

## 2012-13 Department of Health public awareness campaigns

<b>Bowel Cancer Awareness Campaign – National (28 August, 4 weeks)</b>	
<b>Bowel extension 1 – Community engagement (end of August/Sept 2012 – mid-March 2013)</b>	
Lancs and South Cumbria	Network led community engagement
Greater Manchester and Cheshire	Network led community engagement
Merseyside and Cheshire	Network led community engagement
<b>Bowel extension 2 – Community engagement (end of August/Sept 2012 – mid-March 2013)</b>	
North East London	Network led community engagement
North Central London	Network led community engagement
<b>Bowel media extension (end of August/Sept 2012 – mid-March 2013) - TV</b>	
Yorkshire Cancer Network	DH Media / PR only
North East Yorkshire and Humber Clinical alliance	DH Media / PR only
North Trent	DH Media / PR only
<b>OVARIAN (Jan – mid-March 2013) – NO TV</b>	
<b>Ovarian 1</b>	
Anglia Cancer Network	DH Media / PR only
Essex Cancer Network	DH Media / PR only
<b>Ovarian 2</b>	
Thames Valley CN	DH Media / PR and network led community engagement

<b>Ovarian 3</b>	
Yorkshire Cancer Network	DH Media / PR and network led community engagement
North East Yorkshire and Humber Clinical alliance	DH Media / PR and network led community engagement
<b>CONSTELLATION (Jan - March 2013) - NO TV</b>	
<b>Constellation of symptoms 1</b>	
North East London	DH Media / PR only
North Central London	DH Media / PR only
<b>Constellation of symptoms 2</b>	
Lancs and South Cumbria	DH Media / PR and network led community engagement
Greater Manchester and Cheshire	DH Media / PR and network led community engagement
<b>Constellation of symptoms 3</b>	
Central South Coast	DH Media / PR and network led community engagement
<b>REGIONAL CAMPAIGNS</b>	
<b>Regional Breast 70+ (Jan – mid-March 2013) - TV</b>	
3 Counties (lead)	DH Media / PR only
Arden (lead)	DH Media / PR only
Pan Birmingham	DH Media / PR only
Greater Midlands	DH Media / PR only

North Trent	DH Media / PR only
<b>Regional Blood in Urine - Kidney &amp; Bladder (Jan – mid-March 2013) – TV</b>	
North of England	DH Media / PR only

Note:

DH Media/PR will comprise paid for advertising. Cancer Networks will host these campaigns.