



# Help Us, Help You Campaign

## Employer toolkit

Version 4.0 | April 2025



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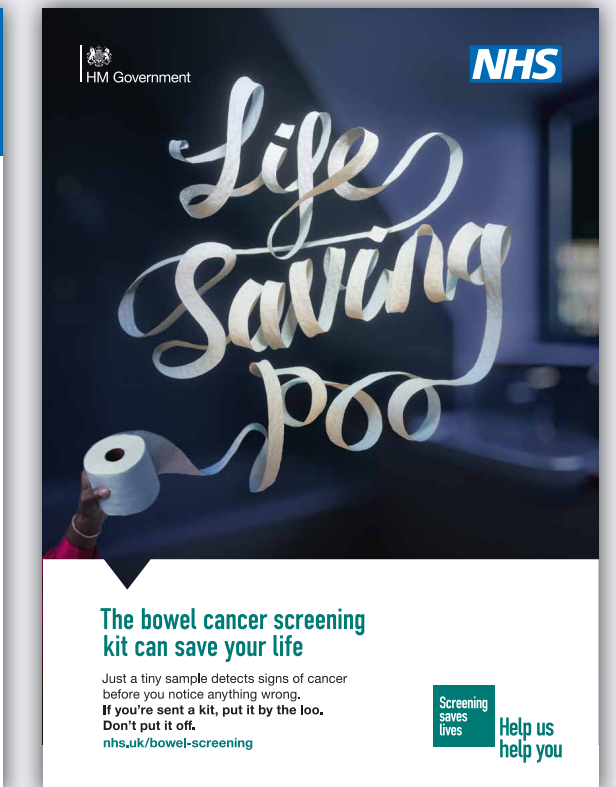
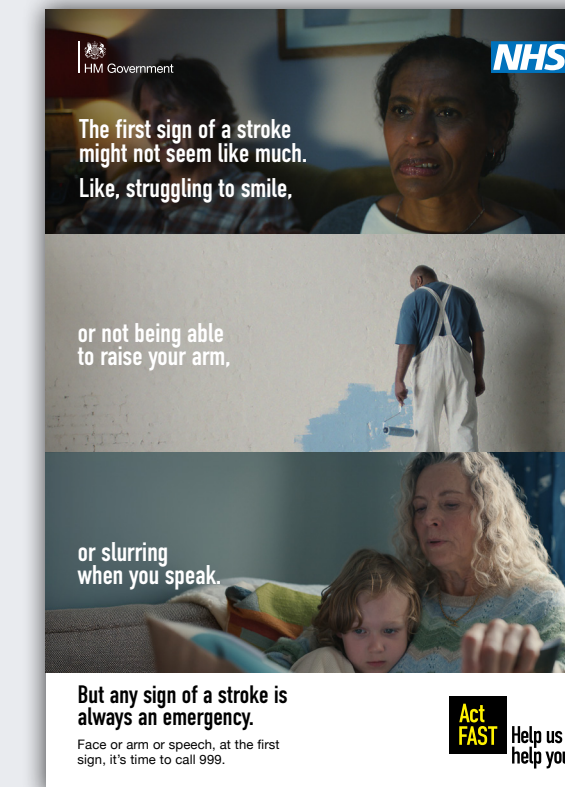


# Campaign overview

The NHS Help Us, Help You campaigns are designed to ensure that people know how and when to access services and reassure them that the NHS wants to see them.

The campaign phases evolve depending on greatest need and potential impact in any calendar year and the current areas of focus are:

- **Cancer earlier diagnosis** – addressing key barriers to people seeking help earlier.
- **Body awareness** – encouraging people to be mindful of any changes to their bodies.
- **Abdominal and urological cancer symptoms** – encouraging people who are experiencing potential signs of cancer to contact their GP practice.
- **NHS 111** – encouraging people to use NHS 111 if they need urgent medical help but they're not sure where to go.
- **Heart attack symptoms** – increases knowledge of heart attack symptoms and urges the public that it's never too early to call 999.
- **Act FAST stroke** – urges the public to call 999 immediately if they notice any single one of the signs of a stroke in themselves or others.
- **Pharmacy First** – encouraging people to use community pharmacies for treatment and some prescription medicines, if needed, for seven common conditions, without having to see a GP.
- **Breast screening** – encouraging women to attend their breast screening appointment when invited.
- **Bowel cancer screening** – encouraging people who are sent the NHS bowel cancer screening home test kit to complete and return it.





# How employers can get involved

Businesses play a vital role in supporting their staff with their health and wellbeing. The NHS aims to support employers by providing campaign materials and messaging that can be used in their communications to staff around health and wellbeing.

There are several ways you can get involved. You may like to:

- Use the campaign resources to run awareness campaigns in your organisation and provide employees with access to reliable and accurate information. This could include displaying printed assets around the office, or using assets in staff newsletters or on your intranet.
- Mobilise your First Aider teams to get up to speed with official NHS advice and guidance.
- Share details of your organisation's specific support, such as occupational health or employee assistance programmes. This can be done through the empty belly posters for the different campaign phases.

If you are interested in partnering with us and discussing bespoke ideas, for your workforce or for your customer base, please **email us** and help make a difference.





# Cancer earlier diagnosis

The aim of the campaign is to encourage people who are experiencing potential signs and symptoms of cancer to come forward to their GP practice to help increase earlier diagnosis and save lives.

The campaign is designed to address the key barriers to people seeking help, the fear around cancer diagnosis and highlight the importance of body awareness when it comes to bodily changes that could be a sign of cancer.

When cancer is diagnosed early, treatment is more likely to be successful. We know that many people worry about cancer but sometimes put off getting checked because they hope the symptoms will go away or think they will get bad news. But finding cancer early makes it more treatable and can save lives.

**The campaign targets all adults over the age of 50. It encourages people to contact their GP practice if something in their body doesn't feel right and they're worried it could be cancer.**

