



# Community Awareness Plan: Supporting the Well- being of Cancer Patients

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A photograph of three men lying in a bed with blue bedding. The man on the left is looking towards the center. The man in the middle is looking directly at the camera with a serious expression, his hands resting on his abdomen. The man on the right is looking towards the center. The text 'COULD BE NOTHING?' is overlaid on the left side of the image.

COULD BE  
NOTHING?

COULD BE  
CANCER?

**Talk to your GP,  
not yourself.**

Noticed a change that's unusual for you?

**Contact your GP practice.**

Finding cancer early saves lives.

For more information visit [cruk.org/spot-cancer-early-NI](http://cruk.org/spot-cancer-early-NI)



CANCER  
RESEARCH  
UK



BE CANCER  
AWARE



Health and  
Social Care

Cancer Research UK is a registered charity in England and Wales (1089464) and Scotland (SC041666). Also operating in Northern Ireland.

A photograph of a woman with short grey hair lying in bed with purple bedding. She is wearing a blue polka-dot nightgown and looking directly at the camera with a neutral expression. The text 'COULD BE NOTHING?' is overlaid on the left side of the image.

COULD BE  
NOTHING?

COULD BE  
CANCER?



# INTRODUCTION

The background of the slide features a microscopic view of a cell. The nucleus is a bright, glowing yellow-orange sphere with a complex, spiky internal structure. It is surrounded by a dense, textured layer of reddish-purple material, which appears to be the cell membrane or cytoplasm. The overall color palette is dominated by warm, vibrant tones of red, orange, and yellow, creating a sense of energy and biological activity.

Cancer is a serious illness that affects not just the body, but also the mind and emotions of the person who has it. Many people in our community are battling cancer and need support. This plan is about spreading awareness and helping cancer patients feel seen, supported, and cared for.

A poster for World Cancer Day. In the center is a large, stylized cancer ribbon made of colorful triangles. The background is a light gray world map. Text is placed on either side of the ribbon.

**WORLD  
CANCER  
DAY 4 FEB**

**YOU ARE NOT  
ALONE**  
**WE CAN I CAN**

Teach people about cancer and the importance of early detection.

- Encourage the community to be kind, helpful, and informed.

Help cancer patients and their families feel supported.

Share information about local help and resources.

## • ***OBJECTIVES AND GOALS***



# National Cancer Survivors Day® 2019





# ***WHO WE WANT TO REACH***

- 
- A close-up photograph of a pair of hands, belonging to a person wearing a pink knitted sweater, gently cupping a bright pink awareness ribbon. The ribbon is tied in a loop, and the hands are positioned to support it from below. The background is softly blurred, showing more of the sweater and a hint of a wooden surface.
- Everyone in the community (kids, adults, seniors)
  - People with cancer and their families
  - Doctors and nurses
  - Schools and teachers
  - Local businesses
  - Religious groups

The road ahead of you looks  
scary, but I wanted to let you  
know that we are here to support  
you every step of the way.



