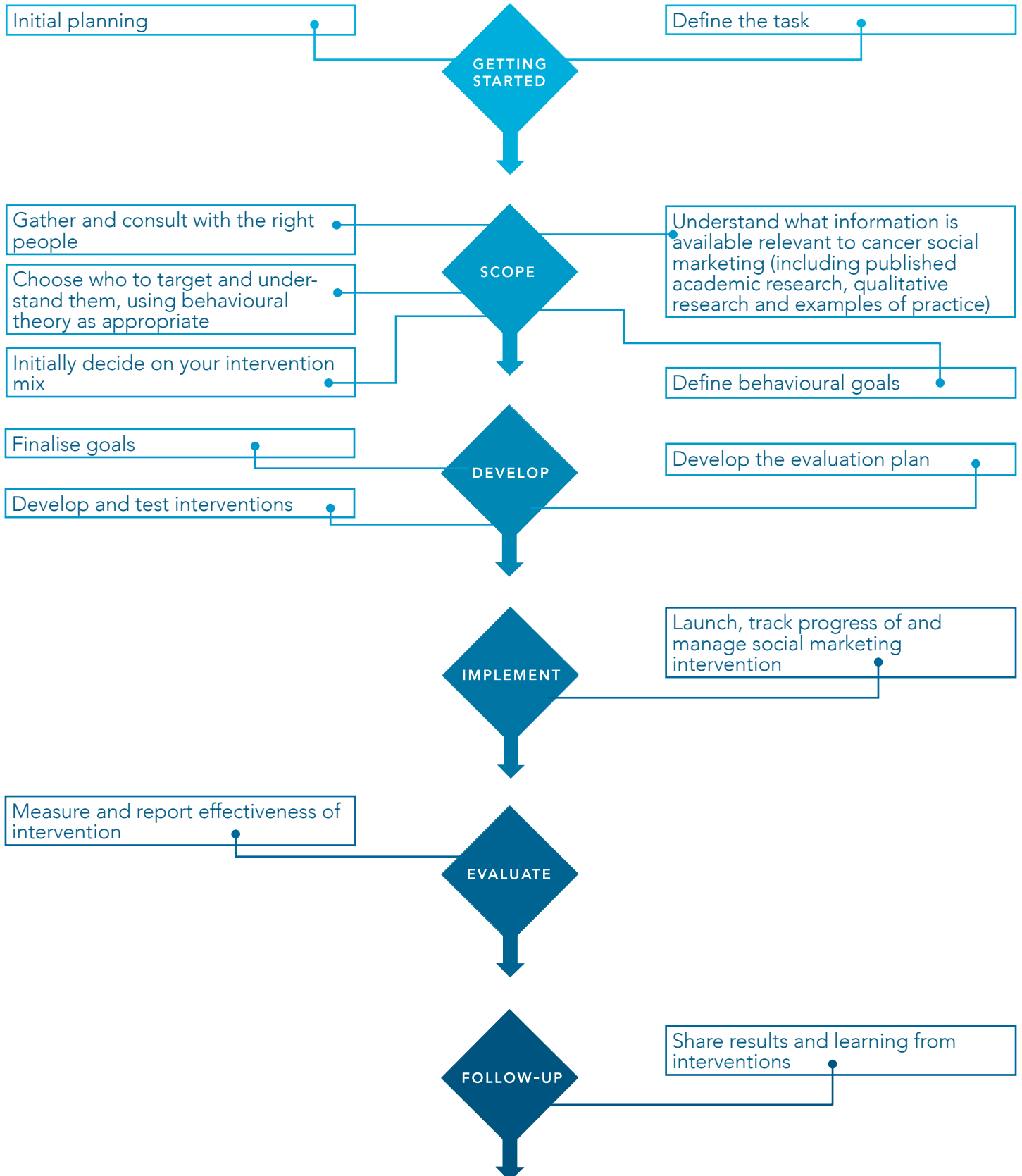


Overview of the social marketing planning guide



Cancer early presentation tools

Getting started tools

Cancer programme challenge statement example

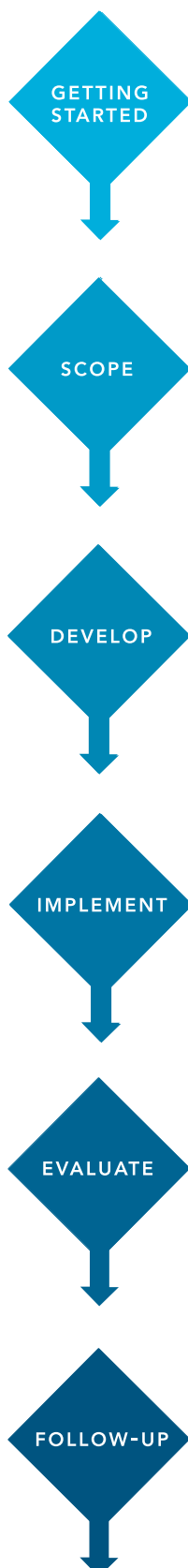
Guide to social marketing on a minimal budget

Development tools

Guide to evaluation/monitoring indicators

Evaluation tools

Example guide to calculating cost-effectiveness



Scoping tools

Help-seeking and delay literature key insights

SWOT example from Stoke PCT cancer awareness project

Process for prioritising target groups

Early detection of cancers behaviour theories

Potential stakeholders and partners

Segmentation models from Stoke PCT cancer awareness project

Ideas for possible interventions

Sources of information relevant to cancer awareness and early diagnosis

Case studies

- North East Lincolnshire PCT, 'Early presentation of cancer symptoms'
- West of Scotland Cancer Awareness project, 'Spreading the word about mouth cancer'
- Tameside and Glossop PCT and Tameside MBC, breast cancer awareness programme
- East Sussex Downs and Weald PCT, prostate, lung and gastro-intestinal cancer awareness project