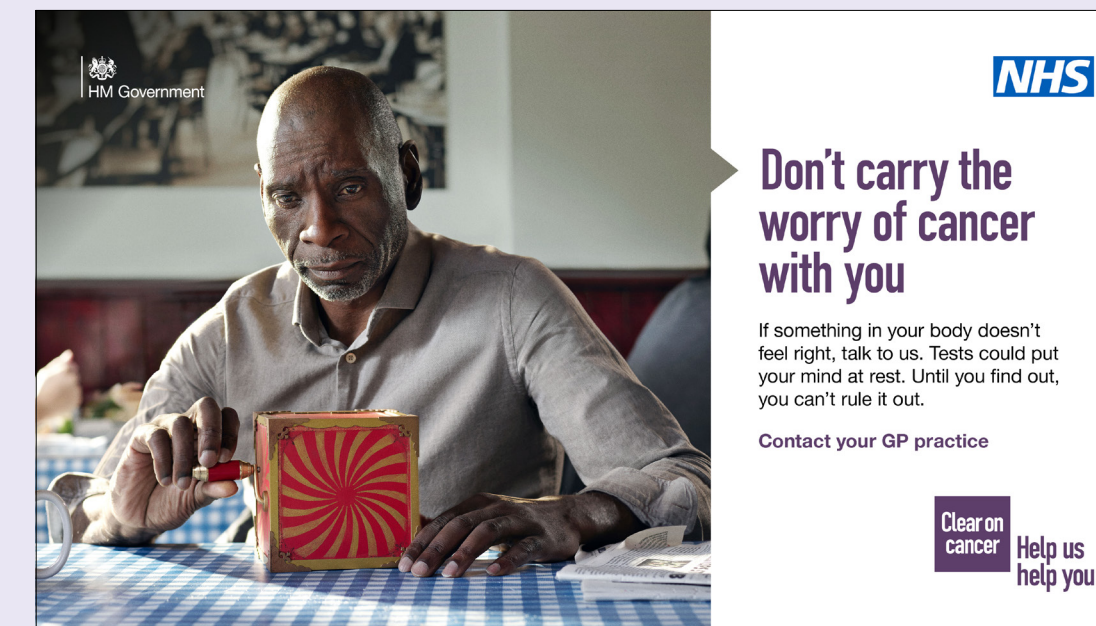
## Assets include:

- Social statics and animations
- Posters
- Digital screens
- Email signatures
- Key messages

## Download

### Cancer earlier diagnosis resources

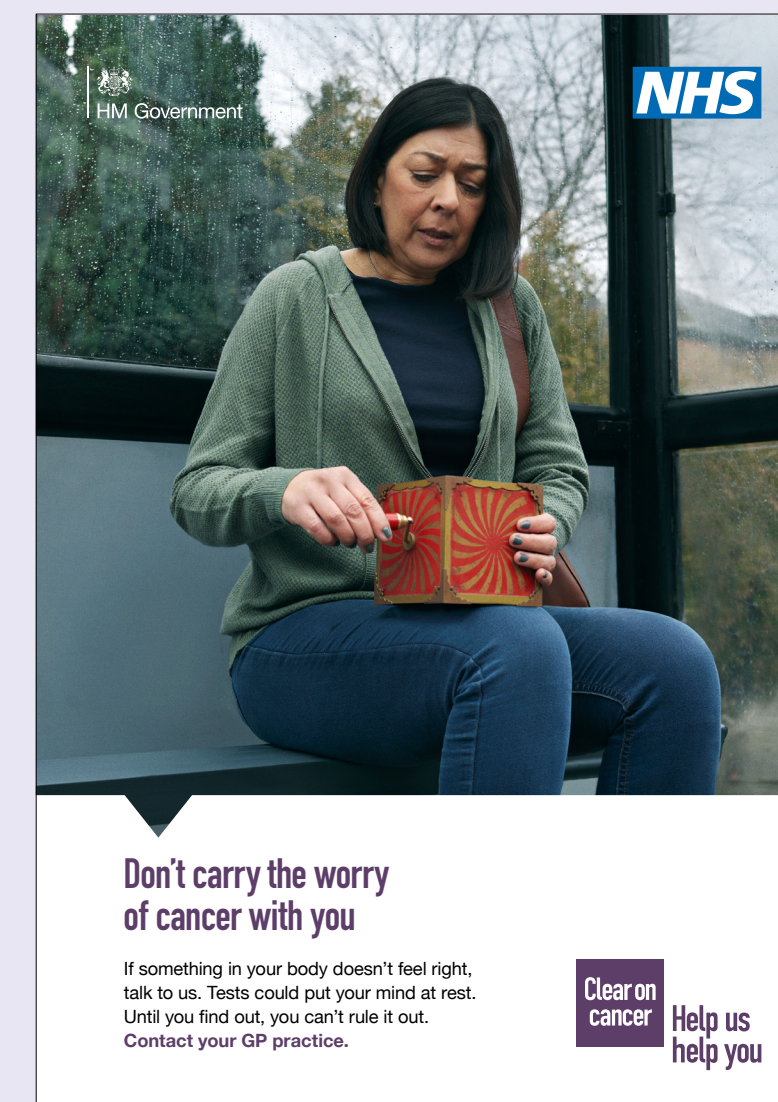
There are also accessible formats available.



Digital screens



Social statics & animations



Posters



Email signatures



# Body awareness

This campaign encourages people to ‘be body aware’ and check themselves regularly for changes in their body that may not be normal for them.

People should contact their GP practice if something doesn’t feel right. It’s probably nothing serious, but the GP may refer the person for tests. If it is cancer, then finding it early makes it more treatable and can save lives.

NHS resources are available to help highlight cancer messaging to the public in relevant everyday situations. This includes a toilet poster and an NHS mirror sticker which are available for organisations to use for free in public changing rooms or toilet facilities.

## Assets include:

- Poster
- Mirror sticker

## Download

### Body awareness resources

There are also accessible formats available.



Poster



Mirror sticker



# Abdominal and urological cancer symptoms

The aim of the campaign is to encourage people who are experiencing potential signs and symptoms of cancer to contact their GP practice to help increase earlier diagnosis save lives.

The campaign raises awareness of abdominal and urological symptoms that could be a sign of cancer. It encourages people with these symptoms to contact their GP practice.

The campaign focuses in particular on the symptoms of diarrhoea or discomfort in the tummy area for three weeks or more, or seeing blood in pee – even just once, which are common to a range of cancers.

The campaign targets men and women over the age of 50, and particularly those from lower socio-economic groups as these people are most likely to experience a cancer diagnosis, and also Black and South Asian audiences, who are already at risk of health inequalities.

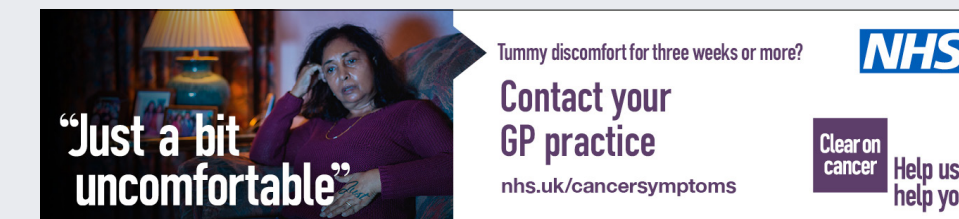
## Assets include:

- Social statics
- Digital screens
- Email signatures
- Posters

## Download

Abdominal and  
Urological cancer  
symptoms assets

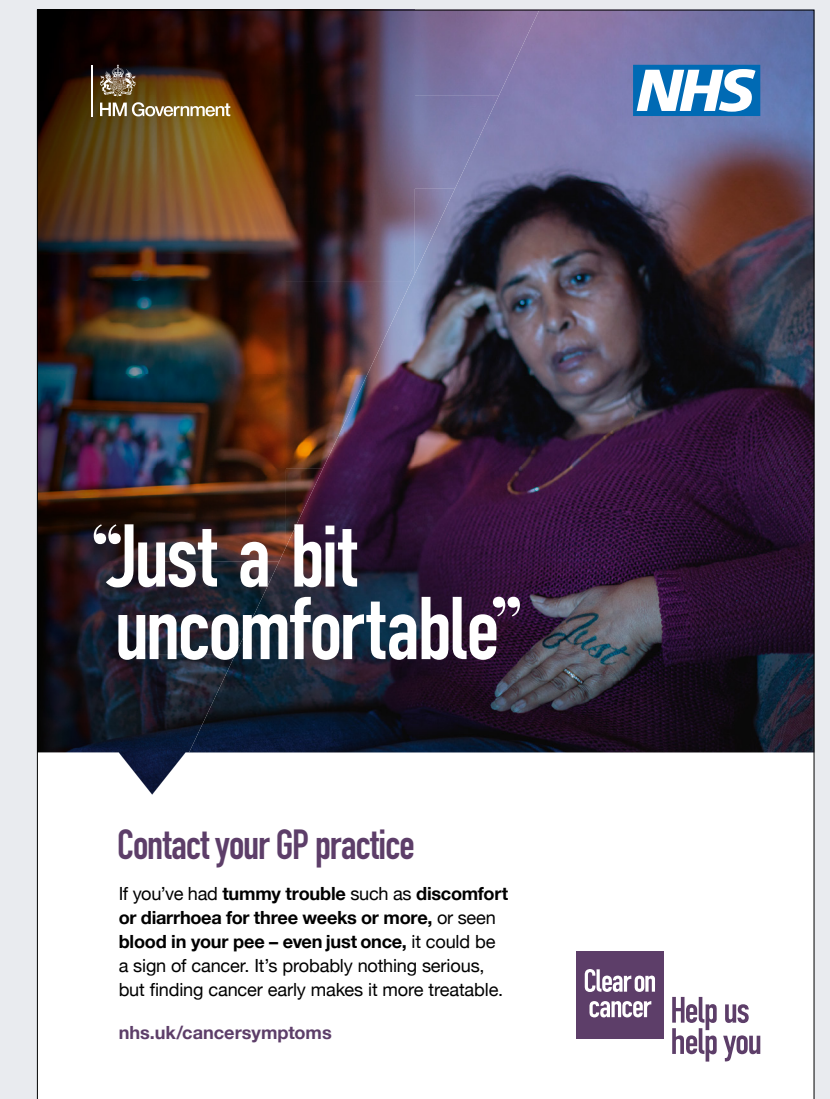
There are also accessible formats available.



Email signatures



Digital screens



Poster



Social statics



# NHS 111

The NHS 111 campaign encourages people to use the NHS 111 service when they have an urgent but not life-threatening medical need. The campaign promotes the service and explains how people can call, go online or use the NHS App to get assessed and directed to the right place for them.

The activity seeks to increase awareness and understanding that NHS 111 makes it easier and more convenient for people to get the treatment they need in the right place. NHS 111 can assess and direct people to urgent treatment centres (UTCs), GPs, and consultations with a pharmacist. And, if needed, it can arrange a call back from a doctor, nurse or paramedic.

**The primary audience for this campaign is all adults, as anyone at any time can have an urgent care need, but the activity is upweighted for people under 35 and parents of children aged 5–12 years.**

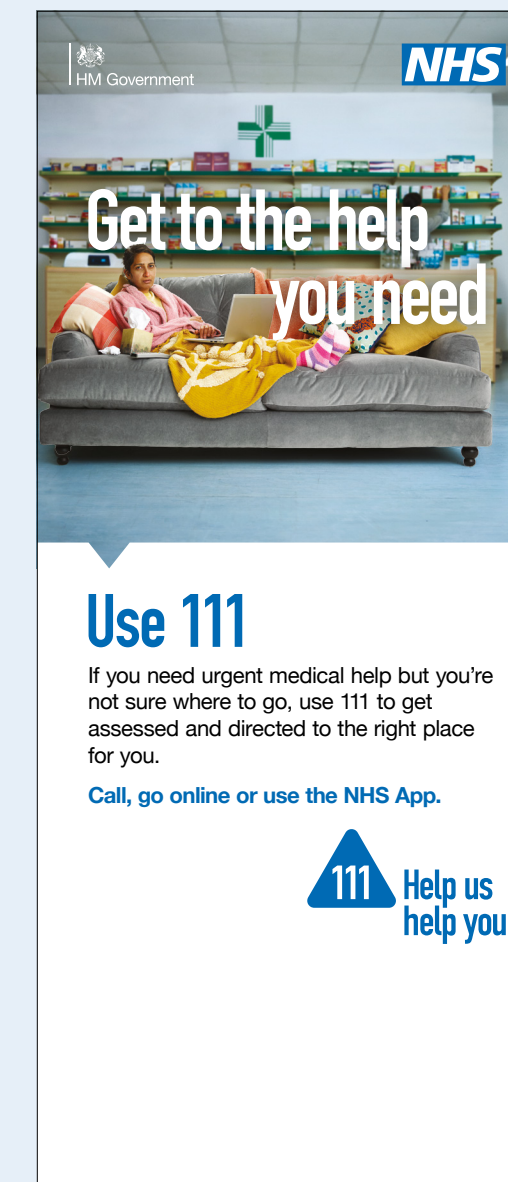
## Assets include:

- TV advert
- Social statics
- Posters
- Digital screens
- Email signatures
- Key messages
- Pull up banners

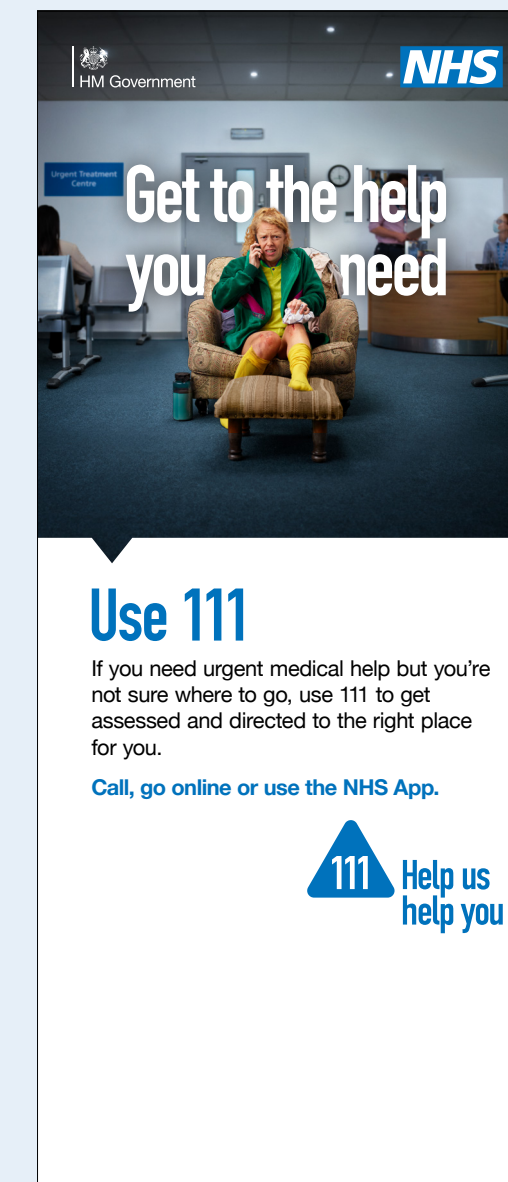
## Download

[NHS 111 resources](#)

