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News archive

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January - News

New Not Alone advertising launched

Today we kicked off the next phase of our Not Alone campaign. It's had a fantastic response from the public over the last two years. But with the number of people living with cancer now reaching 2.5 million, we're upping the ante with new TV, digital and billboard advertising. This will help us continue to support you to provide the vital care that so many people need.

You can watch our new Not Alone TV ad [here](#).



'It's the best job in the world'

That's what one Macmillan professional told us when we asked him what he thought about his job at the Macmillan Professionals event in November. But what did others say? Find out what some of your other colleagues think about their roles and what being a Macmillan Professional means to them [here](#).

Please keep feeding back any thoughts or comments you have and let us know if you'd like to take part in a future video clip at professionalengagement@macmillan.org.uk.



Promoting the Macmillan and Boots partnership

Last week a campaign to increase awareness of Macmillan's services in partnership with Boots UK was launched. Throughout January look out for promotion of the partnership services including the [Boots Macmillan Information Pharmacist](#) service, and free face-to-face beauty advice service delivered by Boots Macmillan Beauty Advisors. Promotion will include window displays, posters, leaflets and more.

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Thyroid Cancer Information Nurse now in Support Line post

As of this month there's a dedicated Thyroid Cancer Information Nurse available on the Macmillan Support Line. Geraldine Hamilton will be working closely with the National Thyroid CNS in Wales to provide specialist information to people affected by thyroid cancer across the UK.

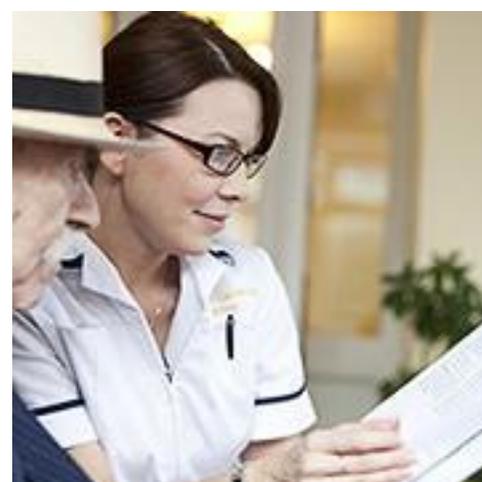
Incidence of thyroid cancer has doubled since the 1990s, despite it being classed as a rarer cancer. And unlike the majority of cancer types, thyroid patients face lifelong follow-ups. If you think any of the people you support could benefit from this new service, suggest that they call the Support Line on **0800 808 00 00**. Or for details, feel free to contact Geraldine directly at ghamilton@macmillan.org.uk.



OPAAL partnership providing support throughout the cancer journey

Macmillan have partnered with OPAAL to provide Cancer, Older People and Advocacy Partnership Projects across England and Wales. This partnership will help ensure that older people with cancer are supported to make informed choices about their care, that their voices are heard, and that individuals are placed at the heart of the decision making process.

Combining OPAAL's skills in advocacy training with Macmillan's expertise in cancer support, the partnership is setting up peer advocates who can provide whatever support the older person needs. For more information about where these services are offered, visit <http://advocacyonthewards.wordpress.com/>



January - Learning and development

Updated L&D offer for professionals

As you know, we've listened carefully to your feedback on our L&D offer this year. We're pleased to be able to share that we've now developed the programme so it covers five new frameworks:

- Wellbeing and emotional resilience
- Leadership and change
- Living with the impact of cancer
- Knowledge and skills in a changing cancer environment
- Palliative and end of life care

Whichever route you'd like to explore first, you can find all the information you need on the new [L&D section of our website](#). You can also use the site to register for our free events or courses.



We'll be sending you more details in the next issue of Mac Mail, as well as an updated national course listing in February.

We have a range of courses scheduled over the next few months. Particular highlights are courses on [Talking to Children - Supporting them with Bereavement](#), [Introduction to Service Improvement Skills](#), [Presentation Skills](#), [The Self-aware Leader](#) and [Mindfulness](#).

New impact briefs available online

Our Intelligence and Research team has been busy producing new impact briefs on allied health professionals, social workers, clinical nurse specialists, learning and development for professionals, and psychological and emotional support.

Impact briefs are succinct documents that provide clear, measurable information about what we're doing to meet the needs of people affected by cancer and the difference we're making. Each brief is illustrated with case studies, quotes from service users, research findings and Macmillan service evaluations. You can find all the [impact briefs](#) available as PDFs on our website [here](#).



January - Other ways to get involved

Foundations in Palliative Care course survey

Did you or your colleagues take part in our Foundations in Palliative Care programme in 2014, or in previous years? If so, we'd like to hear your thoughts.

Macmillan has commissioned Brightpurpose Consulting to evaluate this long standing and well used resource. We want to understand how the package is being used to deliver the learning, what works well and what could be better, what impact the programme has on the knowledge and skills of participating care home staff, what impact it is having on their practice and the quality of care they provide, and what needs to change or be added to support the programme moving forward.

Please spare ten minutes to complete our [online survey](#) or forward it to colleagues who have taken part in the course. Some respondents may be contacted for a follow-up telephone interview in the New Year. We'll take into account your feedback when developing this and other courses in future, so really appreciate your input.



January - From the website

Resources to support Cancer Talk Week

This year's Cancer Talk Week takes place from 26–30 January and there's plenty of information, posters and other resources on be.macmillan.org.uk to help you get behind it. This includes the booklets [Talking about your cancer](#) (MAC11646), [Lost for words - how to talk to someone with cancer](#) (MAC11631) and [Talking to children and teenagers when an adult has cancer](#) (MAC5766).

The aim of Cancer Talk Week is to make it easier for people affected by cancer to start conversations they might be struggling with – and we'll be highlighting our General Election calls throughout. Please help us spread the word and tell the people you support about it.



Your policy update

Download your copy of the latest [Policy Update](#).

Please [share the latest news 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 December's updates \[PDF\]](#)

[Download November's updates \[PDF\]](#)

[Download October'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