



Presentation title

**WHAT %AGE OF  
CANCER CASES ARE  
PREVENTABLE?**

**a) 30%**

**b) 40%**

**c) 50%**

**BETWEEN 30-50%  
OF CANCER CASES  
ARE PREVENTABLE**

# CONTENT THAT MOVES AUDIENCES

How to inspire action



Rob Mansfield  
Head of Digital

27 April 2023







**Michael Lauria**

Content that moves audiences

# KNOW YOUR AUDIENCE





Content that moves audiences

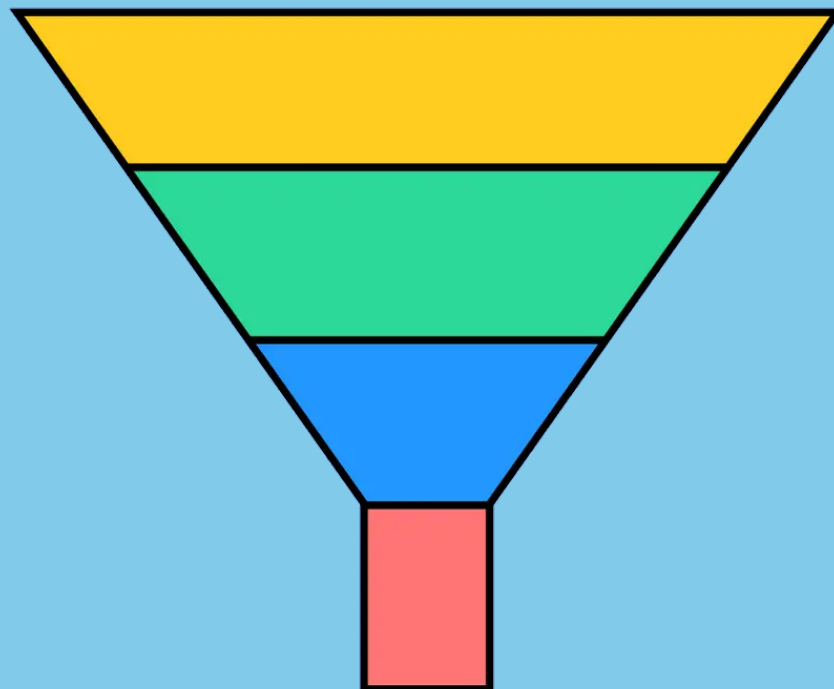


NEVER **ASSUME**, DEAR





**WHAT'S YOUR GOAL?**





# THE NO.1 RULE



A man with short dark hair, wearing a brown textured sweater over a light-colored collared shirt, is shown in profile, talking on a black mobile phone. He is leaning forward slightly, looking down. The background is a dimly lit office with a computer monitor and some papers visible.

**YOU KNOW IT'S NATURAL TO FEEL...  
YOU KNOW, JUST TO FEEL.**

**#THISISUS** Presentation title







RSPB England

@RSPBEngland



⚠️😡 Make no mistake, we are angry. This Government has today launched an attack on nature. We don't use the words that follow lightly. We are entering uncharted territory. Please read this thread. 1/13

"We cannot let this happen. And now more than ever nature needs your help. We need to make it abundantly clear that we will not stand for this"



6:40 PM · Sep 23, 2022

# WHERE DO IDEAS COME FROM?



**Be curious**



Content that moves audiences



Home - Healthy living - Could you eat 30 plant-based foods a week?

