



Greater Manchester & Cheshire Cancer Network

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“What you wished you’d known when you started” ideas to add to our list

1. More sophisticated data collection methods on the number of people the campaign reached and impact/outcomes of the campaign.

A 2-4 sentence overview of your project / projects with a title.

Dying Matters

During the National Dying Matters Awareness Week 2012, Greater Manchester and Cheshire Cancer Network ran an advertising campaign across 3 radio stations, with a reach of over 4 million listeners.

Five PCT areas were supported to utilise the Key 103 radio marketing bus. This bus was positioned in localities with EoLC Professionals onboard to promote the “Dying Matters, Let’s Talk About It” campaign with resources / leaflets handed out as well as many 1:1 discussions between professionals and members of the public.

Conversations for Life Programme across Greater Manchester and Cheshire Cancer Network – 11 PCT areas, reaching a total of 130 health and social care professionals.

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