CANCER PREVENTION ACTION WEEK
20–26 February 2023

SOCIAL MEDIA TOOLKIT

#CPAW23
wcrf-uk.org/CPAW

Great British Sarnie Swap!
ABOUT CANCER PREVENTION ACTION WEEK

Cancer Prevention Action Week (#CPAW23) is taking place from 20–26 February 2023.

This year, the theme is processed meat, and we are:
- highlighting the link between processed meat and cancer
- encouraging people to take part in a #SarnieSwap and reduce their consumption of processed meat.

To highlight Cancer Prevention Action Week, World Cancer Research Fund is launching the Great British Sarnie Swap to encourage people to reduce how much processed meat they eat.

THE CALL TO ACTION IS SIMPLE – SWAP YOUR SARNIE AND ENCOURAGE OTHERS TO DO SO TOO! #SARNIESWAP
WHAT IS PROCESSED MEAT?

Processed meat refers to meat that has been preserved by smoking, curing, salting, or adding artificial preservatives.

If that still doesn’t clear things up for you, then here’s a list of things that many of us eat regularly without necessarily realising that they are processed:

- sausages
- ham
- pâtés
- sliced luncheon meats
- deli meats like salami
- canned meat such as corned beef

HOW DOES PROCESSED MEAT CAUSE CANCER?

Certain substances found in processed meat have been linked to the development of bowel cancer. This can be through, for example, them forming cancer-causing substances in the body or when red meat is cooked at high temperatures.

It is predominately red meat that is processed, and when eaten in large quantities red meat also increases the risk of bowel cancer.
KEY MESSAGES
This year we’re highlighting five key messages:

40% OF CANCER CASES DIAGNOSED COULD BE PREVENTED

54% OF BOWEL CANCER CASES ARE PREVENTABLE

Global research shows that on average people who regularly eat processed meat have a 16% increased risk of developing bowel cancer for every 50g that they eat (which is equivalent to the average slice of ham), compared with those who do not eat processed meat.

TO REDUCE THE RISK OF BOWEL CANCER
we recommend you reduce the amount of processed meat you eat on a regular basis, and ideally remove it from your diet completely.

REDUCING YOUR CONSUMPTION OF PROCESSED MEAT
is one of World Cancer Research Fund’s Cancer Prevention Recommendations

CANCER PREVENTION ACTION WEEK 20–26 FEBRUARY 2023
#CPAW23
WAYS TO GET INVOLVED
Here’s how you can participate and support us:

Follow World Cancer Research Fund on Facebook, Twitter, Instagram, LinkedIn and YouTube

Use our hashtag #CPAW23

Retweet our posts and share your own!

Upload your own #SARNIESWAP photos and share our recipes

Throughout the week we will be sharing sandwiches with specific days and themes, please join us!

FEBRUARY:

20 #MeatFreeMonday
21 #TomatoTuesday
22 #WholemealWednesday
23 #TinnedThursday
24 #FishFriday
25 #SpicySaturday
26 #SweetcornSunday

CANCER PREVENTION ACTION WEEK 20–26 FEBRUARY 2023 #CPAW23
SOCIAL MEDIA POSTS & SHARES

Ready made social media posts and image shares ready for Facebook, Instagram, Twitter and LinkedIn – simply copy and paste the text below, and click on the links to open the images in your web browser, save the image, and post!

SUPPORTER SHARES

Did you know 14.5% of #bowelcancer cases in men and 10% in women are attributable to #processedmeat? That’s why I’m taking part in #CPAW23 wcrf-uk.org/CPAW

Please use #SarnieSwap, #CPAW23 and wcrf-uk.org/CPAW where possible, and remember to tag us if you’re creating your own posts.

@WCRFUK @WCRFUK @WCRF_UK

CANCER PREVENTION ACTION WEEK 20–26 FEBRUARY 2023

I'M SUPPORTING
CANCER PREVENTION ACTION WEEK
20–26 February 2023

Square: 1200x1200
Portrait: 1080x1350
Landscape: 1600x900

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#CPAW23
Did you know 40% of cancer cases could be prevented? That's why I'm taking part in #CPAW23 wcrf-uk.org/CPAW

I'm joining @WCRF_UK and taking part in #CPAW23 with a #SarnieSwap! wcrf-uk.org/CPAW

I'm taking part in @WCRF_UK’s Cancer Prevention Action Week #CPAW23 campaign and swapping out processed meat!

DON’T FORGET TO UPLOAD YOUR OWN #SARNIESWAP PHOTOS!
This week is @WCRF_UK’s Cancer Prevention Action Week #CPAW23 which this year highlights how eating processed meat can lead to an increased risk of bowel cancer. We’re supporting their #SarnieSwap and encourage you to swap out the ham/ bacon/salami in your sandwich for a healthier alternative. We like the <partner to insert preferred sandwich> ourselves!

Visit wcrf-uk.org/CPAW to find out more.

Did you know that processed meat consumption is linked to 13% of bowel cancer cases in the UK? Learn more using the @WCRF_UK fact sheet and quiz at wcrf-uk.org/CPAW #CPAW23

We’re taking part in @WCRF_UK’s #SarnieSwap. Visit wcrf-uk.org/CPAW for a selection of alternative healthy and affordable sarnie filling ideas and recipes.

Join the #SarnieSwap for Cancer Prevention Action Week #CPAW. Swap out processed meat for healthy and affordable alternatives. Find out more at wcrf-uk.org/CPAW
We’re supporting @WCRF_UK’s #CPAW23. Visit wcrf-uk.org/CPAW to find out more and join us!

We’ll be sharing recipes throughout the week, so repost your favourites and don’t forget to upload your own #SarnieSwap photos!

Please use #SarnieSwap, #CPAW23 and wcrf-uk.org/CPAW where possible, and remember to tag us if you’re creating your own posts.

#CPAW23
CHECK OUT MORE RESOURCES FROM WORLD CANCER RESEARCH FUND TO INSPIRE YOU TO TAKE PART IN CANCER PREVENTION ACTION WEEK 2023!
wcrf-uk.org/CPAW

Media enquiries: pr@wcrf.org
Social media enquiries: web@wcrf.org
Sign up to our eNewsletter: wcrf-uk.org/newsletter

Preventing cancer. Saving lives
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