

# Lung Cancer Screening

Communications toolkit 1.0

October 2025

# Assets showcase

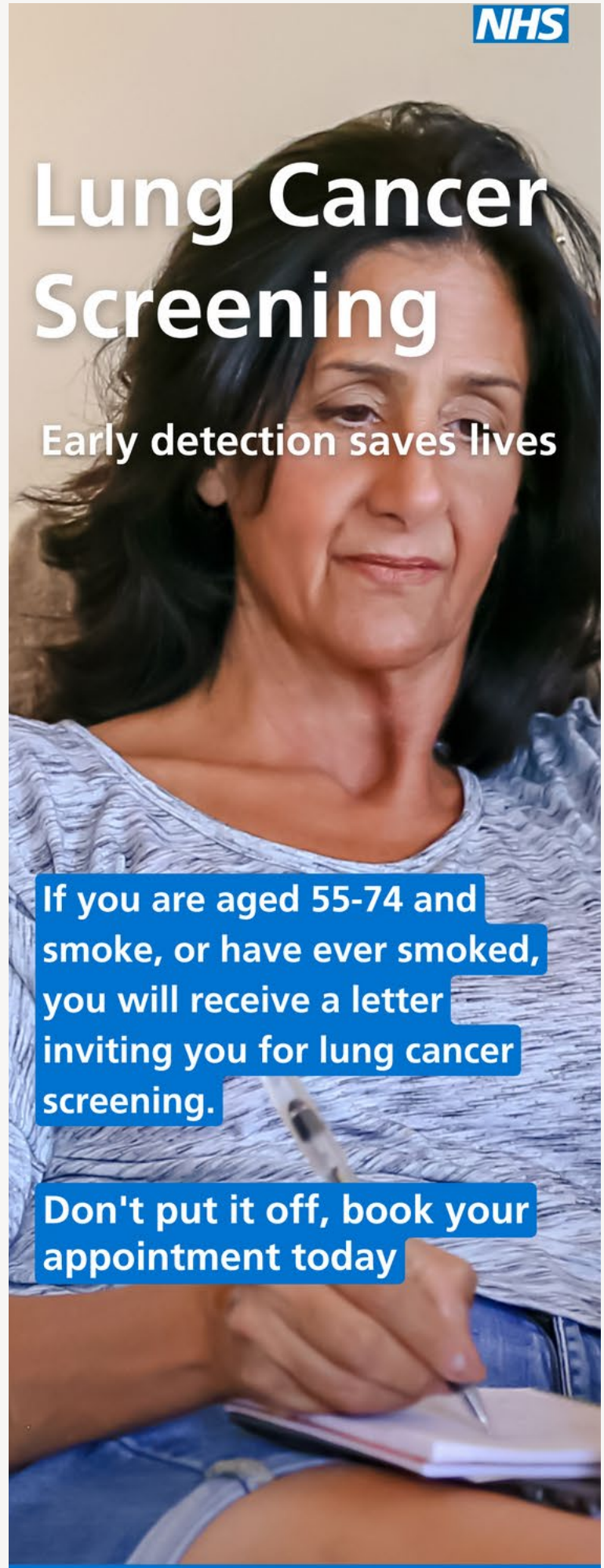
- Pull ups
- Banners
- Posters
- Flyers/ leaflets
- Digi screens
- Social media
- In their words
- Press release
- National materials

1.

# Pull ups

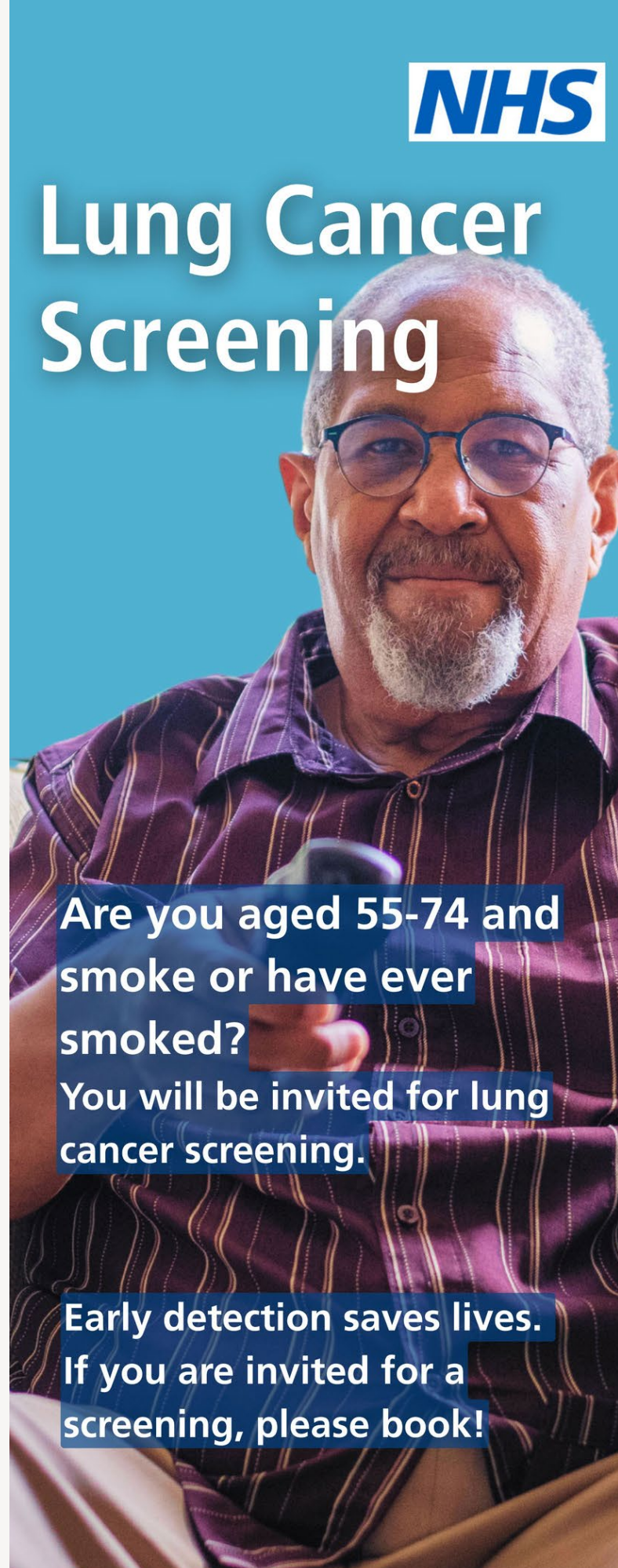
2.

