

Communications toolkit: Gateshead self-referral to scan for symptoms of ovarian cancer

1. Introduction

This campaign toolkit is available for NHS, local authority and VCSE partners to use to encourage uptake in a service in Gateshead which aims to detect ovarian cancer earlier.

The Ovacheck service enables women who have gone through the menopause and are experiencing any symptoms of ovarian cancer to self-refer for a scan, without contacting their GP practice.

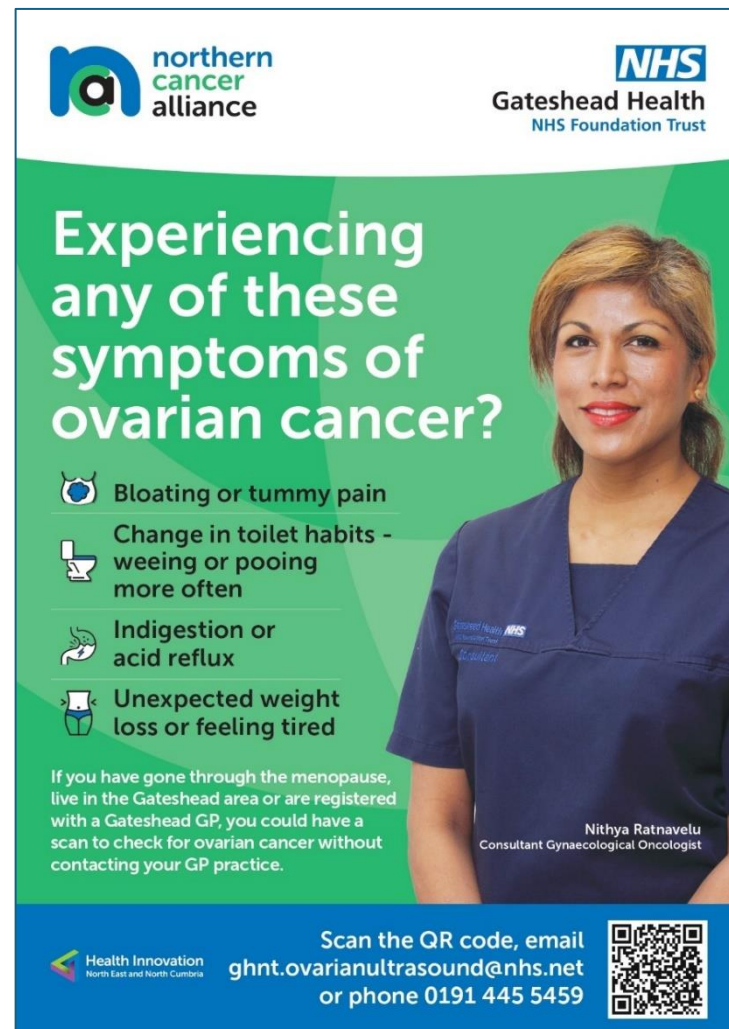
The symptoms of ovarian cancer are:


- Bloating or tummy pain
- Change in toilet habits – weeing or pooing more often
- Indigestion or acid reflux
- Unexpected weight loss or feeling tired

Women must live in the Gateshead area or be registered with a Gateshead GP to be eligible for the service. Self-referral is via an [online form](#), or by emailing ghnt.ovarianultrasound@nhs.net or calling 0191 445 5459. A member of the team will be in touch.

It is important that communications – as set out below – include the self-referral call to action and, given the parameters of the service, eligibility criteria. Anyone who contacts the service who is not eligible will be advised/signposted accordingly.



The project is delivered by [Gateshead Health NHS Foundation Trust](#) and funded by [Northern Cancer Alliance](#), in partnership with [Health Innovation North East and North Cumbria](#).



 northern cancer alliance


Gateshead Health
NHS Foundation Trust

Experiencing any of these symptoms of ovarian cancer?


-  Bloating or tummy pain
-  Change in toilet habits - weeing or pooing more often
-  Indigestion or acid reflux
-  Unexpected weight loss or feeling tired

If you have gone through the menopause, live in the Gateshead area or are registered with a Gateshead GP, you could have a scan to check for ovarian cancer without contacting your GP practice.

Nithya Ratnavelu
Consultant Gynaecological Oncologist

 Health Innovation
North East and North Cumbria

Scan the QR code, email ghnt.ovarianultrasound@nhs.net or phone 0191 445 5459



2. Why early detection of ovarian cancer is important

Ovarian cancer is the sixth most common cancer in women in the UK and around 7,500 people are diagnosed every year. Anyone of any age with ovaries can develop ovarian cancer although it is most common during and after the menopause. It mostly affects women over the age of 50.

The symptoms of ovarian cancer are often subtle and can be passed off as something else. Ovarian cancer is often diagnosed late, but early diagnosis can mean it is more treatable. It could save lives.

