



North East London
Cancer Alliance

Communications and Engagement Strategy

Summary Slide Pack

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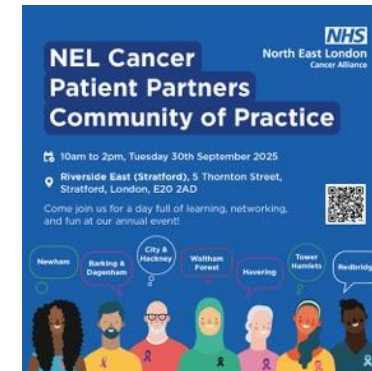
Introduction

This slide pack provides a summary of our communications and engagement activity planned for 2026 to 2027.

It sets out our vision, objectives, and five pillars of work to support the cancer alliance, deliver on the NHS 10 Year Plan and National Cancer Plan, and to reduce health inequalities.

It also includes improvement plans for the following areas:

- Website
- Social Media
- Engagement
- Podcasts
- Branding and campaigns



Our strategy



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North East London Cancer Alliance Communications and Engagement Strategy 2026 - 2027



“Overall, we are aiming to get the right message to the right stakeholder at the right time through our communications and engagement activity”.

In 2026 to 2027, we want to build upon what we have achieved over the last three years in increasing the profile of the cancer alliance, establishing core channels and building relationships with our stakeholders.

We want to take this a stage further and – in line with the NHS 10-Year Plan and National Cancer Plan - allow our patients, the public, health and care professionals, community groups and stakeholders to have a pro-active input into our communications and engagement work so we can be confident it meets the needs of the local population and reduces inequalities.

Patients at the heart



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In 2026 to 2027 we aim to work even more closely with our patients. This means:

- More patient stories to add to the 15 already on our website: <https://www.nelcanceralliance.nhs.uk/patient-stories>
- More podcasts and videos with patients
- More face-to-face engagement with patients to understand barriers and challenges in accessing cancer services and information

Communications and Engagement Objectives

Throughout 2026 to 2027, we will measure performance across all our communications and engagement activities, including:

- ↑ Website authority score
- ↑ Website visitors
- ↑ Video views
- ↑ Podcast listeners
- ↑ Google impressions
- ↑ Face-to-face events
- ↑ Social media reach
- ↑ Event evaluation
- ↑ Number of followers
- ↑ YouTube subscribers



Five pillars of communications and engagement activity



The Three Shifts in the NHS Plan

Shift	Activity
Analogue to digital	Use of AI; Online accessibility tool and checker; Auto dubbing in YouTube; Social media channels; Chat Bots; Podcasts; Website improvements
Sickness to prevention	Patient stories; Awareness campaigns; Research; Case studies; Awards; Videos
Hospital to community	Community champions; Neighbourhood partnerships; Engagement events; Local support networks and contacts



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Website

Plans for improving website performance

Our aim for our website is that it is:

Built for modern communications

More visually engaging

Providing more content, particularly on each tumour type

Providing an improved user journey and experience

Achieving higher visitor numbers and appearing more frequently in search results

Easier to manage internally

Flexible for campaigns and events

Designed for future growth and innovation

Drupal To WordPress Migration

A key enabler to achieving this is by moving our web platform from Drupal to WordPress in this financial year.

Drupal Pain Points	WordPress Solutions
Limited in-house ability to change templates and Reliance on technical support or developers for relatively simple updates	Empowerment of communications and cancer programme teams – intuitive editing experience, fewer technical dependencies
Higher support and maintenance costs compared with mainstream alternatives	Cost-effective platform – large skills market, extensive plugin ecosystem, and public-sector-ready managed hosting
Slower turnaround times for campaigns and microsites	Faster delivery of public health campaigns and information – including rapid creation of landing pages and microsites
Inability to send webpage previews to stakeholders for approvals	Content preview, review and approval workflows

Plans for improving performance

We also plan to improve our web performance through:

