

Cancer Awareness in the Workplace



An overview of our
workplace health programme

cruk.org/workplacehealth



How we can **support you**



Saving lives by spotting cancer early

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



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



Offering a trusted voice

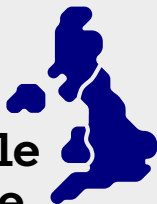
When it comes to cancer, there's a lot of misinformation out there. You can rely on us to cut through the noise and give your employees evidence-based information, drawn from decades of research.



Helping your employees be healthier

Around 4 in 10 UK cancer cases every year could be prevented [2]. We help your employees to make changes to improve their health, offering information, tips and support.

Every year,
more than
127,000 people
of working age
are diagnosed with
cancer in the UK [1]



Cancer Awareness

in the Workplace programme



Helping
your employees
**live longer,
healthier
lives**

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 designed the programme and deliver it.

We're the world's leading cancer charity, dedicated to saving lives through research, influence and information.

Our pioneering work is changing lives on a global scale and over the last 50 years, we've helped double cancer survival in the UK.

We work to reduce the impact of cancer on people's day-to-day lives. Our workplace health programme supports this ambition, **helping your employees and others live longer, better lives.**

After engaging with our programme, your employees will:

- know how to reduce their risk of cancer
- understand how to take action for 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 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. We're a trusted source of information that you can rely on to help give your employees the best, evidence-based information on cancer and health.



We're experienced and adaptable

We've worked with a wide range of industries, so know how to tailor our programme to suit each workforce. We 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 with our aim to help more people live longer, healthier lives, we have engaged **more than 30,000 employees** through our face-to-face services.

We've also achieved **almost 3.4m touchpoints** with our tailored health communications. And we know the programme is having a positive impact on the people who've taken part.

"The information I received was excellent, it would be great to see this as a regular event."

Employee,

after attending a cancer awareness talk



97%

would recommend
to a colleague [3]



98%

found the activity
good or very good [6]



92%

had a better
understanding of the
ways they can improve
their health [4]



85%

felt better or much
better towards their
company [5]

What companies we've worked with say

We've seen the positive impact our programme has had on employees:

"Cancer Research UK are a **great source of support** in helping to raise the profile of **health and wellbeing** with our businesses and employees. **We've benefited from** the delivery of **workshops and cancer awareness stands** at different locations and events, along with monthly content – both of which not only engage our people, but also provides them with **reliable information** and guidance to make **healthier choices** and adopt healthy behaviours. All this is driven by the work of the ScottishPower Cancer Research UK Partnership Team."

Callum Reilly,
Health and Wellbeing Consultant,
ScottishPower

Our team is proud to have delivered tailored packages of our programme to companies across the UK, including:





Empowering
your employees
**to take
action for
their health**

**We understand cancer and you
understand your workforce.
We can create a bespoke
programme with a variety of
activities and resources on offer.**

Together we create a package tailored to
your employees' needs.

This could include:



an employee health
survey and report



bespoke health
and cancer
communications



cancer awareness
stands



cancer awareness
talks



webinars



quizzes and
interactive materials

Having the biggest impact

Health survey and report

At the start of your programme, we gather insight from your workforce to tailor our offerings to make the most impact.

Our survey shows current health behaviours, attitudes and awareness of cancer. We analyse this data and provide you with a report that includes:

- a summary of the results
- comparison of data to national averages
- key areas to focus on during our work together

Figure 1:
Awareness of cancer risk factors pre and post programme

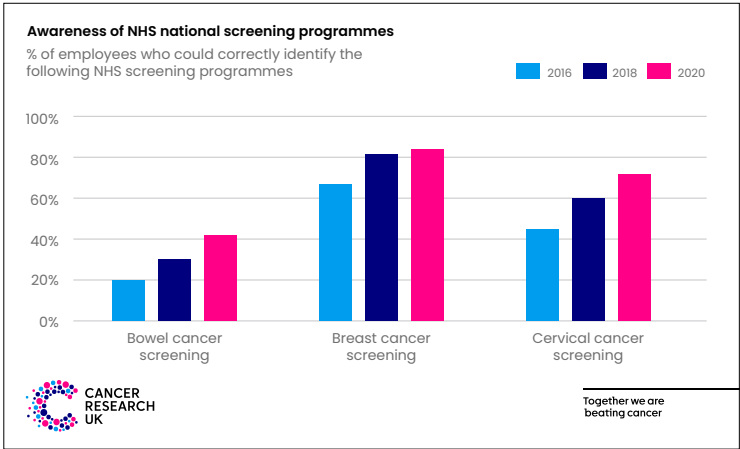
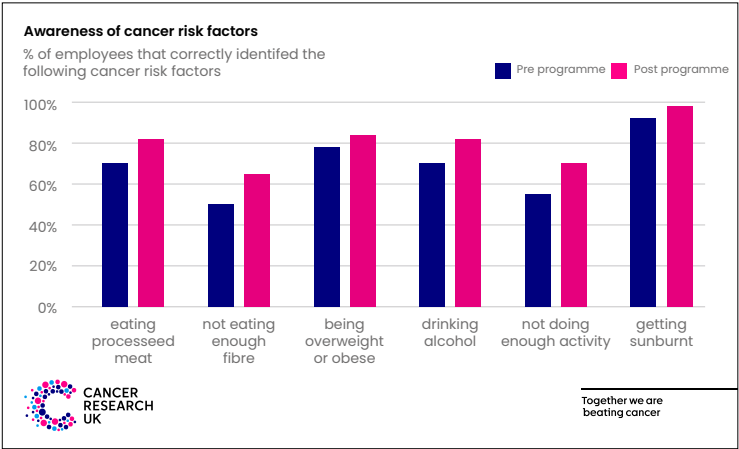


Figure 2:
Awareness of NHS national screening programmes pre and post programme

Reaching your employees with key messages

Bespoke communications

During the programme, we'll gather more insight about your company and employees to create communications that are tailored to your workforce and health and wellbeing priorities.

