Cancer Council WA



It is time to act!

Campaign toolkit 2026/2027

Find Cancer Early campaign

The Find Cancer Early campaign helps improve cancer outcomes for regional Western Australians by raising awareness of the early symptoms of breast, prostate, lung, bowel and skin cancer, and encouraging people to see a doctor, clinic nurse or Aboriginal health worker as soon as they notice an unusual symptom.

Since 2014, the Find Cancer Early campaign has delivered 11 campaigns using four different creative concepts to raise awareness of cancer symptoms and encourage earlier action. This toolkit supports the latest creative, ‘It is time to act', which focuses on lung cancer symptoms.

2014 – 2020
Rural Doctors



2020 – 2023
Regional Champions





2023 – 2026
Give yourself the best chance





2026 – ongoing
It is time to act





About this toolkit

This toolkit provides information and campaign materials for stakeholders and community groups to assist regional people to increase their knowledge about lung cancer symptoms and motivate them to see a doctor, clinic nurse or Aboriginal health worker straight away if they have symptoms.

The resources in this toolkit have been developed by Cancer Council WA to extend the reach of the campaign in your community and among your networks, using messages and materials consistent with the campaign.

You may wish to use one or all of the supplied materials in this toolkit. You are in the best position to determine which activities will work best in your setting.

Cancer Council is also supportive of stakeholders taking advantage of local media strategies to further extend the reach of the campaign.

Campaign background

We have a better chance of surviving cancer and having more time with family and friends if cancer is found early. Diagnosing cancer in the early stages increases our chances of having more treatment options and treatment success. To support this goal, we launched the Find Cancer Early **'It is time to act '** campaign.

The campaign features a person living with lung cancer and an Aboriginal doctor, both from regional Western Australia, encouraging people to recognise three possible symptoms of lung cancer and speak with their doctor, clinic nurse or Aboriginal health worker if they notice any of these symptoms or anything that is not normal for them.

The campaign encourages people to find cancer early and give themselves the best chance of successful treatment, so they can spend more time with family and friends and continue doing the things they love.





Target group

The primary target group is people over 40 years of age living in regional WA, with an emphasis on people living in remote and Aboriginal communities.

