



 Cancer  
**Focus**  
NORTHERN IRELAND

keeping **well**

**Cancer Focus Northern Ireland  
is your local cancer champion,  
here to help you and your family  
if you have cancer.**

**We'll help your community  
take positive steps to a healthier  
life to lower their risk of cancer  
and we are determined to bring  
a more hopeful future by funding  
ground-breaking research.**

# Cancer Focus Northern Ireland

## Encouraging healthy lifestyle choices to lower our risk of cancer

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Every year in Northern Ireland around 11,200 local people get the news that they have cancer. Thankfully two thirds will survive but, unfortunately, we still lose more than 4,000 local people every year to the disease.

We know that the earlier cancer is diagnosed, the more likely we are to survive and treatment can be less aggressive. We also know that we can prevent two thirds of cancers if we make healthy lifestyle choices. These are the same healthy choices that reduce the risk of other chronic diseases such as heart disease, stroke and diabetes.

We work with everyone; men, women, and children, helping people recognise the early signs

of cancer, make those healthy lifestyle choices and encourage everyone to take up opportunities for cancer screening.

We know that healthy choices are easier to make when our personal decisions are supported by politicians with the insight to develop healthy public policies. So since our earliest days, as the Ulster Cancer Foundation, we have worked with politicians and decision makers to develop legislation that supports us to look after our own health.

We have developed a wide range of campaigns, services and programmes under the Keeping Well banner. They are broadly divided into strategy and policy development,

campaigns, stopping smoking, adult well-being and children and young people's health.

These programmes are offered free of charge in schools, workplaces and community settings.

**Contact us:**

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## Strategy and Policy

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Our ground-breaking research has proven that it is easier for us to make healthy lifestyle choices when we are supported by effective public health policies and strategies. Therefore we work to lead and influence policies and legislation that make it easier for us all to make choices that will lower our risk of cancer.

### Our policy work includes:

#### NI Assembly All Party Group on Cancer

It is vital that our politicians make effective decisions about cancer treatment and new policies targeted at the prevention of cancer. To support them we provide the secretariat to the NI Assembly All Party Group on Cancer which is a forum to discuss cancer and its impact in Northern Ireland.

#### Action on Smoking and Health (ASH NI)

Tackling the tobacco epidemic needs many organisations to work together. We provide the secretariat for ASH (Action on Smoking and Health) Northern Ireland which is a multi-agency committee working with the other ASH UK groups to achieve strong tobacco control strategies.

#### No Smoking Day

We currently co-ordinate No Smoking Day locally, providing smokers with a good opportunity and the support to quit. The close co-operation of the Public Health Agency, Health Trusts, the voluntary sector and Environmental Health means that No Smoking Day is highly successful in Northern Ireland.



# Campaign Calendar

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## European Cancer Leagues

Effective cancer prevention addressing campaigning, legislation and information is an international issue. We have an active role in the European Cancer Leagues so that best practice is shared across Europe and beyond.

## Skin Cancer Prevention Strategy

The number of people getting skin cancer, including the potentially life-threatening malignant melanoma, continues to rise. To address this concern we partner with the Public Health Agency to co-chair the Skin Cancer Prevention Strategy Implementation Group. Annually we raise awareness of critical issues such as taking care in the sun at home as well as abroad and the dangers of sunbed use.

We have a comprehensive calendar of campaigns designed to make it easier to take positive steps to improve our health and reduce our risk of cancer.

<b>January</b> New Year New You Healthy kick-off to the year	<b>March</b> No Smoking Day Prostate & Ovarian Cancer	<b>April</b> Bowel Cancer
<b>May</b> Care in the Sun	<b>June</b> Men's Health Cervical Cancer Screening	<b>August</b> Back to School The healthy lunch box
<b>September</b> Lymphoma Cancer	<b>October</b> Breast Cancer	<b>November</b> Lung & Mouth Cancer

# Smoking Prevention and Stopping

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Smoking causes one third of all cancer deaths in Northern Ireland and is our greatest cause of preventable ill health. It not only increases the risk of cancer for the smoker, but also for those around them.

We have a long history of campaigning to reduce the number of local people who smoke. We take a lead in shaping public policies that reduce the availability of tobacco products and support smokers who want to quit. As the leading provider of smoking cessation training in Northern Ireland, we provide clinics in the community and workplaces and run the NI Smoker's Helpline. All of our smoking prevention and cessation work is carried out in partnership with local organisations most notably the Public Health Agency.

## Smoking Prevention and Cessation Training Programmes

We provide a range of training opportunities from which you can choose to best meet your needs.