V1



For more information visit:  
[bobich.com/lungcancer](http://bobich.com/lungcancer)

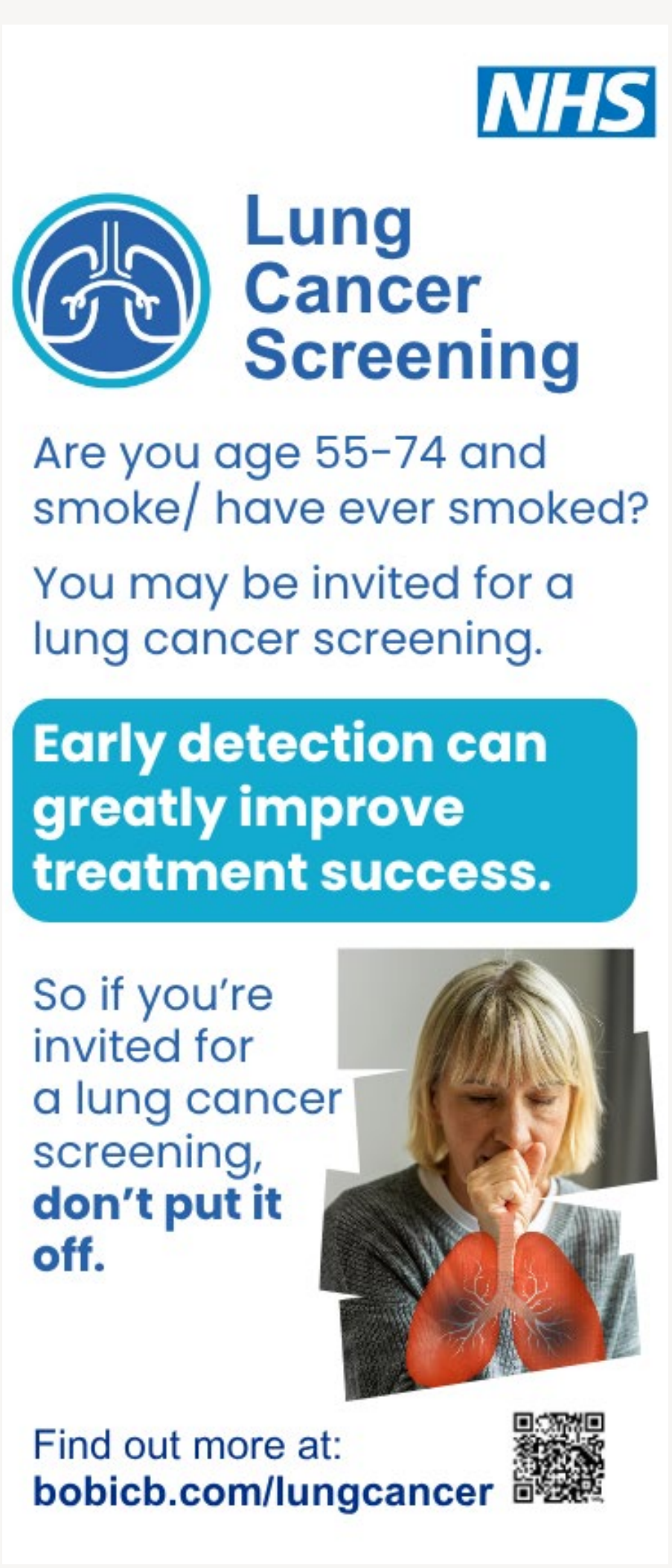
V2



For more information visit:  
[bobich.com/lungcancer](http://bobich.com/lungcancer)



V3



Find out more at:  
[bobich.com/lungcancer](http://bobich.com/lungcancer)

# Banners

V1

**NHS**



## Lung Cancer Screening

Are you aged 55-74 and smoke, or have ever smoked?  
You will be invited for lung cancer screening.

Early detection saves lives. If you are invited for a screening, **please book!**



Find out more at: [bobicb.com/lungcancer](http://bobicb.com/lungcancer)


2.

V2


**NHS**

## Lung Cancer Screening here

For current or ex smokers age 55-74



Scan or visit: [bobicb.com/lungcancer](http://bobicb.com/lungcancer)



# Posters

V1

**NHS**

My lung cancer was caught early before I had any symptoms

Lung Cancer Screening helps us get ahead of lung cancer - before symptoms even start. That's why the NHS is offering people aged 55-74 who have ever smoked a lung check to make sure everything is okay.

**3.**

For more information visit: [bobibc.com/lungcancer](http://bobibc.com/lungcancer) or scan the QR code

Lung Cancer Screening

V2 a

**NHS**

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Lung Cancer Screening

# Posters cont.

V2 c

V2 d

V2 e

**NHS**

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4.

# Flyers/ leaflets

V1

**Key information about lung scans**

**Early treatment is effective –** You're three times more likely to be diagnosed early through screening. Early lung cancers can often be removed or treated with radiotherapy.

**Screening reduces lung cancer deaths –** Research suggests a 25% lower risk of dying from lung cancer with CT screening.