# Could you eat 30 plant-based foods a week?





## Practise idea generation




# Talk about ideas





# Don't compare





**I had to get out of my environment -  
my comfort zone**

**TRY NEW  
TECHNOLOGY**

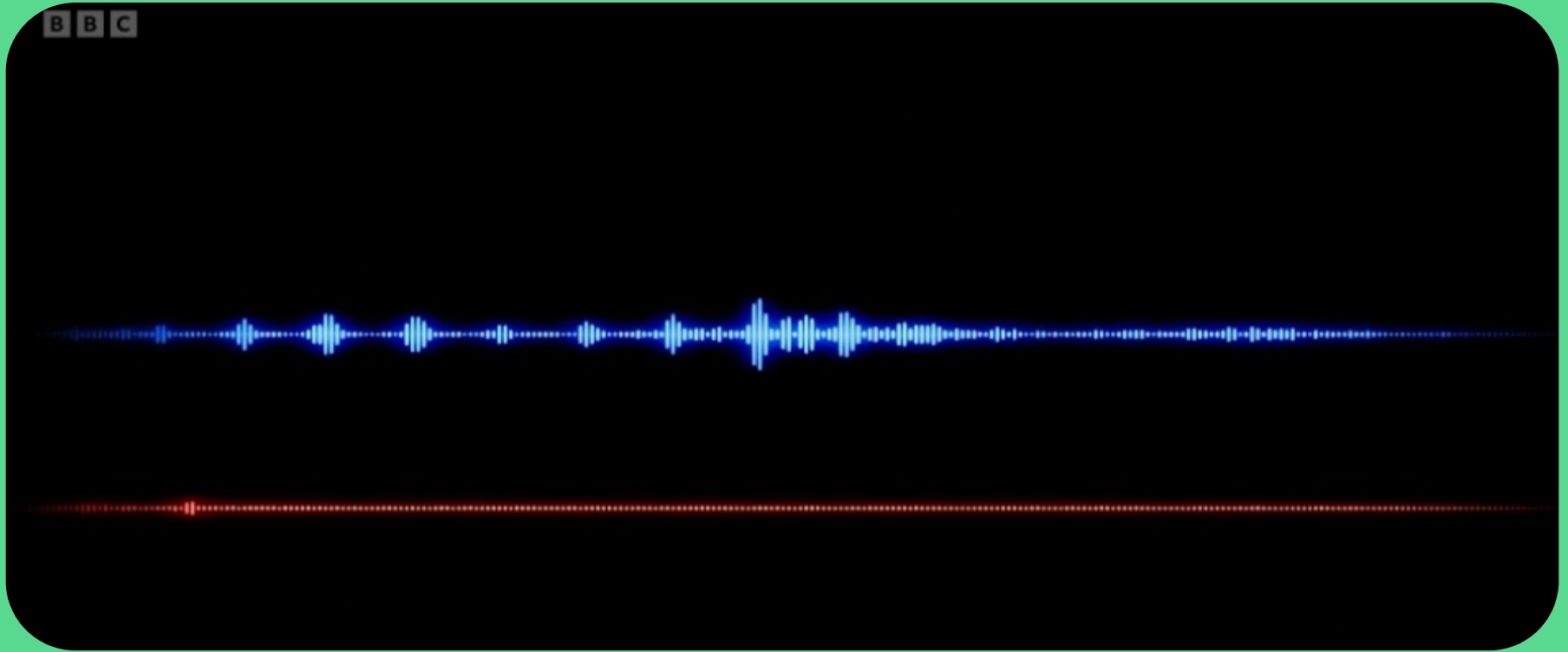


**PROSTATE  
CANCER UK**


# **Check your risk in 30 seconds**

It's the most common cancer in men, but most men with early prostate cancer don't have symptoms.

**MIX MEDIA**



# Audio can work on screen

A close-up portrait of an elderly woman with short, wavy white hair. She is wearing black-rimmed glasses and a dark purple jacket over a white pearl necklace. She is smiling warmly at the camera. The background is a solid dark grey.

**I think it all depends on the person  
whether you accept what**

**DON'T ASSUME IT WON'T  
WORK – THE PLATFORM  
COULD BE WRONG**

## HOW TO EAT LESS PROCESSED MEAT



- If you tend to eat processed meat most days, why not challenge yourself to have more days meat-free?



- Reduce your portion sizes of processed meat – for example, if eating ham, have one slice rather than two.



- Use smoked paprika to lift the flavour of dishes rather than adding chorizo.



- Swap processed meat for chicken, turkey, or fish (white or oily). This will also help you to eat less saturated fat.



- Check the ingredients list on the pack for words like nitrate, nitrite, cured or salted. If you see these words, it's processed meat.



- For a healthier fry-up, rather than bacon or sausages with your eggs, add more grilled mushrooms and tomatoes. Or why not try halloumi?



- Choose more vegetables, pulses and wholegrains and make these the main focus of your meals. Adding herbs, spices or a squeeze of lemon boosts the flavour.



- Include more plant-based protein sources like beans, lentils and chickpeas, soya-based food like tofu and tempeh, plain nuts and seeds and grain.



- In sandwiches, wraps and salads, choose canned fish, boiled eggs, peanut butter (no added sugar or salt), cheese, roasted veg or leftover home-cooked meat.



