

Cornwall Link | Age UK Cornwall  
Creating Cancer Caring  
Communities (the 4 C's)

MACMILLAN  
CANCER SUPPORT

Cornwall &  
The Isles of Scilly  
ageUK



*"It's surprising how much is out there for people to access who need it - but it is also sad that so many people are not aware of what's available."*

On Weds 31st March, Age UK Cornwall and IOS and Macmillan Cancer Support launch their campaign: **The 4Cs, on our community platform - Cornwall Link.**

Here in Cornwall we have fantastic resources and services for people affected by cancer, but quite often they aren't joined-up. The Age UK C&IOS Macmillan Team want to close this gap and bring all these resources and services together - under one digital 'roof'. Our hope is that every person's cancer journey is as stress-free as possible.

*"As a Community Asset Worker I find Cornwall Link invaluable as a quick and easy resource to help me signpost to activities, groups and services in Cornwall. It is so great to have everything in one place and I would encourage anyone with a service to offer to add their details so we can build on this great database."*

**Naomi Gorvin, Community Asset Worker  
Cornwall Rural Community Charity**

## Responsive to your needs

Using our community platform, we can be more responsive to the community's needs: **engaging and supporting localities whilst linking health professionals and community leads to create empowered and more compassionate communities.**

Supported by the Community Navigators and the Macmillan Primary Care staff we aim to create a network of Community Champions who will:

- ★ Take a lead navigation role for their community and increase social inclusion
- ★ Have increased confidence when speaking to people affected by cancer
- ★ Help strengthen collaboration between their health professionals and people actively engaged in their community
- ★ Help raise awareness of what it's like for those who are living with and affected by cancer

*"I wanted to understand their journey, the clinical language they hear and psychological barriers that hinder people affected by cancer and their loved ones, so that I can do more in my role at Age UK C&IOS and in other situations."*

This campaign is open to everyone aged 18+ To join, support and develop, please scroll to the next page.



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Community Helpline: 01872 266383

/AgeUKCornwall

@ageukcornwall

## Creating Cancer Caring Communities (the 4 C's)



### How you can help

#### Becoming a Community Cancer Champion

Age UK Cornwall are searching for Community Cancer Champions that want to support and Create Cancer Caring Communities. This role enables you to:

Take a **lead navigation role** for your community and increase social inclusion

Have **increased confidence** when speaking to people affected by cancer

Help **strengthen collaboration** between your health professionals and people actively engaged in their community

Help **raise awareness** of what it's like living with and beyond cancer

Contact [maria.faulkner@ageukcornwall.org.uk](mailto:maria.faulkner@ageukcornwall.org.uk) to discuss how you'd like to get involved.

#### Share your cancer Resources and Services

Here in Cornwall we have fantastic resources and services for people affected by cancer. **What we need now is to bring these resources and services together so every person's cancer journey is as stress-free as possible.** So if you are running a service, activity, event or volunteering opportunity that fits this campaign, please head to Cornwall Link to add your listing.

<https://cornwall-link.co.uk/websitehelp#adding>

#### Join as a Member

Cornwall Link provides us with **the platform to build a membership of health professionals and community - keeping people affected by cancer up-to-date** with events related to them and link to cancer support services in Cornwall, all under one digital 'roof'. How us grow this community by becoming a Member.

<https://cornwall-link.co.uk/websitehelp#Register>



### Share this Campaign

Please support the campaign by sharing it as widely with your networks and people you know. Age UK Cornwall and Macmillan Cancer Support appreciate all the support you can provide to grow cancer caring communities.

*"Our collaboration enables us to raise awareness of the issues faced by those affected by cancer and the services available to them from the NHS, but also the support available from our partners in the voluntary and community sectors. The Macmillan/Age UK Cornwall and the Isles of Scilly project team aim to spread information, knowledge, learning and support to improve the lives of those people affected by cancer and are leading on this exciting campaign to build on the work we have already done, offering more individuals and groups the opportunity to get directly involved in the creation of Cancer Caring Communities locally. I wish the campaign every success and look forward to seeing how things develop further"*

Jacqui Hodge, Macmillan Cancer Support

### Launching your own Community Campaign

Campaigns are a single webpage on the Cornwall Link site that populate listings around a cause. The spaces are completely customisable, allowing the sponsor to write their own description, include imagery and videos, add news, and encourage others to support the campaign.

**We want to hear from community groups and organisations on causes they would like to promote via our Campaigns page.** Together we will work out a collaboration map to work out the best way to maximise your cause.

### Find out more

You can find out more and link to the campaign by using the link below:

<https://cornwall-link.co.uk/campaign/4Cs>