

# Targeted Lung Health Check campaign toolkit





# Campaign aims and objectives

Roy Castle Lung Cancer Foundation is proud to support NHS England with increasing uptake of the Targeted Lung Health Check programme.

## Current challenges:

### Lack of understanding and awareness of the programme

TLHCs are still a new initiative and for many an unknown quantity. In some instances, the first awareness of the programme is when the participant receives an invitation which seemingly has come out of the blue. This may then lead to a number of questions and anxieties about attending.

### Nihilistic perceptions of lung cancer

TLHCs are currently operational in areas with high incidence and mortality rates. There is a high likelihood that those invited have experienced lung cancer in some capacity. This is supported by interaction during our community engagement events where a high proportion of people confirm they have lost loved ones to the disease and therefore do not believe lung cancer is treatable with curative intent.

### Lack of urgency / likely asymptomatic nature of participants

The nature of lung cancer means many people do not display symptoms until the cancer is already at an advanced stage. However, they may presume that a disease as serious as lung cancer would have clear symptoms. This, coupled with the belief that they 'know their own bodies', may demote the urgency of going for a lung health check.

### We aim to address and overcome these obstacles by creating a multifaceted educational marketing campaign that:

- Highlights the importance of early detection
- Challenges disease and symptom misconception
- Provides accessible information about lung cancer and the TLHC programme
- Primes eligible participants to respond to an invitation.

# Campaign assets

As part of the first phase of the campaign, which aims to improve understanding and awareness of lung cancer and the asymptomatic nature of early stage disease, we have produced a number of campaign assets for programmes to use.

## Campaign assets include:

- Promotional video for use on social media and websites
- Two full length patient story videos for websites and short snippets for social media
- Social media graphics
- Draft social media copy
- Draft copy for websites
- Two editable A3 posters\*
- Two editable A5 flyers\*
- Radio script.

\*Editable URL and QR code to allow for individual programme personalisation

# Promotional video

The campaign video features a man from the audience demographic going about a normal day. He explains how he was diagnosed through the TLHC despite feeling well and having no symptoms. The full length video is 1 min 30secs. There are also two short snippets. All videos are intended for use on social media.



## Suggested social copy

"My lung cancer was caught early, before I even had any symptoms."

Targeted lung health checks help us get ahead of lung cancer - before symptoms even start.

That's why the NHS is offering people aged 55-74 who have ever smoked a lung check to make sure everything is ok.

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In the early stages of lung cancer, many people feel fine and don't have any symptoms.

Targeted lung health checks help make sure everything is ok. Chances are it will be, but if it is cancer, catching it early can make all the difference.

It's best to check



# Social media carousel

The campaign video has been adapted into a social media carousel so users can scroll across to understanding the messages rather than watch a video. With this primary demographic, previous social media ads have shown a higher engagement with image and text based ads than as with a video.



## Suggested social copy

Catching lung cancer early can make all the difference.

That's why the NHS is offering people aged 55-74 who have ever smoked a lung check to make sure everything is ok.

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"I felt fine. I didn't have a cough. I wasn't getting short of breath, but because I smoked, I thought it was worth checking everything was ok.... and I'm so glad I did."

If you're invited for a lung health check, it's really important to make an appointment - even if you feel well.

It's best to check



# Social media graphics

In addition to the videos and social media carousel graphics, there are five individual graphics for use on social media, highlighting a key campaign takeaway message, with suggested copy.



Targeted lung health checks help us get ahead of lung cancer - before symptoms even start.

If you're invited for a lung health check, make sure you book your appointment - even if you feel well.



When lung cancer is caught early, it is easier to treatment.

That's why the NHS is offering people 55-74 who have ever smoked a lung check to make sure everything is ok.



Many people with early stage lung cancer don't notice any symptoms.

If you're invited for a lung health check, make sure you book your appointment - even if you feel well.



People aged 55-74 who have ever smoked are being offered a free lung health check to make sure everything is ok.

Chances are everything will be fine, but if it is cancer, catching it early can make all the difference.



