Spreading the message

Below are examples of copy that you can use to communicate about this campaign in newsletters, emails, websites and e-bulletins.

RM Partners North West and South West London Cancer Alliance (RMP), in partnership with Action Bladder Cancer UK (ABC UK), is supporting a campaign to help more people recognise the signs and symptoms of bladder cancer and to contact their GP practice early.

The campaign is focusing on people over the age of 50, in particular women and those from lower socio-economic groups as they are more likely to experience a late-stage cancer diagnosis. It will also include people in this age group from Black and South Asian ethnic backgrounds, who are already at increased risk of health inequalities.

- Smoking is the single biggest risk factor for bladder cancer.
- Symptoms of bladder cancer can be overlooked, particularly in women, as they overlap with the symptoms of urinary tract infections (UTIs), especially where blood in pee is caused by a urinary tract infection, or gynaecological issues including menopausal/post-menopausal symptoms.
- 1-year survival rates for women are poorer than for men, making early recognition and referral especially important at improving outcomes.
- About 80% of people diagnosed with stage 1 bladder cancer survive their cancer for 5 years or more compared with about 10% diagnosed at stage 4. When bladder cancer is diagnosed at an early stage, treatment is more likely to be successful.

The key symptoms to look out for are:

- Blood in urine (even just once)
- Urinary tract infection (UTI) that doesn't go away or keeps coming back
- Pain when passing urine
- Needing to urinate more often

Other symptoms include:

- Losing weight without trying to
- Feeling very tired for no reason and feeling generally unwell

Whilst it is unlikely to be bladder cancer, it's best to see a healthcare professional if you are experiencing any of these symptoms.

The same symptoms could mean a different story.

BLADDER CANCER.
SAME SYMPTOMS.
DIFFERENT STORY.

Dr Navdeep Alg
GP
South West London



Spreading the message

Suggested newsletter/web copy

Did you know symptoms of bladder cancer can be overlooked, particularly in women?

Symptoms of bladder cancer can overlap with the symptoms of urinary tract infections (UTI), especially where blood in pee is caused by a UTI or gynaecological issues including menopausal/post-menopausal symptoms.

The bladder cancer awareness campaign 'SAME SYMPTOMS, DIFFERENT STORY' highlights key symptoms of bladder cancer and reminds people, especially women, to contact their GP practice early to get their symptoms checked.

The key symptoms to look out for are:

- Blood in pee (even just once)
- Urinary tract infection (UTI) that doesn't go away or keeps coming back
- Pain, burning, or stinging when peeing
- Peeing more urgently or more often than usual

Other symptoms include:

- Losing weight without trying to
- Feeling very tired for no reason and feeling generally unwell

Whilst it is unlikely to be bladder cancer, it's best to see a healthcare professional if you are experiencing any of these symptoms. The same symptoms could mean a different story.

Early cancer diagnosis saves lives.
For more information visit: https://samesymptomsdifferentstory.com
#SameSymptomsDifferentStory #BladderCancerAwareness

BLADDER CANCER.
SAME SYMPTOMS.
DIFFERENT STORY.

Dr Maria Wallace
GP
Wandsworth



Spreading the message

The below can be used to help spread the message across social media

Bluesky / X – please tag @RMPartnersNHS
Instagram – please tag @rmpartnersnhs @actionbladdercanceruk
WhatsApp channel - search RMPNHSCancerAlliance

Suggested post 1:

Know the symptoms of bladder cancer? Could be blood in your pee (even just once), a urine infection (UTI) that keeps returning or pain when peeing. If experiencing any of these contact your GP practice. More info: https://samesymptomsdifferentstory.com
#SameSymptomsDifferentStory

Suggested post 1:

Over 20,000 people diagnosed w/bladder cancer each year, yet it's not widely recognised as a common cancer. Don't ignore blood in your pee or a UTI that keeps returning. Contact your GP practice. Visit https://samesymptomsdifferentstory.com #SameSymptomsDifferentStory

Example social media assets which can be found online:





To download shareable social media assets, visit the campaign website at SameSymptomsDifferentStory.com

BLADDER CANCER.
SAME SYMPTOMS.
DIFFERENT STORY.

Dr Bina Modi
GP
Brent



Spreading the message

Instagram & Facebook

Did you know smoking any tobacco product is the biggest cause of preventable bladder cancer in the UK? 45% of bladder cancer cases in the UK are caused by smoking.

When bladder cancer is diagnosed at an early stage, treatment is more likely to be successful.

Please don't ignore the signs:

- Blood in urine (even just once)
- Urinary infection (UTI) that doesn't go away or keeps coming back
- Pain when passing urine
- Needing to urinate more often

Other symptoms include:

- Losing weight without trying to
- Feeling very tired for no reason and feeling generally unwell.

Whilst it is unlikely to be bladder cancer, it's best to see a healthcare professional if you are experiencing any of these symptoms. The same symptoms could mean a different story.

Early cancer diagnosis saves lives.

For more information visit https://samesymptomsdifferentstory.com

#SameSymptomsDifferentStory #BladderCancerAwareness

To download shareable social media assets, visit the campaign website at SameSymptomsDifferentStory.com

For more information about bladder cancer visit www.actionbladdercanceruk.org or www.nhs.uk/conditions/bladder-cancer/

BLADDER CANCER.
SAME SYMPTOMS.
DIFFERENT STORY.

Narinder Sinclair
Advanced Nurse Practitioner
North West London