3. How you can you help?

Please use the content of this toolkit on your websites, social media, or other communication channels.

Your support in encouraging uptake in the service is gratefully appreciated.

4. Campaign assets

These feature Nithya Ratnavelu, Consultant Gynaecological Oncologist, who is leading the service, and symptoms of ovarian cancer. They are available to download on [Northern Cancer Alliance's website](#). Printed posters and flyers are being distributed to GP practices, pharmacies and council and community venues.

- 4 x social media graphics
- 2 x graphics for websites/newsletters
- 2 x A4 poster
- A5 double-sided flyer

Please see below:

- Website/newsletter copy
- Social media posts

If you have any questions about the communications materials, or have any ideas about how we can reach post-menopausal women in Gateshead, please contact Jaclyn Curry at Northern Cancer Alliance on jaclyn.curry@nhs.net or 07484 062423.

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Experiencing any of these symptoms of ovarian cancer?

 **Bloating or tummy pain**

 **Change in toilet habits - weeing or pooing more often**

 **Indigestion or acid reflux**

 **Unexpected weight loss or feeling tired**

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5. Website/newsletter copy

Helping detect ovarian cancer earlier in Gateshead

Women in Gateshead who have gone through the menopause can now access a new service designed to support earlier detection of ovarian cancer.

Women can self-refer for a scan - without needing to contact their GP practice - if they're experiencing any of these symptoms:

- Bloating or tummy pain
- Changes in toilet habits - weeing or pooing more often
- Indigestion or acid reflux
- Unexpected weight loss or feeling tired

These symptoms can be early signs of ovarian cancer, so it is important to get them checked out.

Ovarian cancer is often diagnosed late, but early diagnosis can mean it is more treatable. It could even save lives.

How to self-refer

Women who live in the Gateshead area or are registered with a Gateshead GP can self-refer for a pelvic ultrasound scan by:

- Completing the [online form](#)
- Emailing ghnt.ovarianultrasound@nhs.net
- Calling 0191 445 5459

A member of the team will be in touch.

Nithya Ratnavelu, Consultant Gynaecological Oncologist, is leading the Ovacheck service at [Gateshead Health NHS Foundation Trust](#).

She said: "Symptoms of ovarian cancer may seem minor and many women dismiss them or wait for a GP appointment.

"Women in Gateshead don't have to wait. We're enabling them to act straightaway if they're experiencing symptoms and self-refer for a scan.

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Gateshead Health
NHS Foundation Trust

Experiencing any of these symptoms of ovarian cancer?

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Email ghnt.ovarianultrasound@nhs.net
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"All too often ovarian cancer is diagnosed late. It is more treatable if it is detected early. Knowing the symptoms and taking early action can save lives."

Early diagnosis is a key theme of the [National Cancer Plan](#) which outlines a long-term approach to improving cancer outcomes, experience and equity over the next decade.

[Northern Cancer Alliance](#) (NCA) is funding the service, in partnership with [Health Innovation North East and North Cumbria](#) (HI NENC), as part of this work in the North East and North Cumbria.

Aaron Tucker, Head of Programmes at NCA, said: "Detecting more cancers at an early stage when treatment is more likely to be successful is a major priority for us, in line with the ambitions set out in the National Cancer Plan.

"This service in Gateshead is one of nine innovation projects we've funded across the North East and North Cumbria, testing new approaches and pathways for cancer and pushing boundaries in early diagnosis.

"We are committed to working with the teams to assess the impact of these projects, and their potential to be scaled up, in order to improve outcomes for patients and further drive innovation in cancer care."

Dr Raasti Naseem, Programme Manager at HI NENC, said: "We are pleased to support the Ovacheck initiative to enable earlier detection of ovarian cancer through self-referral pathways. By providing evaluation advice and guidance, we are helping to maximise the impact of the study."

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Gateshead Health
NHS Foundation Trust

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6. Social media posts



It is important that the link to the online self-referral form as the call to action is included in posts – please consider putting it in the comments as set out below as some platforms reduce the reach of posts with external links. Placing the link in the comments can also help increase visibility.

Please also tag the partners in the posts and use the hashtags #EarlyDiagnosisSavesLives #OvarianCancer #ovariancancerawareness

Partner	X	Facebook	Instagram
Gateshead Heath NHS Foundation Trust	@Gateshead_NHS	@GatesheadHealth	qegateshead
Northern Cancer Alliance	@NorthernCancer	@NorthernCancerAlliance	N/A
Health Innovation North East and North Cumbria	@HI_NENC	@HINENC	hi-nenc

