

# CancerCast Cymru

## Stakeholder Comms Pack

Moondance Cancer Initiative find, fund and fuel brilliant people and brave ideas to make Wales a world leader in cancer survival.

CancerCast Cymru is our new podcast series where we showcase examples of improvement and innovation across Wales, spotlighting some of the brilliant people working in cancer services, and their brave ideas to improve cancer care for patients.

We hear from a range of NHS Wales professionals across the country who are improving the landscape of cancer services for patients. We ask them not only what they have done but how they did it, what got in their way and what advice they have for others wanted to effect change in this area.

The aim of the series is to share information about positive impactful change across Wales with NHS professionals working in cancer services, offering helpful advice that may inspire people who are interested in implementing their own improvement work or sparking new ideas on what could make a difference for cancer patients.

## How you can help

Help us to celebrate and spread the brilliant work of our participants by sharing and promoting CancerCast Cymru amongst colleagues and cancer professionals.

We have included suggested social media posts, website, and newsletter content below you could send out to relevant audiences.

We'll be sharing the content too on our platforms - [Twitter](#) and [LinkedIn](#). Please tag, share and encourage your colleagues to get involved.

In this pack you'll find:

- Example social media posts
- Template email/newsletter/intranet/website text
- Promotional images and videos

Links to every podcast episode will be available via our website here: <https://moondance-cancer.wales/research-insights/cancer-cast-cymru>. The podcast will be accessible on both [Spotify](#) and [Apple](#).

For more information or to request further graphics contact: [info@moondance-cancer.wales](mailto:info@moondance-cancer.wales)

## Our promotional schedule

We will be releasing all 6 episodes of Cancercast Cymru on Tuesday September 26<sup>th</sup> and promoting episodes week-by-week thereafter.

To maximise impact, please consider aligning promotion of specific episodes with the schedule set out below.

Date	Episode Title	Guests
<b>26<sup>th</sup> Sep</b>	<b>Cancercast Cymru Series Launch</b>	
<b>2nd Oct</b>	Better diagnosis of Bowel Cancer	Dr. Heather Wilkes, GP/RDC Clinical Lead, SBUHB Michael Eastwell, Cancer Services Manager, ABUHB (for recording, now CVUHB) Louisa Edwards, Advanced Practice Radiographer, CTMUHB Sarah Maund, Radiology Navigator, CTMUHB
<b>9th Oct</b>	Improving Ovarian Cancer Care	Dr. Sadie Jones, Gynaecological Oncology Surgeon, CVUHB
<b>16th Oct</b>	Supporting patients with at-home testing: The FIT Hub	Vicky Coppack, Endoscopy Services Manager, HDUBH
<b>23rd Oct</b>	Opening access to treatment: Training palliative radiographers	Dr. Mick Button, Clinical Oncologist, Velindre Cancer Centre Christine Sillman, Advanced Practice Radiographer, SWWCC
<b>30th Oct</b>	LARs: Prioritising quality of life after cancer	Dr. Harriet Coxon, Junior Registrar, CVUHB
<b>6th Nov</b>	Navigating patients to community support: ICJ in Powys	Sue Ling, Comms Manager, PCC (for recording, now PTHB) Liz Lewis, Senior Nurse, Bracken Trust Sharon Healey, Senior Officer, PAVO

## Sept 26<sup>th</sup> – Podcast Launch

### TEMPLATE EMAIL / NEWSLETTER/INTRANET/BLOG/WEBSITE TEXT

Cancercast Cymru is a new podcast series from Moondance Cancer Initiative spotlighting some of the brilliant people working in cancer services and showcasing their brave ideas to improve cancer care for patients.

The series hears from a diverse range of NHS professionals across Wales, from primary care, to diagnostics, to treatment. Subjects range from patient-centred community care in Powys to a cross-health board discussion on examples of improvement to the bowel cancer diagnostic pathway.

In each episode, guests share not only what they have done, but how they did it, what got in their way and what advice they have for others wanted to effect change in this area.

You can find all episodes of Cancercast Cymru here: <https://moondance-cancer.wales/research-insights/cancer-cast-cymru>

Cyfres o bodlediadau newydd gan Moondance Cancer Initiative yw Cancercast Cymru sy'n tynnu sylw at rai o'r bobl wych sy'n gweithio yn y gwasanaethau canser ac yn arddangos eu syniadau dewr i wella gofal canser i gleifion.

