

Talk Cancer training programme

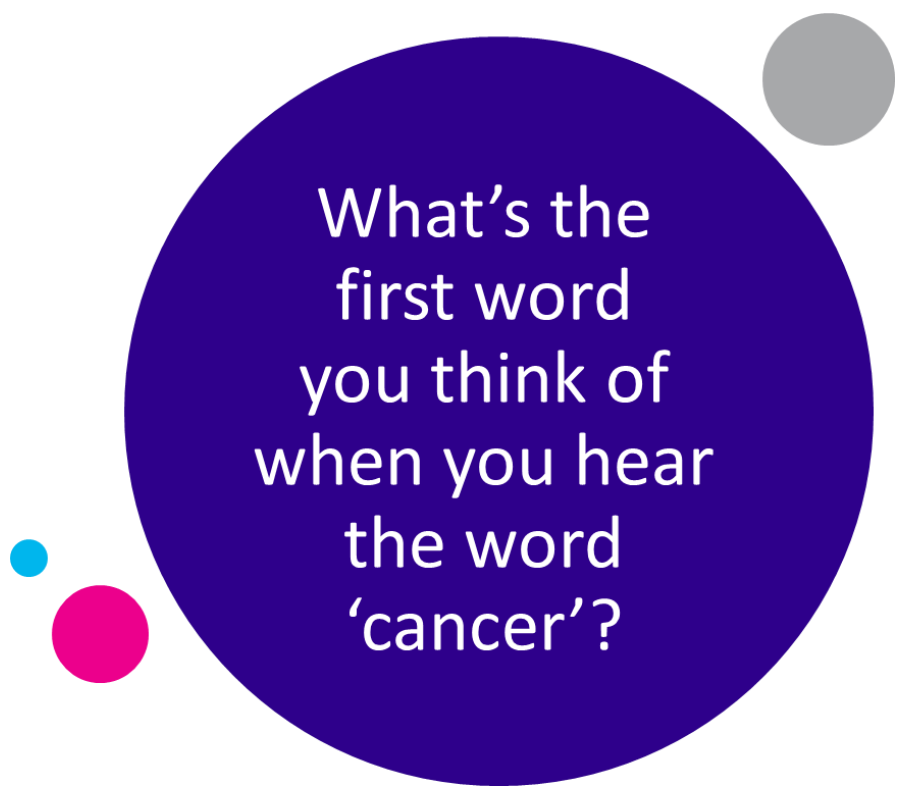
Helping people to raise cancer awareness in their community.



CANCER
RESEARCH UK
TALK CANCER

Together we will beat cancer





What's the first word you think of when you hear the word 'cancer'?



What's the first word you think of when you hear the word 'cancer'?

Type your answers in the chat box now

Type a new message



What does the training cover?

The Talk Cancer training will help people to:

- ✓ understand the key messages around cancer awareness
- ✓ talk to people about how they could reduce their risk of getting cancer
- ✓ help people understand the importance of spotting cancer early and the screening programmes available
- ✓ appreciate and address the fears and barriers faced by people when talking about cancer
- ✓ have effective, supportive conversations about cancer and health
- ✓ understand the impact health inequalities can have on cancer outcomes
- ✓ encourage people to take positive action for their health, use local services and see their doctor with any concerns



What is cancer?

- There are over 200 types of cancer
- With around 375,000 new cases of cancer diagnosed in the UK every year
- 1 in 2 people in the UK will get cancer in their lifetime

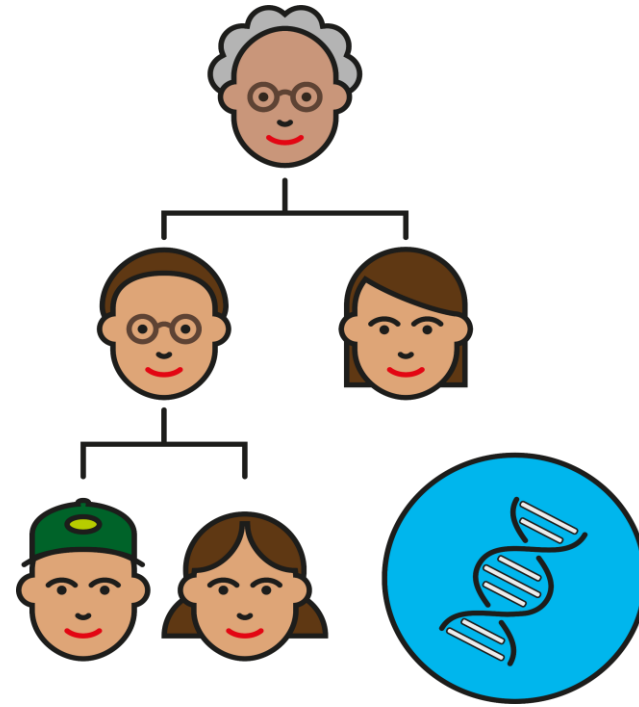


What increases our risk of cancer?

