

Scottish Government Pharmacy Panel Poster September/October 2023

To whom it may concern,

Accompanying this letter is the poster for display in the window position used for Scottish Government campaigns in your premises. **This 'Be the Early Bird' poster should replace the previously issued one for the Lyme Disease campaign.** If possible, please position the Eagles facing outside, with the Robin facing inside.

Scotland's earlier cancer diagnosis vision

Scotland's new 10-year Cancer Strategy launched in June 2023 focused on improving cancer survival and providing equitable access to treatment. Within the strategy is a new earlier cancer diagnosis vision that in 10 years' time later stage disease (stages III and IV) has reduced by 18 percentage points. A focus will remain on reducing the health inequality gap, particularly those from areas of deprivation with lung, head and neck and colorectal cancers being identified as national priorities in the first three years of the Strategy.

'Be the Early Bird' initially launched earlier this year and will be running again in September/October 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 are more treatment options available, a greater likelihood of living well after treatment and better news to tell the family.

This campaign is aimed at all adults aged 40+ across Scotland. However, the campaign has a particular focus on those from areas of deprivation where screening participation is lower and later stage disease more common. The secondary audience is family and friend influencers who may notice the symptoms of a loved one and could encourage them to seek help.

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 else that doesn't feel normal for you.
- Finding cancer earlier can mean there's more treatment options available, a greater chance of living well again and better news to tell the family.
- For more information visit getcheckedearly.org

Key role of community pharmacies

Pharmacies across the length and breadth of Scotland can help support the campaign in a number of ways, including:

- Install the posters in your window as soon as you receive them. These should be in place until 16 October 2023, or until you receive the next campaign poster if they arrive after this date.
- You'll also find the campaign's digital assets at [Detect Cancer Earlier Campaign \(prgloo.com\)](https://prgloo.com) if you'd like to share any across your own website or social channels.
- While being mindful of the Scottish Referral Guidelines for Suspected Cancer (www.cancerreferral.scot.nhs.uk), stay alert to people aged 40+ who repeatedly buy over-the-counter medicine for ongoing symptoms, signposting them to their GP practice when appropriate.
- A new primary care cancer education platform is being procured in NHS Scotland to provide innovative, and tailored information to support early cancer detection with unique online tools and guidance to enable effective decision making. Further details will be circulated to pharmacies in due course.

There is lots that can be done to treat cancer these days and getting checked early plays a big part.

If you have any questions regarding the campaign, please contact: sgmarketing@gov.scot

Thank you for your continued support.



Becky Inglis
Senior Marketing Manager - Health
Scottish Government