**Minimal radiation exposure –** The low-dose CT scan exposes you to the same radiation as one year's natural background exposure.

**Possible limitations –** Some scans may miss cancer (false negatives), or detect harmless abnormalities that require further tests (false positives).

**Overdiagnosis risk –** In rare cases, screening finds cancers that would never have caused harm, leading to unnecessary treatment.

**Symptoms to watch for**  
Lung cancer can develop between scans, so look out for:

- Persistent or changing cough
- Coughing up blood
- Shortness of breath
- Unexplained tiredness or weight loss
- Chest pain when breathing or coughing
- Appetite loss

If you experience these, see your GP immediately—don't wait for your next scan.

**Reducing your risk**  
Quitting smoking greatly lowers your lung cancer risk. Many long-term smokers have successfully stopped.

**Free stop-smoking services:**

- Ask at your GP surgery
- NHS Smokefree: 0300 1231044
- [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree)

**What you need to know**

Visit: [bobicb.com/lungcancer](http://bobicb.com/lungcancer)

**Lung Cancer Screening:**

**What you need to know**  
Lung cancer often has no symptoms in its early stages, leading to late diagnoses. However, most lung cancers grow slowly enough to be detected early through screening. Early detection improves treatment success and saves lives.

**What is Lung Cancer Screening?**  
Lung Cancer Screening is a two-step process:

1. Initial Assessment: A phone call or meeting with a health professional to evaluate your lung cancer risk.
2. Lung Scan: If you are at higher risk, you'll be invited for a quick, detailed scan of your lungs. If anything concerning is found, further tests or treatment will be arranged.

**Why you've been invited**  
Lung cancer risk is higher in people aged 55 to 74 who smoke or used to smoke. While most people screened won't have lung cancer, early detection can lead to effective treatment.

**Why early diagnosis matters**  
Detecting lung cancer early allows treatment to focus on a small affected area. If caught late, it may have spread, making treatment more difficult.

**What is Lung Cancer?**  
Lung cancer is one of the most common cancers, caused by uncontrolled cell growth forming a tumour in the lungs. It usually has no early symptoms. Screening helps detect it before symptoms appear, improving treatment outcomes.

**What happens at a Lung Cancer Screening?**

1. Lung Health Check: A health professional will assess your risk.
2. Lung Scan: If necessary, you'll have a low-dose CT scan for a detailed lung image. The process is painless, quick, and requires no injections or special preparation.

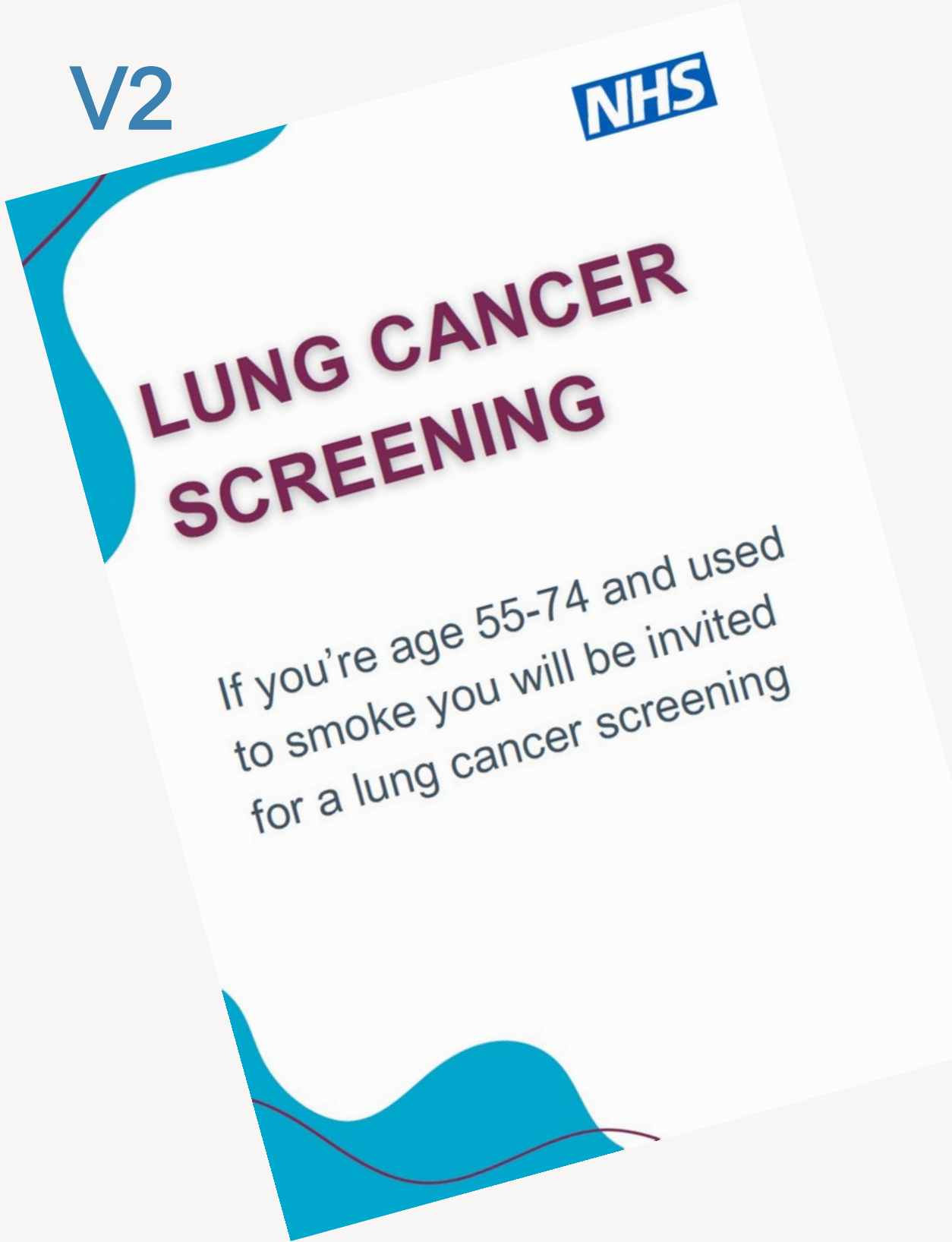
**What to expect during the scan**

- You'll lie flat on a bed that moves through a ring-shaped CT scanner.
- Radiographers control the scanner from behind a screen, but you can see and speak to them.
- You must stay still and follow breathing instructions for about 10 seconds.
- You can eat, drink, and drive as normal before and after the scan.
- Avoid jewellery or clothing with metal (such as zips), as these may need to