Book your free lung health check today - even if you feel fine.

It's best to check

Social graphics:



# Patient story - Gordon Darnell

Gordon Darnell, from Liverpool, was diagnosed through his local Targeted Lung Health Check on Christmas Eve in 2021. He shares his experience of the TLHC, his diagnosis and subsequent treatment. There is a full length video of Gordon's story for use on websites as well as a snippet for social media. There are also images for a social media carousel and/or individual graphics.



## Suggested social copy

"The doctor said, when I went for that original scan, I saved my own life."

Gordon went for his lung health check even though he didn't have any symptoms and hadn't smoked for over 10 years. He thought it was win win either way: if everything was fine - great! If it wasn't then he'd have the chance to do something about it.

If you're 55-74 and have ever smoked, you will be invited for a lung health check to make sure everything is ok. You should attend the appointment even if you feel fine, just like Gordon.

"I was told there are four stages of lung cancer. I was stage one and the earliest stage of stage one. It was such a relief."

Catching lung cancer early can make all the difference. It did for Gordon. That's why the NHS is offering people 55-74 who have ever smoked a lung check to make sure everything is ok.

# Patient story - Gordon Darnell

We would recommend adding Gordon's story to your website, along with the full length video. This allows those interested in and/or searching for more information about the programme to see its benefits and encourage uptake. Here is some suggested web copy:

## Gordon's lung health check story

Gordon didn't have any symptoms when he was invited for a lung health check. In fact, he felt the best he had for years. This didn't stop him from attending the check up; a decision that may have saved his life.

Gordon was diagnosed with stage one lung cancer on Christmas Eve 2021. Fortunately, it had been caught very early and Gordon had keyhole surgery to remove the tumour. He did not need any further treatment and is now fully recovered.

"I thought someone had made a mistake when I received my diagnosis because I felt so well at the time," Gordon explains. "I couldn't understand how I could have lung cancer and not feel ill, or have any symptoms. I only went for the check in the first place because I received a letter and thought that there must be a reason why they are inviting me. Turns out they were right!"

"When I received my diagnosis, I was told that there are four stages of lung cancer. I was stage one, and the earliest stage of stage one. That relaxed me immediately. When it comes to cancer, it doesn't get any better than that!"

"I was able to have keyhole surgery because it had been caught so early and I didn't need any further treatment."

"Eight weeks after surgery, I went on holiday to Spain. It was like it never happened, and that was because I played my part and went for that check up. It would have been really easy to not bother because I felt so well but it's worth taking an hour out to do it. You're not going to lose anything by being right, but if there is something wrong, you need to find out as quickly as possible. It's not going away and you've got to deal with it."



# Patient story - Fran White

Fran White from Newcastle was diagnosed in May 2022 with stage one lung cancer after attending her local TLHC. Five weeks after diagnosis, Fran had an operation and is now fully recovered. She shares her experience of the TLHC, her diagnosis, treatment and recovery. There is a full length video of Fran's story for use on websites as well as three snippets for social media. There are also images for a social media carousel and/or individual graphics.



## Suggested social copy

"I'm very well aware having smoked on and off all my life, it's important to make sure your lungs are ok. I've always been for bowel and breast checks so I just saw the lung health check as another check up."

When Fran was invited for a lung health check, she had no hesitation about going - even though she felt fine. And thank goodness she did....

Diagnosed with lung cancer in May  
Operation to remove the cancer in June  
Life back to normal in July.

Fran was diagnosed with lung cancer through her local lung health check. Five weeks later, she had an operation and is now fully recovered.

That's why the NHS is offering people 55-74 who have ever smoked a lung check to make sure everything is ok because, if it is cancer, catching it early can make all the difference. It did for Fran.

# Patient story - Fran White

We would recommend adding Fran's story to your website, along with the full length video. This allows those interested in and/or searching for more information about the programme to see its benefits and encourage uptake. Here is some suggested web copy:

## Fran's lung health check story

Fran understands the importance of check ups. She always attends her bowel and breast screenings, so when she was invited for a lung health check, she also took up this opportunity. Having been a smoker on and off for most of her life, Fran recognised it was a good thing to check everything was ok - even though she felt well at the time.

