



Be The Early Bird

Detect Cancer Earlier Programme – Stakeholder toolkit

#BeTheEarlyBird



Overview

'Be the Early Bird' – the Scottish Government's Detect Cancer Earlier campaign – will run again from 18 September 2023.

The campaign is to empower people with possible cancer symptoms to seek help, reinforcing the benefits of finding cancer at an earlier stage when there's more treatment options available, a greater likelihood of living well after treatment and better news to tell the family.


Following evaluation of the first phase of the campaign in March 2023, the call to action has been updated to reinforce that GP practices want to know if patients have concerns about possible symptoms.

The target audience is lower socio-economic groups (C2DE) aged 40 and over, with a secondary audience of family and friend influencers who may notice the symptoms of a loved one and could encourage them to seek help.

We would welcome your support in helping to embed the 'Be the Early Bird' concept with the public to make the term synonymous with finding cancer earlier and reduce later stage disease in Scotland.

Key messages

- Anyone, particularly those aged 40+, with persistent symptoms unusual for them are being urged to 'be the early bird' and contact their GP practice.
- If you're worried about a possible cancer symptom, your GP practice wants to know.
- Possible cancer symptoms could include unexplained bleeding, unusual lumps, unexplained weight loss or something that doesn't feel normal for you.
- Finding cancer earlier can mean there's more treatment options available, a greater chance of living well after treatment and better news to tell the family.
- For more information visit getcheckedearly.org




The early bird can have better news to tell their family.

Cancer. Get checked early.

**Unusual, persistent symptoms?
Your GP practice wants to know.**

NHS
SCOTLAND

getcheckedearly.org

 **Healthier
Scotland**
Scottish
Government


Where it will appear

The campaign will run from 18th September – 22nd October and comprise:

Advertising: 'Be the Early Bird' advertising will run on TV, out of home (billboards) and digital.

Media partnerships: press partnership features will run in the Scottish Sun (print and online) and broadcast (Bauer radio stations) to amplify the message and bring human voices to the campaign.

PR: Those who were diagnosed at an early stage as a result of getting possible symptoms checked, or taking part in screening when invited, will share their stories via media and social channels in a bid to highlight the benefits of early detection from a treatment and living well perspective. One of the case studies for this phase is someone who took action as a result of hearing campaign advertising back in March, was diagnosed at an early stage and has since been treated for breast cancer.




The early bird can have more treatment options.
Cancer. Get checked early.

**Unusual, persistent symptoms?
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NHS
SCOTLAND

getcheckedearly.org

 **Healthier Scotland**
Scottish Government

Campaign assets

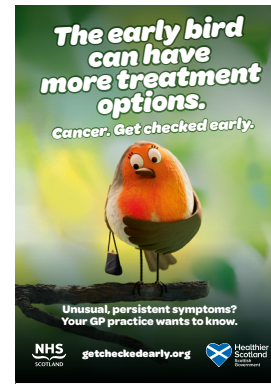
We would be delighted to have your support and have created a suite of materials to help you promote the campaign via your channels which you can download [here](#).



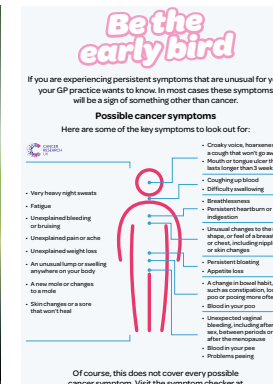
Digital Ads (20" and 40" videos)



Social statics



Posters



Leaflet



GP & case study films



If sharing our content is easier, we will regularly be posting on the wee c [Facebook](#) and [Twitter](#) pages throughout the campaign period.

Social media



Example social media posts:

🗨️ **#BeTheEarlyBird** and get unusual persistent symptoms checked. Your GP practice wants to know. Find information on possible symptoms at getcheckedearly.org

🗨️ If you have persistent symptoms that are unusual for you, **#BeTheEarlyBird**. Contact your GP practice without delay to get checked. Find out more at getcheckedearly.org

🗨️ If cancer is found at an earlier stage, you could have more treatment options and better news to tell the family. Read the stories of the 'early birds' who are living well again after successful cancer treatment: getcheckedearly.org/real-stories **#BeTheEarlyBird**

🗨️ Noticed unusual lumps, blood, unexplained weight loss or other possible cancer symptoms? Your GP practice wants to know. **#BeTheEarlyBird** and get checked. Find out more at getcheckedearly.org

🗨️ If you're worried about possible cancer symptoms, your GP practice wants to hear from you. Find out more at getcheckedearly.org **#BeTheEarlyBird**

🗨️ Screening remains one of the most effective ways to find cancer earlier. If you're eligible for screening, don't ignore your invite. Find out more at getcheckedearly.org **#BeTheEarlyBird**

Editorial



Example editorial content:

Be the Early Bird

People across Scotland are being reminded that their GP practice wants to know if they are experiencing persistent symptoms that are unusual for them, that could be cancer.

