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## Pan London NHS Cancer Quality of Life Survey Toolkit

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This communications toolkit is designed to help promote the NHS Cancer Quality of Life Survey in your area and encourage participation. This toolkit is a guide, and communications can be adapted locally to meet the needs of your community.

Included in the toolkit is background information about the survey, key messages explaining its aim and purpose, copy for use in newsletters and websites as well as suggested social media posts for Twitter, Facebook and Instagram.

To accompany this toolkit we have produced a range of assets which include:

- Social media assets (suitable for Twitter, Facebook and Instagram)
- Assets for digital screens
- A4 posters
- A5 flyers

### About the Survey

More people are surviving cancer than ever before. But living with cancer, and the effects of its treatment, can have a significant impact on people's physical, emotional and social wellbeing – their quality of life.

NHS England is working to improve the quality of life of people living with and beyond cancer. As part of this, it launched a nationwide Cancer Quality of Life Survey in September 2020 to hear more from patients about what matters to them, the challenges they may be facing, and the impact cancer is having on their lives.

The aim of the survey is to find out how the quality of life may have changed for people diagnosed with cancer. The information collected will be used to identify where improvements or changes in care and services are needed, and will help the NHS to improve the way people affected by cancer are supported to live as long and as well as possible.

Most cancer patients are now being invited to take part, including those with rarer and less survivable cancers. Patients receive the survey around 18 months after their diagnosis.

This is an ambitious programme with a scale and depth that isn't being matched anywhere else in the world. Although patient reported outcome measures (PROMs) that focus on quality of life are in use in parts of the NHS, and in clinical trials worldwide, the potential for these to improve care and outcomes for people affected by cancer has not yet been realised. Only by monitoring quality of life, at a consistent assessment point with nationwide coverage, can data be made available to help improve care across the NHS.

The Cancer Quality of Life Survey will routinely measure quality of life outcomes in a way that can be used to influence health policy and professional practice.

Further information and a full set of FAQs for patients, for healthcare staff, and on data protection and confidentiality is available on the Cancer Quality of Life website. [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

## Key Messages

- The NHS is working to improve the quality of life of people living with and beyond cancer.
- The Cancer Quality of Life Survey has been designed to give people an opportunity to share their feelings and highlight how cancer has affected them and their families. Your responses will help the NHS to better understand the longer-term effects that cancer may have and improve the way it supports those who have had cancer to live as long and as well as possible.
- The survey is for people who have been diagnosed with cancer. Those eligible will receive a survey invitation through the post around 18 months after their cancer diagnosis. The survey takes between 5 and 10 minutes to complete.
- By filling out the survey people can help shape healthcare services, improving the quality of life for themselves and others affected by cancer.
- People completing the survey will be able to obtain their individual summary report which shows their quality of life scores.
- The summary report findings can help a person identify any ongoing issues or concerns. This information can be used in discussions with healthcare professionals, who may then be able to suggest further support and care to improve their quality of life.

## Newsletter and Web Content

**The text below can be used in newsletters and websites to raise awareness of the survey, explain its purpose and aim, and encourage participation.**

### **Brief copy**

More people are surviving cancer than ever before. But living with cancer, and the effects of its treatment, can have a significant impact on a person's physical, emotional and social wellbeing – their quality of life.

Understanding the impact of cancer on a person's day-to-day life is crucial to ensuring that the treatment, support, and services they receive is appropriate and meets their needs.

The NHS Cancer Quality of Life Survey asks how people who have had cancer are feeling and how cancer has affected them.

By completing the survey, you can help healthcare professionals understand more about the quality of life of people living with and beyond cancer. This information can help the NHS shape services to improve quality of life for you and others affected by cancer.

The survey is for people who have been diagnosed with cancer. They will be sent the survey around 18 months after their diagnosis, and it will take only 5 to 10 minutes to complete.

For more information visit [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk).

A free helpline is available to help people complete the survey and respond to any queries - **0800 783 1775**.

### **Long Copy**

More people are surviving cancer than ever before. But living with cancer, and the effects of its treatment, can have a significant impact on a person's physical, emotional and social wellbeing – their quality of life.

Understanding the impact of cancer on a person's day-to-day life is crucial to ensuring that the treatment, support and services they receive is appropriate and meets their needs.

The Cancer Quality of Life Survey has been designed to give people an opportunity to share their feelings and highlight how cancer has affected them and their families. Your responses will help the NHS to better understand the longer-term effects that cancer may have and improve the way it supports those who have had cancer to live as long and as well as possible.

People who complete the survey will be able to access their individual summary report that shows their quality of life scores. These findings can help them to identify any ongoing issues or concerns. They can also be used in conversations with a healthcare professional or other relevant individuals to discuss how they are feeling and how they can get further support and care that might be useful to improve their quality of life.

The NHS Cancer Quality of Life Survey was launched in September 2020 and is now sent to most people who have had cancer around 18 months after their diagnosis.

More information about the survey can be found on the survey website:  
[www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk).

A free helpline is available to help people complete the survey and respond to any queries or difficulties - **0800 783 1775**.

