

the community champion



Community Champion Newsletter

Issue 1 | Nov 2011

Hello and welcome!

Welcome to the first issue of **The Community Champion** – your free newsletter full of news and views about the latest **Be Clear on Cancer** campaign in West Yorkshire.

We really appreciate you dedicating your time to help raise cancer awareness in Keighley, Calderdale, Kirklees and Wakefield.

All your efforts spreading the word about the importance of detecting bowel cancer early have the real potential to save lives – and are very much appreciated. Although this is an important issue, hopefully you'll have some fun along the way – so please do let us know if you have any stories that you would like to share.

In each edition, we will let you know what's been happening in your local community, with examples of how the campaign is being brought to life by real people like you.

“We hope that this newsletter inspires you to try new ways of getting our important message to people in your community and helps you to make a real difference to people's lives.”

This is your newsletter, so be sure to let us know what you've been up to, so we can share your experiences with other Community Champions.

Happy reading and good luck with all your activity!

Jenny, Liz, Matthew and Steven

What's been going on in your area?

Please get in touch and tell us what you're doing to raise awareness of bowel cancer. From a chat with friends to a presentation to a local group – anything that you can do to get the message across makes a real difference!

- **Lynn Sargent in Wakefield** has been busy speaking to her walking group, asking them to have similar conversations with their friends and family. She also asked her local landlord to put posters up on the back of toilet doors and place leaflets at the end of the bar.
- **The Himmat Project, Tallem Centre and Greenwood Centre** have been doing a great job of distributing materials to the general public over the past two weeks, creating displays in communal areas and seizing key opportunities to talk to community members about the issue.
- **Abbas Ali in Bradford** has been incorporating bowel cancer awareness messages into a number of his centre's sessions – from a visa clinic to an adult education awards ceremony, community members have been asked to complete a bowel cancer quiz!
- **Rev. Peter Mott in Bradford** has approached all his church's group leaders and passed on the key facts and materials to hand out to everyone who uses the venue.



Your newest member of the Be Clear on Cancer Team, Liz

Meet Liz We would like to take this opportunity to introduce Liz – a new addition to the Be Clear on Cancer team. She'll be helping out with the coordination of all our activity and will be giving our Champions a call weekly to see how they're getting on.



Contact us

If you have any questions or want to get in touch, we're here to help.

Contact Matthew or Steven on **0161 235 8455** or email matthew@socialchange-hub.co.uk





From left to right standing; Reverend Peter Mott, Mosque Representative Sajid Hussain, Keighley International Welfare Foundation member Javid Iqbal, Councillor Abid Hussain, Community Volunteers Ahsan Ullah, Abdul Ghafoor, Alif Din, and Mohammed Jamil. Seated; Community Volunteers Charles Bhowmick and Mohammed Azam.

- **Farook and colleagues at Kumon Y'all in Kirklees** have made plans to distribute campaign materials to houses surrounding Zakaria mosque in Savile Town. Champions will distribute leaflets and symptom cards to local residents and grab opportunities to talk when they can – a great way to get the word out!
- **Mohammed Rahoof in Calderdale** has kindly agreed to get the word out to people in the local area by distributing materials via the British Muslim Association and Calderdale 50+ Group. A Health Awareness event for local community members is also in the planning stages. Watch this space!
- **The Hub** have also been busy sending out posters and leaflets to local businesses and employers in your area. If you notice that your local shop or staff room hasn't got a poster up please hand them a few – and if you have run out, get in touch!

Press Coverage

Our PR team have been busy speaking to local and regional radio stations and newspapers to raise both the awareness of our campaign and the signs and symptoms of bowel cancer.

Reporting on your awareness activity is a great way for us to reach thousands of readers across Yorkshire – not only is it a good way to highlight your hard work, but also a creative way of getting across those key signs and symptoms to people in your community.

So, if you're planning to hold a talk or an event please get in touch – we would love to hear from you! If you have already run an event and you took some photos, please do get in touch – even if you don't fancy your picture in the paper it would be great to have them for our next edition!

Hot off the press!

