



An overview
of our
workplace
health
programme

Cancer Awareness in the Workplace

cruk.org/workplacehealth



How we can support your employees



Saving lives by spotting cancer early

Spotting cancer at an early stage means treatment is more likely to be successful. We encourage and support people to have conversations with their GP, help them make the most of their appointment and answer any questions they have.



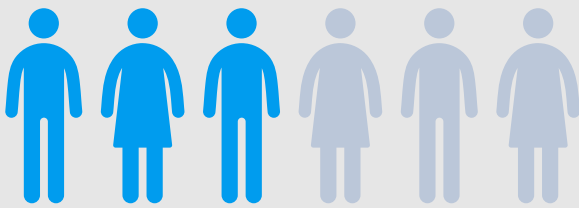
Providing trustworthy information

When it comes to cancer, there's a lot of misinformation out there. You can rely on us to cut through the noise and give your employees evidence-based information drawn from decades of research.



Helping your employees be healthier

Making healthy changes can reduce the risk of more than 20 types of cancer[3]. We help your employees to make changes to improve their health, offering information, tips and support.



Nearly **1 in 2** of us will **get cancer in our lifetime** [1]

Every year, around **133,000 people** of **working age** are diagnosed with **cancer in the UK** [2]



Our Cancer Awareness in the Workplace programme

Our Cancer Awareness in the Workplace programme empowers your employees to take positive action for their health, helping them reduce their risk of cancer and spot the disease early. Our nurses and health experts design and deliver the programme.

Over the past 50 years, our pioneering work has helped double cancer survival in the UK. We work to reduce the impact of cancer on people's day-to-day lives through our research, influence and information. And our workplace health programme supports this mission, helping people live longer, better lives, free from the fear of cancer.

After engaging with our programme, your employees will:

- know how to reduce their risk of cancer
- understand how to improve their health
- know where to go for help with any concerns
- know the difference between cancer myths and facts
- have reliable sources of up-to-date information about cancer
- feel more positive about and engaged about their employer



Why choose Cancer Research UK to deliver your workplace health programme?



We're a trusted voice

We've been helping the world understand more about cancer for over 120 years. You can rely on us to give your employees the most up-to-date evidence-based information on cancer and health.



We're experienced and adaptable

We've worked with a wide range of industries, so we know how to tailor our programme to suit every workforce. We'll also make it as easy as possible for your business to deliver our activity.



We're experts

Our programme is designed and delivered by health experts and experienced cancer awareness nurses.



We're competitively priced

We offer a range of options and can create a bespoke package with you.



The positive impact on employees

Since we launched Cancer Awareness in the Workplace in 2016, we've engaged **more than 60,000 employees** through our face-to-face and digital services.

We've also achieved almost **4.6 million touchpoints** with our tailored health communications. And we know the programme is having a positive impact on the people who've taken part.

"This is the first time I've not felt judged by anyone, just supported and informed."

An employee after speaking with one of our cancer awareness nurses

Feedback shows



96%

would recommend
to a colleague [4]



86%

felt better or much better
towards their company [6]



90%

gained a better
understanding of the
ways they can improve
their health [5]



98%

found the activity good
or very good [7]

What companies we've worked with say

We've delivered tailored packages of our programme to companies across the UK, including:



"Cancer Research UK helps us raise the profile of **health and wellbeing** within our businesses and among our employees. **We've benefited from workshops and cancer awareness stands** at different locations and events, along with monthly content. These not only engage our people, but provide them with **reliable information** and guidance to help them make **healthier choices** and adopt healthy behaviours."

Callum Reilly, Health and Wellbeing Consultant, ScottishPower



Empowering
your employees
to improve
their health

We understand cancer and you understand your workforce

So, together we can create a bespoke programme which offers a variety of activities and resources tailored to your employees' needs.

This could include:



cancer awareness stands
and spotlight sessions



bespoke health and
cancer communications



cancer awareness webinars
and talks



quizzes and interactive
materials



Resources we offer

Health communications

During the programme, we'll gather insights about your company and employees to create communications that are tailored to your workforce and health and wellbeing priorities. We provide these in several formats so they can be used across your channels and sites, including:

- intranet sites
- digital screens
- internal mailings
- e-newsletters
- employee magazines
- mobile phone apps
- lift screen slides



Leaflets for your workplace

We have a wide range of publications available for your workplace that communicate key health messages clearly and visually. Our leaflets cover all the key topics on how to reduce cancer risk, from stopping smoking to diet, exercise and weight.