**Possible scan results:**

1. **No problems found** – No signs of lung cancer. You'll be invited for another scan in two years but should see a doctor if new symptoms appear.
2. **Second scan needed** – A follow-up scan in 3 to 12 months is required to monitor an unclear finding, likely harmless but needing further observation.
3. **Further tests needed** – Something concerning was found, and additional tests, such as a biopsy, may be required.
4. **Other issues found** – The scan may detect other health problems. You and your GP will be informed and you may be advised to contact the practice, or simply follow life-style measures. In some cases further referral may be needed.

# Flyers/ leaflets cont.



5.



### What is a lung cancer screen?

Lung cancer screening helps detect cancer early, often before symptoms appear. Early diagnosis improves treatment options and increases success rates.  
Your screening may happen in person, over the phone or online.

### Why am I invited?

Lung cancer is the leading cause of cancer deaths in the UK and often has no early symptoms. A lung health check assesses your lung function and can detect cancer early—when treatment is most effective. Screening helps find lung cancer sooner, sometimes before symptoms appear, giving you the best chance for successful treatment.

### What happens in the screening?

A health professional will assess your lung cancer risk by asking about your health, lifestyle, breathing, and medical history. They will also measure your height and weight. You will not have any injections or be asked to bring anything along with you. If you are a current smoker, you will be offered advice on how to stop smoking.

### What happens afterwards?

After your lung health check, you will either:

- Need no further action if you're not at higher risk.
- Be referred to your GP for follow-up if any lung health issues are found.

Be offered a CT scan if you're at higher risk of lung cancer. This may be at your local hospital or a mobile scanning unit. The scan will take around 30 minutes and is painless.



**Find out more:**  
Thames valley Cancer Alliance website: [bobicb.com/lungcancer](http://bobicb.com/lungcancer)



# Digital screens

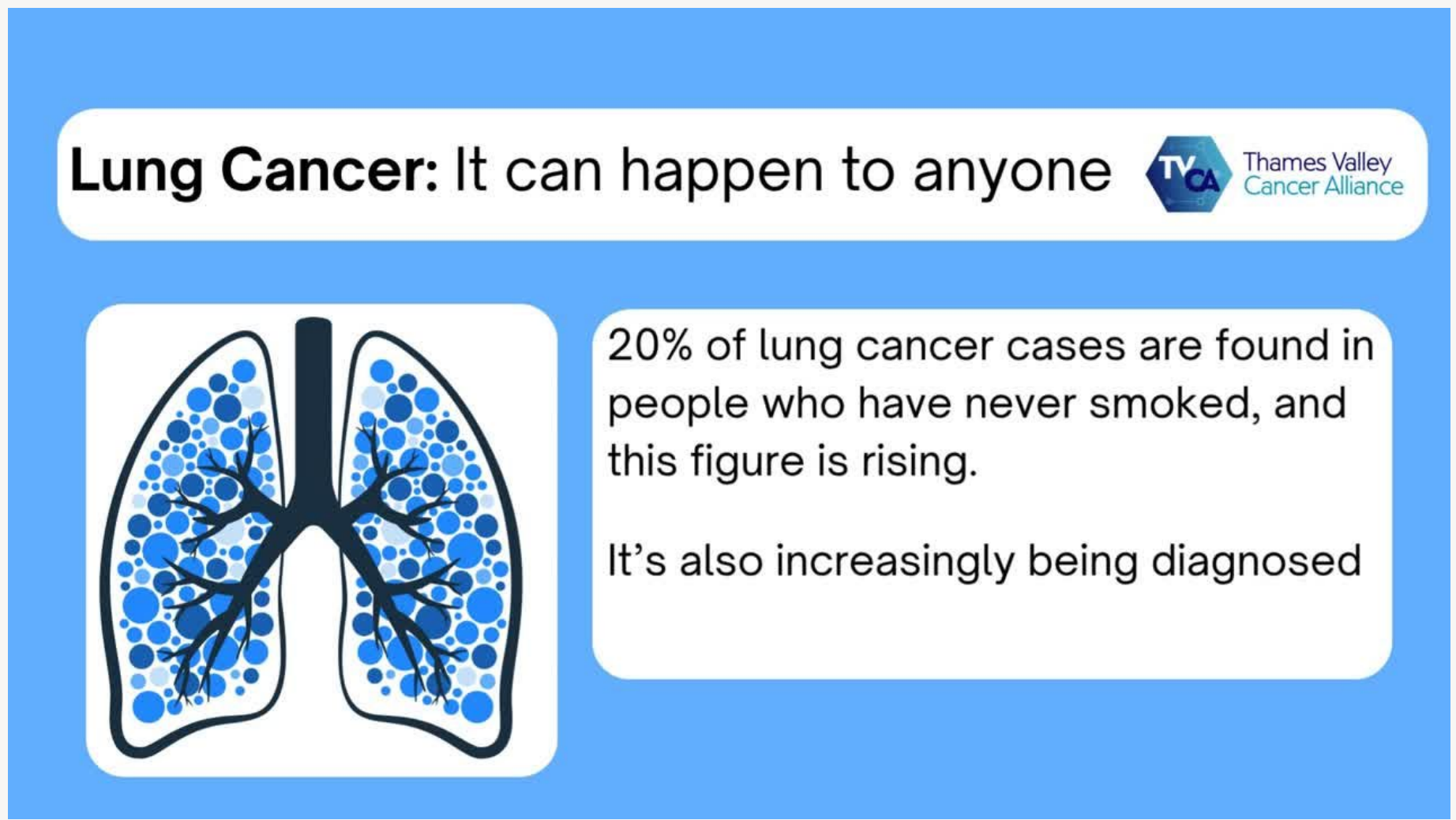
V1





**LUNG CANCER  
SCREENING**



V2



**Lung Cancer: It can happen to anyone** 



20% of lung cancer cases are found in people who have never smoked, and this figure is rising.

