

NATIONAL CANCER

Clinical Nurse Specialist Day

14 MARCH

ASSETS
PACK



Introduction



National Cancer Clinical Nurse Specialist Day is a social media awareness day that has been developed to highlight and celebrate the hugely important role that the cancer nursing workforce provides in support of patients and UK-wide health systems on a daily basis.

The Cancer Nurse Specialist (CNSs) workforce is facing crisis. With the demand for cancer services increasing, more CNSs are needed now than ever before. Holding events like National Cancer CNS Day on 14th March is an important marker to celebrate the incredible work they do and myth-bust preconceptions around working in cancer **#NationalCancerCNSDay**

Almost 3.5 million people in the UK are living with cancer. This is the highest figure ever reported for the UK. That's millions of lives turned upside down, every day, in so many ways. Every day Clinical Nurse Specialists see how cancer is impacting all areas of people's lives. Their relationships, jobs, finances and more, and how this can be even worse for some, simply because of who they are or where they live. The only way we can change this is by working together as a cancer community – which includes people living with cancer, professionals, community partners, and other experts. Show your support of the Cancer Clinical Nurse specialists on 14th March, our 4th National Cancer CNS Day. Join in the social media campaign feel free to use the content from this pack as you wish and make sure you use the **#NationalCancerCNSDay** hashtag to show your support on every post.



IN THIS PACK YOU WILL FIND

- National Cancer CNS Day Frequently Asked Questions (FAQs)
- Suggested social media posts and graphics
- Downloadable email footer, Teams background and web banner

Frequently Asked Questions (FAQs)

National Cancer CNS Day

What is a Cancer Clinical Nurse Specialist?

Nearly 3.5 million people will be living with cancer in the UK this year, the highest number ever recorded in the UK. Cancer Clinical Nurse Specialists are experts in their field, offering a unique blend of skills to provide quality care to patients throughout the cancer experience. They are pivotal in the coordination and delivery of personalised care interventions and offer support physically and emotionally.

Cancer clinical nurse specialists are highly regarded because of their specialist training and education and for choosing to work in an extremely demanding and complex field of healthcare.

What is National Cancer CNS Day?

The idea for a national cancer CNS day was born out of the knowledge that the growth of the cancer workforce is not keeping pace with the increasing demand for cancer services.

The National Cancer Workforce Plan (2017) and NHS England's People Plan (2020) both pledged to increase and transform the cancer workforce to support the delivery of 21st century care. Raising awareness at this time is vital to promote action. We know the Cancer CNS workforce is aging with 18% of the workforce who are older than the average age of general nursing personnel. Furthermore, since 30% of CNSs are looking to retire in the next 8 years, campaigns such as the National Cancer CNS Day are both important and urgent.

The Aspiring Cancer Career Education Development programme (ACCEND) was established to address and provide solutions to key issues that challenge the cancer workforce both now and into the future.

When is National Cancer CNS Day?

National Cancer CNS Day campaign will run on 14th March.

Who can get involved in National Cancer CNS Day?

Everyone – if you have social media, feel free to join in ensuring you use the hashtag #NationalCancerCNSDay.

To help this awareness day continue to grow, we would like to encourage all organisations to support their cancer nurses and colleagues to engage and celebrate the work our cancer CNSs do and the significant impact they have on cancer patient outcomes.

Where is National Cancer CNS Day hosted?

This is a social media awareness campaign; therefore, activity will take place on social media platforms such as X (formerly known as twitter), Facebook, LinkedIn and Instagram. By coming together on social media, we can reach a larger, diverse audience and everyone has the opportunity to engage with the activity from wherever they are located. It also allows people to share stories, pictures, and videos to raise awareness of this vital role but to also showcase the great work of our cancer CNS workforce. It also allows people to share and show their support of the workforce.

Some organisations, alliances and teams have celebrated by organising local events such as away days, well-being events and celebratory stalls to show their appreciation to the cancer CNS workforce. Please remember to share with the #NationalCancerCNSDay so we can admire the efforts of local teams.

