

Cancer SMART

**Making Cancer
Everyone's Conversation**

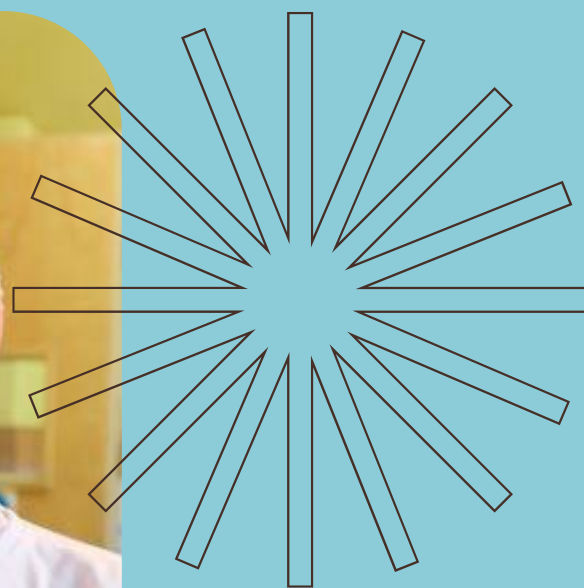


West Yorkshire and Harrogate
Cancer Alliance



Charity No: 1185838





Who We Are: A Team Effort

Together, we are making a difference.

Our Collaborative Partnership

- **Partnership between Yorkshire Cancer Community and West Yorkshire & Harrogate Cancer Alliance**
- **Born during the pandemic**

Cancer

Screening saves lives by prevention & early detection

Making cancer an everyday conversation

Awareness of unusual & persistent changes

Reduce risk with a healthy active lifestyle

Take action NOW against cancer

Why it matters

- **225** people diagnosed in West Yorkshire every week
- **108** lives lost
- **40%** of cancers are preventable

Our mission: empower local people to recognise symptoms, attend screening, and feel confident talking about cancer



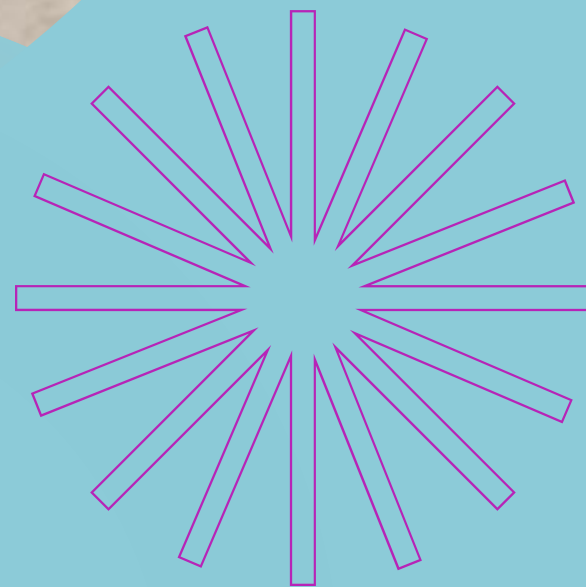
Celebrating Our Champions

Our Digital Champions

- 263 Digital Champions sharing health messages online
- Empowering communities through online engagement

Our Cancer Champions

- 30 Cancer Champions, many with personal cancer experiences
- Giving talks, running stalls, work with schools, community groups, workplaces etc



Over 847 volunteer hours in 2024 - equivalent of £12,000+



Impact Highlights

120 EVENTS ATTENDED

28% increase on previous year

SPOKE TO 3000+ PEOPLE

Mainly from seldom-heard communities (South Asian, Roma, learning disability, asylum seekers)