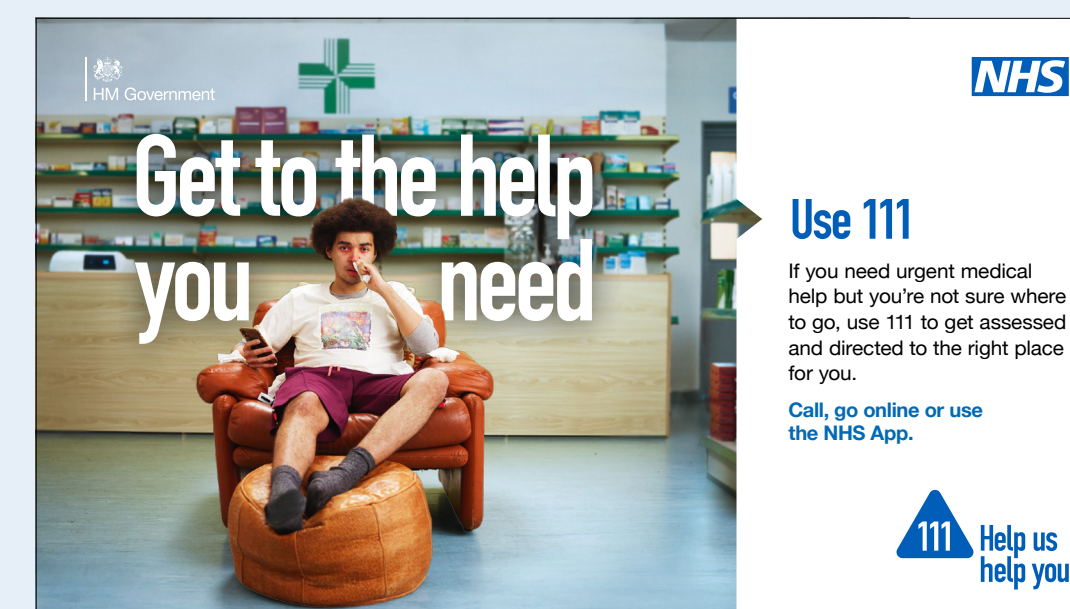
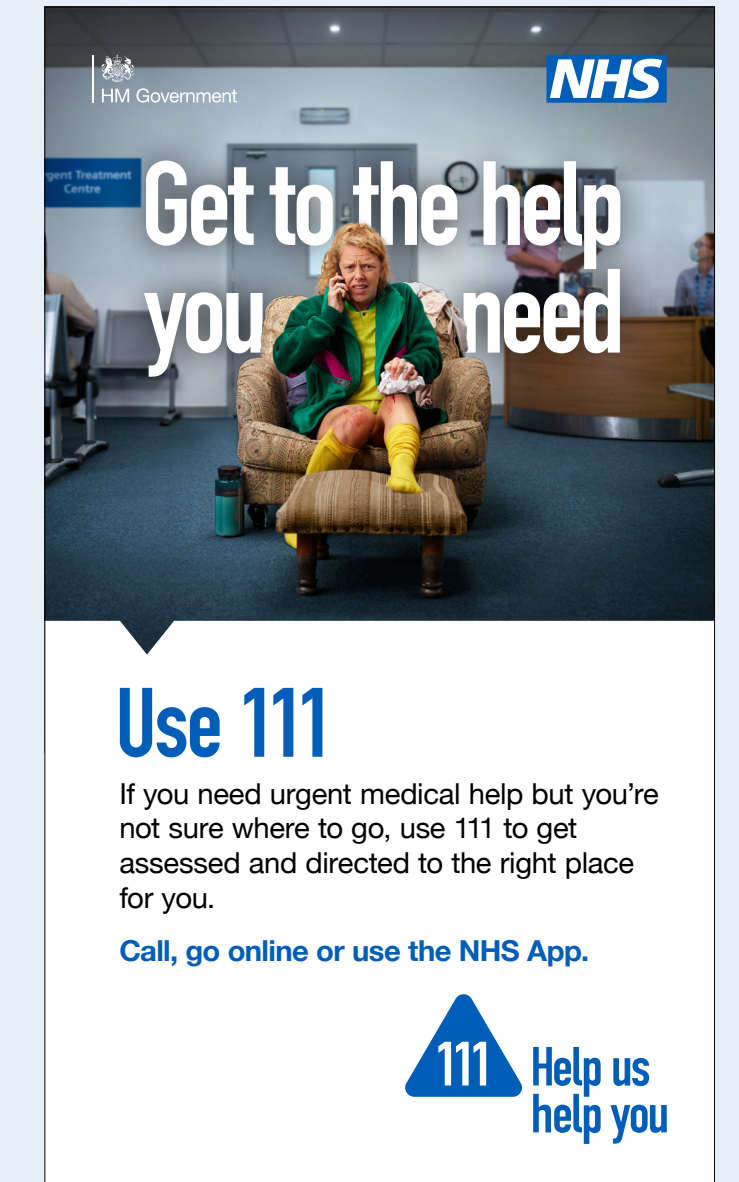
There are also accessible formats available.



Pull up banners



Social statics



Digital screens



# Heart attack symptoms

Heart and circulatory disease, also known as cardiovascular disease (CVD) causes a quarter of all deaths in the UK and is the largest cause of premature mortality in deprived areas. This is the single biggest area where the NHS can save lives over the next ten years.

The campaign aims to increase knowledge of heart attack symptoms and address the barriers to acting quickly on signs of a heart attack. The campaign particularly highlights the varied signs of a heart attack and that symptoms don't always feel severe, encouraging those experiencing symptoms or their heart helper to call 999 and describe the symptoms.

