

Overview of Campaigns workshop

We looked at successful campaigns and how cancer voices are at the heart of our campaigning activity. This was highlighted by the success of the sex and relationships campaign which was launched earlier this year following feedback from the cancer voices conference 2008. Over 46000 people watched the campaign video and almost 3000 health professionals viewed the online toolkit.

The group then went on to explore how campaigns are put together and all the steps to produce a co-ordinated campaign, including the huge importance of carrying out extensive research and scoping before campaigning on a particular issue to ensure that a campaign issue is the right one.

We then discussed the upcoming campaign to freeze out fuel poverty which is launching at the end of October and ways which cancer voices can get involved including signing the pledge and writing to MPs and local papers at www.macmillan.org.uk/fuelpoverty

Key points

There are over 5000 campaigners in Macmillan's online campaign network – anyone can join so sign up at www.macmillan.org.uk/campaigns . When you join you will receive regular updates on campaign progress and actions to take online.

Future activities

We plan to use feedback from the workshops in our future campaigning work. We welcome new e-campaigners – the more people who take action the louder our voice will be.