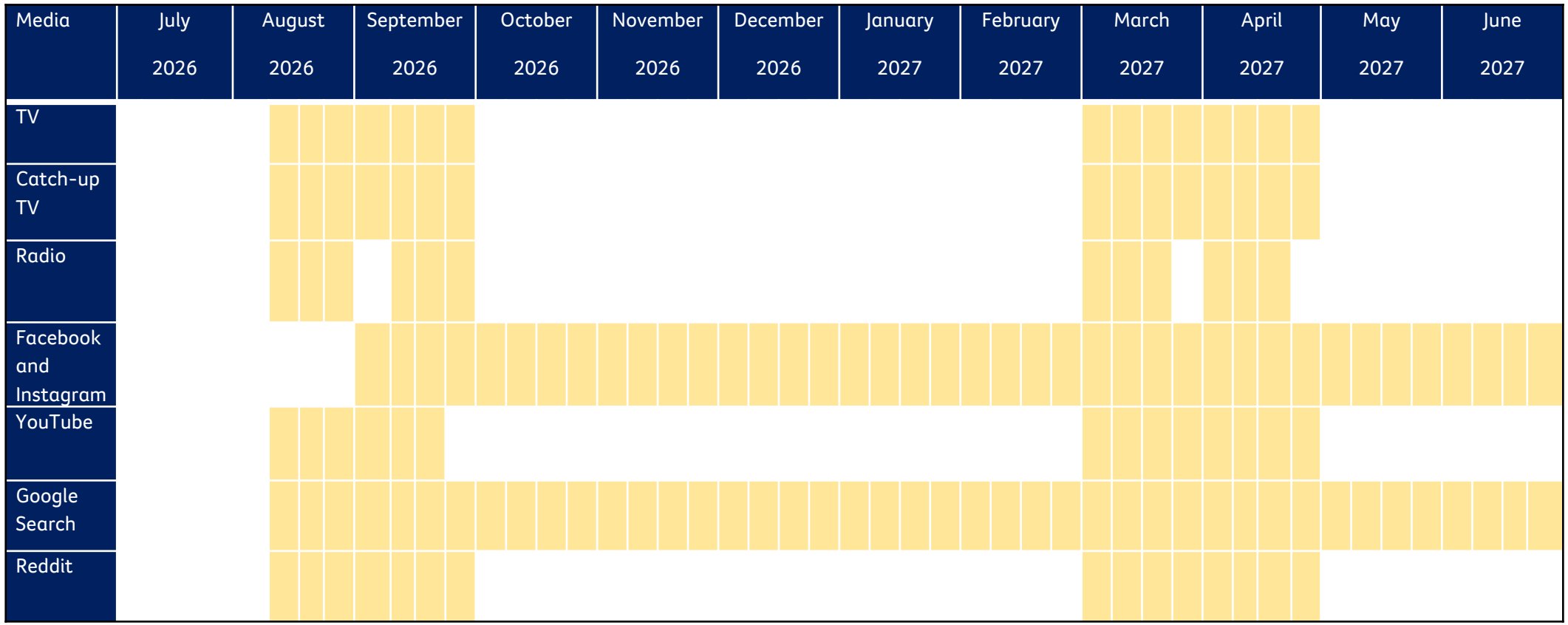
Campaign objectives

- Increase awareness of possible lung cancer symptoms, including a cough or trouble breathing that lasts for at least four weeks, or coughing up blood (even just once).
- Encourage regional people to visit their doctor, clinic nurse, or Aboriginal health worker without delay if they have an unusual symptom.
- To increase traffic to the Find Cancer Early website findcancerearly.com.au and to call Cancer Connect on 13 11 20 for more information and support.

Key messages

- We have a better chance of surviving cancer and having more time with family and friends if cancer is found early.
- If you are over 40 and notice anything unusual, like a cough or trouble breathing for at least four weeks or if you ever cough up blood, see your doctor straight away.

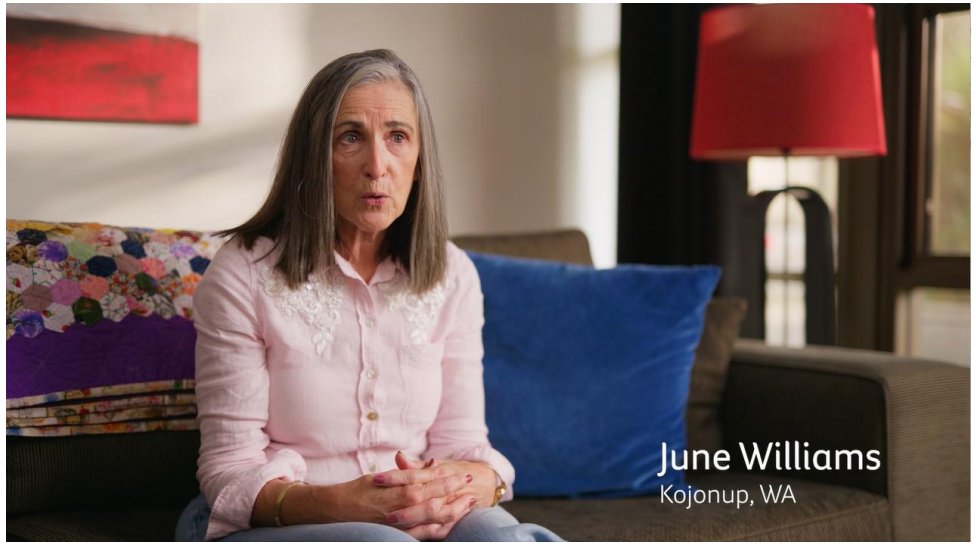
Campaign schedule



Campaign materials

Media advertising

The campaign will run from 16 August 2026 until 30 June 2027. It will run across regional television (GWN, 7mate, 7TWO, WIN, 9Gem and 9Life) and Aboriginal television (NITV), in addition to catch-up TV (7plus, 9Now, 10 Play and SBS on Demand), Foxtel, Kayo and Binge.



Watch the video



Watch the video

Campaign materials

Media advertising

Radio advertisements will air on Triple M and Aboriginal radio stations across regional WA, including Radio Goolarri, PAKAM, Radio MAMA, 6DBY, 6WR, 6PRK, 6FX, 6PAC Tjuma Pulka, and NG Media.

In addition, the campaign will be supported by advertisements on YouTube, Facebook, Instagram, Reddit and Google Search.



Click to hear radio ad



Click to hear radio ad

Campaign materials

Social media content

Below are social media tiles that you can download and use along with accompanying text.



