

16 MARCH

# NATIONAL CANCER Clinical Nurse Specialist Day

Championing Change, Transforming Lives –  
Celebrating the Impact of the CNS Role

## ASSETS PACK

#NationalCancerCNSDay

# INTRODUCTION

## National Cancer Clinical Nurse Specialist Day is a social media awareness day that has been developed to highlight and celebrate the hugely important role that the cancer nursing workforce provides in support of patients and UKwide health systems on a daily basis.

The Cancer Nurse Specialist (CNSs) workforce is facing crisis. With the demand for cancer services increasing, more CNSs are needed now than ever before. Holding events like National Cancer CNS Day on 16<sup>th</sup> March is an important marker to celebrate the incredible work they do and mythbust preconceptions around working in cancer **#NationalCancerCNSDay**

Macmillan announced last month that someone in the UK is now diagnosed with cancer at least every 75 seconds. That’s nearly 1,200 people every day.<sup>1</sup> And every day, Clinical Nurse Specialists see how cancer is impacting all areas of people’s lives. Their relationships, jobs, finances and more, and how this can be even worse for some, simply because of who they are or where they live. The only way we can change this is by working together as a cancer community – which includes people living with cancer, professionals, community partners, and other experts. Show your support of the Cancer Clinical Nurse specialists on 16th March, our 5th National Cancer CNS Day. Join in the social media campaign feel free to use the content from this pack as you wish and make sure you use the **#NationalCancerCNSDay** hashtag to show your support on every post.



**Reference 1:** All figures derived from the following sources. Figures include all malignant neoplasms excluding non-melanoma skin cancer (NMSC) (ICD-10 codes C00-97 excl. C44. Scotland does not use C97): [NHS England](#), [Public Health Scotland](#), [Public Health Wales](#) and [Northern Ireland Cancer Registry, Queen’s University Belfast](#)

### IN THIS PACK YOU WILL FIND

- National Cancer CNS Day Frequently Asked Questions (FAQs)
- Suggested social media posts and graphics
- Downloadable email footer, Teams background and web banner



## What is a Cancer Clinical Nurse Specialist?

Someone in the UK is now diagnosed with cancer at least every 75 seconds.<sup>2</sup> Cancer Clinical Nurse Specialists are experts in their field, offering a unique blend of skills to provide quality care to patients throughout the cancer experience. They are pivotal in the coordination and delivery of personalised care interventions and offer support physically and emotionally.

Cancer clinical nurse specialists are highly regarded because of their specialist training and education and for choosing to work in an extremely demanding and complex field of healthcare.

## What is National Cancer CNS Day?

The idea for a national cancer CNS day was born out of the knowledge that the growth of the cancer workforce is not keeping pace with the increasing demand for cancer services.

The new 10-year cancer plan, published last month, reaffirmed how central CNSs are to the care of people living with cancer, stating as one of its actions that “every patient will have a clinical nurse specialist or other named lead to support them through diagnosis and treatment” (Department of Health and Social Care and NHS England, 2026).

The Aspiring Cancer Career Education Development programme (ACCEND) was established to address and provide solutions to key issues that challenge the cancer workforce both now and into the future.

## Where is National Cancer CNS Day hosted?

This is a social media awareness campaign; therefore, activity will take place on social media platforms such as LinkedIn, Facebook, Instagram, Bluesky and X (formerly known as Twitter). By coming together on social media, we can reach a larger, diverse audience and everyone has the opportunity to engage with the activity from wherever they are located. It also allows people to share stories, pictures, and videos to raise awareness of this vital role but to also showcase the great work of our cancer CNS workforce. It also allows people to share and show their support of the workforce.

Some organisations, alliances and teams have celebrated by organising local events such as away days, wellbeing events and celebratory stalls to show their appreciation to the cancer CNS workforce. Please remember to share with the **#NationalCancerCNSDay** so we can admire the efforts of local teams.

## When is National Cancer CNS Day?

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National Cancer CNS Day campaign will run on 16th March.

## Who can get involved in National Cancer CNS Day?

Everyone – if you have social media, feel free to join in ensuring you use the hashtag #NationalCancerCNSDay.

To help this awareness day continue to grow, we would like to encourage all organisations to support their cancer nurses and colleagues to engage and celebrate the work our cancer CNSs do and the significant impact they have on cancer patient outcomes.

## Is there any funding available to support with content and in person events?

No, we’ve developed this asset pack that you can use. We really want this event to be an online celebration and awareness raising campaign, so whilst it’s great to see and share celebration events hosted locally, our focus is on the social media activities.

