner we spot it, the easier it is to treat. Put your mind at rest, speak to your GP. ” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Blood in your poo or bleeding from your  bottom, or changes to the consistency, frequency, or feeling of your poo could be a sign of bowel cancer. The sooner we spot it, the easier it is to treat.  Cancer doesn’t care, but we do. If you notice symptoms, speak to your GP. | Screen 1: A lime green background, with a photo of a white toilet. The text reads: “Cancer doesn’t care if toilet talk is impolite”.  Screen 2; a blue screen with an NHS logo top right. The text reads: “If you notice changes to your poo or bowel habits without a clear reason, speak to your GP” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Losing weight without trying, bloating, or loss of appetite can all be signs of cancer. The sooner  we spot it, the easier it is to treat.  Cancer doesn’t care, but we do. If you notice symptoms, speak to your GP. | Screen 1: a pale pink screen, with a photo of a green apple. The copy reads; “Cancer doesn’t care if you’re “just not hungry””.  Screen 2; a lime green screen with an NHS logo top right. The text reads: “Unexplained symptoms, such as pain that’s unusual for you, losing weight without trying, bloating or loss of appetite, or feeling tired all the time, can all be signs of cancer. If you’re worried, speak to your GP.” A logo at the bottom reads: “Get cancer clever – know the facts” |
|  | Feeling tired all the time, pain that’s unusual for you or losing weight without trying can all be signs of cancer. The sooner we spot it, the easier it is to treat.  Cancer doesn’t care, but we do. Put your mind at rest – talk to your GP. | Screen 1: a pink background, with a photo of an eye mask for sleeping. The text reads “Cancer doesn’t care if you’re “just a bit run down””.  Screen 2; a pale blue screen with an NHS logo top right. The text reads: “Unexplained symptoms, such as pain that’s unusual for you, losing weight without trying, bloating or loss of appetite, or feeling tired all the time, can all be signs of cancer. If you’re worried, speak to your GP.” A logo at the bottom reads: “Get cancer clever – know the facts” |