### Brief Intervention Awareness Training (90 minutes)

This is a short overview to smoking cessation work. It covers the current prevalence and health effects of smoking, the complex nature of tobacco use, current approaches and aids to smoking cessation and referral to specialist support.

### Brief Intervention Training (3 hours)

Similar content to the Brief Intervention Awareness course above but also gives participants the opportunity to practise their skills and have a fuller understanding of the smoker's perspective.

### Helping People to Stop Smoking Training (2 days)

This is the recognised course for those wishing to provide specialist smoking cessation services in the NHS, workplace or community. It includes comprehensive training on the smoking habit, smoking cessation strategies and interpersonal communication. We cover how to set up and run a smoking clinic and signpost you to further resources.

### Training for Trainers (1 day)

This specialist course trains smoking cessation specialists on how to deliver Brief Intervention Awareness Raising (BIAR) sessions to other colleagues.

### Adolescent Smoking Cessation Training (2 days)

The course for you if you want to organise and run a stop smoking service for young people. Topics covered include understanding teenage smoking, providing individual and group support and available resources for support.

### Smokebusters Teacher Training (2 hours)

This course is designed to run with our popular Smokebusters Club for P6 and P7 children to help teachers get the most from the programme. Linked to the Revised Curriculum, this course covers the complex nature of tobacco use, how to teach children about the harmful effects of smoking and how to empower them to reject pressures to experiment with cigarettes.

### For further information on course content and availability

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## Helping You to Stop Smoking

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This award-winning service is funded by the Public Health Agency (PHA) in GP practices, health and wellbeing centres, community, workplace and youth settings (including schools).

Delivered by specialist facilitators our service achieves quit rates that are consistently higher than the national average. NICE guidelines recommend a 35% success rate at 4 weeks - our Stop Smoking Support Services achieve 68%.

We offer an on-site, workplace service which includes provision of Nicotine Replacement Therapy (NRT) as well as behavioural support. This gives smokers

easier access to a range of support in one place and lessens disruption to the working day.

Our programme looks at overcoming the fear of quitting, coping with cravings, managing stress, avoiding weight gain and adjusting to a better lifestyle.

### **NI Smoker's Helpline**

0808 812 8008

Our specially trained advisers provide telephone support to smokers who want to quit including a Quitkit resource pack.

### **To find out more**

**T:** 028 9066 3281

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# The difference we make

Every Year:

# 7,538

4-6 year old children take part in our Genevieve Health Living programme

# 5,665

P3/4 children take part in Fit Factor (sponsored by Lidl)

# 30,850

children are members of Smokebusters

# 2,200

people call the NI Smoker's Helpline 0808 812 8008



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**20,000**

people attend community  
health events

**750**

smokers helped to quit  
through our smoking  
cessation service

**1,200**

people take part in  
workplace health  
promotion initiatives

**2,000**

men step aboard the ManVan  
for health checks and advice

## Schools Health Education Package (SHEP)

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We all encourage our children to make healthy choices from a very early age and Cancer Focus offers fun, healthy programmes to all primary schools in Northern Ireland. Our SHEP programmes support the Northern Ireland curriculum and are designed for all year groups from nursery to P7.

### Nursery Children

#### Genevieve's big PJ party

This is a fun opportunity for your little ones to become involved in an interactive storytelling session and learn about important healthy choices at the same time. Our volunteer storytellers visit the nursery throughout the academic year and read 'Starring Genevieve', a unique story about one goat's desire to be healthy.

### P1 and P2

#### Genevieve and the Farmyard Olympics

Genevieve the Goat's visits to schools are all about encouraging physical activity and healthy eating at a young age. Children read a story, take part in a quiz, play games and participate in physical activity suitable to their ability. They also get stickers and bookmarks to take home

to help them remember the key messages which they have learned.

### P3 and P4

#### Fit Factor

##### *(In association with Lidl NI)*

Focusing on physical activity and healthy eating Fit Factor is a Lidl sponsored competition for children in P3 and P4. The Fit Factor toolkit includes activities for healthy eating, physical activity, self-expression and creativity. The class participates in the activities during a 2 week period at the end of January and then submits their creative project. Entries are judged by a panel of local celebrities. Regional winners (one school from each county) receive a €1,000 prize and go through to the final to win a 1st prize of €3,000 worth of sports equipment.

### P5

#### Sun Scientist

This programme aims to create Sun Scientists who understand why and how we can protect our skin from the harmful effects of the sun. Learning resources help the children conduct investigations to illustrate sun intensity and the importance of





using sun cream. The practical experiments involve the use of beads which change colour when exposed to sunlight.

