

# **CANCER REHAB** Awareness Week

7th-13th September 2020

*no one should miss out*



Bowel cancer patient Jean-François L'Haridon supported by his Cancer Rehabilitation Physiotherapist Emma Houlihan

## **Raising Awareness How to help ...**

Thank you for your enthusiasm and support for the first ever worldwide Cancer Rehab Awareness Week.

We believe that no one should miss out on living their best life after a cancer diagnosis. Especially not due to a lack of awareness of the growing evidence that supports what cancer rehabilitation has to offer.

There are so many ways that you can support the campaign, and we really do need *your* help to get the message out. Here are some ideas of the actions you can take TODAY and also DURING Cancer Rehab Awareness Week to get the maximum impact from your efforts. Please check out the our [website](#) for a range of downloadable resources created to help you to reach out with the key information from the campaign, and to make sure that less people miss out on living well after a cancer diagnosis.

**Together we can make a bigger difference.  
Together we can make sure that less people miss out!**

## Actions for TODAY?

*no one should miss out*

**Save the dates**, 7<sup>th</sup> - 13<sup>th</sup> September. Put them into your diary, and on any internal calendars that your workplace and colleagues refer to.

**Follow** @PINC&STEEL on all our social media, including [Facebook](#), [Instagram](#) and [Twitter](#) and **use and follow the hashtags** #CRAW2020 #pincandsteel #cancerrehab

**Join our Facebook event** [here](#) and share about your participation by inviting all of your followers and connections to join in too.

**Connect** with [Lou James](#) (MNZM), PINC&STEEL Cancer Rehabilitation founder on LinkedIn who has been the driving force behind cancer rehab reaching those with a cancer diagnosis for 15 years.

**Print our poster series** featuring patients that have experience the benefits of cancer rehab for themselves. Display the A3 the posters now around your workplace in the build up to the campaign. You can find them [here](#).

**Read and share** our [CRAW 'why' information resource](#) with you colleagues and database. It includes key messages about the reasons why raising the profile of cancer rehabilitation is essential and that no one misses out on living well after a cancer diagnosis.

**Find out** if you have a Pinc&Steel Certified Cancer Rehab provider in your community. Maybe you could collaborate locally to share the key messages of the campaign. Our [www.pincandsteel.com](http://www.pincandsteel.com) website has links to physios and occupational therapists in the [UK and Ireland](#), [Canada](#), [New Zealand](#) and [Australia](#) with all the details of the provider locations and contact numbers.

**Get in touch early with media contacts** and share about your organisation's support for the upcoming campaign. Offer them your 'why', as to the importance of raising awareness of cancer rehab to *your* organisation and workplace, and your local community! No one should miss out.

**Encourage anyone you know** who has been affected by cancer to find out more about cancer rehabilitation. Support those in your workplace that may have had a cancer diagnosis to find out how cancer rehabilitation can help them to optimise their physical and mental health.

Finally, **announce** that you will be supporting our campaign using the [ready to use "We are supporting ..." social media images](#). Feel free to use these on your website, your newsletter, emails to your database and social media platforms.

## Actions for DURING Cancer Rehab Awareness Week?

**Social media** is where we would love your support for this [campaign](#) to be focussed during the Awareness Week as we know this is where we can reach people who don't know about cancer rehab, most effectively.

However, the value of **sharing face to face** with friends, colleagues, team mates and family members about cancer rehabilitation should not be underestimated. It seems that everyone knows someone who has had a cancer diagnosis and no one should be missing out. Sharing your involvement with the campaign with those around you, may mean that someone they know finds the support they need to live well after a cancer diagnosis – who may not have known about cancer rehab previously!

**Share our posts.** We will be sharing several posts daily on our social media channels during CRAW. This will include stories from patients that have not 'missed out', they tell us about the outcomes they have achieved, and the important impact cancer rehabilitation has had on their lives. Our "Did you know?" and key message posts will also appear throughout the week along with some important evidence based facts sharing what research has found relating to the impact of cancer and the necessity of rehab. Please share as many as you can use the hashtag #CRAW2020

**Like our posts** (you could even 'love' them!) and tag those who you would like to share in what you have just learnt/been inspired by. Comment too!

**Use our Facebook profile frame during CRAW**, it is very easy to do.

*Click on your profile image and select – 'change' 'choose frame'*

*Select the '[Cancer Rehab Awareness Week](#)' frame and 'Use as profile picture'*

**Raise a friendly call to action** from your supporters and followers via your database. Direct them to our [Facebook page](#) and [website](#), ask them to use the Facebook profile frame. Encourage them to find out more about cancer rehab.

**Share our resources.** Start some courageous conversations referring to the [article written by Lou James](#) about cancer rehab being something that too few people know enough about! Share our new [infographic](#) about cancer rehab with your colleagues via internal newsletters/intranet, perhaps print one for the lunchroom table, and tell your team and networks about your organisation's support of the upcoming Awareness Week.

**Get back in touch with your media contacts** – we need your help (and theirs) to share this message wider! Tell them you are supporting the first international Cancer Rehab Awareness Week to make sure less people miss out!

**Host a morning tea shout** in your workspace. You can share about the campaign and how your organisation's vision and goals fit in with the 'no one should miss out' key message. Direct your colleagues [to our resources](#) to find out more.