

**Detect Cancer Early**  
**2021 Lung cancer campaign**  
**Stakeholder & Primary Care Toolkit**



The Scottish Government has launched a new Detect Cancer Early campaign, reminding people aged over 40 of the potential signs of lung cancer, while reinforcing the fact that cancer remains a priority throughout the Coronavirus pandemic.

The campaign will run from **01 February 2021**, and will include radio, digital and press, with pharmacy posters appearing across Scotland throughout the month.

### Background

Statistics show that 25% fewer lung cancers are being diagnosed, compared to pre-COVID-19.

Advice to stay at home, anxiety around potential infection and the cross-over of symptoms with COVID-19 – such as a persistent cough – is believed to have contributed to people delaying seeking help.

The campaign therefore aims to highlight the following key messages:

- **If you're aged 40 or over and have tested negative for COVID-19, but still have a new or different persistent cough for more than three weeks, get checked.**
- **The earlier lung cancer is found the better, and a lot can be done to treat it;**
- **So don't put off contacting your GP practice, they want to hear from you;**
- **Visit [getcheckedearly.org](https://getcheckedearly.org)**

AHEM TESTED NEGATIVE  
FOR COVID BUT STILL  
HAVE A COUGH COUGH  
PERSISTENT COUGH?

AN EARLY SIGN OF LUNG CANCER  
CAN BE A NEW OR DIFFERENT  
PERSISTENT COUGH THAT  
LASTS FOR 3 WEEKS OR MORE.

Don't put off contacting your GP practice if you have symptoms, especially if you are over 40. The earlier lung cancer is found the better and a lot can be done to treat it.

[getcheckedearly.org](https://getcheckedearly.org)



## Stakeholders

### Ways to support:

There are a number of ways you can get involved throughout the month of February:

- Show your support on social media with our [digital campaign asset](#) and suggested social posts.
- Display [campaign posters](#) in windows or on noticeboards.
- Include the suggested editorial text below (annex) within your communication channels i.e. newsletter or intranet.
- Follow the wee c [Facebook](#) and [Twitter](#) channels to share campaign content.
- Email us at [health@smarts.agency](mailto:health@smarts.agency) if you, or someone you know has been affected by lung cancer – sharing these experiences could motivate others to seek help.



### Social posts:

Tested negative for COVID-19, but still have a new or different persistent cough for three weeks or more? Don't delay contacting your GP practice. They want to hear from you. Find more information [getcheckedearly.org](#)

The earlier lung cancer is found the better, and a lot can be done to treat it. Don't put off contacting your GP practice if you have potential symptoms, especially if you're over 40. Find out more [getcheckedearly.org](#)

Some symptoms of lung cancer are similar to those of COVID-19, like a cough. If you've tested negative for COVID-19, but still have a new or different persistent cough for three weeks or more, it's time to contact your GP practice. Find out more [getcheckedearly.org](#)



## Primary Care

### Ways to support:

There are a number of ways you can get involved:

#### 1. Visually support DCE's campaign

Display campaign materials in your windows, on your website or however possible.

#### 2. Stay up to date on national guidance

Ensure all practice staff are aware of and familiar with the clinical guidance on the management of urgent suspicion of lung cancer referrals during COVID-19.

<https://www.gov.scot/publications/coronavirus-covid-19-management-of-urgent-suspicion-of-lung-cancer-referrals/>

The Scottish Referral Guidelines for Suspected Cancer continue to help ensure appropriate referrals are made between primary and secondary care when there's a suspicion of cancer -

<http://www.cancerreferral.scot.nhs.uk/>

#### 3. Engage with Cancer Research UK's Clinical Engagement Team

The DCE Programme is supporting Cancer Research UK's Clinical Engagement Team over the next year and a half to contribute to the recovery of the urgent suspicion of lung cancer pathway.

This will include the delivery of an education programme covering effective management of USC referrals and embedding safety netting principles. Tailored Quality Improvement (QI) support for clusters in priority areas will also be offered. To find out more email: [ScotlandFacilitators@cancer.org.uk](mailto:ScotlandFacilitators@cancer.org.uk)

#### 4. Check-in with your Lead Cancer GP

In such a fast-moving environment, you may want to check-in with your local Lead Cancer GP who will be feeding into national conversations around cancer referrals, diagnostics and treatment if there's anything you're unsure of or need reassurance on.

## Annex

### Editorial:

#### **NEW LUNG CANCER CAMPAIGN URGES OVER 40S TO GET SYMPTOMS CHECKED**

A new campaign is encouraging people who have tested negative for COVID-19, but have a persistent new or different cough for three weeks or more, to contact their GP practice.

Statistics show around 25 per cent fewer lung cancers are being diagnosed now, compared to pre-COVID-19, and the Detect Cancer Early campaign is urging those aged 40 and over not to put off contacting their GP practice if they have any possible cancer symptoms.

Lung cancer is the most common cancer in Scotland, with around 5,000 people diagnosed each year, however, more can be done to treat the disease if it's found at an early stage.

Health Secretary Jeane Freeman said:

“Diagnosing and treating cancer has been and will remain a key priority throughout the COVID-19 pandemic.

“Early detection is key and we’re encouraging people, especially those aged over 40, to contact their GP practice if they’ve tested negative for COVID-19, but have a persistent new or different cough that’s lasted three weeks or more.

“I want to reassure people that whilst the NHS is working differently, and they may not be able to see their GP in person, their practice is there to help them access key tests and support them through the process.

“Please don’t delay seeking help as the earlier lung cancer is found the better, and a lot can be done to treat it.”

**Visit [getcheckedearly.org](https://getcheckedearly.org)**

#### **Contact:**

For more information, please contact the campaign PR agency at [health@smarts.agency](mailto:health@smarts.agency).