We provide them 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

Each month we focus on different key priority areas that align with public health campaigns and national awareness months.

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 your cancer risk, including stopping smoking, diet, exercise and weight.

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

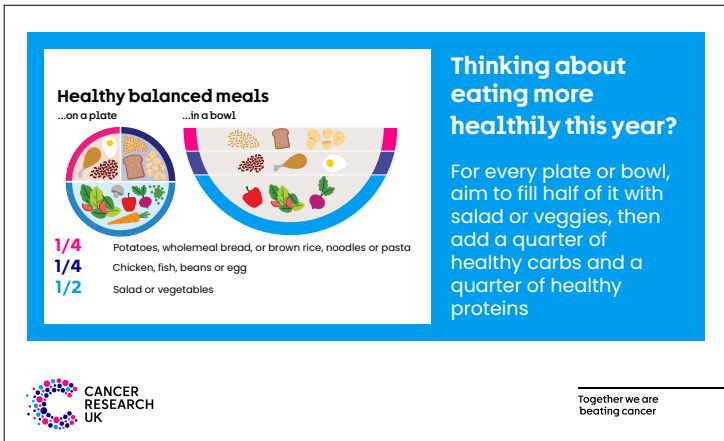


Figure 3: Example poster on healthy eating habits and creating a balanced plate

Cancer awareness stands



We've seen how well employees respond to being able to chat with our nurses.

Cancer awareness stands provide an opportunity for your employees to receive reliable, tailored and practical information from our nurses. And for employees wanting more, our nurses can signpost to local and national services and provide tips on where to find further sources of health information.

Your employees can:

- have one-to-one conversations
- engage with interactive tools
- access a range of information
- play fun quizzes and games
- learn how to reduce their risk of cancer
- learn how to spot cancer early

Employees value being able to speak one-to-one:

"Thank you – it's so nice to be able to **ask little questions** when sometimes it can be **hard to access NHS services** for trivial things."

– 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 – thanks.**"

– 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 & talks



We offer webinars and in-person talks 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. Thank you."

- 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

Topic	What this covers
Cancer Basics 30 minutes	<ul style="list-style-type: none"> Reducing your risk of cancer and spot it early. Where to go for reliable information.
Cancer 101 45 minutes	<ul style="list-style-type: none"> Reducing your risk of cancer and spot it early. Cancer myths.
Diet, physical activity & reducing your cancer risk 45 minutes	<ul style="list-style-type: none"> What makes up a healthy balanced diet. Physical activity and what counts.
Your guide to common cancer types 45 minutes	<ul style="list-style-type: none"> Improvements in survival. Common cancer types – how to reduce your risk and spot these early.
Common cancers in men 45 minutes	<ul style="list-style-type: none"> Common cancer types in men- how to reduce your risk and spot these early.
Common cancers in women 45 minutes	<ul style="list-style-type: none"> Common cancer types in women- how to reduce your risk and spot these early.
Our guide to 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.
Staying safe in the sun 30 minutes	<ul style="list-style-type: none"> How we can be safe in the sun. Signs and symptoms of skin cancer.
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.



We're happy to extend webinar sessions with add-ons, including:

- conversations about cancer and health (10 minutes)
- add-on for Cancer 101 and Cancer Basics only**
- a Q&A with the presenters (15 minutes)



Interested in our programme
for your workplace?

Please visit cruk.org/workplacehealth to register
your interest or email caw@cancer.org.uk



References

*cruk.org/lifetimerisk

- [1] Based on the average annual number of new cases of all cancer (ICD10 C00–C97 excl. C44) in people aged between 20 and 64 years between 2016–2018.
- [2] Brown KF, Rumgay H, Dunlop C, et al. The fraction of cancer attributable to known risk factors in England, Wales, Scotland, Northern Ireland, and the UK overall in 2015. British Journal of Cancer 2018.
- [3] Responses from 2,449 employees after attending a workshop, webinar or visiting a cancer awareness stand (April 2018–March 2022).
- [4] Responses from 698 employees after attending a workshop, webinar or visiting a cancer awareness stand (April 2021–March 2022).
- [5] Responses from 2,333 employees after attending a workshop, webinar or visiting a cancer awareness stand (April 2018–March 2022).
- [6] Responses from 2,240 employees after attending a workshop, webinar or visiting a cancer awareness stand (April 2018–March 2022).
- [7] Based on 299 responses after the 'what is cancer and how to spot it early' workshop (April 2018–March 2020)



Registered with
**FUNDRAISING
REGULATOR**

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247)