## How can we get involved?

The overarching focus of cancer CNS day is for it to be an awareness raising social media campaign, so please use the messaging and posts in this pack to join in.



**Reference 2:** All figures derived from the following sources. Figures include all malignant neoplasms excluding non-melanoma skin cancer (NMSC) (ICD-10 codes C00-97 excl. C44. Scotland does not use C97): [NHS England](#), [Public Health Scotland](#), [Public Health Wales](#) and [Northern Ireland Cancer Registry](#), [Queen’s University Belfast](#)

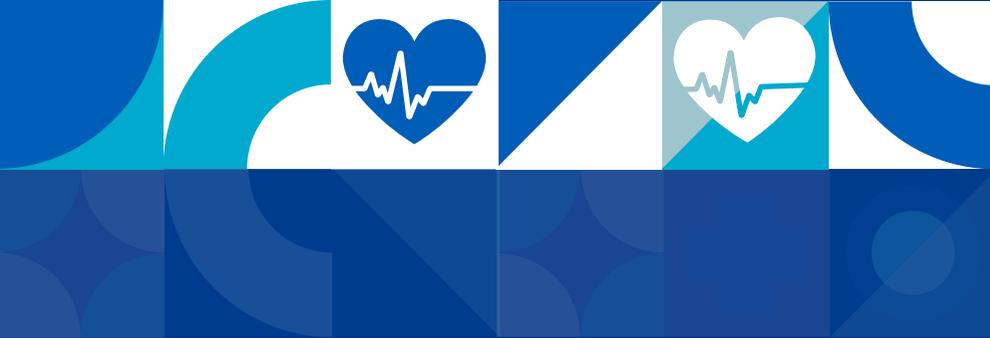


# SUGGESTED SOCIAL MEDIA POSTS AND GRAPHICS

Please see the following pages for recommended social media graphics, posts & text for images.

This asset pack is available to use but feel free to share your own posts and stories far and wide on social media to spread the word for **#NationalCancerCNSDay**





# Esignature

[DOWNLOAD HERE](#)

Please use either of these graphics within your email sign off. Please contact your IT department if you encounter any issues.

## Downloadable graphics

Post for:  
Outlook

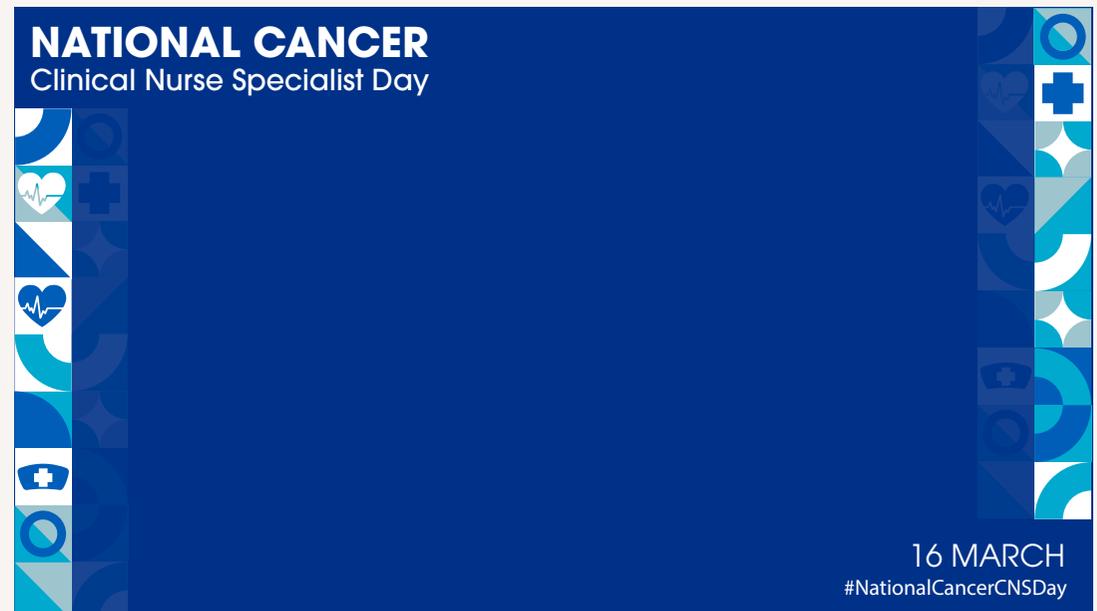


Post for:  
Teams

## Teams Background

[DOWNLOAD HERE](#)

Please use this virtual backgrounds when using MS Teams. Please contact your IT department if you encounter any issues.



