



Hull Lung Health Checks

Communication Toolkit



Programme Introduction

The NHS Targeted Lung Health Check (TLHC) Programme aims to help diagnose lung cancer at an earlier stage when treatment may be simpler and more successful. Detecting more cancers early is a key element within the NHS Long Term Plan, with an ambition that 55,000 more people each year will survive their cancer for at least five years by 2028.

Hull was selected as one of ten sites to be the first to implement the new TLHC programme due to its high prevalence of smoking and ranking of the highest mortality rate from lung cancer in the country. People aged 55-74 (and 364 days), who are smokers or former smokers, live in Hull and are registered with a Hull GP will be invited for a free NHS lung health check.

The lung health check service ran for five weeks in early 2020, before being paused due to the COVID-19 pandemic. During that time, the service had welcomed over 900 participants, helped to identify a number of cancers at an early stage, and referred over 100 participants to local stop smoking services.

Covid-19 measures are now in place to ensure the safety of both participants and staff and, as a result, the service started its phased return on 12th April 2021. Eligible participants will be invited to take part in a telephone assessment with a fully trained lung health check nurse. Those reaching the risk score threshold will be invited to attend a low dose CT scan, within two weeks of their initial appointment. The low dose CT scan will take place on board a Covid-19 secure mobile unit, which is currently sited at Castle Hill Hospital. It is hoped that the service will be brought back into community venues as soon as possible.

Any participants who currently smoke will be offered support to quit, should they wish to do so and all participants will be given a full range of information to support them through the service.

Further information can be found at www.lunghealthcheck.org.uk.



Lung Health Check Mobile Unit

After an initial telephone assessment, participants reaching the risk score threshold will be invited to have a low dose CT scan on board a mobile unit.

The mobile unit is currently based at Castle Hill Hospital but it is anticipated to return to other community settings, such as supermarket car parks and sports venues, in July 2021.





Programme Promotion

To help you raise awareness of the Targeted Lung Health Check (TLHC) Programme in Hull, we have created a range of materials, which include:

- Key messages
- Digital resources
- Social media resources
- Short copy
- Long copy
- Answers to FAQs

To support the programme you can:

- Display and distribute materials to help raise awareness of lung health checks in Hull
- Use our range of digital and social resources on your social media and communication channels
- Follow Humber, Coast and Vale Cancer Alliance on [Facebook](#) and [Twitter](#) and re-share posts regarding the TLHC programme
- Publish the provided articles on your intranet/website and in any newsletters
- Discuss the Lung Health Check with friends, family and colleagues

The materials in this toolkit are suitable for immediate use.



Digital Resources

Lung Health Check Animation

This animation provides a brief overview of a lung health check appointment and highlights the safety measures that are in place on board the mobile unit.



Embed link:

<https://youtu.be/3SJtJFdSts>

If you require the animation as an MP4 file, please email
comms.hcvcanceralliance@nhs.net



Social Media Resources

On the following slides, you'll find images and suggested copy for posts that you can use on your social media channels.

Don't forget to:

- Include #LHCInHull on your posts so we can find and share your content
- Follow us on [Facebook](#) and [Twitter](#) and re-share our social media posts