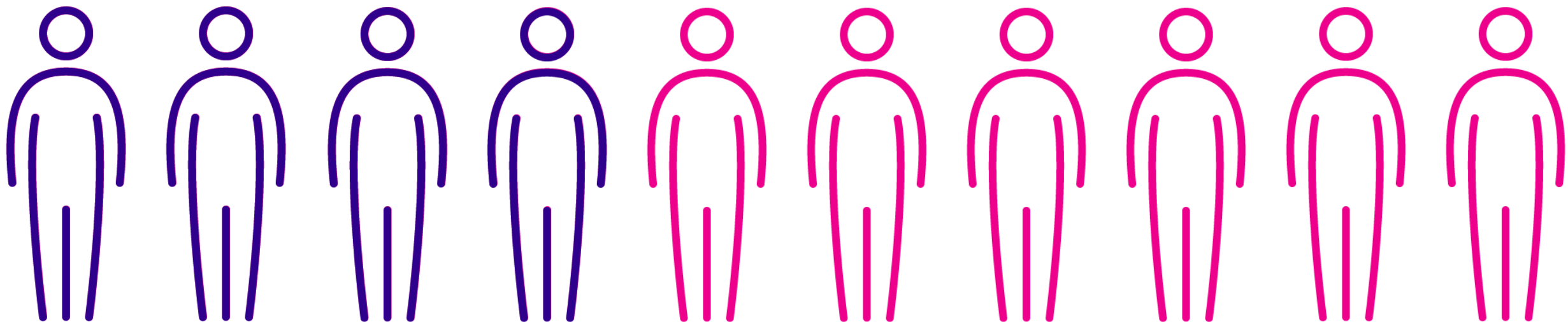
Age



Genes



Around 4 in 10 cancer cases could be prevented



How could someone reduce their risk of cancer?



Not smoke tobacco



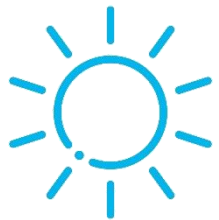
Keep a healthy weight



Cut down on alcohol



Eat and drink healthily



Be safe in the sun



Be more active

Importance of early diagnosis

- Diagnosing cancer earlier is one of the most powerful ways to improve cancer survival
- The chances of successful treatment are much higher for almost all types of cancer if found early

Bowel cancer survival by stage at diagnosis

Proportion of people surviving their cancer for five years or more

Diagnosed at earliest stage



Bowel



Diagnosed at latest stage



Earliest stage = stage 1; latest stage = stage 4.

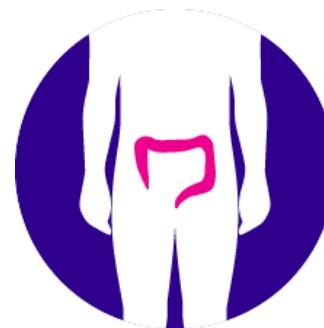
Data is age-standardised net survival for adults (aged 15 to 99 years) in England in 2015-2019 followed up to 2020.

Source: Cancer survival in England, NHS Digital 2022.

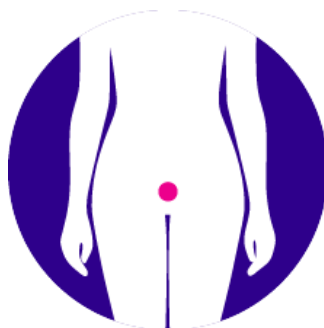
**What
NHS cancer
screening
programmes
are there?**



