

Eluned Morgan AS/MS
Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: WQ82973

Russell George MS
Senedd Member for Montgomeryshire

Russell.George@senedd.wales

30 July 2021

Dear Russell,

Thank you for your recent Written Question asking me to provide a breakdown of spend, dates launched and reach, by social media and traditional media, on advertising campaigns for cancer treatment as outlined in responses in Plenary on 7 July 2021.

My response during plenary on 7 July 2021 was in reference to the Help Us Help You campaign, delivered by the Welsh Government encouraging people to access the right NHS services, in the right way, at the right time. This has included messages to help people feel safe if they need to go to hospitals or other health settings for essential treatment and care.

The Welsh Government ran specific communication activities on Cancer Services as part of an earlier campaign to raise awareness of key NHS services, "Accessing NHS Services", which included a focus on cancer services for 28 days from the 8 June 2020. The campaign spend was £8,262.66 and included targeted social media messages to people who had shown an interest in cancer. This social media activity was delivered over 3.1 million times and achieved a reach of 898,819. This was supplemented by regional press work in print and on their digital platforms. This achieved a total of 140,000 impressions.

The NHS in Wales has worked with a number of third sector and industry partners to deliver campaigns on screening uptake and symptomatic presentation. The Welsh Government supports and amplifies these campaigns and is grateful for the hard work of all the organisations which have contributed.

I hope you find this response helpful.

Yours sincerely

Eluned Morgan AS/MS
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Minister for Health and Social Services

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.