Increasing backlinks and online partnerships

Adding more patient stories

Improving photography, using more photos of staff and patients

Using MS Clarity to improve user journey and experience

Removing toxic back links

Fixing google search errors such as 401 errors

Implementing schemas for AI search results

Using Recite Me Accessibility Checker Tool



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Social media

Plans for improving performance

Implement AI strategy and adopt best practice

Patient stories and videos to share across channels

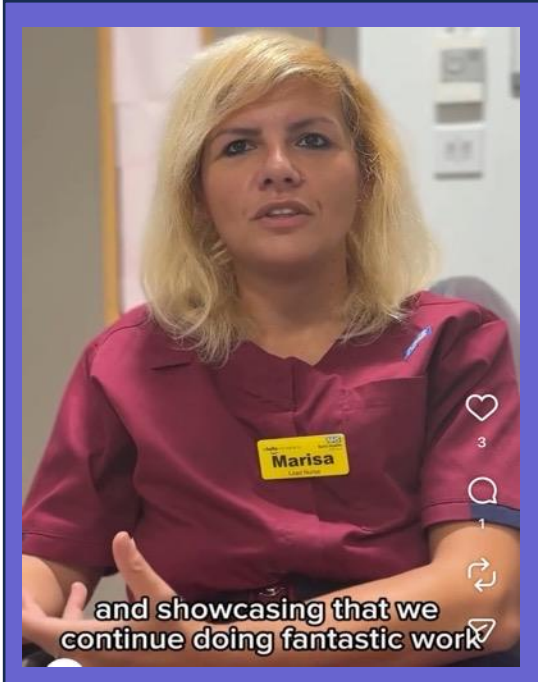
'Get ready with me' series to showcase innovation

'Follow us' campaigns to boost audience reach

Blog articles and thought leadership pieces

Accessible content in different languages

Future social media direction



Patient and staff content

- Increased patient stories
- Increased videos from NEL staff



Increased short form videos

- An average of 8498 views based on all podcast short form videos posted this year, with the highest video currently on 74k views



Recognisable Infographics produced by NELCA

- 2082 views on an infographic posted in April vs 24 views on the webpage posted in April

Future social media direction



Growth across Instagram and TikTok

- TikTok followers increased by 68.5% since January
- Instagram followers increased by 24.2%



Increased behind the scenes content

- Day in the life style videos
- 'Point of View' Style videos



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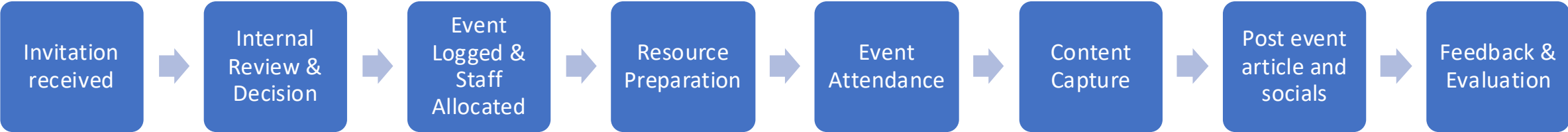
Engagement

Plans for improving performance

- Target boroughs where currently lower attendance – build relationships with key contacts (for example, social prescribing network in Waltham Forest)
- Better tracking for outputs from events – demographics, topics discussed, individual stories, feedback, surveys.
- Wide range of easy read material and targeted translated material
- Improve internal processes for managing attendance at events
- Materials inventory list to track all resource material for events



Proposed end to end process for managing external events





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Our podcasts

Plans for improving our podcast performance



More video
footage for
YouTube and
TikTok

Branding on
microphones
and
backgrounds

More recording
out in the
community

More patient
stories

New locations
for recording
episodes

More
adventure,
such as a
podcast 'on the
run'

More high
profile guests
and partners

Live sessions
at events such
as World
Cancer Day



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Branding and campaigns

Plans for improving branding and graphics

- New event materials
- Easy read format – large image left, bullet point text
- Photo library of staff and cancer care teams across north east London
- Website graphics
 - Images
 - Icons
 - Infographics
- Templates
 - Reports, minutes, agendas



NHS

Cancer Screening

The NHS offers a range of cancer screening tests to different people.