Post for:  
Facebook  
Instagram  
Linkedin  
Bluesky  
X (Twitter)

# Social Media post

[DOWNLOAD HERE](#)

Please post this image when talking about National Cancer Clinical Nurse Day on social media platforms.

Suggested text for posts can be seen on the following page.



# Social Media post text

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The below is some suggested text for social media posts.

Save the date, 16th March, **#NationalCancerCNSDay**.

The countdown is on to National Cancer CNS Day! Search activity across all cancer alliances on 16th March as we come together to show our appreciation for our Clinical Nurse Specialists **#NationalCancerCNSDay**

1 week to go until **#NationalCancerCNSDay**! The excitement is building across the network with many of our trusts involved. Join us to make this day a celebration of our Cancer Clinical Nurse Specialists.

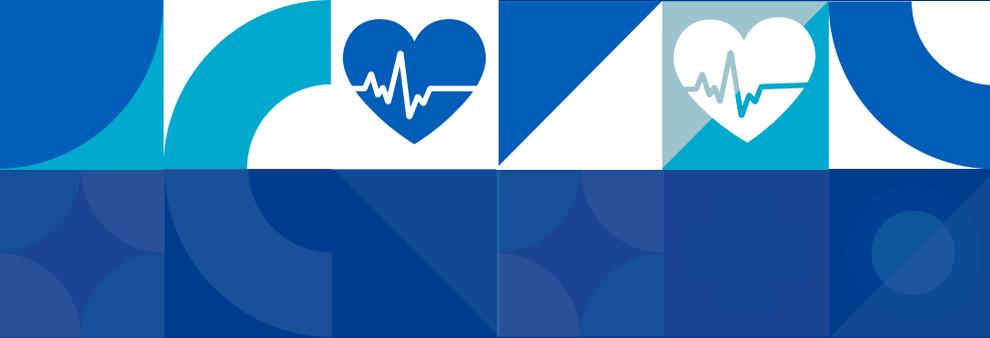
16th March, National Cancer Clinical Nurse Specialist Day,  
**#NationalCancerCNSDay**

**#National Cancer CNS Day:** Championing Change,  
Transforming Lives – Celebrating the Impact of the  
CNS Role

Today is the fifth **#NationalCancerCNSDay**! We are proud to be sharing our support for this incredible workforce. Join us on social media as we celebrate the amazing work our Cancer Clinical Nurse Specialists do every day. @UKONSmember @macmillancancer @NHSEngland @theRCN

Are you a nurse or considering a career in nursing? Explore the prospect of becoming a Cancer Clinical Nurse Specialist. Our cancer workforce needs you more than ever before in this incredibly rewarding career **#NationalCancerCNSDay**

Our Cancer Nurse Specialist workforce is facing crisis. With the demand for cancer services increasing, we need more cancer CNSs than ever before. Join us as we showcase the incredible work of our CNS workforce and discover more about these valued roles. **#NationalCancerCNSDay**



# Editable Social Media post

[DOWNLOAD HERE](#)

An editable social media post has been created for you to add your photo and quotes about what being a CNS means to you.

To do this you will need access to powerpoint.