SHARED INFORMATION

Shared hundreds of leaflets, conversations, personal stories



Don't Be The

1

One in four black men
will be diagnosed with
prostate cancer

Scan me for guidance



Ask your GP for a PSA Blood Test

Campaign Highlights

DON'T BE THE ONE

prostate cancer awareness campaign in Black men

CULTURALLY TAILORED OUTREACH

Champions created podcasts and training for groups

SOCIAL MEDIA REACH

Facebook impressions up 86%, Instagram followers up 15%

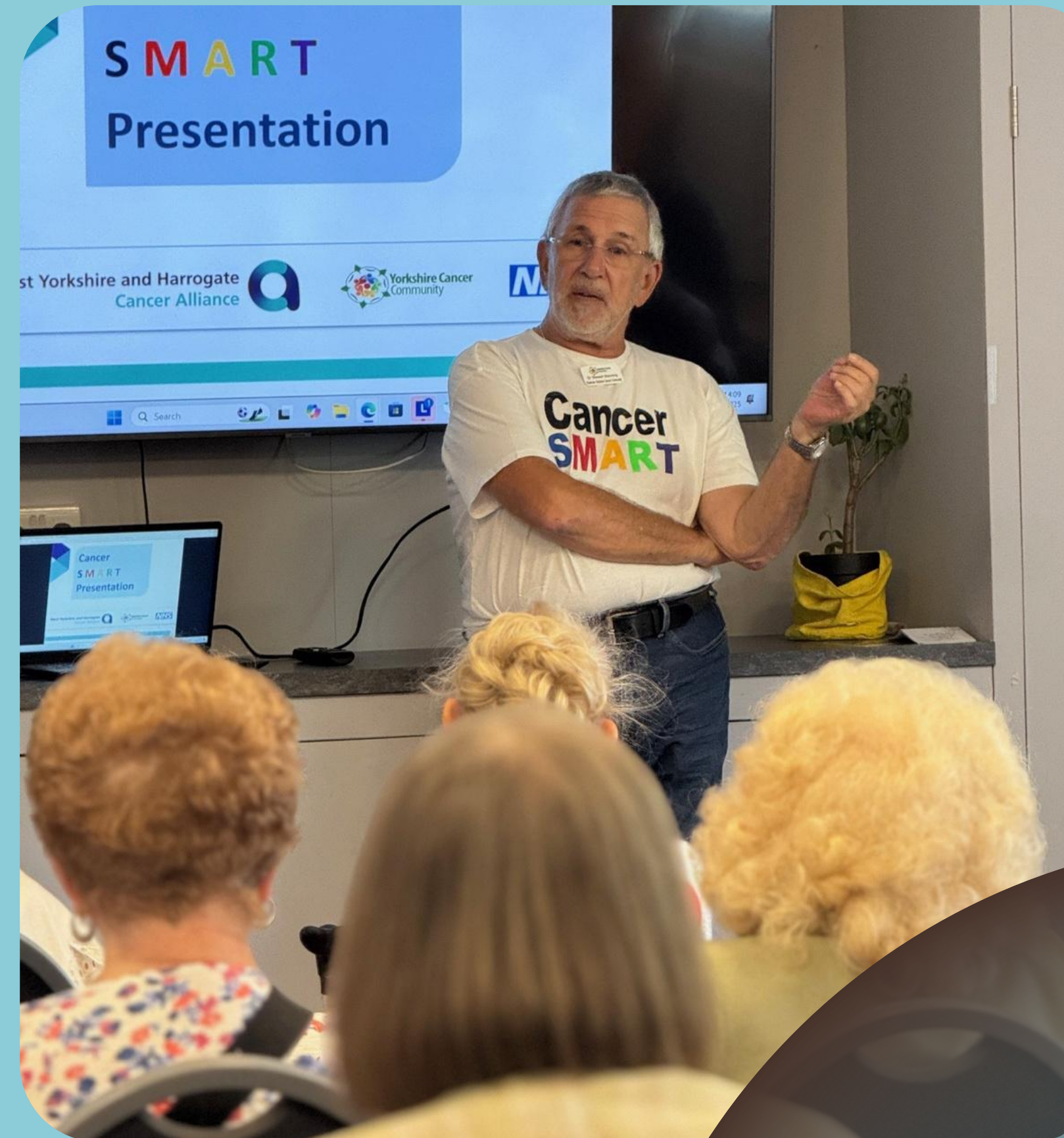
Partnerships

Worked with 81 organisations in 2024: -

- schools
- GP practices
- mosques
- community centres
- workplaces
- NHS trusts
- Macmillan
- Cancer Research UK
- Marie Curie
- Local Councils

Feedback from partners:

“The enthusiasm, dedication and positivity of Cancer Champions is making a real difference”



The Heart of It



Ric, diagnosed with lung cancer in 2016, now championing early detection



Stephen, diagnosed with prostate cancer, now leads an awareness campaign for Black men



Michael, diagnosed with bowel cancer and using his life experience to help and support others



Cancer SMART
5 year celebration

5 Year Celebration

- Humble beginnings
- Grown year on year
- Plans to do much more in the coming years

None of this would have been possible without our partnership with West Yorkshire & Harrogate Cancer Alliance

Looking Ahead

- Grow our network of champions
- Continue breaking down taboos about cancer
- Reach even more “hardly reached” communities
- Keep making cancer an everyday conversation - because early detection saves lives





Thank you for listening

Cancer SMART is proof that when professionals and communities work together, we can change the story of cancer in Yorkshire.

Thank you for recognising our work - and thank you to our amazing volunteers who are truly the heart of Cancer SMART