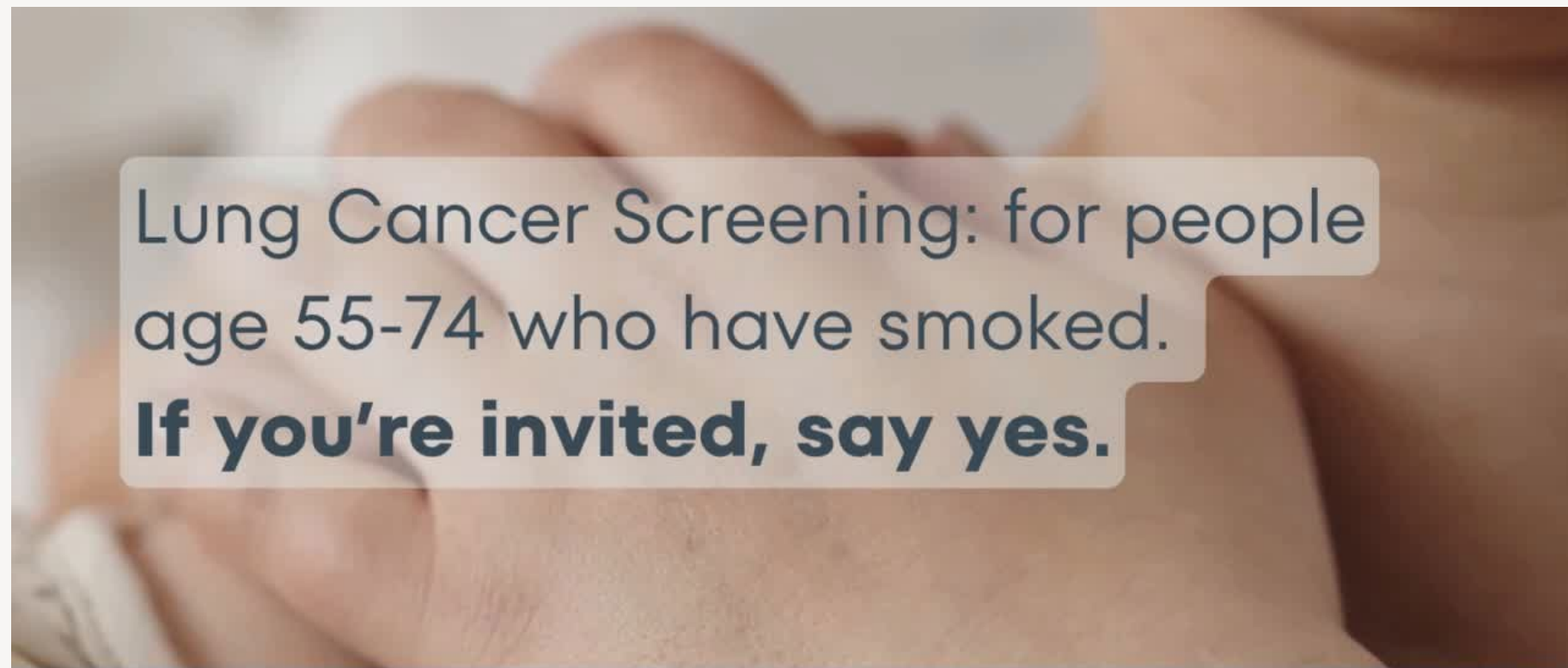
It's also increasingly being diagnosed

# Social media



Lung Cancer Screening: for people age 55-74 who have smoked.  
**If you're invited, say yes.**

**Cancer survival rates are improving every decade**



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**If you're invited, say yes.**