Mae ystod amrywiol o weithwyr proffesiynol y GIG o bob rhan o Gymru yn ymddangos ar y gyfres, o staff gofal sylfaenol, i ddiagnosteg, i driniaeth. Mae'r pynciau'n amrywio o ofal cymunedol sy'n canolbwyntio ar y claf ym Mhowys i drafodaeth ar draws y byrddau iechyd am enghreifftiau o sut i wella'r llwybr diagnostig ar gyfer canser y coluddyn.

Ym mhob pennod, mae gwesteion yn rhannu nid yn unig beth wnaethon nhw, ond sut gwnaethon nhw hynny, beth wnaeth eu rhwystro nhw a pha gyngor sydd ganddyn nhw i eraill sydd am greu newid yn y maes yma.

Mae pob pennod Cancercast Cymru ar gael yma: <https://moondance-cancer.wales/research-insights/cancer-cast-cymru>

### EXAMPLE SOCIAL MEDIA POSTS

Twitter	
English Copy	Welsh Copy
Cancercast Cymru is the new podcast series from <a href="#">@MoondanceCancer</a> that spotlights brilliant people & their brave ideas improving cancer care for patients across Wales.	CancerCast Cymru yw'r gyfres newydd o bodlediadau gan <a href="#">@MoondanceCancer</a> sy'n tynnu sylw at bobl wych a'u syniadau dewr i wella gofal canser i gleifion ledled Cymru.

Listen now to all episodes:

<https://moondance-cancer.wales/research-insights/cancer-cast-cymru>



Gwrandewch ar bob pennod nawr:

<https://moondance-cancer.wales/research-insights/cancer-cast-cymru>



In their new podcast series, Cancercast Cymru, @MoondanceCancer hear from NHS professionals across Wales who are improving cancer care for patients. Asking them not just what they did but how they did it.

Listen now to all episodes:

<https://moondance-cancer.wales/research-insights/cancer-cast-cymru>



Yn y gyfres newydd o bodlediadau gan @MoondanceCancer, Cancercast Cymru, rydyn ni'n cwrdd â gweithwyr proffesiynol y GIG sy'n gwella gofal cancer i gleifion ac yn gofyn iddyn nhw nid yn unig beth wnaethon nhw, ond sut gwnaethon nhw hynny.

Gwrandewch nawr:

<https://moondance-cancer.wales/research-insights/cancer-cast-cymru>





PROMOTIONAL IMAGES



## Oct 2<sup>nd</sup> – Better Bowel Cancer Diagnosis

### EPISODE DESCRIPTION

Every month in Wales, nearly 3,000 people are investigated for suspected bowel cancer: the second biggest cause of cancer death. In this episode, we meet three teams across Wales who are rising to meet this challenge. Dr. Heather Wilkes, Michael Eastwell, Louisa Edwards, and Sarah Maund discuss how their projects are collectively moving towards a shared vision for better bowel cancer diagnosis.

### SUGGESTED TAGS

Bowel Cancer UK, Bevan Commission, CTMUHB, ABUHB, SBUHB, Heather Wilkes (@HeatherFWilkes), Louisa Edwards (@louy74), Radmagazine (@RADMagazine)

### PROMOTIONAL IMAGE

The promotional image features a red background with a faint map of Wales. At the top left is the Moondance Cancer Initiative logo, which consists of a stylized circular graphic and the text 'MOONDANCE CANCER INITIATIVE'. Below this is the title 'Cancercast Cymru' in large white font, followed by a black audio waveform graphic. A dark purple rounded rectangle in the center contains the episode title 'Better Diagnosis of Bowel Cancer' in white. Below the title are three circular portraits of the hosts: Dr. Heather Wilkes, Louisa Edwards and Sarah Maund, and Michael Eastwell. Under each portrait is their name and role. At the bottom of the purple box, it says 'Listen now on Spotify or Apple Podcasts' in white text.

MOONDANCE  
CANCER INITIATIVE

# Cancercast Cymru

## Better Diagnosis of Bowel Cancer

**Dr. Heather Wilkes**  
GP, RDC Clinical Lead

**Louisa Edwards**  
**Sarah Maund**  
Advanced Practice Radiographers

**Michael Eastwell**  
Cancer Services Manager

Listen now on Spotify or Apple Podcasts



## Oct 9<sup>th</sup> – Improving Ovarian Cancer Care

### EPISODE DESCRIPTION

Dr. Sadie Jones is early in her career as a gynaecological oncology consultant, but is already building an impressive body of research and quality improvement work. Focussing on Sadie's work in prehabilitation, we discuss the future of these underserved cancers in Wales, and her tips for improving services within the NHS.