Screening is a way of finding out if you are likely to have a health problem.

Early treatment can be given to you as soon as possible to make it easier for you to make good decisions about your health.

We can also give you lots of accessible information to help you understand.

There are three national screening tests to check for cancer, they are for bowel, breast and cervical cancer.

The tests are simple and everything will be explained to you before it happens.

Made by The Elfrida Society for the NHS

For more information about cancer screening and symptom awareness visit: <https://www.nhs.uk/conditions/nhs-screening/>

The infographic features a vertical list of small images on the left: a colorful cancer cell, a woman in a white lab coat, a sign with 'EASY CHOICE' and 'HARD CHOICE' arrows, a man holding a sign that says 'easy read', a person in a white lab coat, and a person in a dark uniform. The text is in a clean, sans-serif font.



Supporting programmes and projects



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Cancer Alliance

Living Well: With and Beyond Cancer

This event is aimed at patients living with and beyond cancer in North East London.

📅 Wednesday 30th April - 10.00-14.00

📍 Osmani Centre, 58 Underwood Road London E1 5AW

📧 RSVP: tinyurl.com/35dtt34p

Lunch & refreshments will be provided

Newham
Barking & Dagenham
City & Hackney
Waltham Forest
Havering
Tower Hamlets
Redbridge

Welcome to Patient Engage...

We are piloting a new digital assistant - Patient Engage - to help you prepare for your bowel test (a colonoscopy).

- Available 24/7
- Answers to common questions
- Quick and easy to use
- Tips to make preparation easier
- Helpful resources and videos

Please use the QR code - or web link below - from a smart phone, tablet, laptop or desktop.
Visit: www.example.com/chatbot

We'd love your feedback!

This is a pilot, and your experience will help us improve it for others. You'll be invited to share your thoughts after using the tool.

No personal medical information is stored. This tool is here to support, not replace, your clinical care.

STOP HPV. PROTECT YOURSELF. Get Vaccinated

WWW.NELCANCERALLIANCE.NHS.UK/HPV-VACCINE



As an ex-smoker I'm doing it for Andrei

When Elena's invitation for a free lung cancer screening programme, she wasn't sure she wanted to know. But she went ahead for her nephew, Andrei, so he wouldn't worry.

When you receive your invitation, who will you do it for?

Who? WILL YOU DO IT FOR?

TRY SOMETHING NEW. Feel better. Have fun. Come along to the Community Games!

For people living with and beyond cancer in north east London - and their families and friends.

- Free to attend
- Get advice for your next & next
- Try physical activities
- Meet people who are overcoming life's challenges
- Share your stories
- Chat with health providers
- Connect with your community