Breast



Bowel



Cervical

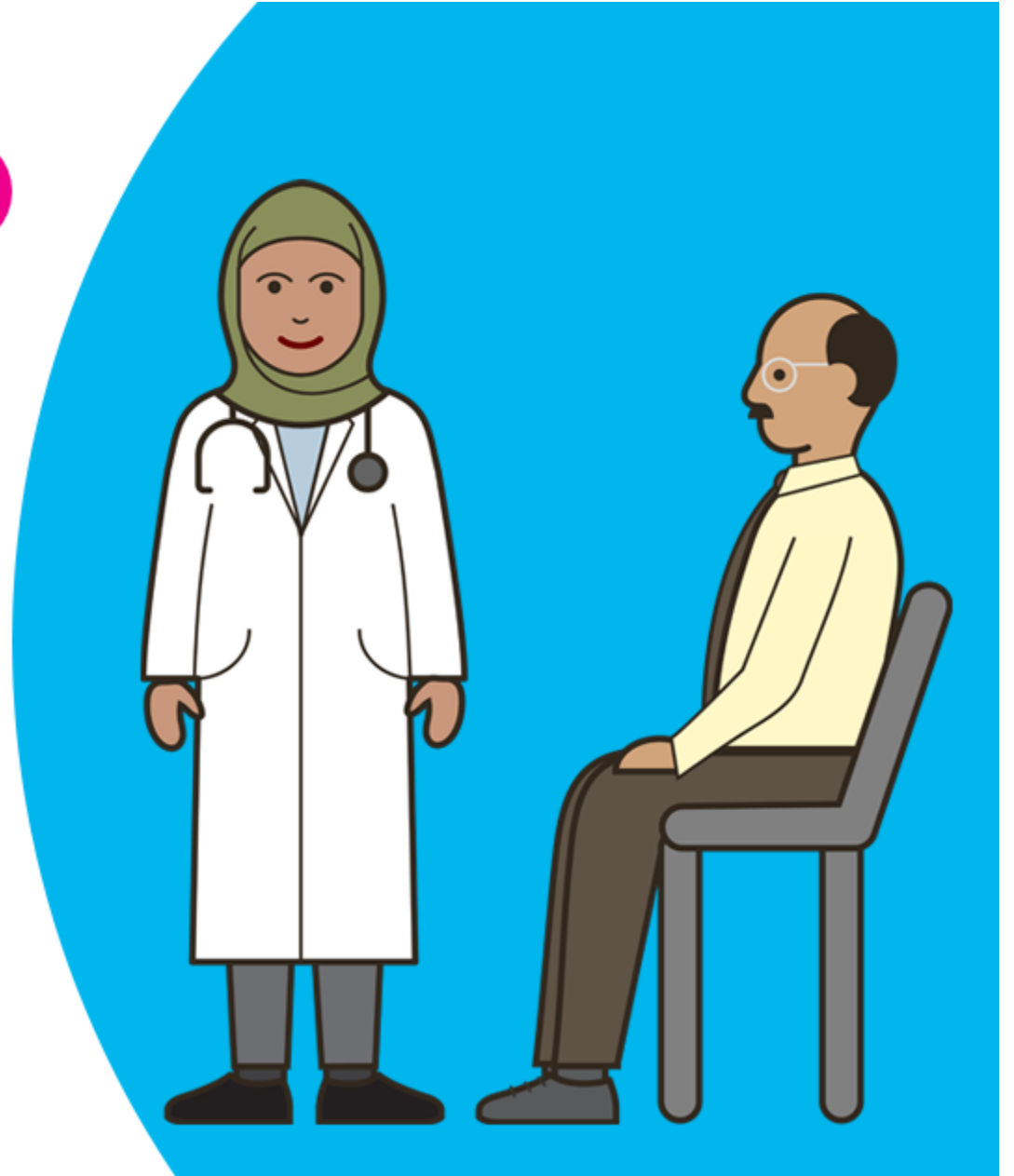
You know your body best.

If something's unusual for you or won't go away, take charge and speak to your doctor.