The Scottish Government's 'Be the Early Bird' campaign is encouraging people, particularly those aged over 40, to get checked if they notice unexplained bleeding, unusual lumps, unexplained weight loss or something that doesn't feel normal for them.

The benefits of finding cancer at an earlier stage include more treatment options, a greater likelihood of living well after treatment and better news to tell the family.

'Early Bird' Graeme Clark was diagnosed with acute myeloid leukaemia two weeks after noticing symptoms that weren't normal for him including fatigue, red freckles

on his arms and bleeding gums. Graeme, who was 29 when he was diagnosed, underwent chemotherapy, radiotherapy and then a stem cell transplant and is now five years completely clear.

Graeme said:

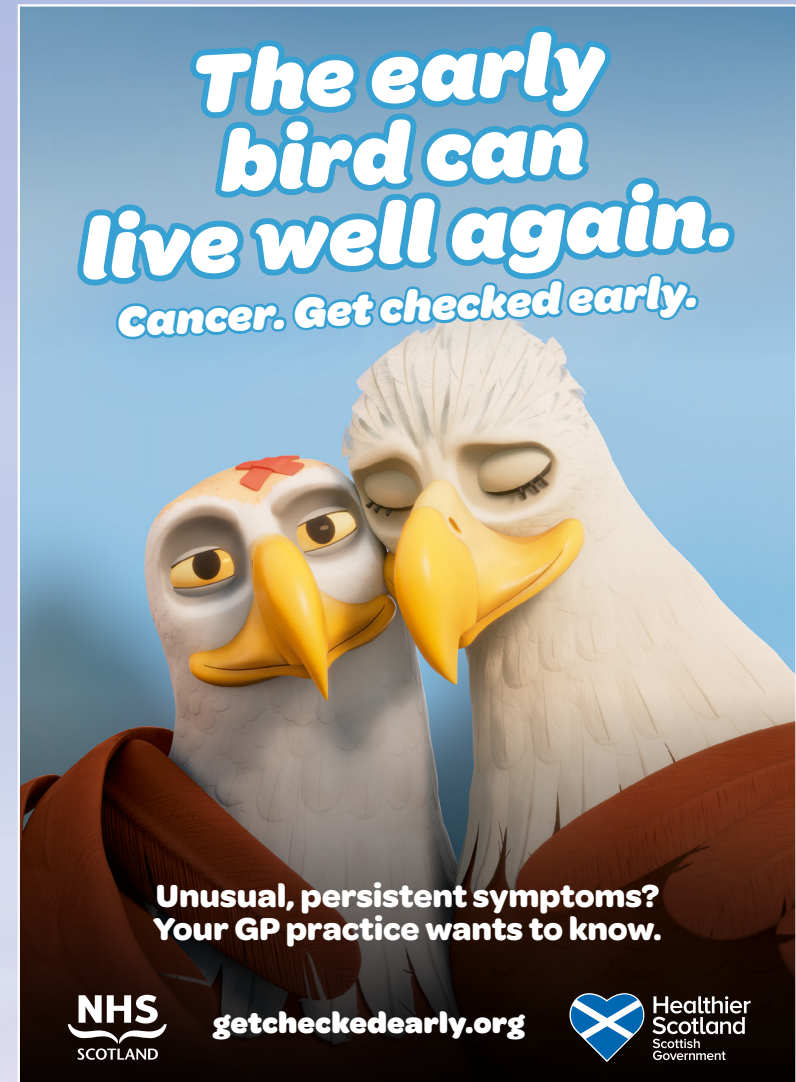
"My advice to anyone concerned about a possible symptom is to make an appointment with your GP practice immediately. It doesn't bear thinking about what could have happened if I'd not been diagnosed at that point. Go with your gut if you feel something is wrong. Don't google it or sit and worry about it, put your trust in the professionals. Regretting doing nothing is so not worth it."

If you're worried about a possible cancer symptom, your GP practice wants to know.

For more information visit [getcheckedearly.org](https://www.getcheckedearly.org)

Thank you

Thanks for your support. If you have any questions, require additional assets or are keen to work together to promote earlier cancer detection, please contact our PR agency Smarts at dce@smarts.agency



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