/hcvcanceralliance



@HCVcancer

#LHCInHull



Key Messages

- The Lung Health Check programme, which originally began in January 2020 but paused in March 2020 due to the coronavirus pandemic, started its phased return in April 2021.
- Smokers and former smokers, who are aged over 55 but younger than 75, living in Hull and are registered with a Hull GP will be offered a **free** NHS Lung Health Check.
- An NHS lung health check aims to find out how well your lungs are working and can help **find any problems early** – often before you notice anything is wrong.
- If lung cancer or another problem with your breathing or lungs is found early, treatment could be **simpler and more successful**.
- Those eligible will receive a **letter from their GP**, inviting them to make a lung health check appointment.
- Eligible participants will be invited to take part in a **quick** telephone assessment with a **fully trained lung health check nurse**. The initial appointment will take approximately 30 minutes and those reaching the risk score threshold will be invited to a low dose CT scan on board a mobile unit.
- A low dose **CT scan is a quick and painless** and can help to find any problems with lungs early.
- The lung health check mobile unit will be situated in a **community setting** such as a supermarket car park, sports venue or hospital car park.
- **Safety measures have been put in place** to protect both participants and staff members on board the mobile unit.
- Any participants who currently smoke will be offered support from SmokeFree Hull, should they wish to quit.
- **If you are worried about a symptom of lung cancer, please contact your GP** and do not wait for a lung health check appointment. Signs and symptoms of lung cancer include:
 - A persistent cough or change in your normal cough
 - Coughing up blood
 - Being short of breath
 - Unexplained tiredness or weight loss
 - An ache or pain when breathing or coughing
 - Appetite loss



Social Media Posts

<p>Do you live in Hull? Are you a current or former smoker? Aged between 55 and 74 (and 364 days)? Registered with a Hull GP?</p> <p>You may be eligible for a FREE lung health check. Visit www.lunghealthcheck.org.uk for more info. #LHCInHull</p>	<p>https://youtu.be/3SjTJFdSts</p>
<p>Run by specially-trained nurses, a free lung health check can find out how well your lungs are working. Jo Thompson, Respiratory Nurse @HullHospitals, tells us more about the #LHCInHull</p>	<p>https://youtu.be/zkEbVI6H7-4</p>
<p>The #NHSLongTermPlan aims that by 2028, the proportion of cancers diagnosed at stages 1 & 2 will rise from 50% to 75% of cancer patients</p> <p>Dr Baugh tells us about the Lung Health Check Programme in Hull, which will help in this ambition to diagnose lung cancers earlier. #LHCInHull</p>	<p>https://youtu.be/pUeIEDNXKh4</p>
<p>If you are eligible for a free lung health check, you will receive a letter from your GP inviting you to make an appointment.</p> <p>Here, Dr Masood Balouch tells us more about the free ‘MOT for your lungs’. #LHCInHull</p>	<p>https://youtu.be/hsYGI doeZHY</p>



Social Media Posts

Your lungs work hard every minute of your life. As you get older it's worth having them checked out.

A lung health check is free, quick and can help to find problems early – often before you notice anything is wrong.

Visit www.lunghealthcheck.org.uk for more information. #LHCInHull

File name: Social Media Image 1



Received an invitation for a lung health check but unsure what it's about? Find everything you need to know at www.lunghealthcheck.org.uk #LHCInHull

File name: Social Media Image 2



If you are worried about a symptom of lung cancer, please contact your GP without delay and do not wait for a lung health invitation.

Early diagnosis can save lives. #LHCInHull

File name: Social Media Image 3



Lung cancer symptoms to look out for:

- A persistent cough or change in your normal cough
- Coughing up blood
- Being short of breath
- Unexplained tiredness or weight loss
- An ache or pain when breathing or coughing
- Appetite loss

If you are worried about a symptom of lung cancer, please contact your GP and do not wait for a lung health check appointment.





Social Media Posts

Lung health checks in Hull are back!

Here's a sneak peek inside the mobile unit, which is helping to provide potentially lifesaving #LHCInHull.

To find out more, visit www.lunghealthcheck.org.uk

File names: Social Media Image 4, 5 & 6



Danny and Christine from Hull were invited for a lung health check back in January 2020.

Now, they're sharing their experience to encourage others to attend this important appointment.

Here's their story ↓

<https://youtu.be/DebuC8YK8UM>

There has never been a better time to get an MOT for your lungs.

A lung health check can reassure you that your lungs are healthy or help find problems early – often before you notice anything is wrong.

Watch this video to find out more. <https://youtu.be/3SJtJFdSts> #LHCInHull



Want to say goodbye to smoking?

If you're invited for a lung health check appointment, free advice and support from @SmokeFreeHull will be available, should you wish to quit.

