

25 February 2008  
Press Release

## **£MULTI- MILLION SOCIAL MARKETING CAMPAIGN SUCCESSFULLY LAUNCHES IN WIGAN**

Ashton, Leigh and Wigan Primary Care Trust (PCT) has launched the first stage of a multi-million pound social marketing programme with an innovative campaign to help reduce the number of lives that are lost to cancer in Wigan borough every year.

The campaign which will tour the borough during February and March was successfully launched at the JJB Stadium last week where people gathered to celebrate the start of the campaign which has been supported by many sporting and TV heroes across the North West.

Attendees at the launch included Alison King - Carla from Coronation Street and Steve Bruce - Wigan Athletic Manager.

Commenting, Marilyn Simpson, Programme Director for Social Marketing at Ashton, Leigh and Wigan Primary Care Trust said: "We were delighted by the number of people that attended the launch to show their support. This is a truly pioneering public health initiative which we hope raises excellent awareness across the Wigan Borough by spreading the key message that early detection of symptoms could help save hundreds of lives lost to cancer each year".

The Don't be a Cancer Chancer campaign follows on from a successful pilot undertaken last year which was led by The Christie in conjunction with local NHS authorities and supporters

At present – more than 750 lives are lost each year across the Wigan Borough and sadly the early death rate from cancer is higher than the England average.

## **2/2 PCT LAUNCHES FIRST STAGE OF £MULTI- MILLION SOCIAL MARKETING CAMPAIGN IN WIGAN**

The campaign 'Don't be a Cancer Chancer' engages with the local community to encourage people over the age of 50, who may delay a visit to their GP, to seek medical attention earlier, if they suspect the first signs of Lung, Breast or Bowel Cancer: a persistent cough, unusual breast lump or rectal bleeding (bleeding bum).

The campaign will be rolled out across Wigan Borough until 21<sup>st</sup> March, with the support of leading medical specialists and a specially branded 'Cancer Chancer Battle Bus,' which is set to visit the communities in eight wards across the borough over the course of the month. \*Bus location timetable is printed below and is available on [www.cancerchancer.com](http://www.cancerchancer.com)

People will be encouraged to drop in and chat about any concerns they may have, or if they would simply like to learn more about the symptoms that they should look out for.

The Bus will be staffed by G.Ps, Hospital Consultants, Specialist Cancer Nurses and Health Trainers and will offer people the opportunity to discuss any concerns they may have. No examinations will take place on the vehicle, the advisors will however point them in the direction of their G.P if they feel further action is required.

The bus is aimed at reassuring and informing people that their symptoms may not be cancer however early presentation of anything suspicious to their doctor can provide relief of worry and if proven to be cancer - ultimately save their life.

The battle bus will also be handing out 'Don't be a Cancer Chancer bags' that will include campaign branded toilet roll, Uncle Joe's mint balls, stickers and lots more.

Ashton, Leigh and Wigan would like to thank the community for their support in arranging the campaign so far including the JJB stadium and Gala Bingo (with branded bingo dabbers), both who have kindly agreed to offer their support at match days and bingo events.

For information on where the battle bus will be in your area visit [www.cancerchancer.com](http://www.cancerchancer.com)

**ENDS**

**Editors Notes:**

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**Don't be a Cancer Chancer Launch information/photo call:**

**Photo call:** 11am Wednesday 27<sup>th</sup> February 2008 – Asda, Soho Street, Wigan

The Don't be a Cancer Chancer campaign was created by Manchester Versus Cancer led by The Christie and is being rolled out by Ashton Leigh and Wigan PCT.

**Battle bus locations – for full information of site locations visit**

[www.cancerchancer.com](http://www.cancerchancer.com)

<b>Date</b>	<b>Location</b>
Wednesday 27 February 2008	Asda, Soho Street, Wigan
Friday 29 February 2008	Aldi, Scott Lane, Pemberton
Wednesday 5 March 2008	B&Q, Kirkhall Lane, West Leigh
Friday 7 March 2008	Central Wigan
Monday 10 March 2008	Atherton Town Centre
Wednesday 12 March 2008	Morrisons, Makerfield Way, Ince
Tuesday 18 March 2008	Ashton in Makerfield, Bryn
Wednesday 19 March 2008	Carr Lane Car Park, Worsley Mesnes