If you've got lungs, you can get lung cancer. June thought the pain in her side was just a stitch. It turned out to be lung cancer. If you notice any symptoms, see a doctor or Aboriginal health worker straight away. For more information, visit https://www.findcancerearly.com.au/cancer-symptoms/lung-cancer/

Download



It makes me feel no good to see our mob pass away from cancers that could have been treated, if they'd only gone to the doctor earlier. If you notice any symptoms, see a doctor or Aboriginal health worker straight away. For more information, visit https://www.findcancerearly.com.au/cancer-symptoms/lung-cancer/

Download

Campaign materials

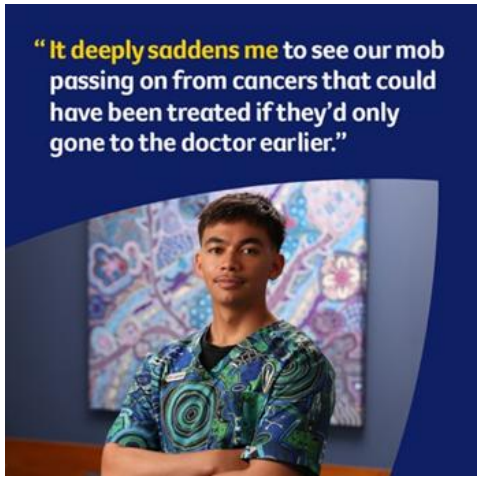
Social media content

Below are social media tiles that you can download and use along with accompanying text.



The earlier cancer is found, the better the chances of successful treatment and being around longer for family and friends. Learn tips on how to speak to your doctor about possible cancer symptoms. For more information, visit https://www.findcancerearly.com.au/cancer-symptoms/lung-cancer/

Download



Finding cancer early gives you more treatment options and the best chance of a good outcome. If you have cancer symptoms, see your doctor, clinic nurse or Aboriginal health worker. For more information, visit https://www.findcancerearly.com.au/cancer-symptoms/lung-cancer/

Download

Campaign materials

Social media content

Below are social media tiles that you can download and use along with accompanying text.



If you're over the age of 40, and you notice anything that's not normal for you, see your doctor. Find cancer early and give yourself the best chance. For more information, visit https://www.findcancerearly.com.au/cancer-symptoms/lung-cancer/

Download



The earlier cancer is found, the better the chances of successful treatment. Learn tips on how to tell your doctor, clinic nurse or Aboriginal health worker about possible cancer symptoms. For more information, visit https://www.findcancerearly.com.au/cancer-symptoms/lung-cancer/

Download

Campaign materials

Newsletter article

Below is a newsletter article that you can share in your newsletter.

Cancer Council WA's Find Cancer Early campaign launched its new **'It is time to act'** campaign. Featuring a person living with lung cancer and an Aboriginal doctor, both from regional Western Australia. The campaign encourages people to speak with their doctor, clinic nurse or Aboriginal health worker if they notice anything not normal for them, including the following symptoms of lung cancer:

- **a cough that lasts for at least 4 weeks**
- **trouble breathing that lasts for at least 4 weeks**
- **coughing up blood**

Finding cancer early gives people the best chance of successful treatment and more time with family and friends.

The campaign runs from 16 August 2026 until 30 June 2027. It runs across regional television (GWN, 7mate, 7TWO, WIN, 9Gem and 9Life) and Aboriginal television (NITV), in addition to catch-up TV (7plus, 9Now, 10 Play and SBS on Demand), Foxtel, Kayo and Binge.

Radio advertisements will air on Triple M and Aboriginal radio stations across regional WA, including Radio Goolarri, PAKAM, Radio MAMA, 6DBY, 6WR, 6PRK, 6FX, 6PAC Tjuma Pulka, and NG Media.

In addition, the campaign will be supported by advertisements on YouTube, Facebook, Instagram, Reddit and Google Search.

Where to go for more information:
Visit findcancerearly.com.au to learn about other lung cancer symptoms or to contact our Regional Cancer Prevention Coordinators to arrange presentations or educational strategies most appropriate for you or your group. You can also phone 13 11 20 to speak with qualified professionals.

The Find Cancer Early campaign is an initiative of Cancer Council WA and is funded by North Metropolitan Health Service through Cancer Network WA.

Resources to use locally

Order FREE Find Cancer Early checklists and other resources for your home, work or your local health or community centre. Simply complete the resource order form via the link below. Your order will be posted to you free of charge.

