**CANCER CARE NEVER STOPS CAMPAIGN**

**VIDEO ANIMATION SOCIAL MEDIA RESOURCES**

There are two elements in this campaign: the first targets GP/primary care and the second is focused on referrals/specialist cancer care.

**GP/PRIMARY CARE**

**SUGGESTED KEY MESSAGES**

* Many Victorians are not seeing their GP for medical care during the pandemic.
* The decline in regular health care appointments suggests that fear about getting COVID-19 is stopping people from visiting their GP.
* If people have concerns or are due for a check-up, GPs are available via video call, phone or face-to-face appointments.
* Seeking medical care is one of the four reasons for leaving home, and it’s important people continue to attend normal health check-ups.
* #cancercareneverstops

**SUGGESTED AUDIENCE**

Broad community relevance, particularly:

* + Over 50s
  + Culturally and linguistically diverse communities (translated versions to follow)
  + Primary health care settings

**SOCIAL MEDIA**

We have created a small suite of social media assets to help communicate this important message.

**GENERAL PRACTITIONER VIDEO**

There are four GP video versions, available via You Tube or for download via link below.

**Cancer Care Never Stops 1 (1:28) – with 5km travel restriction message (no captions)**

<https://youtu.be/7uPve9H2TLw>

**Cancer Care Never Stops 1a (1:28) – with 5km travel restriction message (with captions)**

<https://youtu.be/mrM84rF5YtY>

**Cancer Care Never Stops 2 (1:14) – without 5km travel restriction (no captions)**

<https://youtu.be/YJHlEexfuG0>

**Cancer Care Never Stops 2a (1:14) – without 5km travel restriction** **(with captions)**

<https://youtu.be/XW8GdhAoLlU>

Access the [creative assets](https://www.dropbox.com/s/7w5mjemypa3aaa4/NEW%20ZIP.zip?dl=1) here, including MP4 video files.

**GP SUGGESTED SOCIAL MEDIA MESSAGES:**

**Facebook/Instagram**

*Have you, or someone you know, put off seeing your doctor during the COVID19 lockdown? Maybe you are worried about going to a clinic or think you will just wait a while? Doctors are concerned that fewer people are getting care when they need it. If something’s not feeling right, please see your GP* **#DontDelay #cancercareneverstops**

**Linked In**

*The decline in health care appointments, cancer diagnoses and procedures suggests that fear about getting COVID-19 is stopping people from visiting their GP. Doctors are worried that this may have profound consequences for individuals (and the health system). Please spread the word. Seeking medical care is one of the four reasons for leaving home, so if something’s not right, contact your GP* ***#cancercareneverstops***

**Twitter**

*Cancer diagnoses have dropped significantly during COVID-19. Doctors are worried that this means people are not getting health checks when they need them, even though visiting your GP is safe and allowed. Spread the word. If something’s not right, contact your GP.* ***#cancercareneverstops***

**SPECIALIST REFERRALS**

**SPECIALIST SUGGESTED KEY MESSAGES**

* Over the past few months, fewer patients have been presenting to cancer specialists after being referred by their GP.
* The decline in specialist cancer appointments suggests that fear about getting COVID-19 is stopping people from visiting their specialist.
* Health professionals are taking great care to ensure any treatment at hospitals is done safely and effectively.
* If people have a referral appointment that does not require onsite treatment, cancer specialists are available via telehealth.
* It’s very important to seek care if you have concerning symptoms or a cancer diagnosis that requires prompt treatment.
* Please continue seeing your doctor, get tests if you need to and seek treatment from your specialist.
* Seeking medical care is one of the four reasons for leaving home.
* #cancercareneverstops

**VIDEOS AND STILLS**

There are four specialist video versions, available via You Tube or for download via link below.

**Cancer Care Never Stops 3 (1:17) – with 5km travel restriction message (no captions)**

<https://youtu.be/v2G7zPUMBbQ>

**Cancer Care Never Stops 3a (1:17) – with 5km travel restriction message (with captions)**

<https://youtu.be/52-FOIkJc1s>

**Cancer Care Never Stops 4 (1:04) – without 5km travel restriction (no captions)**

<https://youtu.be/eqCQ-bv7X8E>

**Cancer Care Never Stops 4a (1:04) – without 5km travel restriction (with captions)**

<https://youtu.be/eqCQ-bv7X8E>

Access the specialist [creative assets here](https://www.dropbox.com/s/tnjwxcpgdipbxwl/VCCC_Specialist.zip?dl=1), including MP4 video files.

**SPECIALIST SUGGESTED SOCIAL MEDIA MESSAGES:**

**Twitter**

1. “The consequences of people delaying health checks could be profound for both the individual and our health care system” - @Prof\_G\_McArthur Co-Chair of Victorian COVID-19 Cancer Network. **#CancerCareNeverStops #DontDelay**
2. With cancer diagnoses and referrals at much lower numbers than usual, we are preparing for a wave of cancer cases coming through in the next 6 to12 months. We urge Victorians to get checks & attend follow ups. **#CancerCareNeverStops**
3. COVID-19 has not changed the fact that 1 in 3 men and 1 in 4 women in Vic will be diagnosed with cancer by the age of 75, yet we have seen a significant decline in cancer diagnoses, procedures and appointments. **#CancerCareNeverStops**

**Facebook**

Cancer diagnoses and referrals are at much lower numbers than usual. Many people seem to be putting off appointments which could put them at greater risk.

We are unfortunately preparing for a wave of cancer cases coming through in the next 6 to 12 months. We urge Victorians to get their health checked, act on symptoms and attend follow ups. Cancer care is safe, accessible - and very important.

*Spread the word* ***#CancerCareNeverStops #DontDelay***

**Linked In**

COVID-19 has not changed the fact that 1 in 3 men and 1 in 4 women in Vic will be diagnosed with cancer by the age of 75, yet we have seen a significant decline in cancer diagnoses, procedures and appointments.

“The consequences of people delaying health checks could be profound for both the individual and our health care system” - @Prof Grant McArthur, Exec Director of the VCCC and Co-Chair of Victorian COVID-19 Cancer Network.

Spread the word **#CancerCareNeverStops #DontDelay**

Thank you for supporting this important campaign.