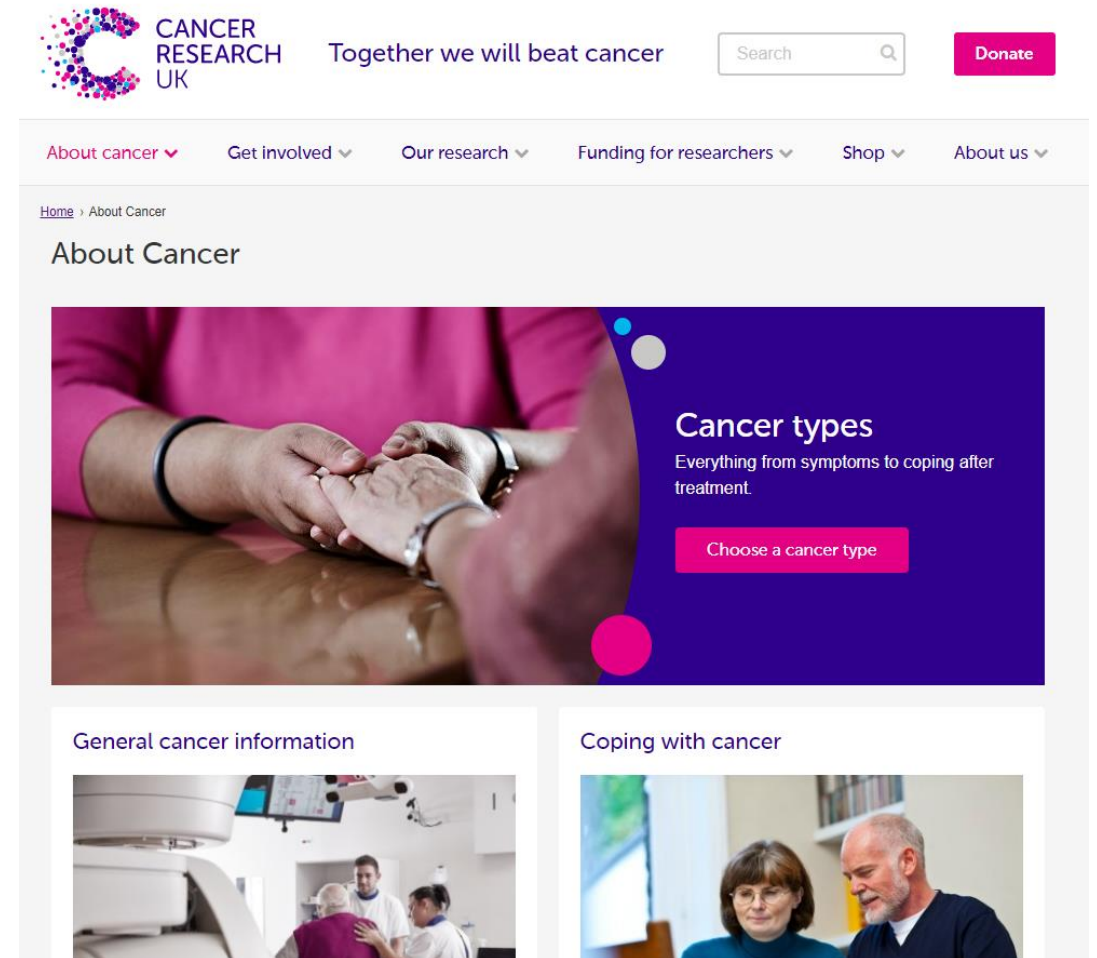
CANCER
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Together we will beat cancer



Support and information on cancer

- Our website has lots of information: [cruk.org](https://www.cruk.org)
- You can call our nurse helpline with any questions Monday-Friday 9am-5pm on **0808 800 4040**
- Talk to other people affected by cancer in our Cancer Chat forum [cruk.org/cancerchat](https://www.cruk.org/cancerchat)



The screenshot shows the Cancer Research UK website. At the top left is the logo with the text 'CANCER RESEARCH UK' and the slogan 'Together we will beat cancer'. To the right is a search bar and a pink 'Donate' button. Below the header is a navigation menu with links: 'About cancer', 'Get involved', 'Our research', 'Funding for researchers', 'Shop', and 'About us'. The main content area is titled 'About Cancer' and features a large image of hands clasped together. Overlaid on the right side of this image is a purple box with the text 'Cancer types' and 'Everything from symptoms to coping after treatment', with a pink button that says 'Choose a cancer type'. Below this are two smaller sections: 'General cancer information' with a photo of a medical professional and a patient, and 'Coping with cancer' with a photo of a man and a woman talking.

Talk Cancer Training Programme



Together we will beat cancer

Talk Cancer is a cancer awareness training programme that gives trainees the knowledge and confidence to have conversations in their community about cancer prevention and early diagnosis. By equipping them with the skills to have conversations and share simple messages, Talk Cancer can enable positive changes that could save lives.

