

Influencing and informing

1 million
visitors per month to
our CancerHelp UK
website

We will only beat cancer if the Government and the public are fully aware of the challenges it poses. That's why we place such a strong emphasis on lobbying, campaigning and communicating our key messages to the widest possible audience.

Influencing politicians

Although we are a non-political organisation, we build strong and influential relationships with the UK's most powerful politicians. Engaging key decision makers and opinion formers is essential to securing policy change and getting our message across. Politicians listen to our views on vital issues such as strengthening tobacco controls, regulating sunbeds, improving the research environment and maximising the value of people's donations through tax-friendly initiatives such as Gift Aid.

Campaigning strength

The success of our [Screening Matters](#) campaign demonstrates our growing influence in political circles. With support from the public and our partners, Screening Matters presented the Government with a simple yet powerful message: cancer screening saves lives and we know that more lives could be saved by improving and expanding existing services.

The campaign has already been very successful. Since we launched Screening Matters, the Government has announced plans to expand existing screening programmes for breast and bowel cancer in England. In addition, new programmes have been announced in Wales and Northern Ireland.

Raising awareness

We work hard to ensure that everyone can benefit from the results of our research. This involves campaigning vigorously to raise people's awareness of cancer, especially when it comes to giving them the information they need about the disease.

We reach our audiences using all the channels open to us – from freely available leaflets and publications to cancer awareness roadshows. In recent years, the internet has become a powerful tool and we are currently adding to and redeveloping our CancerHelp UK website www.cancerhelp.org.uk. The site provides free information to anyone affected by cancer, and regularly receives over a million visits each month.