### SUGGESTED TAGS

Ovarian Cancer Action, CAVUHB, Sadie Jones (@drsadiejones)

### PROMOTIONAL IMAGE



The promotional image is a vertical rectangle with a red background. At the top left is the Moondance Cancer Initiative logo, which consists of a stylized purple circle with a white ribbon-like shape inside. To its right, the text 'MOONDANCE' and 'CANCER INITIATIVE' is written in white. Below this, the title 'Cancercast Cymru' is written in large, bold, white letters. Underneath the title is a white audio waveform icon. In the center, there is a dark purple rounded rectangle containing a circular portrait of Dr. Sadie Jones, a woman with blonde hair and glasses. To the right of the portrait, the text 'Improving Ovarian Cancer Care' is written in white, followed by 'Dr Sadie Jones' and her title 'Consultant Gynaecology Oncology Surgeon' in smaller white text. At the bottom of the image, the text 'Listen now on Spotify or Apple Podcasts' is written in white.

## Oct 16<sup>th</sup> – Supporting patients with at-home testing: The FIT Hub

### EPISODE DESCRIPTION

At-home faecal tests were introduced for patients with bowel cancer symptoms in 2020. During the height of COVID, Vicky Coppack established a service which puts patients and efficiency at the centre of this pathway. In this episode, we discuss her experience, and what the FIT hub might mean for Wales.

### SUGGESTED TAGS

HDUHB, NHS Wales Awards

### PROMOTIONAL IMAGE



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## Oct 23<sup>rd</sup> – Opening access to treatment: Training palliative radiographers

### EPISODE DESCRIPTION

In this episode, we speak to Dr. Mick Button and Christine Sillman, about their work to upskill more staff to give palliative radiotherapy, opening access, and reducing delays to treatment. Mike and Christine have worked across boundaries to extend these benefits across Wales, enabling relief, dignity, and more options for some of the most unwell patients receiving cancer care.

### SUGGESTED TAGS

Velindre Cancer Centre, South West Wales Cancer Centre, Bevan Commission, Mick Button (@drmickbutton)

### PROMOTIONAL IMAGE

The promotional image features a red background with a faint map of Wales. At the top left is the Moondance Cancer Initiative logo. The title 'Cancercast Cymru' is prominently displayed in white, with a black audio waveform graphic below it. A dark purple rounded rectangle in the center contains the episode title 'Opening access to treatment: Training palliative radiographers' in white. Below the title are two circular headshots: Dr. Mick Button, a man with a beard, and Christine Sillman, a woman with blonde hair. Under each headshot is their name and title: 'Dr. Mick Button, Clinical Oncologist' and 'Christine Sillman, Advanced Practice Radiographer'. At the bottom of the image, the text 'Listen now on Spotify or Apple Podcasts' is written in white.

## Oct 30<sup>th</sup> – LARs: Prioritising quality of life after cancer

### EPISODE DESCRIPTION

With more patients surviving every year, more work is needed to ensure that people who go on to be cancer free thrive after treatment. In this episode, we speak with Dr. Harriet Coxon, on her work to improve the lives of people with LARs after bowel cancer surgery, and how to build a movement for better quality of life.

### SUGGESTED TAGS

CAVUHB, ACPGBI, Harriet Coxon (@coxon\_harriet), POLARIS study (@PolarisStudy)

### PROMOTIONAL IMAGE

The promotional image is a vertical rectangle with a red background. At the top left is the Moondance Cancer Initiative logo, which consists of a stylized blue circle with a white crescent moon and a white ribbon. To its right, the text 'MOONDANCE CANCER INITIATIVE' is written in white. Below this, the title 'Cancercast Cymru' is written in large, bold, white letters. Underneath the title is a white audio waveform icon. In the lower half of the image, there is a dark purple rounded rectangle containing a circular portrait of Dr. Harriet Coxon on the left. To the right of the portrait, the text 'LARs: Prioritising quality of life after cancer' is written in white, followed by 'Dr Harriet Coxon' in a larger font, and 'Junior Registrar Colorectal Surgery' in a smaller font. At the bottom of the image, the text 'Listen now on Spotify or Apple Podcasts' is written in white.

## Nov 6<sup>th</sup> – LARs: Prioritising quality of life after cancer

### EPISODE DESCRIPTION

From housing, to finance, to dog-walking, people living with cancer have important needs outside of their medical care. In this episode, we speak with the Improving Cancer Journey team in Powys, a unique new service to guide patients to the support and community that they need, and their experience of joining up health and social care.

### SUGGESTED TAGS

PTHB, Powys County Council, Macmillan Cancer Support

### PROMOTIONAL IMAGE

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