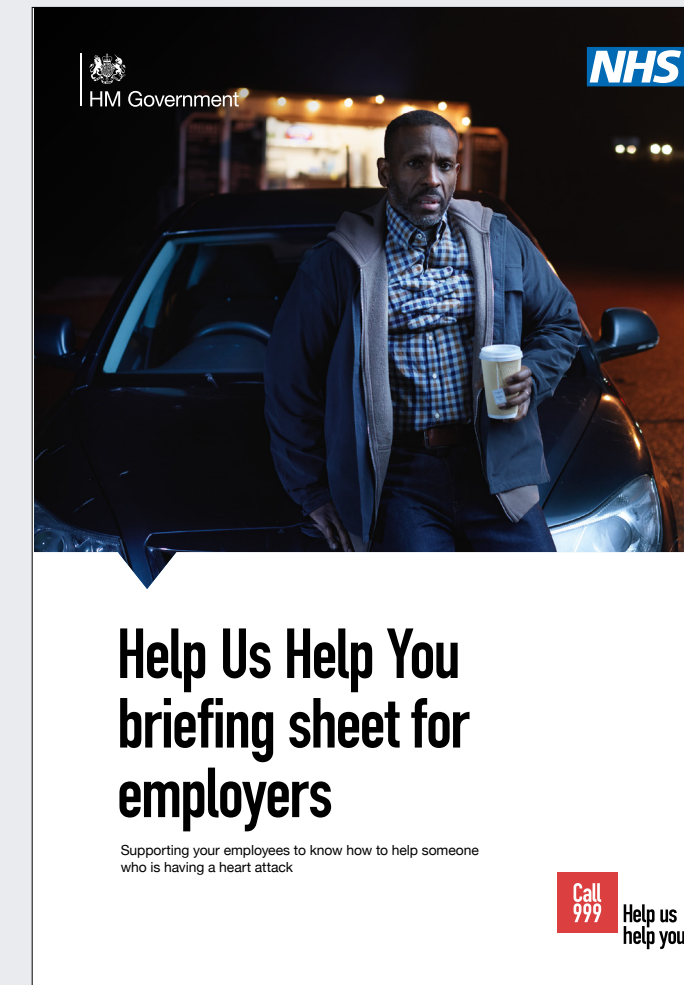
The target audience for the campaign is all adults aged 50+, upweighted to those from lower socio-economic groups. The campaign also targets all adults who may act as a 'heart helper' by dialling 999 on behalf of someone else.

## Assets include:

- Briefing sheet
- Fact sheet
- Empty belly posters
- Social animations

## Download Heart attack symptoms resources

There are also accessible formats available.



Briefing sheet



Social animations



Empty belly posters



Fact sheet



# Act FAST stroke

The 'Act FAST' campaign aims to increase knowledge of the signs of a stroke and encourage people to dial 999 immediately in response to any sign – even if it doesn't seem like much. Earlier recognition of symptoms and immediate action enables faster access to specialist treatment and the best chance of reducing long-term effects such as disability.

Stroke symptoms can be less dramatic, painful or obvious than expected, which can lead to a delay in people calling 999, while they wait to see if symptoms progress or improve.

- **Face** weakness – it might be hard to smile, and one side of your face may droop (fall).
- **Arm** weakness – you may not be able to fully lift both arms and keep them there because of weakness or numbness in one arm.
- **Speech** problems – you may slur your words or sound confused.

Face or **A**rm or **S**peech, at the first sign, it's **T**ime to call 999.

**The primary audience for the campaign is people aged 50+, as this age group are more likely to experience a stroke. The campaign is also relevant to a wider all-adult audience of 'stroke savers' who may witness somebody showing one of the stroke signs, be it a loved one or a friend.**

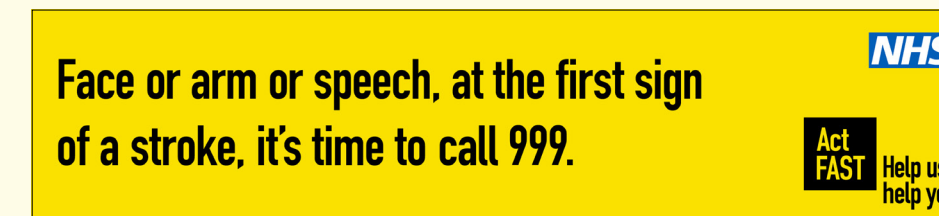
## Assets include:

- Leaflets
- Social statics
- Digital screens
- Email signatures
- Posters
- Wallet card
- Key messages
- PR content

