

**FIND CANCER EARLY**

# Give yourself the best chance!

Campaign toolkit 2023/2024



Government of **Western Australia**  
Department of **Health**



**Cancer  
Council**  
WA



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# About this toolkit

This toolkit provides information and campaign materials for stakeholders and community groups to assist regional people to increase their knowledge about cancer symptoms and motivate them to see a doctor, clinic nurse or Aboriginal health worker straight away if they have symptoms.

The resources in this toolkit have been developed by Cancer Council WA to extend the reach of the campaign in your community and among your networks, using messages and materials consistent with the campaign.

You may wish to use one or all of the supplied materials in this toolkit. You are in the best position to determine which activities will work best in your setting.

Cancer Council is also supportive of stakeholders taking advantage of local media strategies to further extend the reach of the campaign.

# Campaign background

We have a better chance of surviving cancer and having more time with family and friends if cancer is found early. The key to achieving this is diagnosing cancer in the early stages, as it allows for easier and more successful treatment. To support this goal, we launched the Find Cancer Early “Give yourself the best chance” campaign.

The campaign features real people who generously and bravely shared their stories to raise awareness of the importance of early diagnosis and the three most urgent symptoms of cancer (blood in pee, blood in poo and coughing up blood). The campaign motivates people to give themselves the best chance to find cancer early, by going to see a doctor, clinic nurse or Aboriginal health worker straight away if they have symptoms, so that treatment is easier, and they can be around longer to do the things they love with the people they love.



# Target group

The primary target group is people over 40 years of age living in regional WA, with an emphasis on people living in remote and Aboriginal communities.

# Campaign objectives

- Educate the target audience about the urgent cancer symptoms, including blood in your pee, blood in your poo, and coughing up blood.
- Encourage regional people to visit their doctor, clinic nurse, or Aboriginal health worker without delay if they have an unusual symptom.
- To increase traffic to the Find Cancer Early website **findcancerearly.com.au** and to call our 13 11 20 Cancer Council information and support line for more information.

# Key messages

- We have a better chance of surviving cancer and having more time with family and friends if cancer is found early.
- If you are over 40 and notice anything unusual, like blood in your poo, blood in your pee or coughing up blood, see your doctor straight away.

# Campaign schedule

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
TV								
Catch-up TV								
Radio								
Spotify								
Newspapers								
YouTube								
Facebook								
Google ads								

# Campaign materials

## Television advertisements

Two television advertisements will appear on regional (GWN, WIN, SCA and SBS) and Aboriginal (NITV, ICTV and Goolarri) stations, as well as catch-up TV.

### *Damien's television advertisement*



[Watch the video](#)

### *Cherie's television advertisement*



[Watch the video](#)

# Campaign materials

## Radio advertisements

Television advertisements will be complemented by advertising across regional (Triple M) and Aboriginal radio stations (Radio MAMA, PAKAM, NG media, Goolarri, 6WR Kununurra and 6PAC Tjuma), audio (Spotify), regional newspapers, Facebook and YouTube.

### *Damien's radio advertisement*



Click to hear radio ad

### *Cherie's radio advertisement*



Click to hear radio ad



# Campaign materials

## Newspaper advertisements



**Cancer Council WA**

**Have you had any of these?**

- Blood in your poo
- Blood in your pee
- Coughing up blood

**If you have and you are over 40...**

**Tell your doctor**

We have a better chance of surviving cancer and having more time with family and friends if cancer is found early.

Department of Health  
Cancer Council WA

For more information visit [findcancerearly.com.au](http://findcancerearly.com.au) or call 13 11 20

**“I’m stoked I found my cancer early, so I can keep fishing, diving, golfing, and living the dream!”**

- Damien, Geraldton

HEALS

QR code



**Cancer Council WA**

**Have you had any of these?**

- Blood in your poo
- Blood in your pee
- Coughing up blood

**If you have and you are over 40...**

**Tell a clinic nurse, doctor or health worker**

We have a better chance of surviving cancer and having more time with family and friends if cancer is found early.

Department of Health  
Cancer Council WA

For more information visit [findcancerearly.com.au](http://findcancerearly.com.au) or call 13 11 20

**“Find cancer early and give yourself the best chance of successful treatment, so that you can get back to doing the things you love with the people you love.”**

- Cherie, Badimia Yamatji Wadjuk Noongar woman

QR code

# Campaign materials

## Social media advertisements

Below is a list of social media tiles that you can download and use along with the copy provided.



Download



Download



Download



Download

### COPY

*The earlier cancer is found, the better the chances of treating it. Luckily Damien spoke to his doctor about his symptoms early after seeing previous Find Cancer Early adverts. If you see blood in your pee, blood in your poo or you've coughed up blood, see a doctor straight away.*

### COPY

*Getting our symptoms checked early means protecting ourselves from advanced cancer and being around for longer for our loved ones. If you notice blood in your poo, blood in your pee or you've coughed up blood, see a doctor or Aboriginal health worker straight away.*

# Resources to use locally

Order FREE Find Cancer Early checklists and other resources for your home, work or your local health or community centre. Simply complete the resource order form via the link below and return to Cancer Council via the email or postal address listed at the top of the form. Your order will be posted to you free of charge.

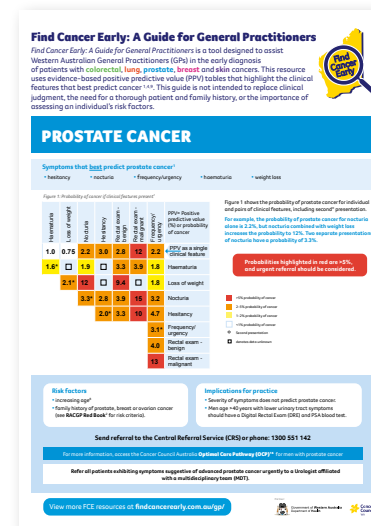
[Resource order form](#)



## Resources for GPs and Primary Health Nurses

Cancer Council has developed a range of resources to assist WA GPs in the early diagnosis of patients with prostate, lung, colorectal, breast and skin cancer. The resources can be ordered and viewed via the link below.

[Resources for health professionals](#)



# For more information, please contact:

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You can also contact our Cancer Council WA Regional Education Officers (REOs) in your region via [findcancerearly.com.au/about-us/contact/](https://findcancerearly.com.au/about-us/contact/). REOs can provide Find Cancer Early presentations, yarning sessions, and are available for radio interviews. Alternatively, you can visit the Find Cancer Early website at [findcancerearly.com.au](https://findcancerearly.com.au) or call **13 11 20** for more information.



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Department of **Health**

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