



# Campaign 1 - Cancer Awareness Case Study

**Employer:** Visuna

**Area:** Washington

**Theme:** Cancer



## Background

At Visuna, employee health and wellbeing is a core priority. As part of our Better Health at Work Silver Award, we committed to a comprehensive Cancer Awareness campaign in 2025, aiming to educate staff, encourage early detection, and reduce stigma around discussing cancer. The campaign targeted multiple cancer types, linked to lifestyle and prevention, with activities designed to be inclusive for both office-based and remote employees.

***“The prostate testing initiative really made me stop and think. It’s not something I would have done without the prompt.” – UK Employee***

## What Was the Activity?



Our Cancer Awareness campaign ran throughout 2025, combining awareness days, on-site screenings, fundraising, and interactive challenges. The focus areas included oral health, lung cancer, breast cancer, cervical cancer, prostate cancer, and menopause support, all linked to relevant awareness days and national campaigns.

### **Who Was Involved?**

- Health Advocates – coordinated events, communications, and resources.
- Senior Management – supported budget allocation and promoted participation.
- External Partners – Gateshead NHS Foundation (on-site screenings), Jo's Cervical Cancer Trust, Miss Menopause (workshop delivery).
- Employees – contributed personal stories, participated in screenings, donated prizes, and engaged in challenges

### **Details of the Activity**

#### **National Smile Month (May–June 2025)**

- Created a promotional poster linking oral health to cancer prevention.
- “What Makes You Smile?” challenge encouraged photo submissions; winner received an oral health hamper.

#### **No Smoking Day (March 2025)**

- Employee shared a personal quit-smoking journey to inspire others.
- NHS stop-smoking resources shared with all staff.

#### **World Lung Cancer Awareness Day (August 2025)**

- Email campaign highlighting symptoms and benefits of cessation, supported by infographics.
- Prostate Testing Kits were offered to all UK male employees to take home, encouraging private and early testing.

#### **Menopause Awareness**

- Hosted “Miss Menopause” workshop in the UK office.
- Introduced a formal Menopause Policy.

#### **World Cancer Day (February 2025)**

- Company-wide email focusing on prevention, screening, and signposting to cancer charities.
- Cervical Screening Week (June 2025)



- Posters highlighting the importance of cervical screening.
- Raised £101 for Jo's Cervical Cancer Trust through donations.

### **On-site Screening Programmes (May 2025)**

- Partnered with Gateshead NHS to deliver breast, abdominal aortic aneurysm (AAA), and bowel screenings during work hours.

### **How It Was Delivered?**

- Multi-channel communication: email, internal newsletter, Comfort Corner posters, manager briefings.
- Hybrid approach: in-person events and resources duplicated online for remote workers.
- External experts brought in for workshops and screenings.

### **How It Was Promoted?**

- Pre-event teasers and countdowns via Teams and email.
- Posters in high-traffic areas.
- Word-of-mouth encouragement from managers and Health Advocates.

### **Health Literacy Considerations**

- All communications used plain, jargon-free language.
- Infographics and visuals supported different learning styles.
- Clear step-by-step instructions for self-checks and screening processes.
- Links to trusted NHS and charity websites provided for further reading.

### **Inclusivity for Remote Workers**

- All event information and materials shared digitally.
- Remote staff encouraged to join challenges and access local screening services.
- Virtual attendance options provided where possible (e.g., Menopause workshop).





## Outcomes / Benefits

- Increased awareness of cancer prevention and early detection.
- Boosted employee engagement, strong participation in challenges and screenings.
- Reduced stigma around discussing sensitive health topics.
- Strengthened workplace culture of health promotion.

## Future Plans

- Repeat on-site screening programmes annually.
- Expand male cancer awareness activities (testicular cancer, prostate health).
- Develop a year-round rolling awareness calendar covering all cancer types.

***“The Miss Menopause session was eye-opening. I feel more confident in supporting colleagues who may be going through it.” – Workshop Attendee***

***“Having the screenings on-site removed all the excuses, it was easy and accessible.” – Screening Participant***



From: Tracy Alexander <tracy.alexander@vtausa.com>  
Sent: 15 May 2025 16:19  
To: Faye Snowden <faye.snowden@vtausa.com>  
Subject: Re: This will make you smile

Hi,

Sappy one,

Being with my family makes me smile and secondly returning to what I call home—Gibraltar. Looking forward to flying back next Friday. 🍏

