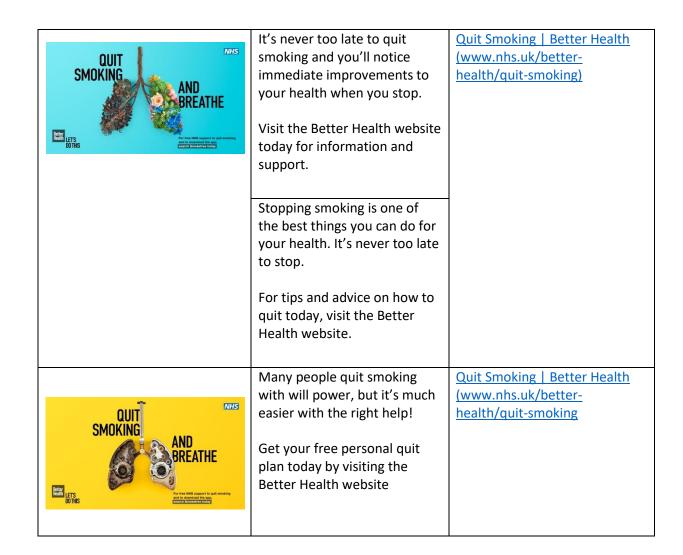




## **Lung Cancer – Communications Toolkit**

## Help Us Help You & Better Health

Asset	Suggested message	Link to include
A COUGH THAT LASTS THREE WEEKS OR MORE COULD BE A WARNING SIGN	If a friend or family member has been coughing for three weeks or more and it isn't COVID-19, encourage them to contact their GP practice.  It's probably nothing serious, but it could be a sign of cancer. Early diagnosis and treatment of cancer can save lives.	Cancer   Signs and Symptoms (www.nhs.uk/cancersymptoms)
A COUGH THAT LASTS THREE WEEKS OR MORE COULD BE A WARNING SIGN	If you've had a cough for three weeks or more and it isn't COVID-19, contact your GP practice.  It's probably nothing serious, but it could be a sign of cancer. If it is cancer, finding it early makes it more treatable and can save lives.	Cancer   Signs and Symptoms (www.nhs.uk/cancersymptoms)
A COUGH THAT LASTS THREE WEEKS OR MORE COULD BE A WARNING SIGN  NIHS  JUST CONTACT YOUR GP PRACTICE  Help us help you	If you've had a cough for three weeks or more and it isn't COVID-19, it could be a sign of cancer.  It's probably nothing serious, but if it is cancer, finding it early makes it more treatable. Contact your GP practice and get it checked out.	Cancer   Signs and Symptoms (www.nhs.uk/cancersymptoms)



## No Smoking Day (Wednesday 10 March)

For many years activity for No Smoking Day was co-ordinated by the charity of the same name. When they closed in 2011, British Heart Foundation continued to co-ordinate activity after this but more recently there has been no national co-ordination of activity. Breathe 2025 in Yorkshire and Humber launched the Today is the Day platform in 2019 to frame activity across the region for No Smoking Day. This platform has been used over the last 12 months to promote the #QuitForCovid campaigns and is now the platform for a nationally coordinated set of messages for No Smoking Day. No Smoking Day is not about encouraging people to quit for the day... it is also an opportunity to get people thinking more about a more positive smoke free future.