Resource order form

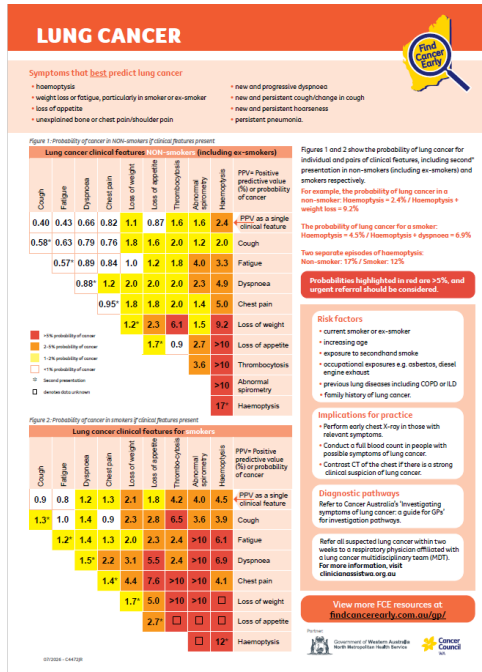


Resources for GPs and primary health nurses

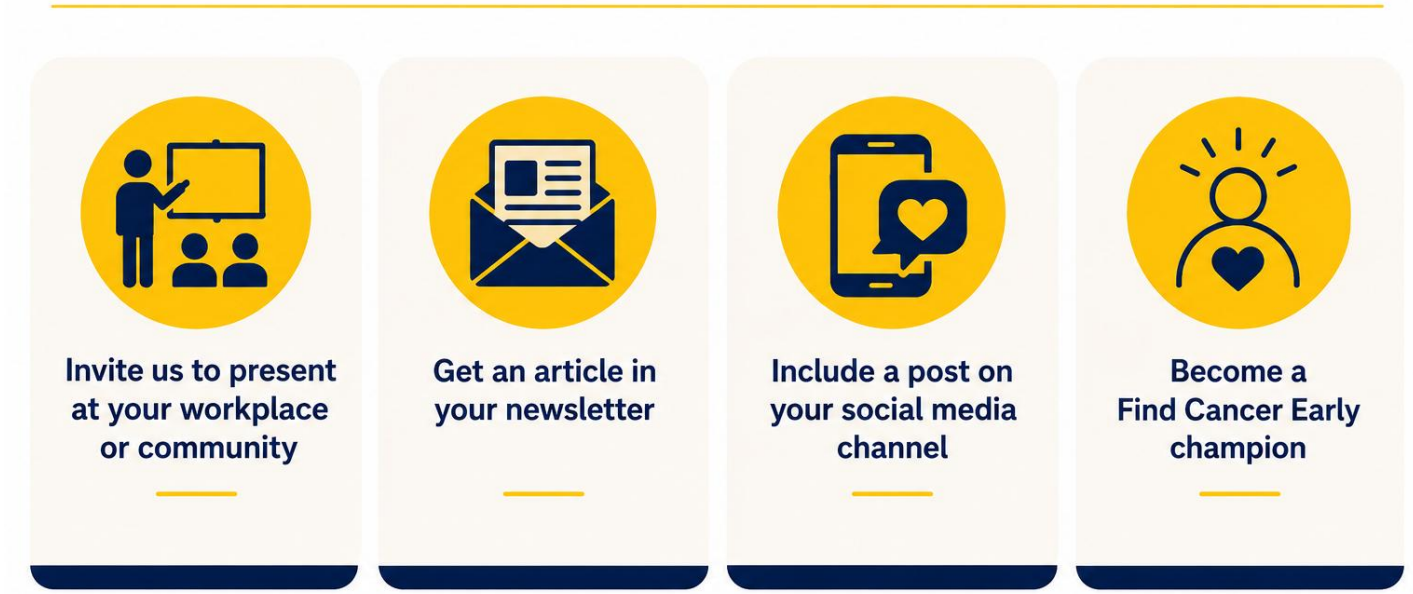
Cancer Council has developed a range of resources to assist WA GPs in the early diagnosis of patients with lung, prostate, colorectal, breast and skin cancer.

The resources can be ordered and viewed via the link below.

Resources for health professionals



How can you help spread the word?



For more information, please contact:

Hussam Al-Hakimi,

Find Cancer Early Senior Coordinator

E: Hussam.al-hakimi@cancerwa.asn.au

T: 08 9382 9354

You can also contact your Regional Cancer Prevention Coordinator

via the QR code

‘It is time to act’ was developed by Find Cancer Early, which is an initiative of Cancer Council WA and funded by North Metropolitan Health Services via the Cancer Network WA. This campaign would not have been possible without the time, contributions, and support of June and Dr. Jaaron. A big thank you to our Find Cancer Early champions!

If you have any enquiries concerning the campaign, or you or someone you know would like to become a Find Cancer Early champion, please contact the team at findcancerearly@cancerwa.asn.au.

Government of Western Australia
North Metropolitan Health Service

Cancer Council WA

Find Cancer Early®