Frequently Asked Questions (FAQs)

National Cancer CNS Day

How can we get involved?

The overarching focus of cancer CNS day is for it to be an awareness raising social media campaign, so please use the messaging and posts in in this pack and join in with the scheduled thunderclap moments at 9am and 1pm.

Is there any funding available to support with content and in person events?

No, we've developed this asset pack that you can use. We really want this event to be an online celebration and awareness raising campaign, so whilst it's great to see and share celebration events hosted locally, our focus is on the social media activities and scheduled thunderclap moments.

What is a thunderclap moment?

A thunderclap moment is a scheduled burst of activity that happens in support of a campaign. Essentially, everyone shares a social media post on their chosen/preferred platform, at the same time, so there's a sudden surge in awareness (a thunderclap if you will) and the hashtags trend. But what is also important is that we post content on all social media channels and use the hashtag **#NationalCancerCNSDay**





**Suggested
social media posts
and graphics**

Please see the following pages for recommended social media graphics, tweets & alt text for images.

This asset pack is available to use but feel free to share your own tweets/stories/images far and wide on social media to spread the word for #NationalCancerCNSDay

Social Media post 1

Wording to be used in the run up to CNS Day

[DOWNLOAD HERE](#)

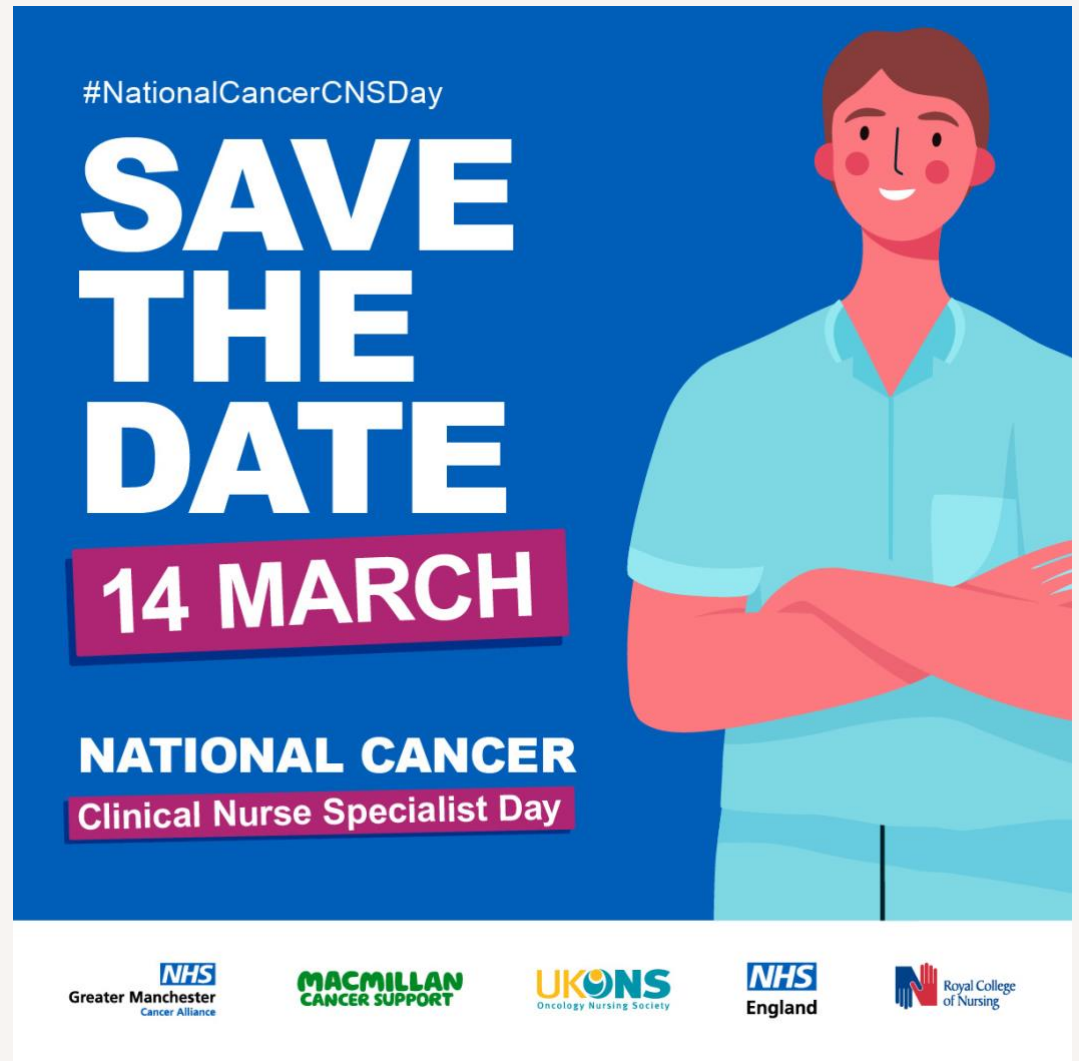
Post copy

Save the date! 14th March 2024 is our 4th National Cancer CNS Day. Join us on social media to show support & appreciation for our amazing Cancer Clinical Nurse Specialist Workforce **#NationalCancerCNSDay**

Alt. text

Text on a blue background reads “National Cancer Clinical Nurse Specialist Day, 14th March, #NationalCancerCNSDay”. 3 circles with images of Cancer Nurse Specialists enclosed. Various logos along the bottom of the image in a white banner.

Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn



Social Media post 2

Wording to be used in the run up to CNS Day

[DOWNLOAD HERE](#)

Post copy

The countdown is on to National Cancer CNS Day! Search activity across all cancer alliances on 14th March as we come together to show our appreciation for our Clinical Nurse Specialists **#NationalCancerCNSDay**

Alt. text

Text on a blue background reads 'Save the date, 14th March, #NationalCancerCNSDay'. Cartoon image of a cancer nurse specialist smiling. Various logos along the bottom of the image in a white banner.

Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn



Social Media post 3

Wording to be used in the run up to CNS Day

[DOWNLOAD HERE](#)

Post copy

1 week to go until **#NationalCancerCNSDay!**
The excitement is building across the network with many of our trusts involved. Join us to make this day a celebration of our Cancer Clinical Nurse Specialists.

Alt. text

Text on a blue background reads '14 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.

Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn



1ST
**THUNDERCLAP
MOMENT**
Post content
at 9am

Social Media post 4

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

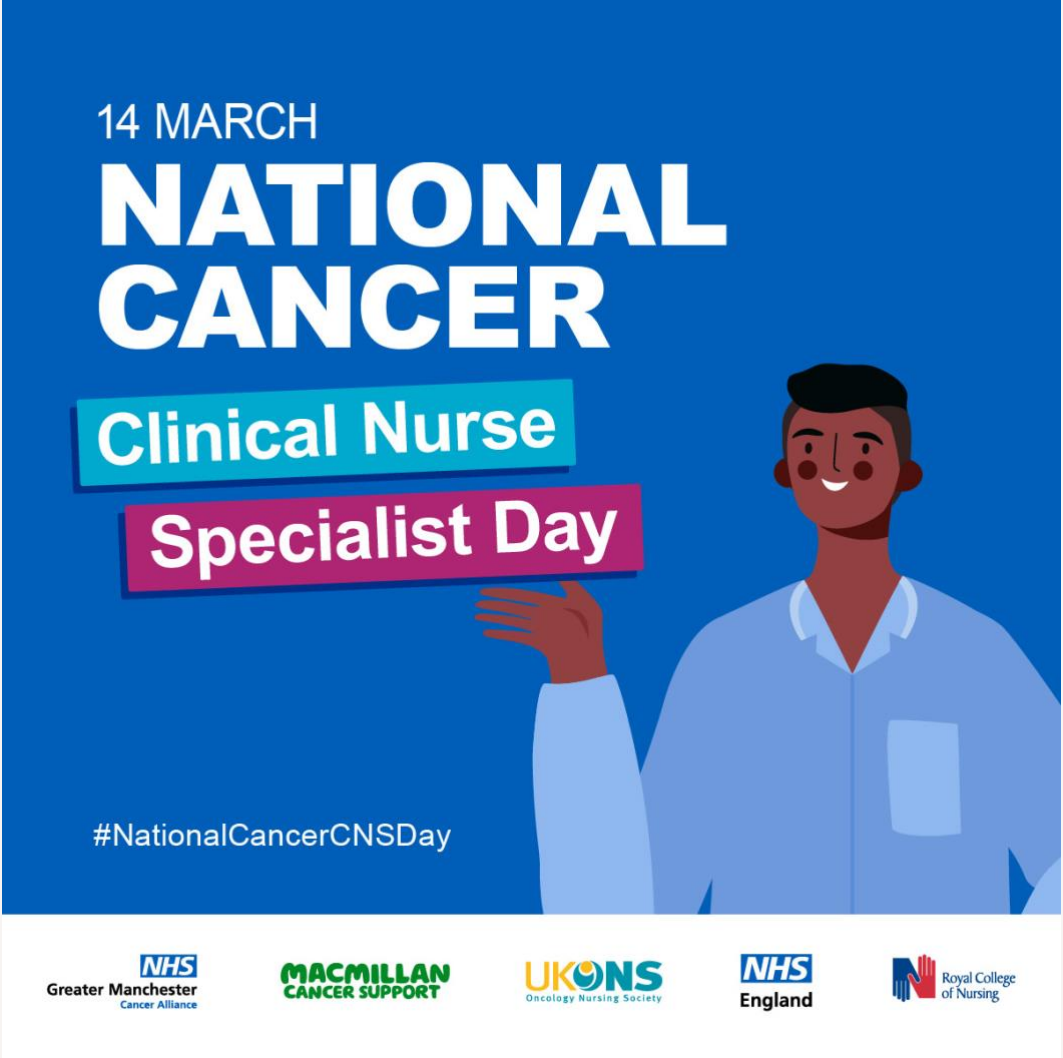
Post copy

Today is the fourth **#NationalCancerCNSDay!** We are proud to be sharing our support for this incredible workforce. Join us on social media as we celebrate the amazing work our Cancer Clinical Nurse Specialists do every day. @UKONSmember @macmillancancer @NHSEngland @theRCN

Alt. text

Text on a blue background reads '14 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.

Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn



Social Media post 5

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

Post copy

Are you a nurse or considering a career in nursing? Explore the prospect of becoming a Cancer Clinical Nurse Specialist. Our cancer workforce needs you more than ever before in this incredibly rewarding career **#NationalCancerCNSDay**

Alt. text

Text on a blue background reads '14 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of a cancer nurse specialist smiling. Various logos along the bottom of the image on a white banner.

Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn

14 MARCH
**NATIONAL
CANCER**

Clinical Nurse

Specialist Day

#NationalCancerCNSDay

NHS Greater Manchester Cancer Alliance
MACMILLAN CANCER SUPPORT
UKONS Oncology Nursing Society
NHS England
Royal College of Nursing

2ND
THUNDERCLAP
MOMENT
Post content
at 1pm

Social Media post 6

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

Post copy

Our Cancer Nurse Specialist workforce is facing crisis. With the demand for cancer services increasing, we need more cancer CNSs than ever before. Join us as we showcase the incredible work of our CNS workforce and discover more about these valued roles. **#NationalCancerCNSDay**

Alt. text

Text on a blue background reads '14 March, National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Cartoon image of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.

Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn



Social Media post 7

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

Post copy

Our cancer clinical nurse specialists (CNS) have been sharing what being a CNS means to them to mark **#NationalCancerCNSDay**

Alt. text

Text on a blue background reads 'National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay'. Photograph of a clinical nurse specialist in a white frame alongside a quote. Various logos along the bottom of the image on a white banner.

Another further specialist quote is available

[DOWNLOAD HERE](#)



Post for:
Facebook
X (Twitter)
Instagram
Bluesky
LinkedIn

Another further specialist quote is available:



Social Media post 8

Wording to be used on CNS Day

[DOWNLOAD HERE](#)

Post copy

CNS Day on the 14th March shines a light on the wonderful work of cancer clinical nurse specialists (CNS) helping to support patients far and wide.

Years of evaluating the role has firmly established the CNS as an essential member of the multidisciplinary team in enhancing cancer care. CNSs use their expertise to assess, diagnose and treat people living with cancer and their role extends to other areas such as education and research

Responsibilities includes holistic support, specialist advice, symptom control and signposting to other services. CNS support can ensure people have continuity of care during their cancer journey as CNSs are usually the first point of contact when a patient requires any support and they continue to be involved in their care for many years.

At Macmillan, we value the essential contribution CNSs make to cancer care with approximately 6500 Macmillan badged CNSs working across the UK.



Alt. text

'National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay' Photograph of Claire Taylor, Chief Nursing Officer at Macmillan Cancer Support alongside a quote. Various logos along the bottom of the image on a white banner.

Downloadable graphics

X (Twitter) Banner

[DOWNLOAD HERE](#)

Profile banner upload

Upload to your profile page by replacing your current banner for the official National Cancer CNS Day graphic.



X (Twitter)

Welsh assets

Post text

Today is the fourth **#NationalCancerCNSDay**! We are proud to be sharing our support for the 350 CNSs working hard across Wales. Join us on social media as we celebrate the amazing work our Cancer Clinical Nurse Specialists do every day.

@UKONSmember @macmillancancer @theRCN

Alt. text

Text on a blue background reads ‘National Cancer Clinical Nurse Specialist Day, #NationalCancerCNSDay’ Two circles with cartoon images of two cancer nurse specialists smiling. Various logos along the bottom of the image on a white banner.

Signature



[DOWNLOAD HERE](#)

Facebook, X (Twitter), Instagram, Bluesky and LinkedIn



[DOWNLOAD HERE](#)

X (Twitter) Banner



[DOWNLOAD HERE](#)

Downloadable graphics

E-signature

[DOWNLOAD HERE](#)

Secondary Option:

[DOWNLOAD HERE](#)

Email signature graphic

Please use either of these graphics within your email sign off. Please contact your IT department if you encounter any issues.