We also have leaflets covering common cancer types including breast, bowel, lung, skin, prostate and cervical cancer.

Healthy balanced meals

...on a plate ...in a bowl

1/4 Potatoes, wholemeal bread, or brown rice, noodles or pasta

1/4 Chicken, fish, beans or egg

1/2 Salad or vegetables

Thinking about eating more healthily this year?

For every plate or bowl, aim to fill half of it with salad or veggies, then add a quarter of healthy carbs and a quarter of healthy proteins

Together we are beating cancer

Example poster on healthy eating habits and creating a balanced plate

Cancer awareness stands and spotlight sessions

Cancer awareness stands provide an opportunity for your employees to receive reliable, tailored and practical information from our nurses.

Your employees can:

- have one-to-one conversations with a nurse
- find out how to reduce their risk of cancer
- learn how to spot cancer early
- engage with interactive activities
- access a range of information
- know where to go for further support

For employees wanting to find out more, our nurses can signpost to local and national services and provide tips on where to find further sources of health information.

Our **spotlight sessions** offer an opportunity for groups of employees to hear directly from our cancer awareness nurses. These short informal sessions are designed to support employees with busy schedules by allowing them to receive all our key health information in one go.



"I took feedback from the last visit when I spoke with the cancer awareness nurse and have lost weight to help reduce my cancer risk."

Employee

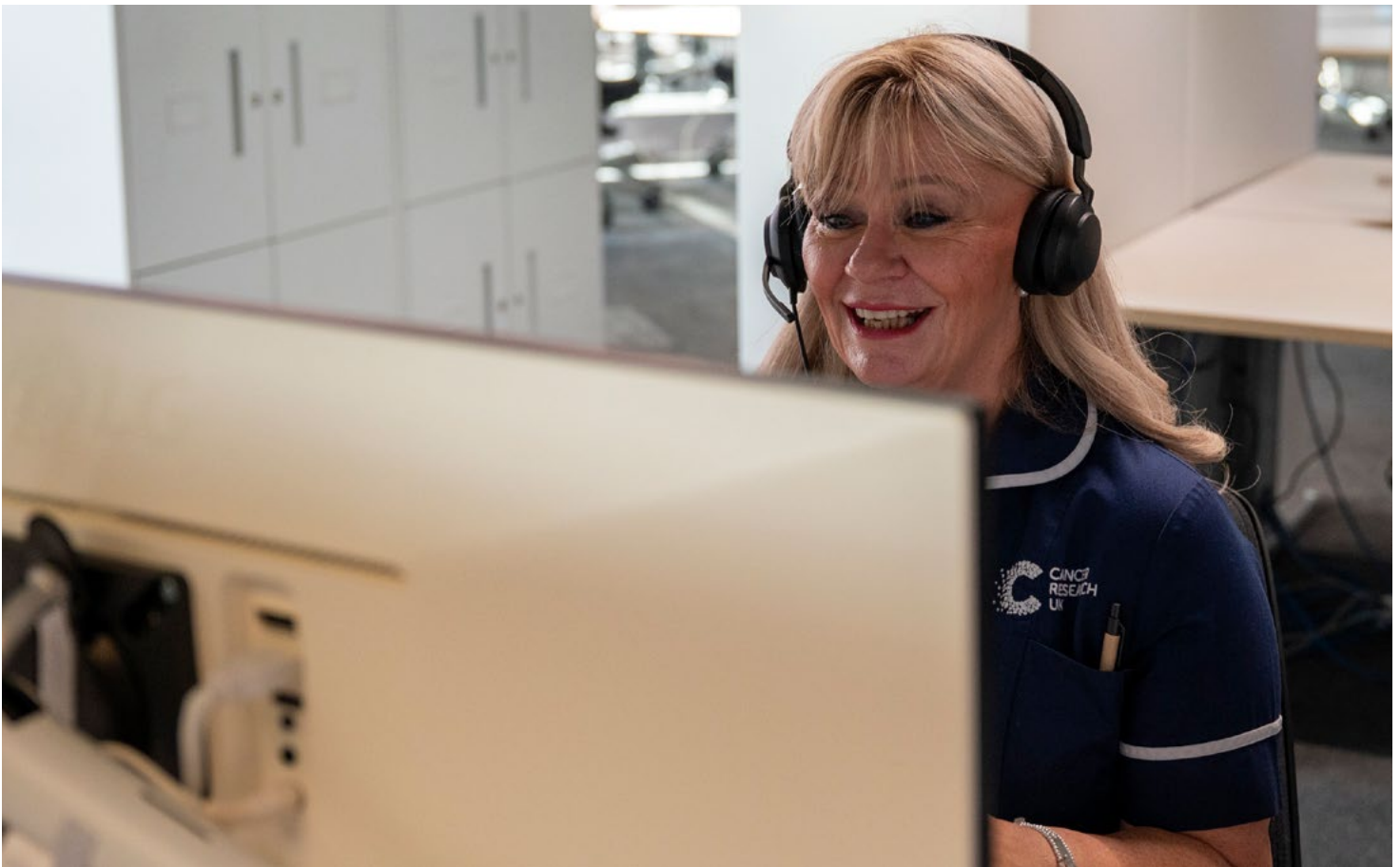
"I haven't completed my bowel cancer screening kit as **I thought I would recognise symptoms**, but having spoken to you, I realise the kit is for people **without symptoms to pick up cancer early**. Thank you."