**Face-to-face
workshops**



**Online
workshops**



**Social
media
community
group**



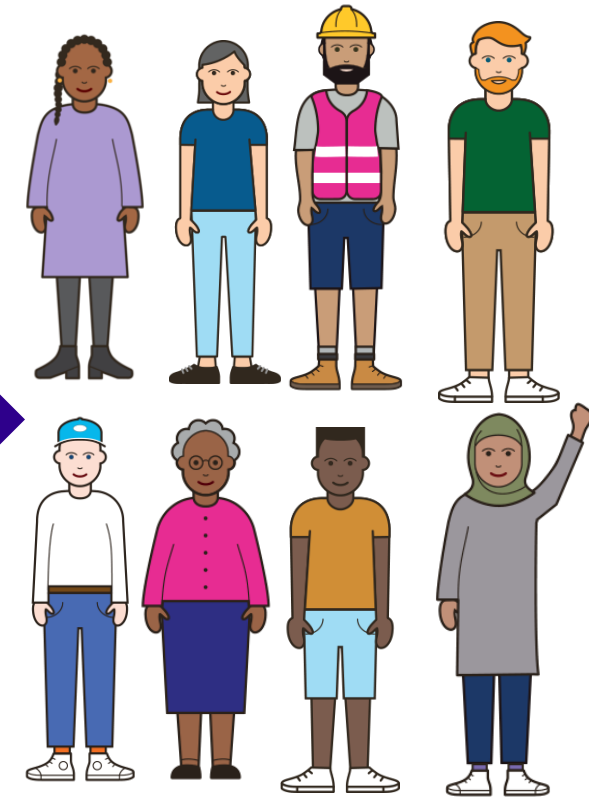
**Health
communica-
tions**



Who do we train?



Raising cancer and health awareness



The public

Who do we work with?

Talk Cancer

- Community and voluntary sector
- PCN
- Pharmacies
- NHS organisations
- Local authorities
- Public health
- Cancer Alliances

Cancer Awareness Roadshow

- Community and voluntary sector
- PCN
- Pharmacies
- NHS organisations
- Local authorities
- Public health
- Cancer Alliances

Cancer Awareness in the Workplace

- Private sector
- Headcount of higher than 1500 – regional or nationwide companies
- Tailored programme



Tackling Health Inequalities



It's estimated that across the UK there are more than 30,000 extra cases of cancer linked to socio-economic deprivation each year. Generally, people living in more deprived areas have higher prevalence of cancer risk factors, are less aware of cancer symptoms, report more barriers to seeking help and participation in screening programmes is lower. But it doesn't have to be this way.

The Talk Cancer programme aims to help address health inequalities by prioritising training in locations where people are most affected by cancer. Five locations in North-East and Cumbria are our top priorities:

- Hartlepool
- Gateshead
- South Tyneside
- Sunderland
- Redcar and Cleveland

Face-to-face workshops



- Travel to the heart of communities at a venue of your choice
- Prioritising in person workshops for those groups who may not be able to access online options or for other specific requirements
- Talk Cancer (3 hour), Train the Presenter and Talk Cancer in Any Language