Find out more about the service at <https://www.changegrowlive.org/smoke-free-hull/home>

**Stopping smoking
will help you to
avoid future
health problems.**





Brief copy

Below are some examples of copy that you are welcome to use when promoting lung health checks in Hull. This copy can be used across a range of channels, including: websites, e-bulletins, newsletters and social media.

Brief copy

NHS Lung Health Checks in Hull

Smokers and former smokers aged over 55 but younger than 75, who have a Hull GP and live in Hull, are being offered a free NHS lung health check.

Eligible participants will receive a letter from their GP inviting them to take part in a telephone assessment with a specially trained nurse. Some participants are then invited to attend a low dose CT scan on board a mobile unit, which is currently situated at Castle Hill Hospital.

A lung health check can provide reassurance that your lung health is well, or it can help to find problems early. If lung cancer, or another problem with your breathing or lungs, is found early, treatment could be simpler and more successful.

To find out more about the lung health checks in Hull visit www.lunghealthcheck.org.uk



Longer copy

It's back! Targeted Lung Health Checks resume in Hull.

The Targeted Lung Health Check Programme in Hull, which aims to diagnose lung cancer early, has resumed following a temporary pause due to the coronavirus pandemic. Humber, Coast and Vale Cancer Alliance and partner organisations, including Hull University Teaching Hospitals NHS Trust and NHS Hull Clinical Commissioning Group, restarted the programme on the week commencing Monday 12 April, with Covid-19 measures in place to ensure patient and staff safety.

People who are between the ages of 55 to less than 75, are current or previous smokers, live in Hull and are registered with a Hull GP, have started to receive letters from their GP inviting them to take part in a free NHS lung health check. Run by specially-trained nurses, lung health checks aim to find lung cancer or any other respiratory diseases early, when treatment could be simpler and more successful.

Eligible participants will be invited to take part in a telephone assessment with a specially trained nurse and those reaching the risk score threshold are then invited to attend a low dose CT scan on board a mobile unit, which is currently situated at Castle Hill Hospital. Participants needing to attend the mobile unit will be receive a ultra-low-dose CT scan, taking a few seconds, and can access free car parking spaces that have been allocated for lung health check participants.

Dr Stuart Baugh, Clinical Director at Humber, Coast and Vale Cancer Alliance said: "Lung health checks have never been more important. As we continue to recover from the challenges of Covid-19, targeted lung health checks will play a key role in helping to rule out or diagnose lung cancer and other respiratory conditions at a much earlier and more treatable stage.

"The Hull LHC service initially launched in January 2020 and ran for five weeks until it was paused in March 2020. During that time, the service welcomed 949 participants, helped to identify a number of cancers at an early stage and referred over 100 participants to local stop smoking services.

"A lung health check can help to provide reassurance that your lungs are healthy or it could help us identify any problems and may just save your life. If you receive a lung health check invitation letter, please don't ignore it and if you are worried about any symptoms of lung cancer, please contact your GP without delay. Early diagnosis of cancer really can save lives."

To find out more about the NHS Lung Health Checks in Hull visit www.lunghealthcheck.org.uk



FAQs

What is a lung health check?

A lung health check is an MOT of your lungs and will check that they are working as they should be. The Targeted Lung Health Check Programme will tackle poor early diagnosis and survival rates for lung cancer by providing quick and easily accessible screenings for those deemed at higher risk of lung conditions. We want as many people as possible to attend their lung health check.

Why have I been sent an appointment letter?

If you've received a lung health check invitation letter from your GP, you may be more at risk of problems with your lungs due to your age and smoking status. This means it's important to attend your lung health check, as it could spot any problems with your lungs before you know they're there. If problems such as lung cancer are spotted early, treatment could be simpler and more effective.

Who is eligible for a lung health check in Hull?

Hull residents who are aged between 55 to under 75 and who smoke, or have ever smoked, will receive a letter from their GP inviting them to book a telephone assessment with a specialised nurse.

When will appointments be available?

At the moment, appointments are available on Thursday, Friday, and Saturday, from 8am until 8pm. From July, availability will increase to four days, with further increases expected in November.

