

# **News archive**

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## **December - News**

#### Macmillan is Brand of the Year 2014

The Marketing Society has awarded Macmillan Brand of the Year for 2014.

Throughout November the public voted for the top five brands, which included organisations such as John Lewis, O2 and easyJet. On 26 November, 900 leading business professionals voted Macmillan as the overall winner.

We are loved and respected as a brand because of the meaningful experience we give to everyone we touch. This is an incredible achievement, and as the public face of Macmillan, you've played a big part in helping us win this prestigious award. Thank you all for your hard work.



#### The Source – a new way to share tips

We've recently launched <u>The Source</u>, a tip sharing website for friends and family of people with cancer so they can offer and find appropriate support from people who have been through a similar experience.

The Source will support the new 'Not Alone' advertising campaign which will launch on 12 January. Please watch out for more information and a preview of the TV advert in next month's Mac Mail.



## Improving information and support – new report published

On 27 November Macmillan published the report <u>Let's Talk About It:</u> Improving Information and Support for People Affected By Cancer.

As you know, everyone affected by cancer should be offered high quality information and support so they can better understand what is happening to them and make informed decisions about their care. This new report outlines three key areas of recommendations and begins a discussion on



what needs to change to deliver better information, more local services and improved communication.



## Macmillan Support Line – Christmas opening hours

When signposting people to the <u>Macmillan Support Line</u> 0808 808 00 00, please bear in mind our reduced opening hours during the festive period.

- 22 December open 9am to 8pm
- 23 December open 9am to 5pm
- 24-28 December closed
- 29 December open 9am to 8pm
- 30 December open 9am to 8pm
- 31 December open 9am to 5pm
- 1 January closed
- 2 January open 9am to 8pm

From 5 January, the Support Line will be open as normal again Monday to Friday from 9am to 8pm.



## **December - Learning and development**

## Highlights from the annual Macmillan Professionals Event 2014

Last month almost 300 Macmillan professionals came to Birmingham to learn the latest about Macmillan's work and services at this year's Macmillan Professionals Event and Excellence Awards.



If you missed anything during the event or were not able to attend please take the time to view the available resources <u>here</u>, including videos of all the sessions, workshop presentations, handouts and copies of the poster presentations. Please use your email address as the username, and the password **Macmillanprofs** to access the page.

The theme for the two days was Sharing Excellence in Cancer Care. Some of the highlights included:

- Keynote and workshop sessions looking at the role of the cancer team in supporting people living with the impact of cancer, what we're doing to support cancer prevention and early diagnosis and our role in supporting the Practice Nurse Community
- Presentations from the three Macmillan Fellows about what they've been up to since winning their fellowship and 44 poster presentations from Macmillan professionals
- The third Excellence Awards ceremony hosted by World champion swimmer Mark Foster

- The launch of the Alumni programme and what past post holders have told us they want to get out of it
- A look at the Macmillan professionals learning and development opportunities for 2015.



Next year's professionals event and excellence awards will take place 4-6 November, it promises to be even bigger and better than this year, so save the date.

## **December - Get Involved**

### How satisfied are you with Mac Mail?

It's the last issue of the year, and we'd like to know your feedback.

If you have two minutes to spare, please <u>complete this short survey</u> so we can continue to improve Mac Mail for you in 2015.

Thank you!

# MAC MAIL SURVEY

## **December - From the website**

### New Cancer Information section on be.Macmillan

We've reorganised the <u>cancer information page on be.Macmillan</u> to help you find free, expert and easy to understand information about cancer for the people you support more quickly.

We've rearranged our booklets, CDs and downloads into smaller, more logical sections and we've added a brand new A-Z of cancer types.

We hope you find the changes useful. If you have any feedback please email us.



# Your policy update

Download your copy of the latest **Policy Update**.

Please share this page with your Macmillan and non-Macmillan colleagues to help us ensure as many professionals as possible are kept up to date about Macmillan's work and helpful tools to help them in their work with people affected by cancer.

Download November's updates [PDF]

Download October's updates [PDF]

Download September's updates [PDF]

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). A company limited by guarantee, registered in England and Wales company number 2400969. Isle of Man company number 4694F. Registered office: 89 Albert Embankment, London SE1 7UQ.

For cancer support every step of the way, call Macmillan free on 0808 808 00 00 (Mon-Fri, 9am-8pm) or visit macmillan.org.uk