Employee



Please note

The nurse does not provide any form of medical or diagnostic advice. They will direct any employees to their GP should they have concerns about their health.



Cancer awareness webinars and talks

We offer webinars and in-person talks on a variety of topics. These are designed by health experts and cancer awareness nurses to help employees understand how they can reduce their risk of cancer and how to spot it early.

"A very good, informative session. **I really appreciate the company engaging externally** to allow these **informative briefings** to take place and the time from Cancer Research UK to provide guidance and support."

Employee

"Great session. **Massively helpful.** A strong reminder to us all to know our own bodies and to **speak up if we notice change.**"

Employee

Webinar and talk overview

Title	Time	What it covers	Can be delivered as an in-person talk?
Cancer 101	30 minutes	<ul style="list-style-type: none"> Reducing your risk of cancer and spotting it early Cancer myths Where to go for reliable information 	Yes
		<p>Can also be delivered as a 45-minute session with added interactive elements.</p> <p>Optional 10-minute add-on on having conversations about cancer and health.</p>	
Diet, Physical Activity and Reducing Your Cancer Risk	45 minutes	<ul style="list-style-type: none"> What makes up a healthy balanced diet Physical activity and what counts as exercise 	No
Common Cancer Types (can be tailored to common cancer types in men or women)	45 minutes	<ul style="list-style-type: none"> Improvements in cancer survival Common cancer types – risk reduction and early signs 	No
Spotting Cancer Early	45 minutes	<ul style="list-style-type: none"> Hear directly from someone affected by cancer about their experience and the difference early diagnosis can make Signs and symptoms Seeing the doctor Cancer screening programmes 	No
Staying Safe in the Sun	30 minutes	<ul style="list-style-type: none"> Staying safe in the sun Signs and symptoms of skin cancer 	Yes
Having Conversations About Cancer and Health	30 minutes	<ul style="list-style-type: none"> Hear directly from someone affected by cancer, their experience, conversations they had and the resources they found helpful Top tips to help guide your conversations about cancer and health Mental health and cancer 	No



We're happy to extend webinar sessions with a Q&A with the presenters (15 minutes)



Interested in our programme for your workplace?

To register your interest, visit cruk.org/workplacehealth
or email caw@cancer.org.uk



References

[1] cruk.org/lifetimerisk

[2] Incidence data for 2018–2019, 2021. Similar data available at <https://crukcancerintelligence.shinyapps.io/CancerStatsDataHub/>

[3] cruk.org/prevention

[4] Based on responses from 4,372 employees following Cancer Awareness in the Workplace activity (April 2018 to March 2025).

[5] Based on responses from 3,135 employees following Cancer Awareness in the Workplace activity (April 2021 to March 2025).

[6] Based on responses from 4,171 employees following Cancer Awareness in the Workplace activity (April 2018 to March 2025).

[7] Based on responses from 2,240 employees after attending our early diagnosis workshop or visiting a nurse health stand (April 2018 to March 2022).