What happens during a lung health check telephone assessment?

The appointment will last approximately 30 minutes and the nurse will ask some questions about the participants breathing and overall lung health. They will also ask about their lifestyle, family and medical history. Those reaching a risk threshold will then be offered a low dose CT scan on board a mobile unit, which is currently situated at Castle Hill Hospital (May 2021). The current location of the mobile unit can be found at www.lunghealthcheck.org.uk



FAQs

How do I get to Castle Hill for my appointment (parking/public transport?)

From Hull Interchange there are three buses that will bring you to Castle Hill Hospital. The 105, 63 and 154. The mobile unit is situated at Entrance 3 next to the ENT building. There is a limited number of free car parking spaces that have been reserved for lung health check participants.

I'm eligible for the non-emergency patient transport service - will I still be able to book this for my lung health check appointment?

Yes. If you are eligible for this service, please book your transport to your lung health check appointment in the usual way.

Can I bring someone to my appointment?

Please come for your appointment on your own and if you can as near to your appointment time as possible. If you need someone with you, please limit it to one person and they must also wear a face covering. As space is limited any person accompanying you may be asked to wait outside until you are ready for collection.

Please let us know if you have any additional needs at the time of booking the CT scan and we will do our best to accommodate you.

What happens at the mobile unit?

Participants will receive an ultra-low-dose CT scan, taking a few seconds, which will look for problems with their lungs. The total time on board the mobile unit will be around 30 minutes, and the radiation will be no more than a four hour trans-Atlantic flight. Participants will be able to ask any questions either before, during or after the CT scan. More information can be found in the participant leaflet, which is available at www.lunghealthcheck.org.uk.



FAQs

Do I have to get undressed if I need a CT Scan?

You may need to remove your coat but you can leave your clothing and shoes on. If you're someone who wears a bra, please wear one without underwire and please attend your appointment wearing a plain top (no zips, metal buttons or sequins).

What happens after a lung health check?

Should anything be identified either during the discussion with a nurse or during the CT scan, then dependent upon what this is, you will be contacted by telephone or letter with the next steps. If you have any worries about this you can speak to the nursing professionals in the booking team.

How is the NHS Targeted Lung Health Check Programme being paid for?

NHS Hull Clinical Commissioning Group (CCG) has been chosen along with nine other CCGs across England to be part of Phase 1 of the NHS England's Targeted Lung Health Check Programme. The money for this is coming from NHS England.

Is the information available in other languages?

The patient booklet has been translated into Polish, Punjabi and Romanian. These are available in electronic format on the website www.lunghealthcheck.org.uk. All information on the website can be translated into a number of languages at the touch of a button. People can request translation and interpretation services for their appointment through the telephone booking service.

[There is also an easy read leaflet available here.](#)



FAQs

Why is Hull getting this service - what about the other areas in Humber, Coast and Vale?

Hull has been selected as a pilot site for NHS England's Targeted Lung Health Check (TLHC) Programme because the city has one of the highest lung cancer mortality rates in England and statistics have shown that lung disease in Hull is detected too often at a later stage when outcomes are less favourable.

It is intended that this programme will be available across the Humber, Coast and Vale area and UK as a whole in the future but we do not have a timeframe for its rollout at present.

In the meantime anyone who is worried about the symptoms below should see their GP as soon as possible:

- A persistent cough or change in your normal cough
- Coughing up blood
- Being short of breath
- Unexplained tiredness or weight loss
- An ache or pain when breathing or coughing
- Appetite loss

Why are people in some parts of Hull receiving the invitations before others?

All eligible residents in Hull will have the opportunity to take part as the service moves around the city. If you are worried about a symptom of lung cancer, please do not wait until you are invited for a lung health check appointment and contact your GP.

Answers to further FAQs can be found at hcvcanceralliance.org.uk/frequently-asked-questions.

Thank you for supporting the Targeted
Lung Health Check Programme in Hull

www.lunghealthcheck.org.uk