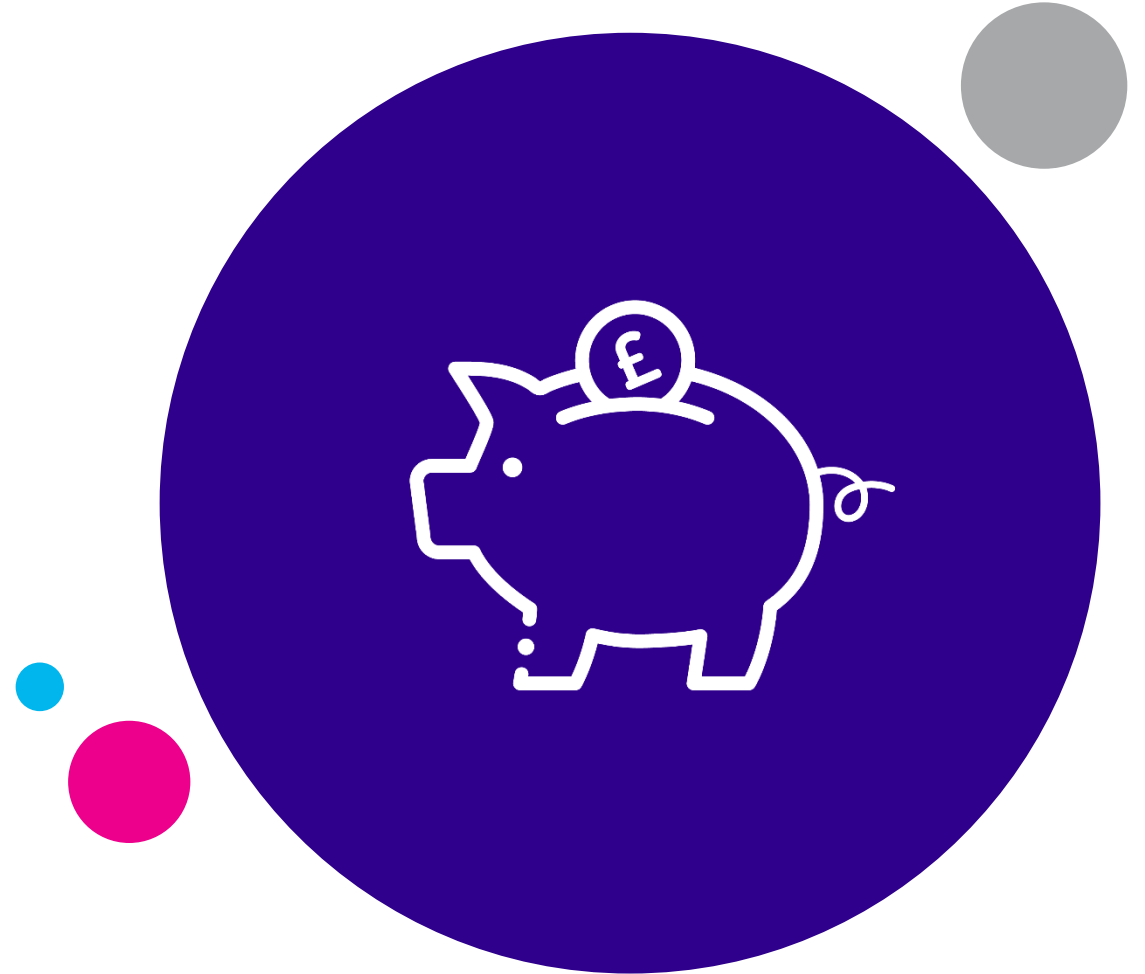
Online workshops



- Delivered on Teams that is managed by Talk Cancer
- Can train up to 40 people and can have multi-disciplinary teams in one workshop
- Talk Cancer and Talk Cancer for Pharmacy (both 2 hours)

Talk Cancer workshops funding scheme

- We have a number of free workshops (face-to-face or online) that we can grant to eligible groups or organisations who don't have budget to pay for training.
- This funding scheme helps make our training more accessible a broader range of groups, who in turn can raise cancer awareness in more communities across the UK and work towards tackling health inequalities.



Others ways to engage with Talk Cancer

Helping to create positive, sustainable change in how people talk and think about cancer and health, the cancer awareness journey doesn't stop after the Talk Cancer training.

As well as our workshops, we also offer:



Facebook community group
and Twitter channel



Quarterly newsletter

All are an added value to the workshops and help participants keep their knowledge fresh with the latest information they need to have positive cancer conversations **now and in the future.**

Facebook community group and Twitter channel

The Facebook community group and Twitter channel are great resources to provide people with bitesize content that they can share with the public, whilst giving people a platform to interact with fellow cancer awareness champions.

Content includes:

- Videos
- Graphics
- Links to webpages and news articles
- Polls

People can request to [join the Facebook group here](#) and [connect on Twitter here!](#)

1,800
members

The screenshot displays two Facebook posts. The top post is from 'Cancer Research UK' (Admin) dated October 21, featuring a poll: 'There is a lot of information on cancer and we want to help you gain a better understanding on what is right. Do you think the below is true or false? "Only women get breast cancer"'. The poll shows two options: 'False' (added by you) and 'True' (added by you), with 11 votes. The bottom post is from 'Talk Cancer training' (@TalkCancer_CRUK) dated Nov 3, discussing '#lungcancerawareness' month and factors increasing lung cancer risk. It includes a graphic titled 'What can increase lung cancer risk?' with icons for Smoking, Air pollution, Passive smoking, and Chemicals and workplace risk. A video thumbnail for 'Diagnosing cancer early could save your life' is also visible, showing two people smiling.

Quarterly newsletter

People can sign up to the Talk Cancer newsletter to receive information on a quarterly basis.