	X	Facebook/Instagram	Graphic
1	<p>Post-menopausal women in Gateshead experiencing symptoms of ovarian cancer can now self-refer for a scan. No GP appointment needed.</p> <p>🖥️ Visit the link in the comments ↓ ✉️ ghnt.ovarianultrasound@nhs.net ☎️ 0191 445 5459 @Gateshead_NHS @NorthernCancer @HI_NENC</p> <p>Comment Self-refer for a scan: https://bit.ly/3PYOtDV</p>	<p>Women in Gateshead can now self-refer for a scan if they're experiencing symptoms of ovarian cancer - without contacting their GP practice. Women need to have gone through the menopause to make use of the service. To self-refer: 🖥️ Visit the link in the comments ↓ ✉️ Email: ghnt.ovarianultrasound@nhs.net ☎️ 0191 445 5459 #EarlyDiagnosisSavesLives #OvarianCancer #ovariancancerawareness @NorthernCancerAlliance @GatesheadHealth @HINENC</p> <p>Comment Self-refer for a scan: https://bit.ly/3PYOtDV</p>	

2 Bloating, tummy pain, toilet changes - these could be signs of ovarian cancer. You could get checked without contacting your GP if you live in Gateshead.

 Visit the link in the comments 

 ghnt.ovarianultrasound@nhs.net

 0191 445 5459

@NorthernCancer

@Gateshead_NHS @HI_NENC

Comment



Self-refer for a scan:

<https://bit.ly/3PYOtDV>


Ovarian cancer can be hard to spot - but early detection makes a real difference. Women in Gateshead who have gone through the menopause can now self-refer for a scan if they're experiencing symptoms. They don't need to speak to their GP first.

Symptoms to look out for include:

- Bloating or tummy pain
- Changes in toilet habits – weeing or pooing more often
- Indigestion or acid reflux
- Unexpected weight loss or feeling tired

 Visit the link in the comments 

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#EarlyDiagnosisSavesLives

#OvarianCancer #ovariancancerawareness

@GatesheadHealth

@NorthernCancerAlliance @HINENC

Comment

Self-refer for a scan: <https://bit.ly/3PYOtDV>



Don't wait
if you're
experiencing
symptoms
of ovarian
cancer.



Nithya Ratnavelu
Consultant Gynaecological
Oncologist

Get checked. Early diagnosis saves lives.

3 Early detection saves lives. Post-menopausal women in Gateshead can now self-refer for a scan to check for ovarian cancer if they're experiencing symptoms.

 Visit the link in the comments 

 ghnt.ovarianultrasound@nhs.net

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@NorthernCancer



@Gateshead_NHS @HI_NENC

Comment


Self-refer for a scan:

<https://bit.ly/3PYOtDV>

Most ovarian cancer cases are diagnosed late - but it doesn't have to be this way. The NHS is making it easier for women in Gateshead to get checked if they're experiencing symptoms. If they've gone through the menopause, they can self-refer for a scan without seeing their GP.

 Visit the link in the comments 

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 0191 445 5459

#EarlyDiagnosisSavesLives

#OvarianCancer #ovariancancerawareness

@GatesheadHealth

@NorthernCancerAlliance @HINENC

Comment

Self-refer for a scan: <https://bit.ly/3PYOtDV>



Experiencing any of these symptoms of ovarian cancer?



Bloating or tummy pain



Change in toilet habits - weeing or pooing more often


















Indigestion or acid reflux



Unexpected weight loss or feeling tired

Know the signs. Get checked.

4	<p>If you live in Gateshead, you don't need to wait to get checked for ovarian cancer if you're experiencing symptoms. Take action - self-refer for a scan.</p> <p> Visit the link in the comments </p> <p> ghnt.ovarianultrasound@nhs.net</p> <p> 0191 445 5459</p> <p>@NorthernCancer @Gateshead_NHS @HI_NENC</p> <p>Comment Self-refer for a scan: https://bit.ly/3PYOtDV</p>	<p>If you live in Gateshead, you don't need to wait to get checked for ovarian cancer if you're experiencing symptoms. You can self-refer for a scan without seeing your GP, as long as you've gone through the menopause. If something doesn't feel right, take action. Early diagnosis can make all the difference.</p> <p> Visit the link in the comments </p> <p> ghnt.ovarianultrasound@nhs.net</p> <p> 0191 445 5459</p> <p>#EarlyDiagnosisSavesLives #OvarianCancer #ovariancancerawareness @GatesheadHealth @NorthernCancerAlliance @HINENC</p> <p>Comment Self-refer for a scan: https://bit.ly/3PYOtDV</p>	   <p>Don't wait if you're experiencing symptoms of ovarian cancer.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Bloating or tummy pain</p> </div> <div style="text-align: center;">  <p>Change in toilet habits - weeing or pooing more often</p> </div> <div style="text-align: center;">  <p>Indigestion or acid reflux</p> </div> <div style="text-align: center;">  <p>Unexpected weight loss or feeling tired</p> </div> </div> <p>Get checked without contacting your GP.</p>
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For further information, contact:

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07484 062423