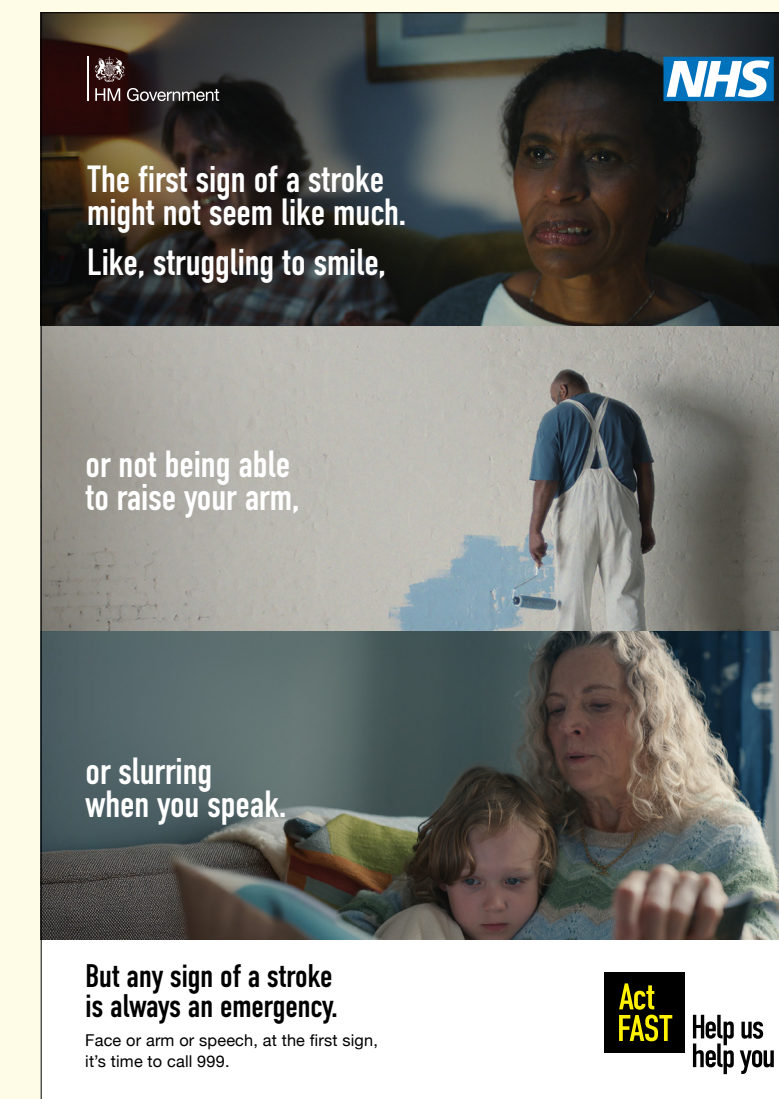
## Download

Act FAST stroke resources

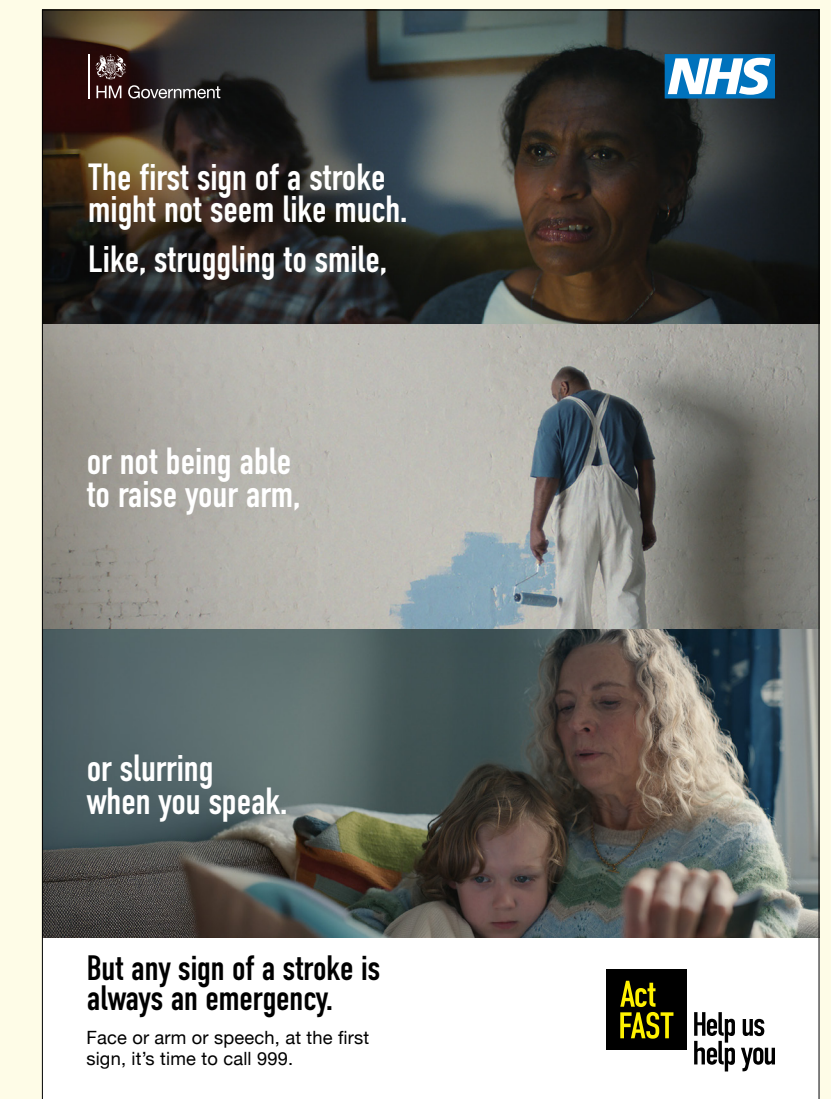
There are also accessible formats available.



Email signatures



Leaflets



Poster



Wallet Card



# Pharmacy First

This campaign aims to increase the public’s awareness of the breadth of support community pharmacists can offer to patients on their doorstep. This includes highlighting the new service that allows pharmacists to supply some medications for seven common conditions:

Clinical pathway	Age range
Earache	1 to 17 years
Infected insect bites	1 year and over
Shingles	18 years and over
Sinusitis	12 years and over
Sore throat	5 years and over
Impetigo	1 year and over
Uncomplicated urinary tract infections	16 to 64 years

It primarily targets working age adults between the ages of 18–40 who may experience minor health conditions. It also targets ethnic minority groups and those with disabilities, to ensure it is addressing key health inequalities.

Assets include:

- Social statics and animations
- Key messages
- Briefing sheet
- Posters
- Digital screens

Download [Pharmacy First resources](#)

There are also accessible formats available.



Social statics



Digital screens



Social statics



Briefing sheet



Posters



# Breast screening

**The campaign encourages women living in England to attend their breast screening appointment when invited.**

Breast cancer is one of the most common cancers in England and is the second highest cause of cancer deaths in women.

Breast screening saves around 1,300 lives each year in the UK. Finding cancer early can make it more likely that treatment will be successful.

When diagnosed at the earliest stage, 98% of women survive their breast cancer for 5-years or more.

Increasing the number of women who take up their invitation to attend breast screening, particularly their first invitation, and reducing inequalities in uptake, is crucial to increase early diagnosis of breast cancer.

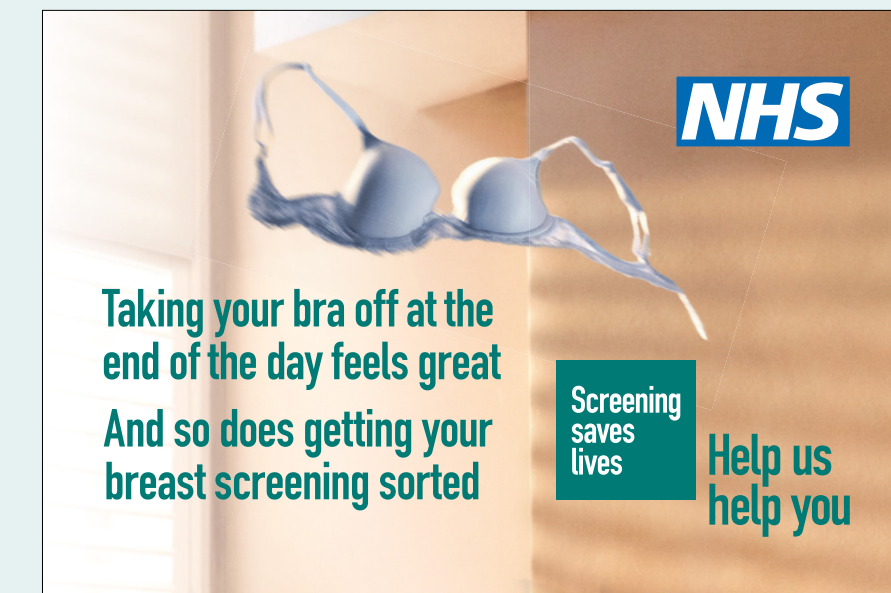
**The campaign is targeting women aged between 50 and 71 as the NHS breast screening programme invites anyone registered with a GP as female aged from 50 up to their 71st birthday for NHS breast screening every 3 years. Women automatically get their first invite for breast screening between the ages of 50-53.**