Thanks to Bradford's Keighley News we managed to publicise not only your hard work but also the key signs and symptoms of bowel cancer.

Readers may also recognise the campaign logo on your Community Champion t-shirt when you're out and about – **hopefully, encouraging them to chat!**

'Champions' sought to spread word



three weeks, abdominal pain, tiredness or breathlessness and unexplained weight loss.

People over 50 are most at risk from the disease and factors including poor diet, high alcohol consumption, smoking, lack of exercise and a family history can contribute.

In Bradford and Airedale, there are 263 cases of bowel cancer every year and 110 of these result in deaths.

A meeting is being held at Keighley Healthy Living, in Scott Street, on Wednesday at 10am for anyone interested in becoming a community champion.

"We are looking for volunteers in and around Keighley to spread the message about the symptoms of bowel cancer throughout the community," said the spokesman.

"There will be opportunities for volunteers to help us shape the campaign and we'll be offering training.

"The activity of our champions really could help to save lives in Keighley. Having a diverse group of champions all doing different things means our bowel cancer awareness message will reach further into the community."

To book a place at the meeting, phone 07739 308464 or email matthew@socialchange-hub.co.uk.

The campaign is being led by the Yorkshire Cancer Network, with the NHS in Bradford and Airedale. Visit nhs.uk/cancer.



Be Clear on Cancer is on the radio!

The Be Clear on Cancer team are putting the finishing touches to a radio campaign which will be aired for the last half of our 6-week project.

In the coming weeks you should hear the advert on local radio stations Pulse FM, Ridings FM and Sunrise Radio.

The friendly tone of the advert urges listeners to tell their doctor if they have **looser/bloody poo for more than 3 weeks** and highlights the importance of getting to the GP early. Why not bring it up in conversation when you're talking with people? It may encourage people to chat.

Upcoming Events

In each newsletter we'll include details of upcoming bowel cancer awareness events planned to take place in your community.

We'll be ringing around to ask for volunteers to help out on the day, but if you're free on any of the following days. **Please do let us know if you can help!**

*"These events are a great opportunity to help get the word out and work alongside the team to **build confidence** in talking to people who you might not know."*

Calderdale	
Halifax High-Street: Talking to shoppers (10-5)	12 th Nov
Halifax Post Office: Awareness Morning (10-12)	14 th Nov
King's Cross Library: Awareness Day (10-4)	15 th Nov
Kirklees	
Dewsbury Market: Market walk-about (10-5)	9 th Nov
ASDA Dewsbury: Talking to shoppers (10-5)	11 th Nov
Keighley	
Keighley Library Awareness Morning (10-12)	14 th Nov
Keighley ASDA: Talking to shoppers (10-4 am/pm)	23 rd Nov
Keighley Morrison's: Talking to shoppers (10-4 am/pm)	29 th Nov
Wakefield	
Eastmoor Community Centre Open Day (10-1)	10 th Nov
Town Centre Cooking Demonstration & Quiz (10-3)	10 th Nov

Good Ideas Fund

You may remember from the training that we have a small pot of money available for all Community Champions to cover any expenses for awareness events and activities.



Whether this be a couple of quid to buy some tea and coffee for an informal bowel cancer awareness chat with neighbours, or perhaps to fund a Tai Chi taster session at your local community centre – we want to hear your ideas.

Think of the money as a 'hook' to then engage people. Remember, the **Good Ideas Fund** must include a bowel cancer message – but what you do is completely up to you.

Please get in touch and tell us exactly how much you would like and how many people would come to your event.

We're here to help

Please do drop us a line, email or text with any questions or stories about your hard work, requests for help and/or additional printed materials. Our details are at the bottom of this page, or text/sms us on **07872 500 357**.

We're just as committed as you are to ensuring that as many people hear about the signs and symptoms of bowel cancer.

Good luck with your activity!

That's just about it for this edition. Keep up all the fantastic work you're doing – you really are making a difference. Ensuring people in your community are aware of the signs and symptoms of bowel cancer could save their life in the next few weeks, or even in years to come.

Thanks, and best wishes from all the team.



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