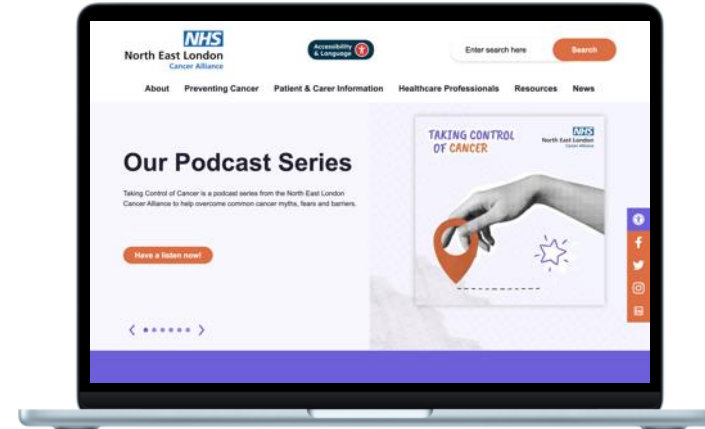
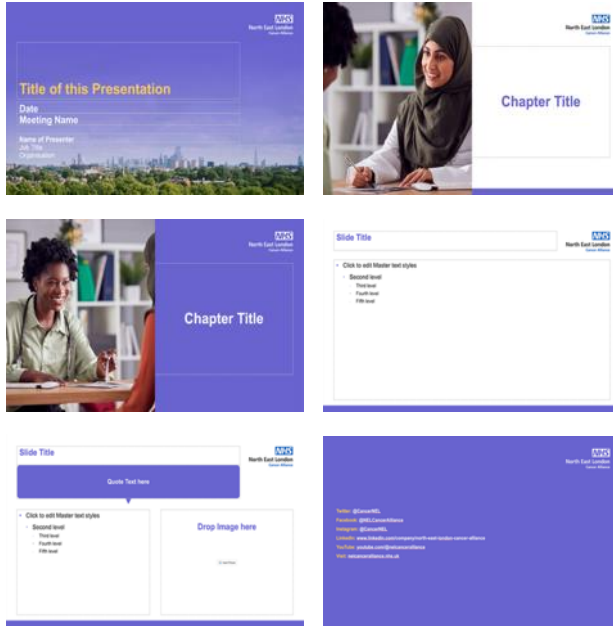
11AM TO 3PM ON SUNDAY, 9 JUNE 2025
BOOK NOW: [TRYBOOKING.COM/UK/ET/JE](https://trybooking.com/uk/et/je)
Mile End Leisure Centre, 190 Burdett Rd, London E3 4HL

community games FOR PEOPLE LIVING WITH CANCER

Cancer alliance branding



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Resources and materials



Improving local cancer services

Our aim is that everyone has equal access to better cancer services so that we can help to:

- Prevent cancer
- Spot cancer sooner
- Provide the right treatment at the right time
- Support people and families affected by cancer

Follow us on social media
 Facebook: @NELCancerAlliance
 Instagram: @CancerNEL
 X: @CancerNEL
 Bluesky: @nelcanceralliance.nhs.uk
 TikTok: @nelcanceralliance
 YouTube: @nelcanceralliance

SCAN ME to find out more

Open the camera on your smartphone, point it at the code and then tap the link that appears. Or visit: www.nelcanceralliance.nhs.uk

Improving local cancer services

4 elements you should receive during your cancer journey

Improving local cancer services

Top tips for a healthier you

- Not smoking
- Not drinking alcohol
- Keeping a healthy weight
- Eating and drinking healthily
- Keeping active
- Staying safe in the sun

SCAN ME to find out more

Open the camera on your smartphone, point it at the code and then tap the link that appears. Or visit: nelcanceralliance.nhs.uk

SCAN ME to watch our videos on how to lower your risk of getting cancer

Open the camera on your smartphone, point it at the code and then tap the link that appears.

TAKING CONTROL OF CANCER

Host Steve Bland, award-winning podcaster and producer of the BBC podcast You, Me and the Big C, chats to special guests about common cancer myths, fears and barriers.

It is packed full of top tips and advice to keep you healthy!

www.nelcanceralliance.nhs.uk/taking-control-cancer

Get in touch!

Scan the QR code to find out more about our services and how to get in touch with us.

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 Instagram: @CancerNEL
 X: @CancerNEL
 Bluesky: @nelcanceralliance.nhs.uk
 TikTok: @nelcanceralliance
 YouTube: @nelcanceralliance

Your guide to cancer services in north east London

TOP TIPS FOR PHYSICAL ACTIVITY AND EXERCISE



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Twitter: @CancerNEL

Facebook: @NELCancerAlliance

Instagram: @CancerNEL

LinkedIn: www.linkedin.com/company/north-east-london-cancer-alliance

YouTube: youtube.com/@nelcanceralliance

Visit: nelcanceralliance.nhs.uk