

Detect Cancer Early

# 'SETTLING IN' LUNG CANCER CAMPAIGN

Stakeholder toolkit



[#getcheckedearly](#)



# The campaign

A bold new Scottish Government lung cancer campaign, entitled ‘Settling In’, will launch on 31 May 2021.

The national campaign has been designed to encourage people aged 40+ to contact their GP practice without delay if they have potential lung cancer symptoms, highlighting that the sooner it is found, the easier it is to treat. You can view the TV advert [here](#).

The campaign has been developed in response to statistics which show that 25 per cent fewer lung cancers are being diagnosed now, compared to pre-COVID-19. Advice to stay at home to protect people from COVID-19, people’s anxiety around possible infection at NHS sites and the cross-over of symptoms with COVID-19 – such as a cough – is believed to have contributed to people delaying seeking help, and being referred for further tests.



Campaign materials will direct people to [getcheckedearly.org](https://getcheckedearly.org) where they’ll find information on potential lung cancer symptoms, the benefits of early detection, and advice on accessing GP practice services during the COVID-19 pandemic.



## Where it will appear

The five-week campaign will comprise of TV (a new 40 second advert), digital, print and radio advertising, with supporting PR.

The campaign will commence on 31 May, run for two weeks, with a week break, and then an additional two weeks, culminating at the end of June.



## Schedule

Media Channel	May	June				July			
	31	7	14	21	28	5	12	19	26
TV	★	★		★	★				
RADIO	★	★		★	★				
PRINT	★	★		★					
DIGITAL – Paid Social	★	★		★	★				
DIGITAL – Promoted Posts	★	★	★	★	★				
PHARMACY				★	★	★	★	★	★
PR	★	★	★	★	★				




# Key messages



- ▶ Don't let lung cancer make itself at home.
- ▶ If you have unusual breathlessness or a new or different persistent cough for more than three weeks, get checked, especially if you're over 40.
- ▶ These symptoms can be an early sign of lung cancer, so don't delay contacting your GP practice.
- ▶ While it's probably nothing to worry about, it's worth getting checked as the sooner lung cancer is found, the easier it is to treat.
- ▶ Find out more at [getcheckedearly.org](https://www.getcheckedearly.org)



# How can you support?

We would be delighted to have your support in communicating these important Detect Cancer Early messages – there are a number of ways in which you can do this:

-  Encourage people to visit the [getcheckedearly.org](https://getcheckedearly.org) website by using the below suggested editorial copy in newsletters and/or on intranets.
-  Share campaign assets, including the [TV advert](#), across your own social channels – suggested social posts are provided on page 6 and we’d encourage you to use the campaign hashtag [#getcheckedearly](#).
-  Like and follow the wee c Facebook page [www.facebook.com/theweec](https://www.facebook.com/theweec) and share posts where appropriate.

-  Let us know if you’re aware of anyone who has been treated for lung cancer, who would be happy to share their experiences as part of the campaign.
-  You can download all of the campaign assets [here](#).

# Social media



## Example social media posts:

Don't let lung cancer make itself at home. If you have possible symptoms, don't delay contacting your GP practice. Find out more [▶](#)  
[www.getcheckedearly.org](http://www.getcheckedearly.org) #getcheckedearly

New, or different cough for over three weeks? Unusual breathlessness? Don't ignore the possible early signs of lung cancer, contact your GP practice without delay  
[▶](#) [www.getcheckedearly.org](http://www.getcheckedearly.org) #getcheckedearly

The sooner lung cancer is found, the easier it is to treat. If you're worried about possible signs or symptoms, get in touch with your GP practice. Find out more [▶](#) [www.getcheckedearly.org](http://www.getcheckedearly.org)  
#getcheckedearly

Finding and treating cancer is a priority for NHS Scotland. If you have possible lung cancer symptoms, especially if you're aged over 40, don't delay contacting your GP practice  
#getcheckedearly

There's lots that can be done to treat lung cancer nowadays, and more people in Scotland are surviving the disease than ever before. Finding it early makes it easier to treat, so don't delay getting checked #getcheckedearly

# Editorial



Example editorial content:

## Don't let lung cancer make itself at home

Lung cancer is the most common cancer in Scotland, with around 5,500 people diagnosed each year, however more can be done to treat the disease if it's found early. There are two key symptoms we can all look out for, whether it is ourselves experiencing them, a member of our family or a friend.

A bold national Detect Cancer Early campaign is underway throughout June that highlights the risks of letting lung cancer 'settle in', depicting the common early symptoms of the disease which include unusual breathlessness or a persistent cough, that's new or different, and lasts over three weeks.

The campaign which is running across TV, out of home and digital advertising encourages people aged over 40 with potential lung cancer symptoms to contact their GP practice without delay.

The campaign has been designed to drive home that the sooner lung cancer is found, the easier it is to treat, and remind people that diagnosing and treating cancer remains a priority for NHS Scotland.

To find out more about the potential signs and symptoms of lung cancer, and how your GP practice is operating during the COVID-19 pandemic, visit [getcheckedearly.org](https://www.getcheckedearly.org).



# Contact

For more information about the campaign, contact:

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[#getcheckedearly](https://www.instagram.com/getcheckedearly)