**Cancer survival rates are improving every decade**

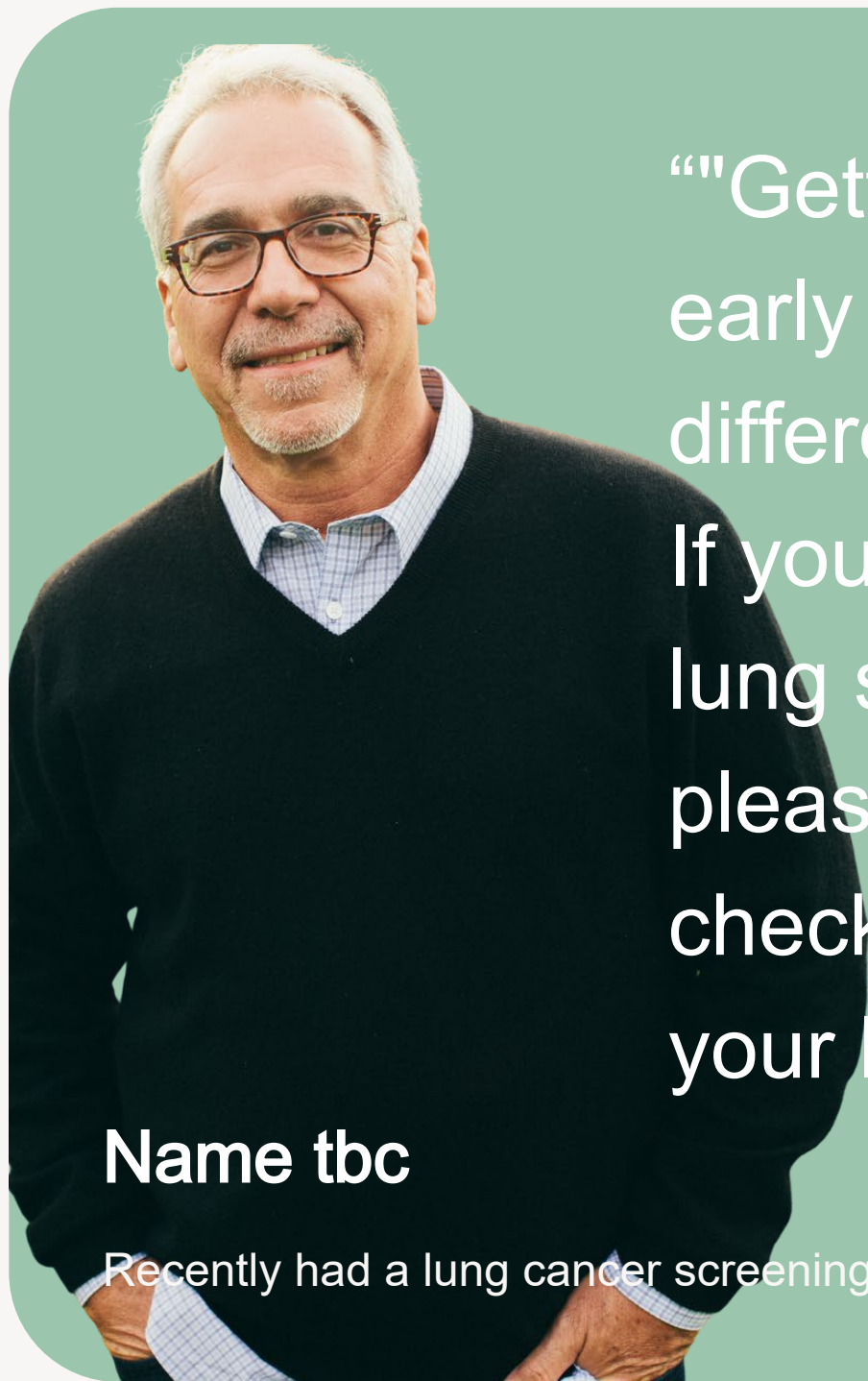
# In their words



“I know from experience that screening changes outcomes. Finding cancer early means treatment is more effective and could save your life”

**Name tbc**  
Responsible Lung Cancer Screening Assessor at Great Western Hospital

7.



“Getting diagnosed early made such a difference for me. If you’re invited for a lung screening, please go—getting checked could save your life”

**Name tbc**  
Recently had a lung cancer screening

# Press release

## Say Yes to Your NHS Lung Health Check This Stoptober

Residents in Swindon, Oxford and Buckingham are being invited to take part in free NHS lung health checks.

The programme is aimed at those aged 55–74 who smoke or used to smoke, helping to spot lung cancer at an early stage when treatment works best.

Local NHS teams are encouraging everyone who receives an invitation to say YES to their lung health check as it could save their life.

Lung cancer is the leading cause of cancer deaths in the UK and often develops without symptoms in the early stages. Early detection makes treatment more effective, which is why the NHS is urging eligible residents to take up the offer of a lung health check.

The check begins with a conversation with a GP or NHS health professional and may lead to a CT scan. This quick and straightforward scan can detect lung cancer early, when treatment is most likely to be successful.

Most people who attend will not have lung cancer, but for those who do, finding it early gives the best chance of successful treatment. Lung health checks provide reassurance and, in some cases, life saving early diagnosis.

This October, NHS lung health checks align with Stoptober, the national stop smoking campaign. Together, they offer two powerful ways to protect your health:

- Say yes to your lung check. If you get an NHS invitation, respond promptly – it could make all the difference.
- Say no to smoking. Stopping smoking is the best thing you can do for your health. The benefits start almost immediately, and if you quit for 28 days you're five times more likely to stop for good.

Local GP/ Cancer Screening Assessor said:

"We know that finding lung cancer early can save lives. The NHS lung health check is a simple step that could lead to early diagnosis and more successful treatment. If you're invited, please attend – it could make all the difference."

Eligible people will receive an invitation via letter or phone call from their GP or local NHS service.

To find out more about local Lung Cancer Screenings, visit: Lung cancer screening - [thamesvalleycanceralliance.nhs.uk](https://thamesvalleycanceralliance.nhs.uk)

# National materials

## Social media



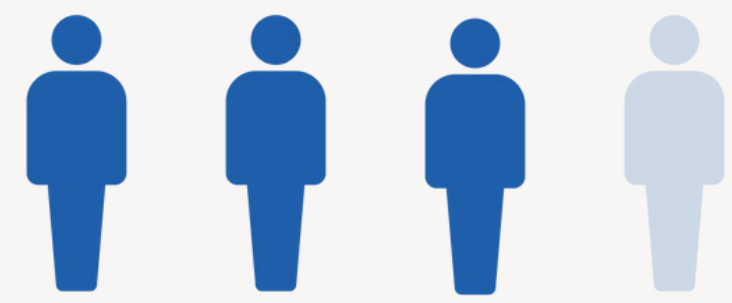
9. A 30 minute appointment could save your life



Lung cancer rarely has symptoms at the earlier stages.

As a result sadly 3/4 patients are diagnosed late.