Parade

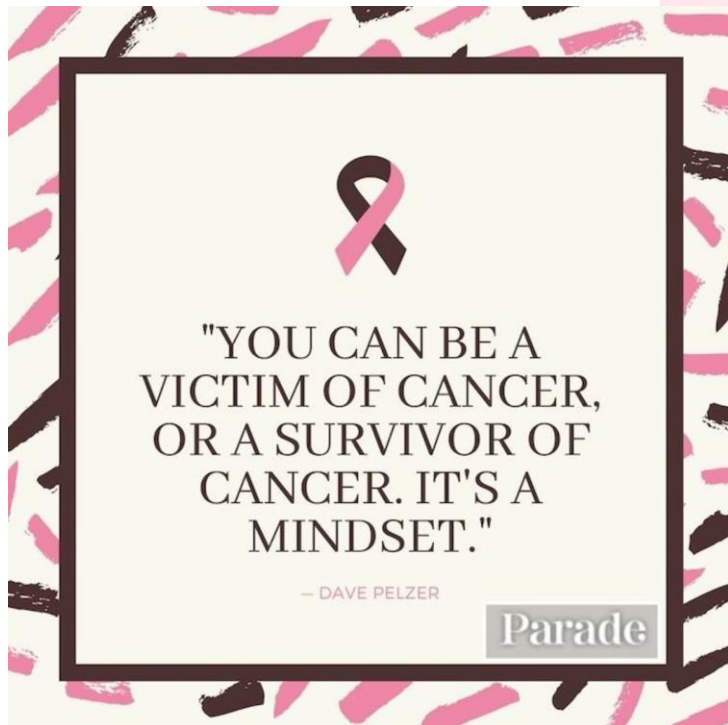


# MAIN MESSAGES

JUST SO YOU KNOW,  
I AM TOTALLY ON BOARD  
FOR DRIVING YOU TO TREATMENT,  
CLEANING YOUR PLACE, HELPING  
PICK OUT FLATTERING WIGS,  
COMING UP WITH BAD-ASS  
VISUALIZATION EXERCISES,  
AND IF YOU TWIST MY ARM,  
I GUESS I'D ALSO BE COOL WITH  
LYING ON THE COUCH and  
WATCHING TRASHY TV TOGETHER.  
I KNOW. IT'S A SACRIFICE I'M WILLING TO MAKE.  
♥ ♥ ♥ ♥ ♥ I LOVE YOU. ♥ ♥ ♥ ♥ ♥

# MAIN MESSAGES

- Cancer patients need emotional and social support, not just medical help
- Early checkups can save lives.
- There are many ways to help—even small acts matter.
- You don't have to be a doctor to make a difference







ACTIVITIES AND EVENTS



# EDUCATIONAL EVENTS

1

Host community seminars, webinars, and Q&A sessions with oncologists and survivors.

2

Distribute brochures and flyers in public places (hospitals, clinics, malls, schools).

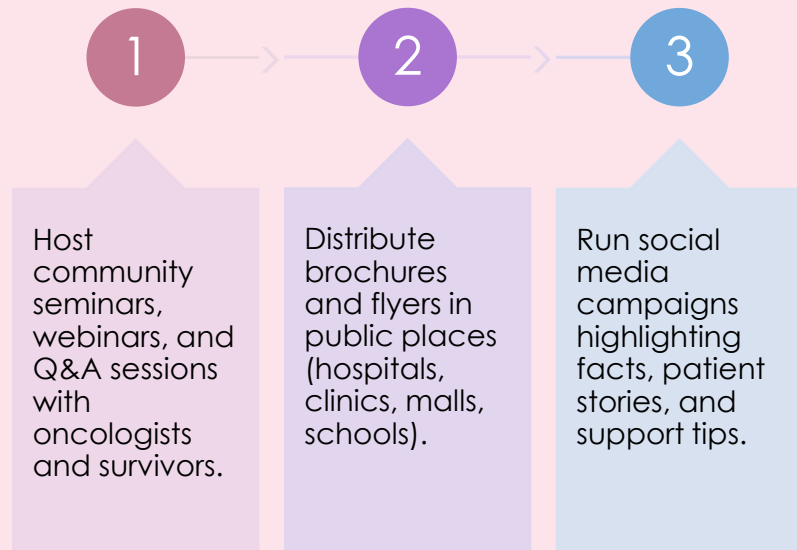
3

Run social media campaigns highlighting facts, patient stories, and support tips.





# Education and Information Dissemination





## Outreach and Engagement

- Partner with local NGOs and hospitals to conduct awareness drives.
- Organize awareness walks, runs, or fundraising events.
- Host support group meetings for patients and caregivers.



# Resource Mobilization

- Launch a local directory of cancer support services (transport, nutrition, counseling).
- Develop a volunteer program to assist with errands, transport, or companionship.
- Advocate for workplace policies that support cancer patients and caregivers.