## Assets include:

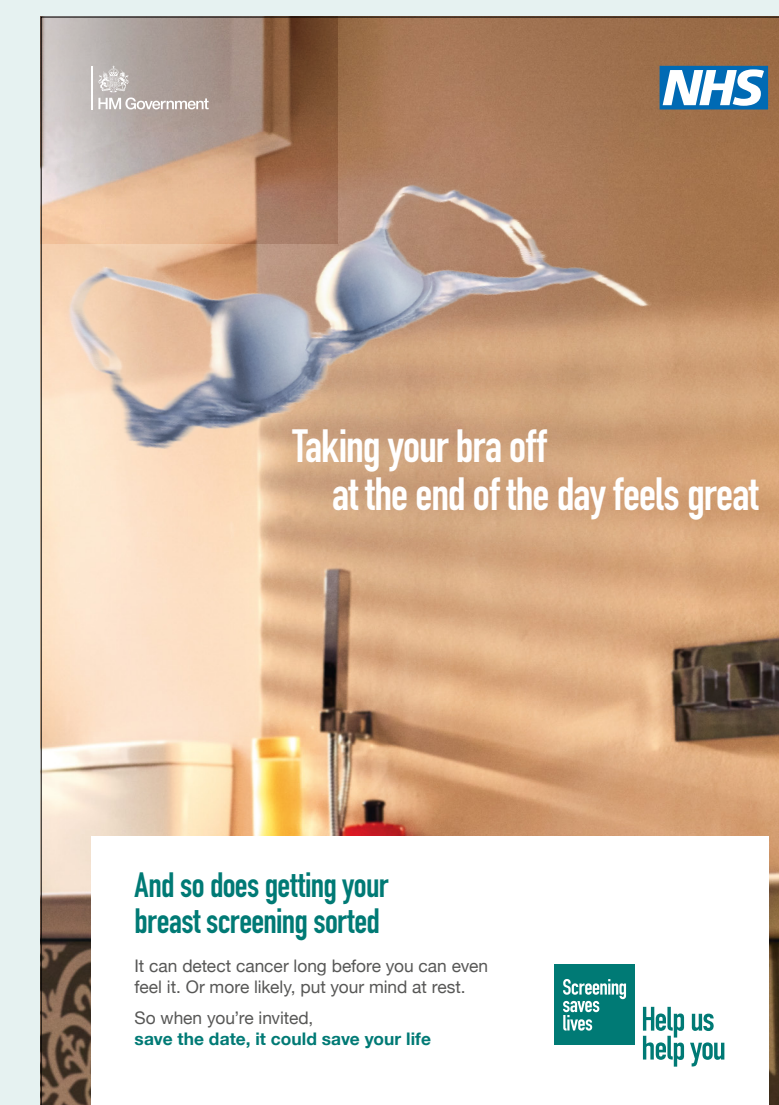
- Social assets
- Posters
- Digital screens
- Email signatures
- Pull up banners
- Wallet card

## Download [Breast screening resources](#)

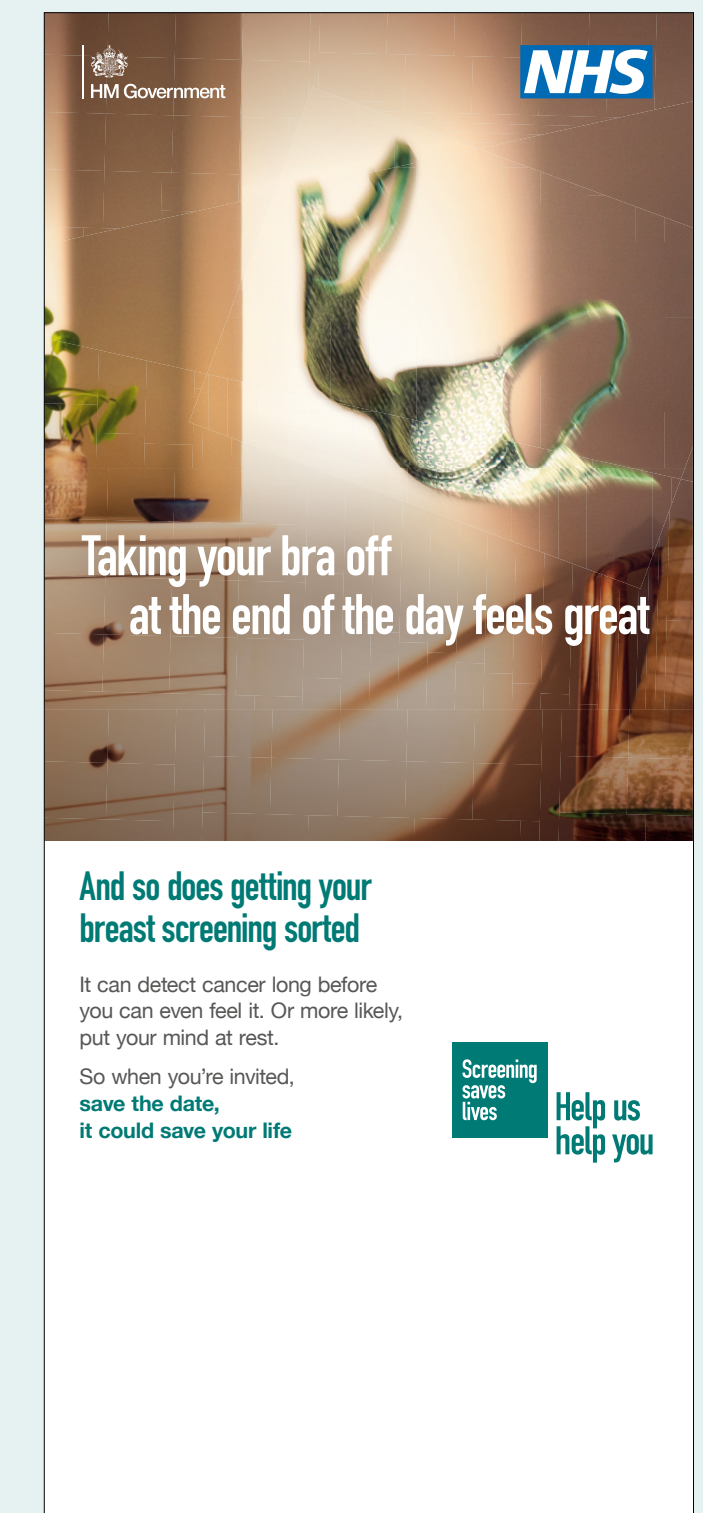
There are also accessible formats available.



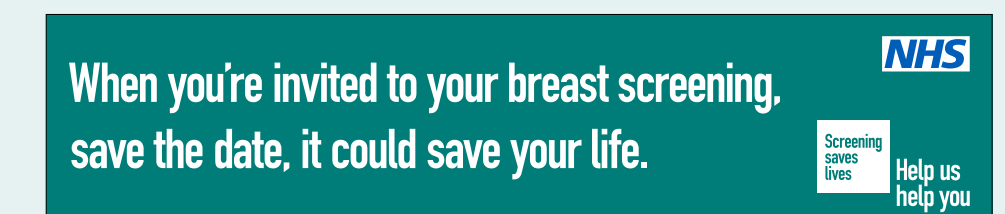
Digital screens



Posters



Pull up banners



Email signatures



# Bowel cancer screening

Bowel cancer is the fourth most common cancer in the UK. Yet the latest data shows that almost one third of people who were sent an NHS bowel cancer screening kit in England last year did not go on to complete it. Early diagnosis is vital as detecting bowel cancer at the earliest stage makes you up to 9 times more likely to be successfully treated.

