



Cancer Awareness Chair Handbook

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1. Relay For Life Cancer Awareness Chair Role Profile

Why we need you

Cancer Research UK is seeking a creative individual to promote and co-ordinate Cancer Awareness and Information activity for their community's Relay For Life. In doing so you will help to generate greater awareness, which in turn, should lead to more fundraising, more money for vital research and more people surviving cancer. The activities you organise at Relay and throughout the year will help to raise cancer awareness in your community. Your role will help to inform the public about how to reduce their risk of cancer through healthy lifestyle choices.

What will I be doing?

- Ensuring that Cancer Research UK's cancer awareness messages are conveyed during the event and throughout the year, using as many channels as are appropriate and open to you. This could include anything from leaflets in goody bags, signs around the Relay event to arranging a healthy living activity day/week at a local school.
- Engaging those attending Relay in cancer awareness issues – interactive games, prizes, quiz...the list is endless.
- Work with Logistics Chair to determine the most appropriate sites for the cancer awareness activities at the Relay.
- Work with your staff contact to engage Cancer Research UK scientific and medical staff in the event.
- Recruit a sub-committee to help you.
- Encourage all the teams to participate in cancer awareness activities.
- Ensure that the correct messages are used consistently.
- You will be a representative of Cancer Research UK and as such will uphold the vision and purpose of the organisation at all times.

What skills do I need?

- You do not need to be an expert in cancer research or cancer prevention. However, a healthy interest in wellbeing and a desire to encourage positive healthy habits in others is important.
- Creativity and the ability to enthuse and motivate others are important in this role.
- You should be able to convey Cancer Research UK's basic cancer prevention messages to others in an accurate and easily understandable way.
- You should be able to use the resources available to you – people and materials – efficiently.
- You need to be able to plan and coordinate activities but be flexible enough to adapt them at the last minute should the need arise.

attend additional meetings – such as team captain meetings to promote cancer awareness and engage the teams.

What support will I be given?

As well as being part of a dynamic and supportive Relay Committee you will (via your Event Chair) have access to a Cancer Research UK staff contact. You will also be able to draw on a wide range of Cancer Research UK cancer awareness and prevention literature via Cancer Research UK website.

What benefits can I expect?

You'll play a major part in bringing Cancer Research UK's cancer prevention and awareness messages to your community and in doing so will help Cancer Research UK achieve one of its key aims – to help people to understand cancer, the progress we are making and the choices each person can make. The Relay itself is also a lot of fun and a great way to meet and make friends with people in your community.

Where will I be based?

Much of the organisational work involved in this role can be completed from home, although attending committee meetings, liaising with key Cancer Research UK staff and getting the involvement of the community will require being 'out and about'

2. Cancer Research UK – Who We Are, Our Vision, Goals and Purpose

Cancer Research UK wants to see a world where more cancers are prevented and where people with cancer are diagnosed at the earliest possible stage so that they can be successfully treated. A world where treatments are less toxic and more targeted, so that cancer's impact on people's lives is greatly reduced. And where everyone shares in this progress equally, no matter who they are, where they live or what type of cancer they have.

We're the world's leading cancer charity dedicated to saving lives through research. Our groundbreaking work into the prevention, diagnosis and treatment of cancer has helped survival double in the last 50 years. Our scientists and doctors have contributed to more than 50 of the world's top cancer drugs. We were a key player in the development of radiotherapy, and our research has continued to have an impact in this area.

We work in partnership with others to achieve the greatest impact in the global fight against cancer. We provide information to anyone affected by cancer. We run awareness initiatives so that cancer can be detected at an early stage and help people reduce their risk of the disease. And our campaigning and lobbying keeps cancer at the top of the political agenda.

We fund around 50% of all publicly funded cancer research here in the UK. And thanks to their generosity our scientists, doctors and nurses are leading the world in discovering new ways to fight cancer. Research saves lives and our work is critical to ensuring more people beat this devastating disease.

We are focussed on making discoveries, driving progress, bringing hope –leading us to a world where everybody can lead longer, better lives, free from the fear of cancer.

Cancer Research UK:

- Tackles more than 200 types of cancer.
- Invests in innovative, higher risk drug development projects and research studies that others do not fund.
- Has the collective voice to lobby government at the highest level.
- Supports clinical trials across the UK –developing life-saving tests and treatments.
- Has played a part in bringing all three national screening programmes to people across the UK.
- From ground-breaking research into the effects of smoking, through to informing and influencing governments across the world on tobacco control, we've been at the heart of progress in tobacco control, which has saved millions of lives around the world.

