



Healthy lungs

Healthier you



Community Stakeholder Toolkit

Campaign overview

Healthy lungs, healthier you, supports the NHS Lung Cancer Screening Programme across North Central London.

The campaign raises awareness that lung cancer can show no symptoms in its early stages and encourages people aged 55–74 who smoke or used to smoke to take up the NHS offer of free Lung Cancer Screening when invited.

Community groups, voluntary organisations and local networks play a vital role in helping people understand the importance of lung health. Your voice can reach individuals who might not hear this message elsewhere, helping them recognise symptoms, trust the screening offer, and act when they receive their NHS letter.

By sharing this campaign, you are helping protect health, strengthen community wellbeing, and save lives.

Key messages

The campaign focuses on a few clear, simple ideas that everyone can share confidently.

1. Lung cancer can show no symptoms. Screening helps find problems early, when treatment is more effective.
2. The NHS offers free Lung Cancer Screening for people aged 55–74 who smoke or used to smoke. People who are eligible for the lung cancer screening programme will be invited to participate every 2 years.
3. When invited, people should look out for their NHS letter and note down their appointment date and time.
4. Screening is quick, safe and free. It's a simple way to look after your health.
5. If anyone notices symptoms such as a cough lasting three weeks or more, breathlessness, chest pain, coughing up blood, or unexplained tiredness or weight loss, they should speak to their GP or pharmacist.

Campaign materials

A full range of campaign materials are available to help you amplify and localise the Lung Cancer Symptoms and Screening campaign messages. Appendix 1 on page 5 is your quick reference for day-to-day use, this covers the eligibility criteria and screening processes.

- Posters for community spaces, noticeboards, libraries, faith centres and local venues.
- Flyers for events, information tables, and direct distribution.
- Social media graphics and posts for community Facebook, WhatsApp, or X groups.
- Digital versions suitable for newsletters, WhatsApp messages or community websites.

See Appendix for example content to use.



All materials are available in 17 languages to make information accessible for everyone.

Using the materials effectively

Please place posters in public spaces where your network naturally gathers and will be able to see them.

Distribute flyers through your networks and use social media or WhatsApp to share the graphics and messages.

When speaking with community members, focus on reassurance and relevance:

“It’s a free NHS programme for people aged 55–74 who smoke or used to. It’s quick, safe and helps spot any problems early, even if you feel fine.”

You don’t need to answer detailed medical questions, simply encourage people to:

- Look out for their NHS letter inviting them to book a Lung Cancer Screening appointment.
- Talk to their GP if they notice any symptoms.

If you run local events, include the campaign messages on screens or leaflets, or mention it briefly during introductions or talks.

Small, trusted reminders in familiar settings can make a big difference.

Why your role matters

Community organisations and local leaders are trusted voices. Many people feel more comfortable discussing health with someone they know.

By sharing these messages, you’re helping people understand that screening is not complicated, not frightening, and not a burden, it’s a simple step that can save lives.

Every conversation, poster, or WhatsApp message helps raise awareness, build confidence and normalise early action.

Together, we can make early detection part of everyday community health.

Appendix

The following resources are provided to support you in sharing campaign messages confidently across your community.

Appendix 1. Quick reference

Eligibility summary

- People aged 55–74 who smoke or used to smoke are eligible for free NHS Lung Cancer Screening.
- Invitations are sent by letter.

Common symptoms

Though Lung Cancer can show no symptoms, keep an eye out for some possible signs:

- A cough lasting three weeks or more
- Breathlessness
- Chest pain
- Coughing up blood
- Unexplained tiredness or weight loss

If anyone notices these symptoms, encourage them to speak to their GP or pharmacist.

Screening process

People receive a letter inviting them to a telephone appointment, where they speak with a trained nurse or health professional about their health and smoking history.

If screening is suitable, they are offered a quick, painless, low-dose CT scan.

Results are shared by post or phone, and if anything needs checking, the NHS will contact them quickly. Eligible people will be invited every 2 years to participate in the screening programme.

Available campaign materials

- Posters (community and healthcare versions)
- Flyers: What to expect at your NHS Lung Cancer Screening and Know your lungs. Protect your health
- Social media and digital posts for community channels
- Translations in 17 languages: Arabic, Bengali, Romanian, Farsi, Gujarati, Polish, Somali, Turkish, Greek, Portuguese, Simplified Chinese, Ukrainian, Bulgarian, Urdu, English, Albanian and Kurdish

Appendix 2. Example messages for community sharing

Use these short messages for WhatsApp groups, newsletters, community bulletins, Facebook or X posts, or at events.

You can adapt the tone to suit your audience, just keep the key facts consistent.

WhatsApp / SMS messages

Message 1

Lung cancer can show no symptoms, but screening can help find problems early, when treatment can be more effective.

If you're aged 55–74 and smoke or used to smoke, look out for your NHS letter with the date and time of your free Lung Cancer Screening appointment.

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Message 2

Do you have a cough lasting 3 weeks or more? Breathlessness or chest pain?

Don't ignore the signs, talk to your GP.

Find out more about Lung Cancer Screening at lungchecklondon.org

Message 3

The NHS is offering free Lung Cancer Screening for people aged 55-74 who smoke or used to smoke.

It's quick, safe and free and it could save your life.

Look out for your letter and make a note of your appointment date and time.

Newsletter / event text (short version)

Healthy lungs. Healthier you.

The NHS is inviting people aged 55–74 who smoke or used to smoke to take part in free Lung Cancer Screening.

Lung cancer can show no symptoms, but screening helps find problems early, when treatment is more effective.

When you receive your letter, note the date and time provided so you don't miss out.

Find out more at www.lungchecklondon.org

Event or meeting script (for community leaders)

“I just want to mention something important about lung health. The NHS is inviting people aged 55–74 who smoke or used to smoke for a free Lung Cancer Screening.

It's quick, safe and can help find problems early, even if you feel fine. So, if you or someone you know gets a letter, please don't ignore it.

Talk to your GP if you have any concerns. Early detection saves lives.”