The campaign is designed to increase the numbers of people completing the bowel cancer screening kit by raising awareness that it can detect signs of cancer before they notice anything wrong and addressing the barriers preventing people from completing the test.

**The campaign targets people aged 54-74, who are eligible to be invited to complete the test.**

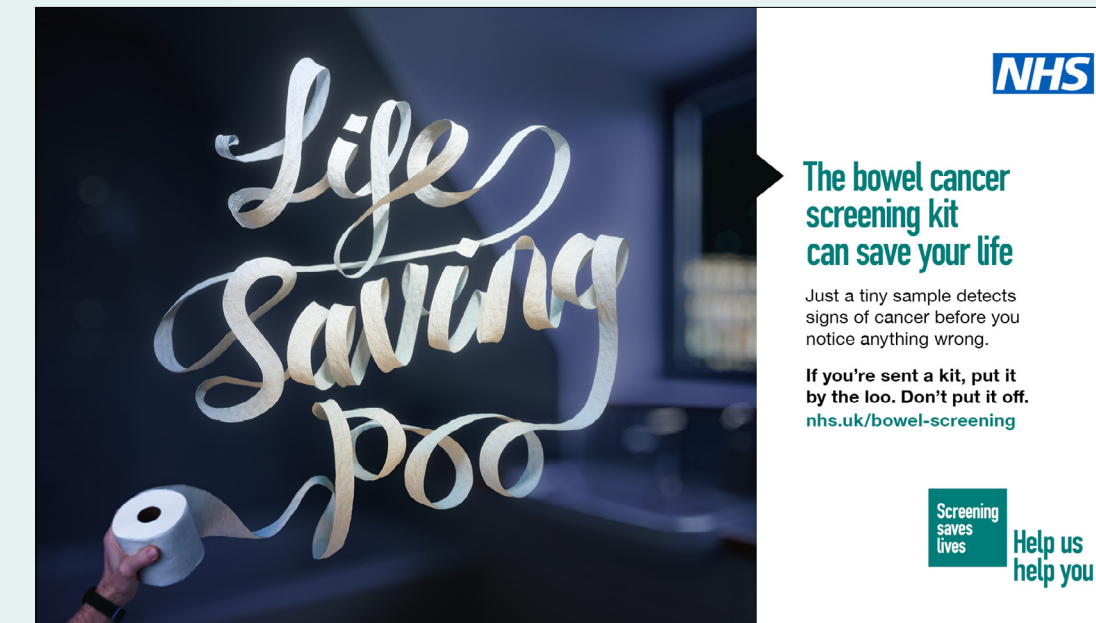
## Assets include:

- Social animations
- Posters
- Digital screens
- Email signatures
- Pull up banners
- Key messages

## Download

### Bowel cancer screening resources

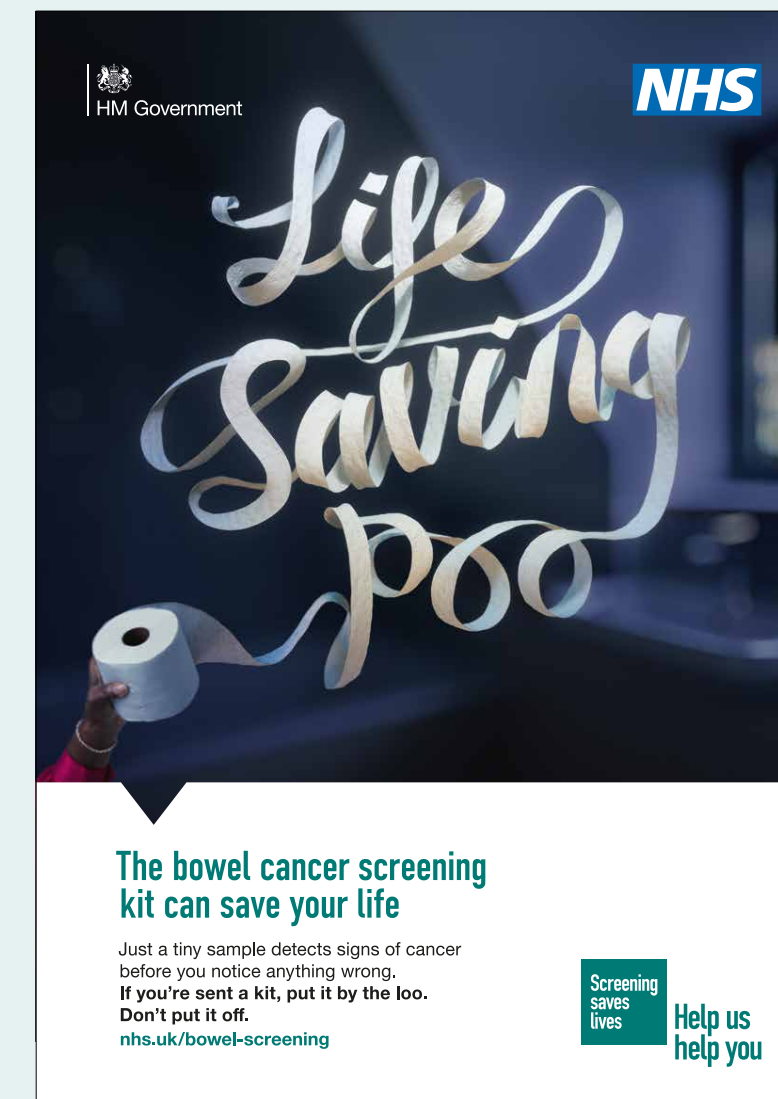
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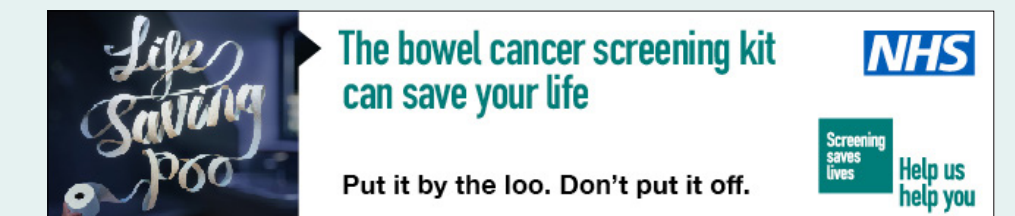
Digital screens



Social animations



Posters



Email signatures





# Thank you

Thank you for supporting the NHS and its Help Us, Help You campaigns.

If you would like to discuss opportunities for further co-creation or would like to explore partnership opportunities relating to body awareness, please get in touch for more information by emailing **[england.campaigns@nhs.net](mailto:england.campaigns@nhs.net)**

Please let us know if you use any of these materials as it will help us evaluate the campaign.