Cancer facts:

- Every two minutes someone in the UK is diagnosed with cancer (2017–2019).
- 1 in 2 people in the UK will be diagnosed with some form of cancer during their lifetime. (Ahmad A.S. et al. British Journal of Cancer, 2015)
- Breast, lung, bowel and prostate cancers together account for over half of all new cancers each year (2017–2019).
- Cancer can develop at any age but is most common in older people. Almost 7 in 10 new cancer cases are diagnosed in people aged 65 and over (2017–2019). Cancer in children, teenagers and young adults (up to age 24) account for around 1% of all new cancer cases in the UK (2017–2019). Overall cancer incidence rates in Great Britain have increased by more than 80% since the early-1970s, with almost this entire rise occurring

- Over the last decade the incidence rate of stomach cancer has decreased by almost a third. The male lung cancer incidence rate has decreased by more than a tenth.
- There were 18.1 million new cases of cancer worldwide in 2020, it is estimated. UK cancer incidence is ranked higher than 90% of the world.

3. Only a Phone Call or Click Away

Our Cancer Information website contains accurate and up to date information on every type of cancer. Visit www.cancerhelp.org.uk for more information.

Our team of specialist Cancer Information Nurses can be called by anyone who wants to talk in confidence about cancer. Our nurses can be reached on free phone 0808 800 4040. You can also contact our nurses by emailing cancer.info@cancer.org.uk

4. Cancer Awareness at Relay For Life

Why promote cancer awareness and information through Relay For Life?

- Beating cancer is about more than funding treatments or cures; it is also about preventing cancer from occurring and ensuring that it is detected sooner rather than later. As a Cancer Awareness Chair, through Relay you have an opportunity to have a positive impact on your community and to help others find ways of making positive lifestyle changes that will help to reduce their risk of cancer as well as many other life threatening and debilitating illnesses.

Why is cancer awareness so important?

- It offers a unique opportunity to empower individuals to reduce their risk of developing cancer and to tell them about the benefits of early detections. It is important to make the public aware of the services available to them, for example, Cancer Research UK's website (www.cancerresearchuk.org), is a useful source of information on reducing the risk of cancer, detecting it early and dealing with confusing stories.
- People affected by cancer should also be made aware of our comprehensive patient information website Cancer Help UK (www.cancerhelpuk.org) and our specialist Cancer Information Nurses
- Relay is also a great opportunity to showcase Cancer Research UK's locally based scientific work and give an example of the research funded by the monies raised by Relay For Life. Cancer Research UK supports research in 90 institutions in more than 40 towns and cities in England, Scotland, Wales and Northern Ireland. We fund over 90

Benefits in your community

- This activity saves lives so has great impact.
- It's a great way for people in your community to feel they are contributing to the fight against cancer.
- It brings communities together.

Benefits for your Relay

- This activity gives Relay a real purpose – it's about saving lives.
- Interactive delivery of cancer awareness reinforces key messages while at the same time providing entertainment for your teams and other participants. You can do this through games and competitions etc at the event.
- This activity can encourage engagement of the wider community in your Relay.

Benefits for Cancer Research UK

- Brings alive our messaging that around 4 in 10 UK cancer cases every year could be prevented, that's more than 135,000 every year.
- Greater awareness = more fundraising = more money for vital research = more people surviving cancer
- This activity helps Cancer Research UK's messages reach more people.

5. Resources for Cancer Awareness and Information Activity

All the information you need can be found at:

- <http://www.cancerresearchuk.org/aboutus>

An overview of Cancer Research UK's work & vision

- <http://www.info.cancerresearchuk.org>

Information on the latest news, statistics, advice & resources for you to use.

- www.cancerhelp.org.uk/

Help & support for cancer patients & their families.

- www.cancerchat.org.uk

Web forum where people who have been affected by cancer can talk about their experiences and share information.

As well as our sites, your staff contact will have access to the latest Cancer Research UK Cancer Information literature and resources available to support this aspect of your Relay For Life. However, you will need to use your own skills, imagination & creativity to supplement these, to ensure that Cancer Awareness and Information activity at your Relay is as interactive and