Each newsletter tends to focus on a theme, with previous ones being Breast Cancer Awareness Month, healthy changes to make in the new year and Bowel Cancer Awareness month.

Although each newsletter focusses on a theme content is around the same topics of:

- how to reduce cancer risk
- national cancer screening programmes
- importance of early diagnosis
- awareness of any new information/updates
- promoting upcoming free training and the course
- option for people to share their story after the training
- signposting if anyone is affected by cancer

People can [sign up to receive the newsletter here!](#)

Over 2,000
people
signed up



Hi! We hope the finds you safe and well 🍷
We hope you all had a lovely time over the holiday season! With thoughts on a new year ahead, many people look to make positive changes. Although January is underway, it's never too late to encourage others to try and change habits that can help reduce cancer risk and improve health.
We've got some suggestions that you can share when talking to others in your communities.

Positive changes to reduce cancer risk



Top tips to cut down on alcohol

January is the time of year when some people try to go alcohol free for the month or cut down their alcohol intake.

Drinking less alcohol reduces your cancer risk, did you know that alcohol causes seven types of cancer including breast, bowel and liver? Reducing alcohol intake is also great for overall health benefits, such as not suffering from a headache the following day! [You can find more information on alcohol and cancer here.](#)

Bowel cancer survival by stage at diagnosis

Proportion of people surviving their cancer for five years or more

Diagnosed at earliest stage



More than 9 in 10

Bowel



Diagnosed at latest stage



Around 1 in 10

Importance of early diagnosis

Early cancer diagnosis can help increase people's chance of survival. For example, if bowel cancer is diagnosed at the earliest stage more than [nine in 10 people survive the disease for at least five years](#), compared to [one in 10 patients when diagnosed at the latest stage](#).
When talking about cancer, it's important to encourage others to visit their doctor if something doesn't feel normal to them. It might not be cancer, but it's best to get it checked, as cancers are easier to treat when they are found early.

[Find out more information on bowel cancer survival](#)

Is there a national screening programme for bowel cancer?

Yes, there is. Bowel screening aims to find cancer early or to find changes in your bowel that could lead to cancer. It is called the faecal immunochemical test (FIT), which looks for tiny traces of blood that you cannot see in a poo sample which can be a sign of bowel cancer.

For people who are eligible, they will receive the testing kit every 2 years, but people need to be registered with a GP to receive their screening invitations.

Bowel screening aims to find cancer early or to find changes in the bowel that could lead to cancer. There can be benefits and risks and taking part in the screening programme is a personal choice.

[Learn more about bowel screening](#)



Useable tips on collecting poo

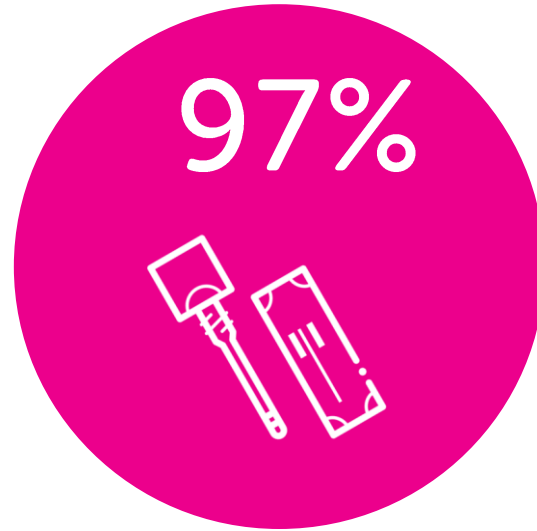
Our impact

Our Talk Cancer training helps us get that one step closer to reaching our ambition of seeing 3 in 4 people survive cancer for 10 years or more, by 2034.

After attending one of our workshops:



Feel confident to talk about cancer.



Feel confident discussing the national screening programmes



Are satisfied with the Talk Cancer workshop overall

“Really interesting workshop, amazing how perceptions of cancer changed from negative to positive through the workshop - cancer is a challenge but there are ways we can reduce our risk but even if we have cancer the hope is there when before there was none. Thanks” - *Trainee*



Talk Cancer online
workshop for
health advocates

Wednesday 17th
May (2-4pm)

To keep in touch with us...

 talkcancer@cancer.org.uk

 cruk.org/talkcancer

 020 3469 8111



CANCER
RESEARCH UK
TALK CANCER





Any questions about
what we've covered
today?