

Support for the Bladder Cancer Awareness Campaign – 1st September 2025

During September, RM Partners (the Cancer Alliance for NWL and SWL), in partnership with Action Bladder Cancer UK, are delivering a bladder cancer awareness campaign aimed at people aged 50 and above, with a particular focus on women and those from the most deprived and lower socio-economic groups.

- 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 or gynaecological issues including menopausal/post-menopausal symptoms.
- Women have a higher 1-year adverse survival rate than men, making early recognition and referral especially important at improving outcomes.
- Increasing symptom awareness will enable patients to consult with a healthcare professional earlier, meaning there is opportunity for earlier diagnosis and reduced late-stage diagnosis

This campaign aims to raise awareness of the signs and symptoms of bladder cancer. We are encouraging practices to maximise activity by:

1. Sharing the primary care campaign toolkit which includes key messages with practice staff
2. Displaying and using the available resources via the campaign website
3. Actively promoting awareness during relevant consultations

The campaign website will go live on Monday 1st September. Downloadable and printable resources can be ordered via www.samesymptomsdifferentstory.com (for use on social media and tv screens. Wallet cards and A4 posters can be ordered for print in English only and digital posters available in 11 languages for download only).

Your support this month will help ensure more people recognise symptoms early and seek timely advice.

Early Diagnosis Team
RM Partners