Fran was diagnosed with stage one lung cancer in May 2022 after attending her local lung health check. Just five weeks after being diagnosed, Fran was in hospital having an operation to remove the cancer and, because it was caught so early, she didn't need any further treatment such as chemo or radiotherapy.

"My life is very much the same as it was before I was diagnosed," Fran explains. "I've been on holiday. I look after my grandchildren. I'm even thinking of going back to the gym! Who'd have thought I'd be able to do that having had lung cancer and it's all down to the lung health check.

"As someone who has smoked on and off for most of their life, I thought it was a good thing to go and do, even though at the time I didn't have any health concerns. Being a smoker, lung cancer is something that's in the back of your head because you know the risks. However, what this experience has taught me is that it doesn't automatically mean bad news.

"It was all very straightforward. I had a call with a nurse first. She asked me a series of questions about my general health. Had I lost any weight? Did I have any breathing problems? I then had the CT scan in a mobile unit in a nearby health centre. It was very quick. I was only there for about 10 minutes and then I had the results very quickly too. The whole thing from the first call, to my surgery was just a matter of months.

"I recovered quickly too and now I just have check ups every few months. Other than that, you wouldn't ever know I had lung cancer! That's why I want everyone who is invited to go because it's helped me and it could help you. It's meant my cancer was caught really early and it's given me the best chance of a much longer life. It's not going to cost you anything; it's there to help you and it's also there to help the NHS to do the best it can for its patients."



# Printable collateral

There are two posters and flyers available for download. Designs are editable in Canva to personal with web address and QR code. These can be used to raise awareness within the local area and at community engagement events. We would recommend sharing with GP practices, pharmacies, local businesses and third sector organisations to increase awareness and recognition of the programme.

*Designs can be adapted for additional assets including pull up banners, advertising banners, merchandise, newspaper advertisements beer mats and pharmacy bags. Production costs apply*



Editable posters: [https://www.canva.com/design/DAFYqoqLLWI/aRVqS58yQAYsuvoJDRUhRg/edit?utm\\_content=DAFYqoqLLWI&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFYqoqLLWI/aRVqS58yQAYsuvoJDRUhRg/edit?utm_content=DAFYqoqLLWI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Editable flyers: [https://www.canva.com/design/DAFYsBZi70g/OtJdlhPYy07jtCwF0LY3og/edit?utm\\_content=DAFYsBZi70g&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFYsBZi70g/OtJdlhPYy07jtCwF0LY3og/edit?utm_content=DAFYsBZi70g&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[https://www.canva.com/design/DAFYqwMqWX8/H6vYu9QQqsGcz6ORWhopTQ/edit?utm\\_content=DAFYqwMqWX8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFYqwMqWX8/H6vYu9QQqsGcz6ORWhopTQ/edit?utm_content=DAFYqwMqWX8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

# Radio script

Source	Audio	Length
Lead character	(SFX: Background radio, person humming) Did you know I had lung cancer? (SFX: Toaster popping up)	4 seconds
Lead character	I felt fine but that's because it was caught early before I had any symptoms. (SFX: Front door closes)	6 seconds
Lead character	(SFX: Café noises – plates clattering, food sizzling) People aged 55-74 who have ever smoked can now have their lungs checked.	6 seconds
Lead character	(SFX: Traffic noise, passing cars) Chances are everything is ok, but if it is cancer, catching it early can make all the difference.	7 seconds
Lead character	(SFX: Background TV noise) It did for me.	2 seconds
Lead character	For more information about your local lung health checks, visit [URL]	5 seconds



# Marketing and comms support

Roy Castle Lung Cancer Foundation can offer help and advice to best utilise this awareness campaign and increase uptake of the lung health check programme.

We can also help with the coordination of community engagement and awareness events.

## Get in touch



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