**Post-Treatment Adverse Health  
Correlates among Prostate Cancer  
Survivors in a Sample of Men Residing  
in Atlantic Canada**

**Volume 28 • Issue 4 | August 2021**



[mdpi.com/journal/currenol](https://mdpi.com/journal/currenol)  
ISSN 1718-7729



# Teen Cancer

## School and Youth Engagement

- Conduct age-appropriate cancer awareness programs in schools.
- Involve youth in volunteering and social media advocacy.



# Cultural and Faith-Based Engagement

- Work with churches, mosques, temples, etc., to share awareness messages.
- Offer spiritual support programs for patients dealing with end-of-life issues.



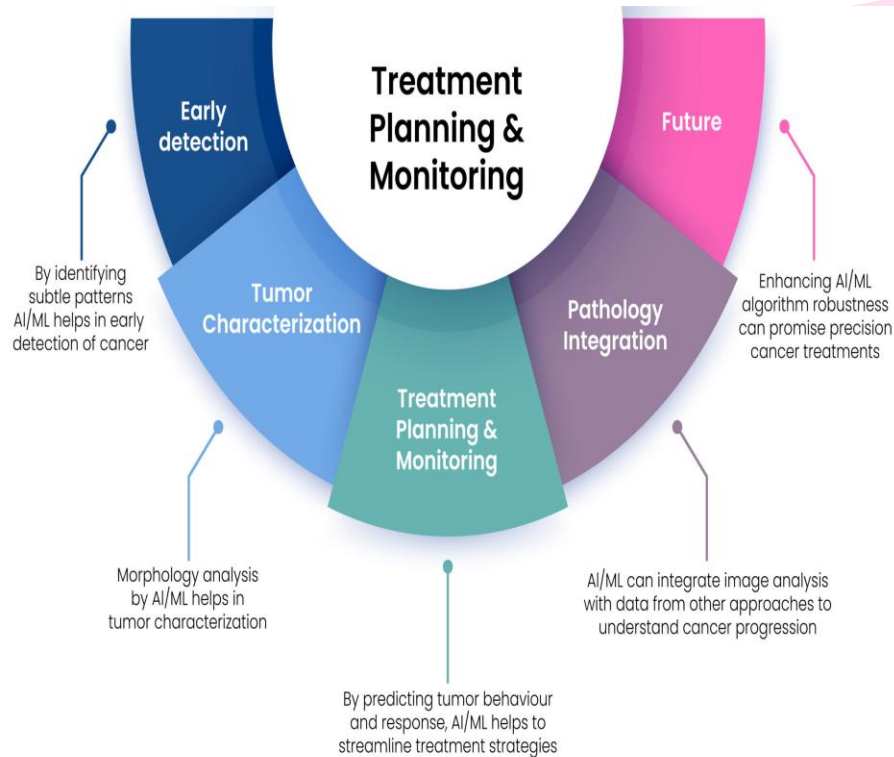


# Communication Channels

- Social media (Facebook, Instagram, Twitter, TikTok)
- Local radio and TV
- Community newsletters
- Posters and banners
- Community meetings and religious gatherings



# Monitoring and Evaluation



- Track attendance at events and engagement online.
- Collect feedback from participants and patients.
- Survey awareness levels before and after campaigns.
- Adjust strategies based on impact and feedback.

# Timeline

- **Month 1–2:** Planning, partnerships, and resource gathering
- **Month 3–6:** Execution of events, media campaigns, outreach
- **Month 7–8:** Monitoring and adjustment
- **Month 9–12:** Evaluation and reporting





# Budget Considerations

- Printing and materials
- Event logistics (venue, refreshments)
- Speaker honorariums
- Media and advertising
- Volunteer coordination





# New normal Same Cancer

**Don't wait**  
**Contact your doctor**  
**Get checked**

**New Normal**  
**Same Cancer**

©AstraZeneca 2020. Appropriate for the general public. Veeva ID: Z4-27135. Date of preparation: September 2020  
Please contact your doctor for advice if you are at all worried about any symptoms (or your medication).

# Conclusion

- This plan shows that anyone—even students—can help make a difference in the lives of cancer patients. By spreading awareness, showing support, and working together, we can create a community where no one feels alone in their fight against cancer.





THANK  
YOU