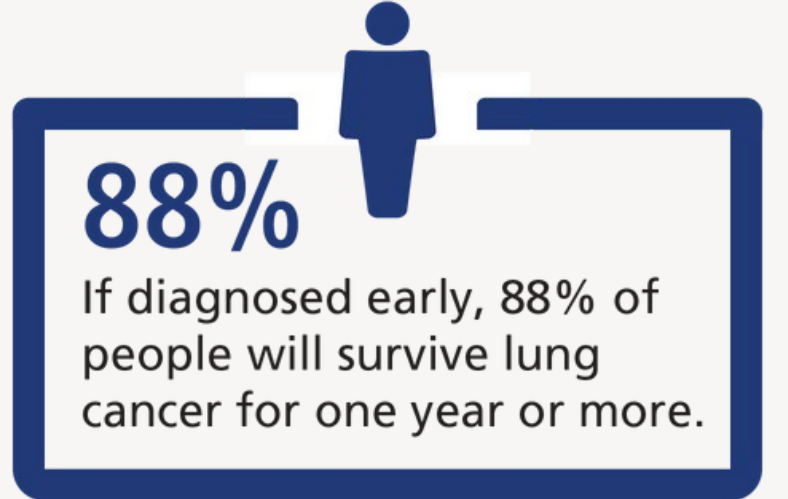
Lung Cancer Screening help find issues earlier, before symptoms occur.



Your lungs work hard every minute of your life. As you get older it's worth having them checked out.



Lung Cancer Screening help identify lung cancer early – even before symptoms develop.



# National materials

## Leaflet and posters



**NHS**

**Lung Cancer Screening**

**What you need to know**

For more information visit: [www.nhs.uk/conditions/lung-health-checks](http://www.nhs.uk/conditions/lung-health-checks)



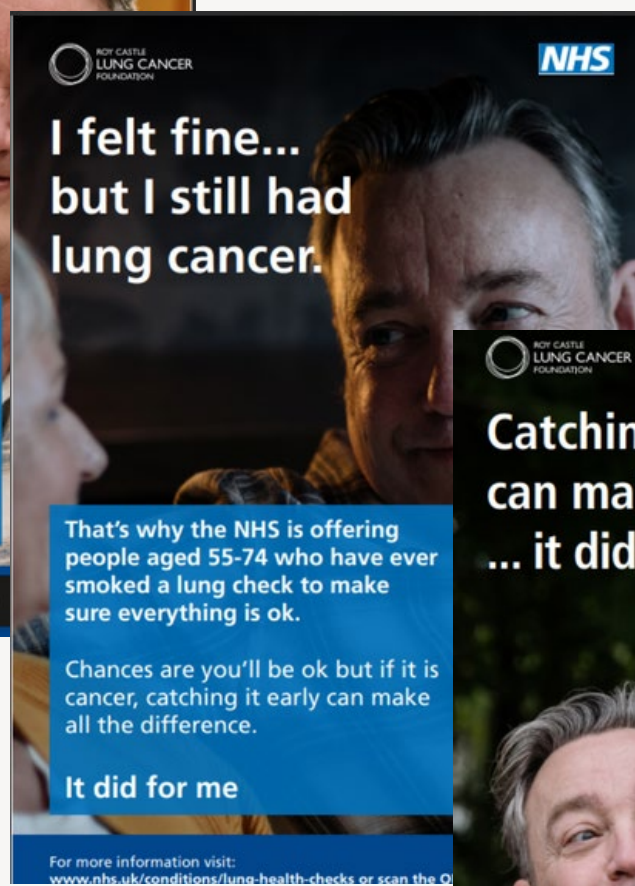
**NHS**

**My lung cancer was caught early before I had any symptoms**

Lung Cancer Screening help us get ahead of lung cancer - before symptoms even start.

That's why the NHS is offering people aged 55-74 who have ever smoked a lung check to make sure everything is okay.

For more information visit: [www.nhs.uk/c](http://www.nhs.uk/c)



**NHS**

**I felt fine... but I still had lung cancer.**

That's why the NHS is offering people aged 55-74 who have ever smoked a lung check to make sure everything is ok.

Chances are you'll be ok but if it is cancer, catching it early can make all the difference.

**It did for me**

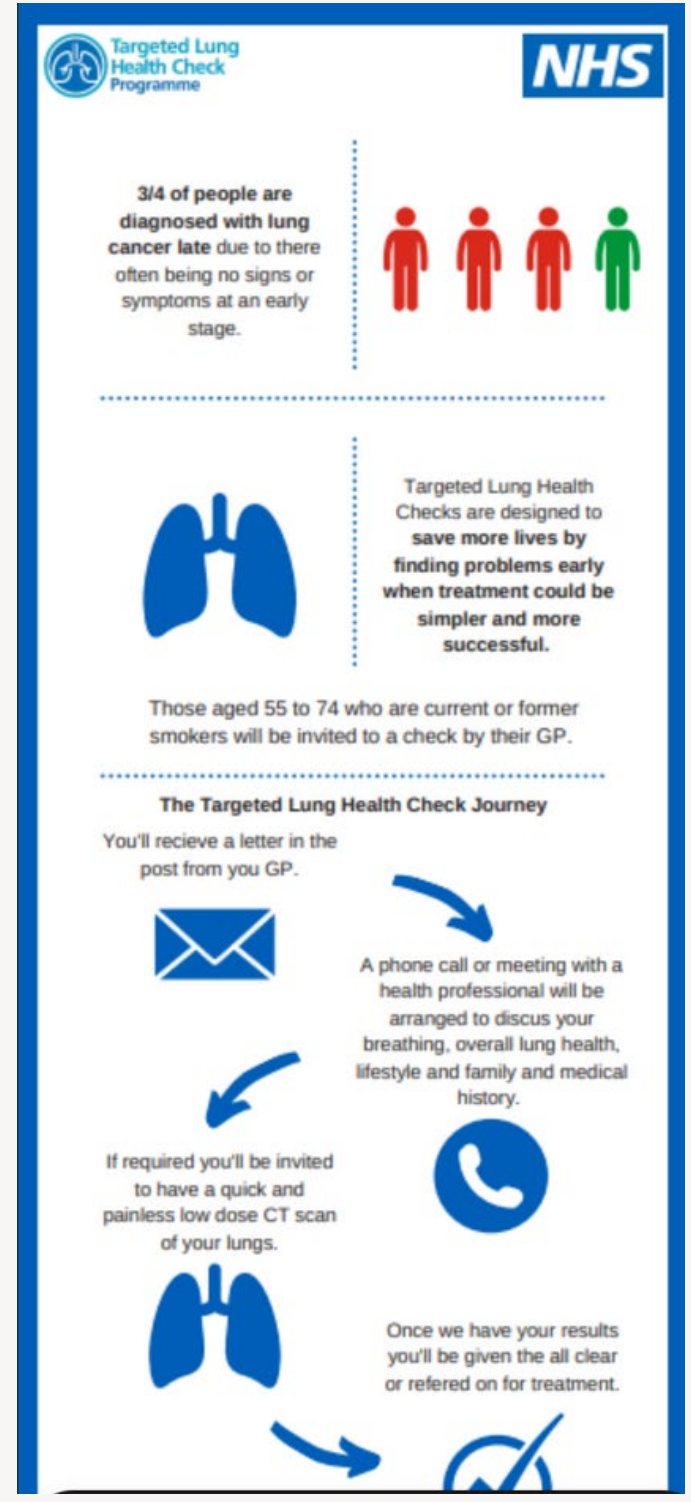
For more information visit: [www.nhs.uk/conditions/lung-health-checks](http://www.nhs.uk/conditions/lung-health-checks) or scan the QR code