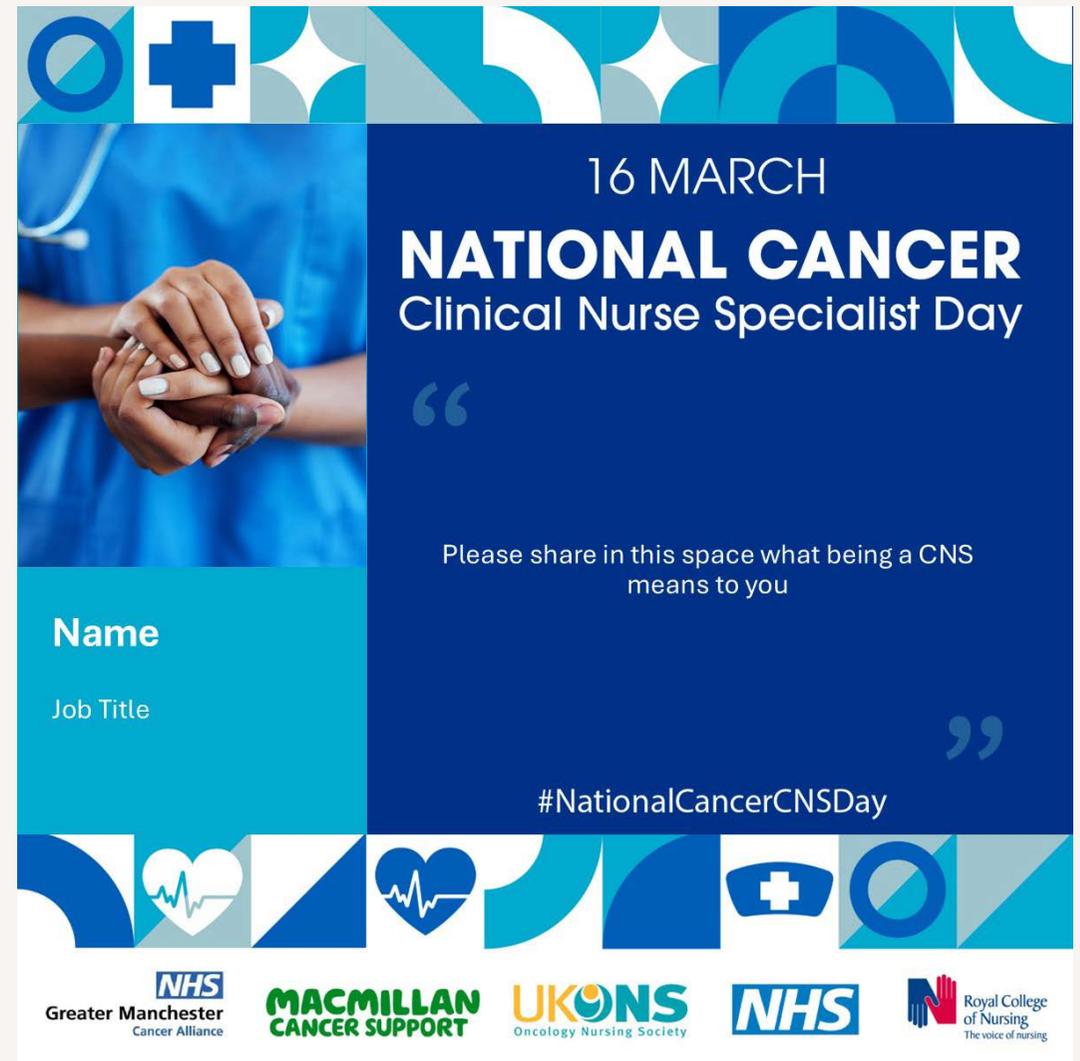
The Name, Job Title and Centre text are all editable for you to add your text. You can also move the speech marks to sit around you centre text.

To update the image, please right click on the image and select Format picture. A menu should come up on the right hand side of the screen. Under Fill, there is a section marked called picture source, click on the insert button to change the image to the one you would like to use.

Once finished please save a copy as a .jpg to upload to your social media.

## Downloadable graphics

Post for:  
Facebook  
Instagram  
Linkedin  
Bluesky  
X (Twitter)



**Post for:**  
Facebook  
Bluesky  
X (Twitter)

## Profile photo

### How to

**Facebook:** To add the frame to your Facebook profile simple select change photo, then select 'add frame'.

[DOWNLOAD HERE](#)

**Bluesky & X (Twitter):** This will require the user to manually overlay the transparent frame over an existing profile image using the users preferred editing software and reuploading it to Bluesky or X (Twitter).

[DOWNLOAD HERE](#)



Post for:  
LinkedIn

## LinkedIn Banner

[DOWNLOAD HERE](#)

Upload to your profile page by replacing your current banner for the official National Cancer CNS Day graphic.



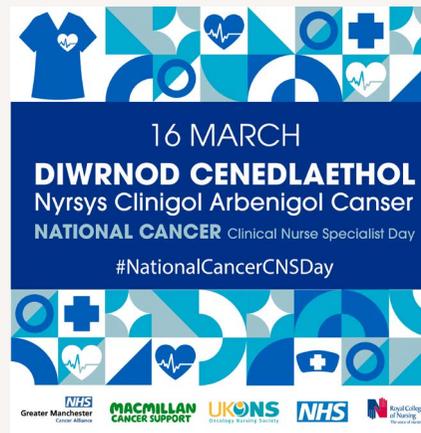
# Welsh assets

You can also download the e-mail signature, Social media Post and LinkedIn banner in Welsh.



Post for:  
Outlook

[DOWNLOAD HERE](#)



Post for:  
Facebook  
Instagram  
LinkedIn  
Bluesky  
X (Twitter)

[DOWNLOAD HERE](#)



Post for:  
LinkedIn

[DOWNLOAD HERE](#)

For more information, please contact  
**UKONS@mediatproductions.co.uk**

**#NationalCancerCNSDay**