### **P6 and P7 Smokebusters**

Smokebusters is an exclusive club for 9-11 year olds. It aims to help children resist pressures to experiment with cigarettes as they approach the transition between primary and secondary school. Smokebusters aims to equip pupils with the skills necessary to refuse that crucial first cigarette especially as they move up to Year 8. Each year we have almost 30,000 Smokebuster members across 700 schools in Northern Ireland.

Schools which enroll at the start of the academic year receive a pack of teaching and learning resources. Enrolled members then receive 2 newsletters with activities and competitions and a No Smoking Day resource pack. Membership and all resources are free.

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£1.50  
per pack

## Community and Workplace Health Programmes

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Under the Keeping Well banner, Cancer Focus offers a broad range of programmes and resources so that local people can take positive steps to improve their health and lower their risk of cancer. You can choose a programme from the wide menu to best meet your needs.

Our specialist health promotion staff use resources such as the skin scanner and body composition scales to deliver tailored programmes in your workplace or community centre. Sessions are interactive, positive and designed so that participants see how they can improve their health. Men or women-only sessions can be provided if preferred.

### Programmes include:

- Lowering cancer risk - all key messages
- Women and cancer
- Men and cancer
- Breast awareness
- Skin cancer and UV protection
- Bowel cancer - physical activity, diet and uptake of screening
- Weight management
- Stopping smoking

- Physical activity for health
- Eating for health
- Quick Fit – small group session – positive steps to improve your health through physical activity and diet. A 30 minute presentation to staff followed by 1-1 body composition consultations. Follow-up sessions are then arranged to chart progress.

## Community Health Events

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Our staff and volunteers attend health events throughout Northern Ireland to engage with people and to raise awareness of a range of cancer awareness and early detection messages.

## Vision Health

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Vision Health is a 2 day peer education programme to help local people bring cancer awareness into the heart of their communities.

### For more information or to book a programme for your workplace or community

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## Community Wellbeing Programme

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The Community Wellbeing Programme aims to improve the health and well-being of individuals living in the Fermanagh, Dungannon, Cookstown, and Magherafelt areas. The project staff will travel throughout the area in a mobile unit to deliver a range of cancer prevention and support services to local people.

Cancer awareness sessions will be provided for all members of the community in a wide range of convenient settings. The project nurse will provide free health checks at these sessions. Care Service staff will deliver professional support services such as counselling and art therapy.

This programme, which is in partnership with Lilac Cancer Support, has been funded by South Western Area Rural Development and will bring the extensive range of Cancer Focus services into local communities across the South Western area of Northern Ireland.

### For further information

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## Well Aware

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Cancer can occur at any stage of life but the risk of developing cancer increases with age, with three quarters of all newly diagnosed cancers occurring in people aged 60 and over. Evidence such as this led Cancer Focus Northern Ireland to develop a programme that delivers general cancer awareness to groups of older people across Northern Ireland. The Well Aware sessions inform older people on key cancer prevention messages and raise awareness of the important signs and symptoms of cancer.

This programme is all about empowering older people to take control of their own health and to feel confident about going to the doctor if they are concerned.

A key aspect of Well Aware is the provision of free health checks. These health checks will be carried out by an experienced nurse and in some cases the nurse may suggest a follow up appointment with their own doctor or nurse.

Another unique aspect of this programme is the fact that older people will have the opportunity to become trained as peer educators in cancer awareness thus acting as a source of

information for others. A two day cancer awareness training programme will be available to interested individuals.

This programme works in partnership with Oaklee Homes Group and has been funded by the Big Lottery Fund.

### **To find out more about the Well Aware programme please contact:**

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## ManAlive

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Research shows that while cancer affects both men and women, more men die from the disease. Men can change this by talking to their doctor early about their health concerns and by taking positive steps to improve their health.

ManAlive is our strategy to address men's health needs. A key element of our ManAlive campaign is funded by The Big Lottery and covers the Southern Trust area. Using a specially designed ManVan, this is a mobile service offering health checks and one-to-one health awareness sessions. On board the ManVan are specialist health promotion and nursing staff.

The ManVan is a compact unit which can access local venues and bring tailored support right to the heart of the community. In its first year over 2,000 men stepped aboard in over 100 venues; farmers markets, football matches, shopping centres, workplaces and community centres. Anywhere where men live, work and play.

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The new name for the  
**Ulster Cancer Foundation**