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## News this month...

Dear Answer Cancer Champions,

This October is both Black History Month and Breast Cancer Awareness Month. For these events, Answer Cancer are running a series of campaigns over the course of the month and we'd be grateful of your support with these. **Please read the bullet points below carefully.** It's a fair bit of information but we'd really love to have your involvement and have worked to make it as quick and simple as possible for you to support this work. All the materials you'll need to get involved can be found in the **October campaigns pack which you [can download here](#).**

Please let us know if you have any questions on any of this or would like to talk about how we can further support your involvement in this work.

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## Black History Month

### Social media graphics campaign

We're running a campaign for Black History Month encouraging Black communities to start speaking up about cancer – highlighting the importance of seeking help, attending screening appointments and the particular risk of prostate cancer faced by Black men. We've produced [a series of graphics with key messages and quotes for you to share throughout the month](#).

Please share these graphics far and wide via Facebook, Twitter, Instagram, WhatsApp, email bulletins and anywhere else you can, using the hashtags **#AnswerCancerForBHM** and **#BlackHistoryMonth**. We've also created a series of [special profile pictures](#) for different platforms so you can support us further by

## Video making campaign

This Black History Month we're asking BAME Answer Cancer Champions to speak up about cancer producing their own videos on our key cancer awareness messages, the importance of speaking out about cancer and their personal reasons for signing up as Answer Cancer Champions. To help with this we've produced [a document with a summary of the key messages and a guide to producing high quality videos from home](#).

Please share your videos far and wide via Facebook, Twitter, Instagram, WhatsApp, email bulletins and anywhere else you can, using the hashtags **#AnswerCancerForBHM** and **#BlackHistoryMonth**, and also please share them with us directly via email. Please also use these hashtags to find videos that others have posted and share them via your social media channels. If you'd like to get involved but you don't feel confident making a video on your own we're here to help, please just get in touch with Kirit at [kirit.patel@vsnw.org.uk](mailto:kirit.patel@vsnw.org.uk).

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## Breast Cancer Awareness Month

### Social media graphics campaign

We're running a campaign for Breast Cancer Awareness Month to improve awareness of breast cancer, its signs and symptoms, breast screening services and the importance of checking your breasts. We've produced [a series of graphics with key messages and quotes for you to share throughout the month](#).

Please share these graphics far and wide via Facebook, Twitter, Instagram, WhatsApp, email bulletins and anywhere else you can, using the hashtags **#AnswerCancerGoesPink** and **#BreastCancerAwarenessMonth**. We've also created a series of special profile pictures for different platforms so you can support us further by updating your profile photo for the month.

### Banner making competition

This Breast Cancer Awareness Month we're running a banner making competition via social media with a £100 voucher as a prize. The rules are simple: we're asking Champions to get creative and produce a breast cancer awareness banner/poster and share a photo of themselves holding their banner to social media (Facebook/Twitter/Instagram) with the hashtags **#AnswerCancerGoesPink** and **#BreastCancerAwarenessMonth**.

On the last day of October, we'll pick a winner out from all of the entries and

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networks – social media, WhatsApp groups, email bulletins, etc. To help you with this we've put together [some graphics you can share to promote the competition, along with a resource pack which includes advice on the messaging and the full competition terms.](#)

## Answer Cancer Goes Pink awareness event

To celebrate Breast Cancer Awareness Month Answer Cancer are running a special online breast cancer awareness event on **Friday 23rd October from 2pm-3pm**. This event will be a fun celebration of the Answer Cancer Champions community and a chance to find out more and start raising awareness around breast cancer. We'd love to have you join us there, and to help us encourage as many people as possible to come along. [We're encouraging everyone who attends the event to wear pink clothing to help spread awareness of the campaign.](#)

Please help us to promote this event by inviting as many people to attend as possible. We've produced a promotional graphics to help you publicise this event via your social media, WhatsApp groups and email bulletins. We've set up a [Facebook event](#) and [a dedicated events page on our website](#) to help promote this event. On the day you can join us online [via Zoom](#) using the following link: <https://tinyurl.com/ACGoesPink>.

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**Whichever of our campaigns you decide to get involved in during October, when sharing post on social media please remember to include our Answer Cancer Champion handles which you can find below:**



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## Radio Campaign

By partnering with seven local radio stations, including Salford City Radio, North Manchester FM, Roch Valley Radio, Crescent Community Radio, Tameside Radio, Legacy and Wythenshawe FM we've secured the opportunity for Answer Cancer Champions to share their messages over the airwaves throughout the month. Keep an eye on our social media channels as we'll be promoting these shows throughout the month as they're aired.

[kirit.patel@vsnw.org.uk](mailto:kirit.patel@vsnw.org.uk)

## Drop-in & Induction Sessions

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Answer Cancer Champions are invited to attend the following sessions during October. The Drop-in sessions are informal catch-up events, whilst the Induction is designed for new Champions, but may also be useful for returning Champions. No sign up is necessary so just turn up on the day using the following Zoom links:

### Drop-in Sessions

Friday 2<sup>nd</sup> October 2020 (10am-11am)

<https://tinyurl.com/ACdropin0210>

Meeting ID: 856 9579 0422

Passcode: 953039

Wednesday 21<sup>st</sup> October 2020 (5.30pm-6.30pm)

<https://tinyurl.com/ACdropin2110>

Meeting ID: 897 6560 0675

Passcode: 932783

### Induction Session

Monday 26<sup>th</sup> October 2020 (12noon-1pm)

<https://tinyurl.com/ACInduction2610>

Meeting ID: 829 8719 9802

Passcode: 576883

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