

# Briefing sheet for information and awareness events

Lymphoma Action really benefits from attending information/awareness events. Whether they are aimed at the general public, patients or healthcare professionals, they are a great opportunity to raise awareness and share how we inform, support and connect people affected by lymphoma.

## What's involved

Awareness stands are typically held in the community, such as supermarkets or shopping centres. Information events are often referred to us by healthcare professionals, Macmillan or independent cancer centres.

In either case, your role on the day will be to help set up the stand and engage with the attendees to offer information about lymphoma and the Charity.

## What you need to know

- If a staff member or lead volunteer is with you at the event, they are there to support you throughout the day. If you are the lead volunteer, we will discuss this with you.
- Information and other resources for the event will either be sent directly to the venue, or to the staff or volunteer lead.
- If you are setting up, please arrive at least 30 minutes before the start of the event. Your table or space may

have already been allocated but if not, look for a place that gets a lot of people passing by.

- As you may be standing throughout the day, we recommend wearing comfortable clothing and shoes.

**If you are interested in organising a stand in your local community or at an upcoming event that you've seen advertised, we will support you to do so – please discuss this with us first.**

Additional information to read [here](#):

- Health, safety and wellbeing
- Lone volunteering procedure
- Personal safety checklist
- Sharing information responsibly

## Information / resources

Please note this list is subject to change and may differ depending on what is available or relevant for specific events.

### For displaying on/by the stand:

- Lymphoma Action banner
- Bunting / balloons
- Symptoms posters
- Reference copies of books.

### To give away:

- Symptoms postcards
- Services leaflets
- Helpline postcards
- Volunteering poster
- Copies of Lymphoma Matters magazines.

## The right level of information to share

Awareness events focus on offering general information about lymphoma and the work of Lymphoma Action. You aren't expected to know everything about lymphoma. Even if your knowledge is good, it's important to understand the right level to share.

**Remember we have a 'no-advice' rule.**

Every person you speak to will have a varying knowledge of lymphoma. Some may be affected by lymphoma and others may not know anything about it.

Your role on the day will be to share an overview about what is lymphoma, who Lymphoma Action are and what we do.

There will be information on hand to give out, and we recommend taking this briefing sheet with you to refer to.

You should always signpost people to the website, particularly if you do not know the answer to any questions or queries asked.

The following key messages outline a good, basic level of information to share:

### About lymphoma

- Lymphoma is a type of **blood cancer**.
- It develops when white blood cells called **lymphocytes grow out of control**. Lymphocytes are part of our immune system, which fight infection.
- It can affect people at **any age**.
- There are **effective treatments** for most types of lymphoma.
- Lymphoma is the **fifth most common cancer** in the UK.

- It is the **most common** cancer among people **aged 15-24**.
- There are over **60 different subtypes** of lymphoma – the most common are Hodgkin and Non-Hodgkin.

### About Lymphoma Action

- Lymphoma Action is the UK's only charity dedicated to lymphoma, and we're here for everyone, however they are affected.
- Our mission is to help make sure no one faces lymphoma alone.
- We **inform** with trusted information, endorsed by medical experts.
- We **support** at every step of the way, from symptom awareness through diagnosis, treatment and beyond. We also work with healthcare professionals to deliver the best possible care.
- We **connect** people to others going through a similar experience and provide peer support services.

### Overview of our services / resources

- Helpline via email, phone or LiveChat (Monday-Friday 10-3pm)
- Peer support through online support meetings, a closed Facebook group and the Buddy Service
- Self-management workshops (Live your Life)
- Lymphoma Voices (podcasts)
- Lymphoma Matters magazine
- Health and wellbeing resources
- Clinical trials database – TrialsLink
- Webinars covering a range of topics.