## Social Media

A range of graphics have been produced for use on social media (Twitter, Facebook and Instagram). Example of the graphics are included at the end of this document.

**You can download all of these assets from the RM Partners website at:**

<https://rmpartners.nhs.uk/cqolresources>

The following social media posts provide a guide on the type of content which can be used to raise awareness of the Cancer Quality of Life Survey across your social media channels. There are suggested posts for Twitter, Facebook and Instagram.

Please use the following hashtag when posting on social media:  
#CancerQualityOfLife

Secondary hashtags are also available:  
#LivingWithAndBeyondCancer  
#PersonalisedCare

### Twitter

Tell us how you're doing. We want to hear from people #LivingWithAndBeyondCancer. Understanding more about how you feel will help us to help you and others in the future.  
#CancerQualityofLife

If you receive a #CancerQualityofLife survey, please take part. Your answers about the impact of cancer on your own life can help to improve the way people #LivingWithAndBeyondCancer are supported. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk).

How has cancer affected your quality of life? Please let us know. Your #CancerQualityOfLife survey responses will be used to help improve long-term quality of life for people diagnosed with cancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

Have you been diagnosed with cancer? Please take part in the #CancerQualityOfLife survey if invited. This will help the NHS better understand the impact of cancer and how best to improve care for cancer patients in the future. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

How are you feeling? The #CancerQualityOfLife survey is your chance to tell us about the impact of cancer on your life so we can consider how best to support people #LivingWithAndBeyondCancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

### **Facebook**

The NHS recognises the importance of quality of life to patients diagnosed with cancer. The #CancerQualityOfLife survey is your chance to tell us how best to improve the care and support you and others #LivingWithAndBeyondCancer receive. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

Please complete the #CancerQualityOfLife survey if you are invited to take part. Your answers will be used to improve the way we support you and others #LivingWithAndBeyondCancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

Have you been diagnosed with cancer? Please complete the #CancerQualityofLife survey and tell us how you feel. Your responses will help us improve support and long-term quality of life for people living with and beyond cancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

Has cancer affected your quality of life? Please complete the #CancerQualityofLife survey and help us shape and improve services for people diagnosed with cancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

### **Instagram**

The NHS recognises the importance of quality of life to patients diagnosed with cancer. The #CancerQualityOfLife survey is your chance to tell us how best to improve the care and support you and others #LivingWithAndBeyondCancer receive. Visit [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk) to find out more.

Please complete the #CancerQualityOfLife survey if you are invited to take part. Your answers will be used to improve the way we support you and others #LivingWithAndBeyondCancer. Visit [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk) to find out more.

Has cancer affected your quality of life? Please complete the #CancerQualityofLife survey and help us shape and improve services for people diagnosed with cancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)

Have you been diagnosed with cancer? Please complete the #CancerQualityofLife survey and tell us how you feel. Your responses will help us improve support and long-term quality of life for people living with and beyond cancer. Find out more [www.CancerQoL.england.nhs.uk](http://www.CancerQoL.england.nhs.uk)


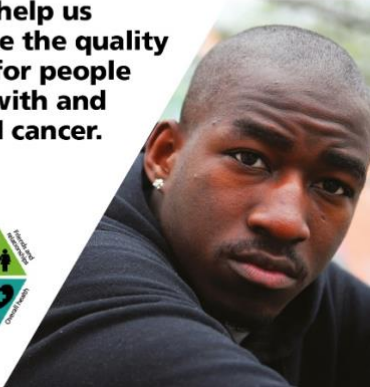
## Social Media Graphics

All of the social media graphic examples below are available in versions suitable for use on Twitter, Facebook and Instagram.

We recommend you download the required assets from the RM Partners website at: <https://rmpartners.nhs.uk/cqolresources>

Cancer Quality of Life Survey **NHS**

**Please help us improve the quality of life for people living with and beyond cancer.**



Cancer Quality of Life Survey **NHS**

**Tell us how you're doing. Understanding how you feel will help us help you and others in the future.**



Cancer Quality of Life Survey **NHS**

**Has cancer affected your quality of life? Please tell us what matters to you.**



Cancer Quality of Life Survey **NHS**

**We want to hear and learn from you about how cancer is affecting your quality of life.**



Cancer Quality of Life Survey **NHS**

**We want to hear and learn from you about how cancer is affecting your quality of life.**



Cancer Quality of Life Survey **NHS**

**Please help us improve the quality of life for people living with and beyond cancer.**





### Slides for Digital Screens

Two slides have been created for use on digital screens, such as in GP practices and other healthcare settings.

These are available to download from the RM Partners website at:

<https://rmpartners.nhs.uk/cqolresources>



## Posters and Flyers

Four A4 posters and A5 flyers have been created that can be circulated and displayed in community and healthcare settings. There are versions suitable for desktop publishing and for professional printing.

The files can be downloaded from the RM Partners website at:

<https://rmpartners.nhs.uk/cqolresources>

If you would like hard copies of these posters and flyers please email:

[rmpartners.cqol@nhs.net](mailto:rmpartners.cqol@nhs.net)