**NHS**

**Catching lung cancer early can make all the difference ... it did for me**

For more information visit: [www.lhch.nhs](http://www.lhch.nhs)



**Targeted Lung Health Check Programme** **NHS**

3/4 of people are diagnosed with lung cancer late due to there often being no signs or symptoms at an early stage.

Targeted Lung Health Checks are designed to save more lives by finding problems early when treatment could be simpler and more successful.

Those aged 55 to 74 who are current or former smokers will be invited to a check by their GP.

**The Targeted Lung Health Check Journey**

You'll receive a letter in the post from your GP.

A phone call or meeting with a health professional will be arranged to discuss your breathing, overall lung health, lifestyle and family and medical history.

If required you'll be invited to have a quick and painless low dose CT scan of your lungs.

Once we have your results you'll be given the all clear or referred on for treatment.



**NHS**

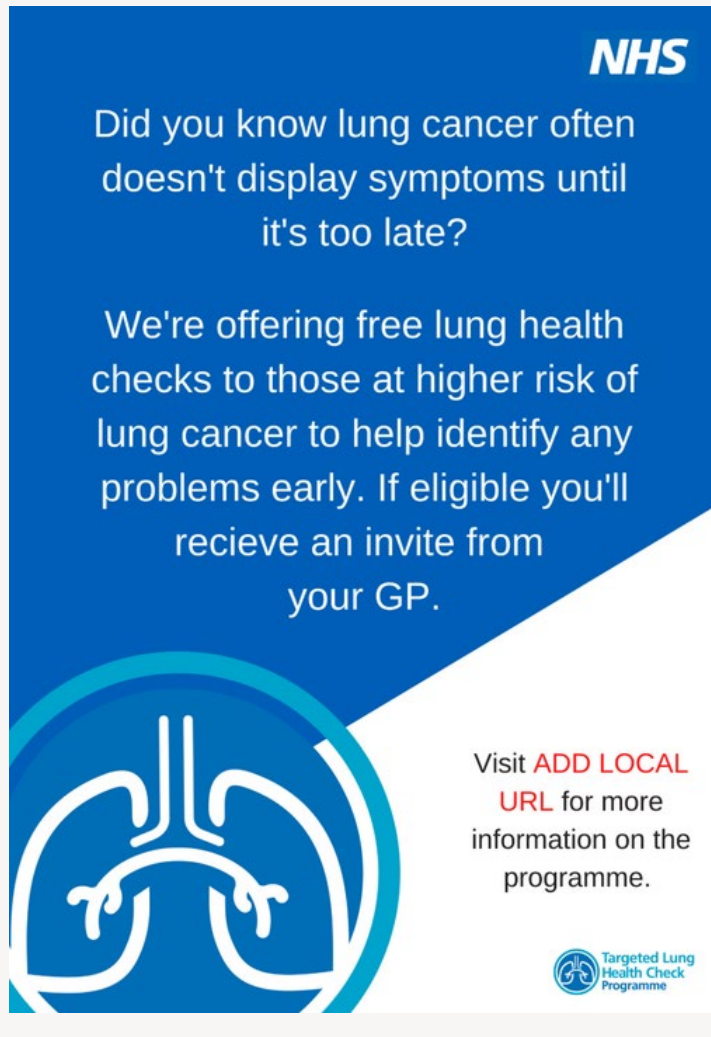
We're offering free lung health checks to those aged between 55 and 74 who currently or used to smoke to make sure your lungs are in good working order.

For more information please visit [ADD LOCAL URL](#)

If you are displaying any of the below symptoms please contact your GP as soon as possible.

- A persistent cough or change in your normal cough
- Coughing up blood
- Being short of breath
- Unexplained tiredness or weight loss
- An ache or pain when breathing or coughing
- Appetite loss

Targeted Lung Health Check Programme



**NHS**

Did you know lung cancer often doesn't display symptoms until it's too late?

We're offering free lung health checks to those at higher risk of lung cancer to help identify any problems early. If eligible you'll receive an invite from your GP.

Visit [ADD LOCAL URL](#) for more information on the programme.

Targeted Lung Health Check Programme

# Get in touch

email: [becks.smith@nhs.net](mailto:becks.smith@nhs.net)