Downloadable graphics

Teams Background

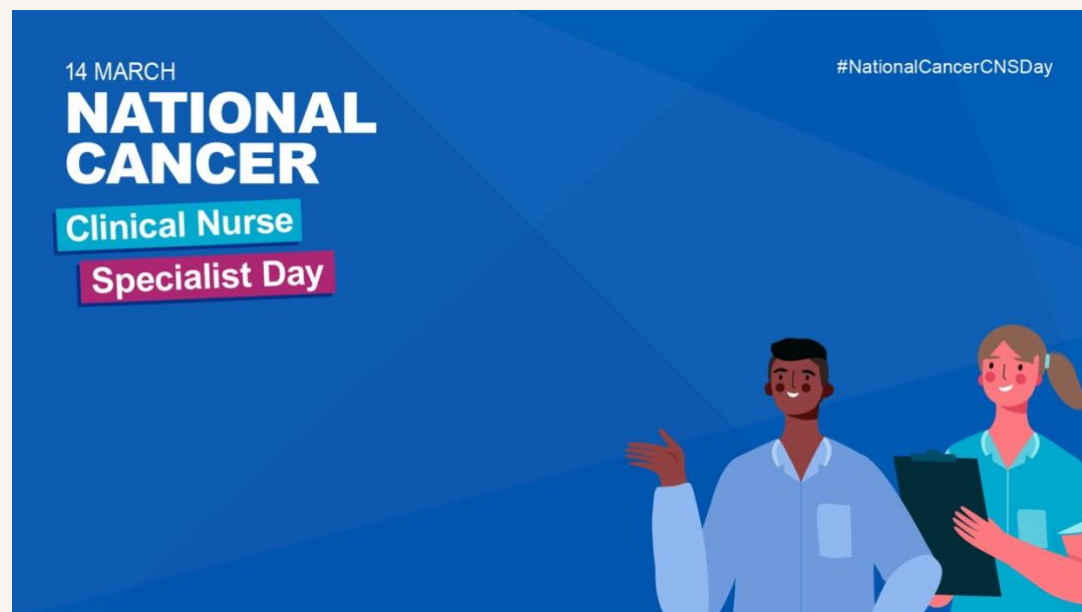
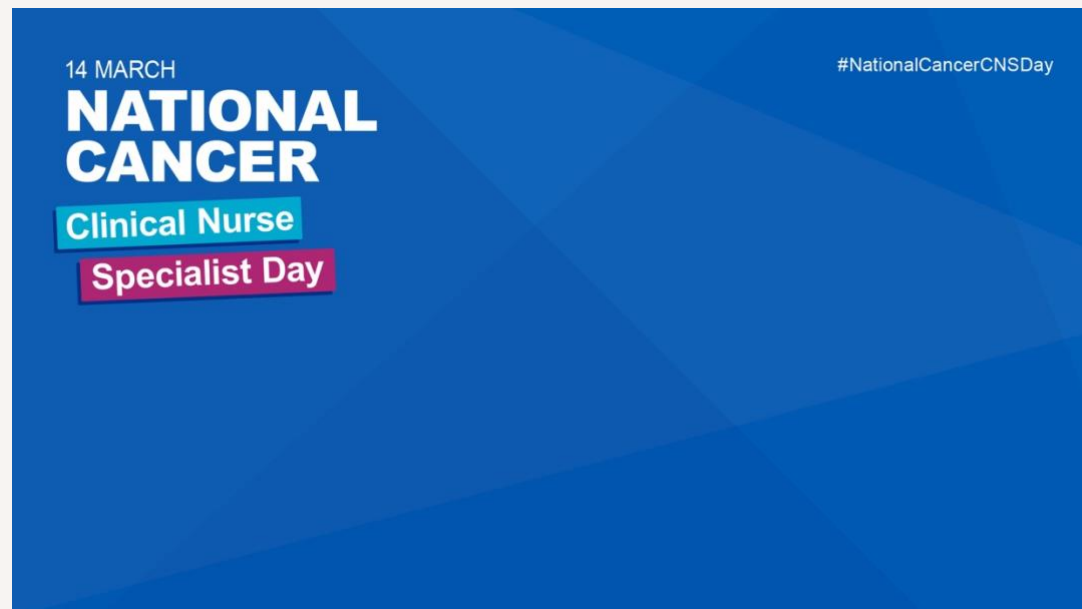
[DOWNLOAD HERE](#)

Secondary Option:

[DOWNLOAD HERE](#)

Email signature graphic

Please use either of these virtual backgrounds when using MS Teams. Please contact your IT department if you encounter any issues.



Downloadable graphics

Profile photo frame

[DOWNLOAD HERE](#)

How to use

Facebook: To add the frame to your Facebook profile simply select change photo, then select 'add frame'.

X (Twitter) & Bluesky: This will require the user to manually overlay the transparent frame over an existing profile image using the users preferred editing software and re-uploading it to X (Twitter) or Bluesky.

Facebook, X (Twitter) & Bluesky





For more information, please contact
socialmedia@macmillan.org.uk