

Bee Seen Get Screened

Comms and Social Media Pack

This document will give you all the information you need to promote your Bee Seen, Get Screened pledge to your employees, customers/service users and others.

In this pack you will find:

- A leaflet explaining what Bee Seen, Get Screened involves.
<https://www.answercancergm.org.uk/wp-content/uploads/2022/10/Bee-Seen-Get-Screened-Leaflet.pdf>
- Posters detailing what screening programmes are available and the Bee Seen, Get Screened pledge [colour poster](#) [white poster](#)
- Four graphics for use on social media or elsewhere, promoting different aspects of the scheme. [Health and wellbeing](#) [We pledge to](#) [We've taken the pledge](#) [We're supporting cancer screening](#)
- The Bee See, Get Screened [logo](#)

Suggested Copy

For the follow, replace [Company Name] with your organisation/company name.

Internal Comms, e.g. newsletter, intranet, e-bulletin etc.

I am pleased to announce that [Company Name] has recently signed up to the 'Bee Seen, Get Screened' pledge, in partnership with Answer Cancer, the Greater Manchester Screening Engagement Programme.

This pledge guarantees that staff will be able to attend cancer screening appointments during work hours, if unable to get an appointment at a different time.

[Company Name] are also supporting Answer Cancer's engagement strategy by raising the profile of health and wellbeing in the workplace and empowering everyone to look after their health.

The 'Bee Seen – Get Screened' campaign is raising awareness of the three NHS cancer screening programmes through training, staff sessions and much more.

Answer Cancer works across Greater Manchester discussing cancer and the importance of screening with our communities.

For more information see: www.answercancergm.org.uk/bee-seen

Social Media Posts

[Company Name] is delighted to announce that we have taken the Bee See, Get Screened pledge in partnership with @AnswerCancerGM!

We commit to: giving our staff time off to attend cancer screening & raising awareness of the three NHS screening programmes.

www.answercancergm.org.uk/bee-seen

As a Bee Seen, Get Screened organisation we pledge to:

Give our staff time off to attend cancer screening.

Raise the profile of health & well-being in the workplace.

Work with @AnswerCancerGM to encourage conversations about the importance of screening.

www.answercancergm.org.uk/bee-seen

Cancer screening can save lives by detecting cancer early, making it easier to treat.

[company name] has taken the Bee Seen, Get Screened pledge, guaranteeing staff time off to attend appointments & is working with @AnswerCancerGM to raise awareness!

www.answercancergm.org.uk/bee-seen

Useful links:

www.answercancergm.org.uk/bee-seen

www.answercancergm.org.uk

Twitter: [@AnswerCancerGM](https://twitter.com/AnswerCancerGM)

Take the Bee Seen, Get Screened Pledge!

By signing up, employers are promising to:



Give their staff time off to attend cancer screening or provide flexible working.



Raise the profile of health & well-being in the workplace.



Encourage their employees to talk about cancer & the importance of screening!

It is totally free to sign up, and Answer Cancer will provide support and materials to help get you started!

To find out more contact:

info@answercancergm.org.uk

Or visit:

answercancergm.org.uk/bee-seen



Bee Seen, Get Screened implementation chart

Activity / Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sign the pledge	✓											
Appoint a Cancer Screening Champion	✓											
Raise awareness among staff		✓	✓								✓	
Host awareness sessions/workshops			✓	✓						✓		
Social media campaign		✓	✓			✓		✓				✓
Podcasts, internal comms sharing screening stories etc.				✓	✓	✓						
Encourage peer support					✓	✓	✓					
Track engagement and evaluate							✓	✓				
Celebrate and share impact										✓		
Cervical Cancer Prevention Week	✓											
Prostate Cancer Awareness Month			✓									
Bowel Cancer Awareness Month				✓								
Men's Health Week						✓						
Breast Cancer Awareness Month										✓		
Black History Month (black men have double the risk of prostate cancer (1 in 4)										✓		
Movember (Men's cancers, incl. prostate/testicular)											✓	

✓ = Activity or campaign scheduled in that month

Take the Bee Seen, Get Screened Pledge!



By signing up, employers are promising to:



Give their staff time off to attend cancer screening or provide flexible working.



Raise the profile of health & well-being in the workplace.



Encourage their employees to talk about cancer & the importance of screening!

It is totally free to sign up, and Answer Cancer will provide support and materials to help get you started!

To find out more contact:

info@answercancergm.org.uk Or visit:
answercancergm.org.uk/bee-seen



**ANSWER
CANCER**

“I've been screened”

 [answercancergm](#) |  [answercancergm](#) |  [@answercancergm](#)

**ANSWER
CANCER**

“We've Pledged
to Bee Seen
Get Screened”

 answercancergm |  answercancergm |  @answercancergm

