



Lung Cancer – Communications Toolkit




Help Us Help You & Better Health

Asset	Suggested message	Link to include
	<p>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.</p> <p>It's probably nothing serious, but it could be a sign of cancer. Early diagnosis and treatment of cancer can save lives.</p>	<p><a href="http://www.nhs.uk/cancersymptoms">Cancer   Signs and Symptoms (www.nhs.uk/cancersymptoms)</a></p>
	<p>If you've had a cough for three weeks or more and it isn't COVID-19, contact your GP practice.</p> <p>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.</p>	<p><a href="http://www.nhs.uk/cancersymptoms">Cancer   Signs and Symptoms (www.nhs.uk/cancersymptoms)</a></p>
	<p>If you've had a cough for three weeks or more and it isn't COVID-19, it could be a sign of cancer.</p> <p>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.</p>	<p><a href="http://www.nhs.uk/cancersymptoms">Cancer   Signs and Symptoms (www.nhs.uk/cancersymptoms)</a></p>

	<p>It's never too late to quit smoking and you'll notice immediate improvements to your health when you stop.</p> <p>Visit the Better Health website today for information and support.</p>	<p><a href="http://www.nhs.uk/better-health/quit-smoking">Quit Smoking   Better Health (www.nhs.uk/better-health/quit-smoking)</a></p>
<p>Stopping smoking is one of the best things you can do for your health. It's never too late to stop.</p> <p>For tips and advice on how to quit today, visit the Better Health website.</p>		
	<p>Many people quit smoking with will power, but it's much easier with the right help!</p> <p>Get your free personal quit plan today by visiting the Better Health website</p>	<p><a href="http://www.nhs.uk/better-health/quit-smoking">Quit Smoking   Better Health (www.nhs.uk/better-health/quit-smoking)</a></p>

## 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.

	<p>For #NoSmokingDay 2021, we're celebrating the mental health benefits of quitting. Withdrawal can be stressful but ultimately ex-smokers are happier and healthier.</p> <p>For advice on make quitting easier visit the Better Health website.</p>	<p><a href="https://www.nhs.uk/better-health/quit-smoking">Quit Smoking   Better Health (www.nhs.uk/better-health/quit-smoking)</a></p>
	<p>Even if you've smoked for many years it's never too late to quit. #TodayIsTheDay</p> <p>Quitting brings mental and physical benefits at any age – for tips, tools and support to stop visit the Better Health website.</p>	<p><a href="https://www.nhs.uk/better-health/quit-smoking">Quit Smoking   Better Health (www.nhs.uk/better-health/quit-smoking)</a></p>
	<p>Right now we all need a bit more joy in our lives. If you smoke, quitting can bring you some.</p> <p>Research shows ex-smokers who have quit for at least 6 weeks are happier than those who keep smoking. Quitting also protects your health and improves your bank balance. What have you got to lose? #TodayIsTheDay.</p> <p>Make #NoSmokingDay the first day of your last quit attempt. Get help with withdrawal from the Better Health website.</p>	<p><a href="https://www.nhs.uk/better-health/quit-smoking">Quit Smoking   Better Health (www.nhs.uk/better-health/quit-smoking)</a></p>