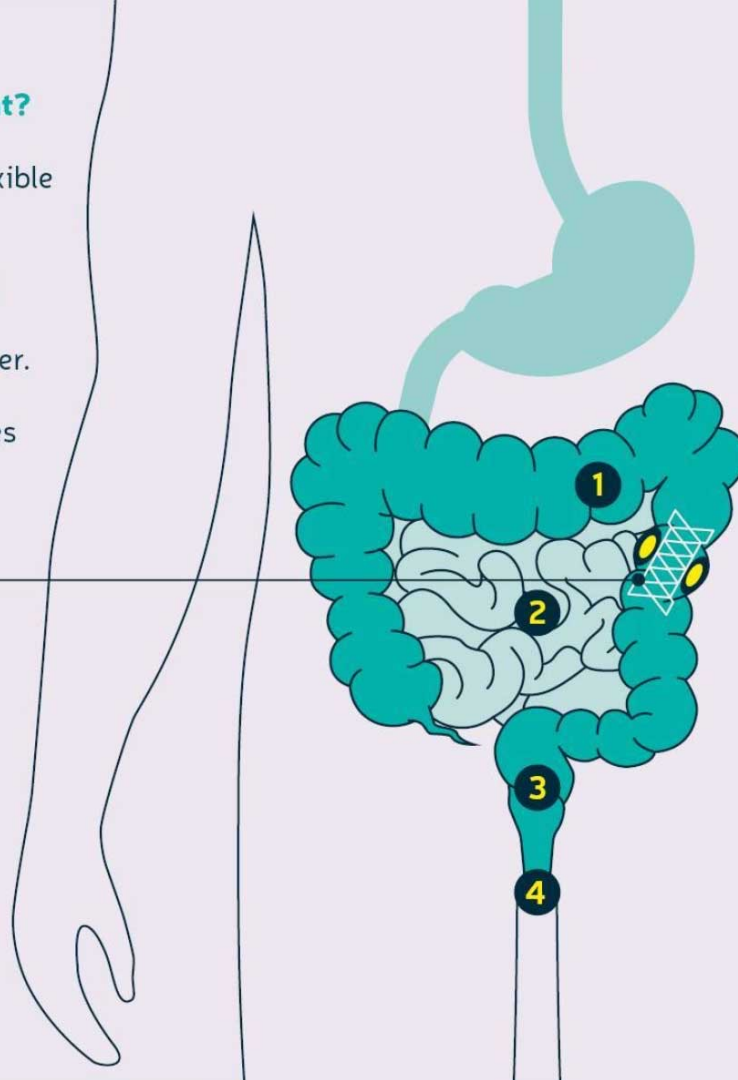
## What is a colonic stent?

A colonic stent is a flexible tube designed to keep the bowel open when it has become blocked (obstructed) or partly blocked by bowel cancer. The stent is made of a metal mesh, sometimes coated with silicone.

**Stent**

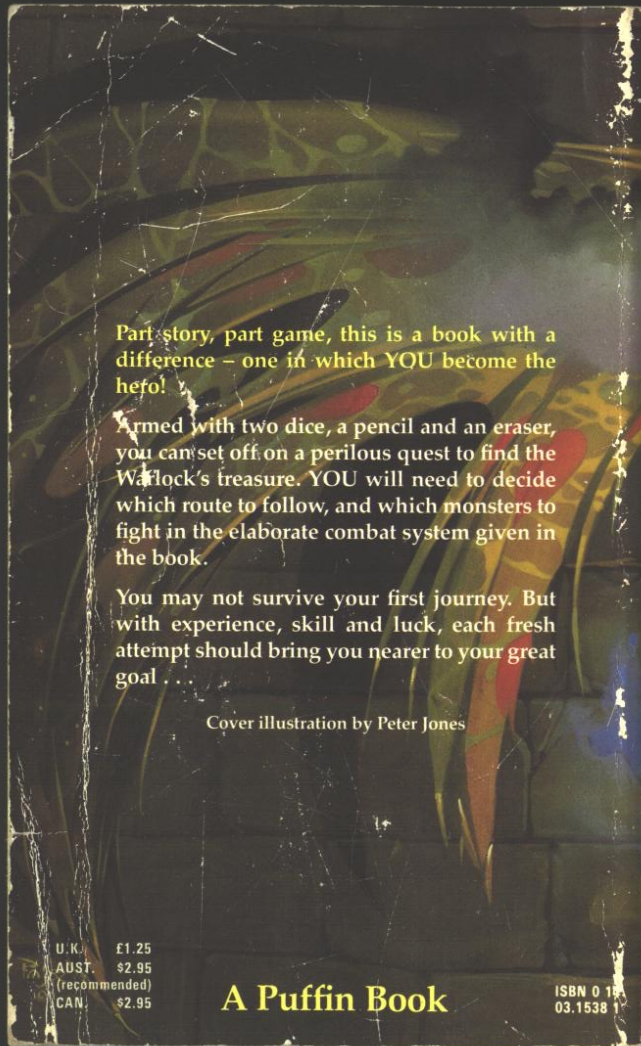
### Key

- ① Colon
- ② Small bowel
- ③ Rectum
- ④ Anus
- Bowel Cancer



# PLAY WITH CONVENTIONS





Part story, part game, this is a book with a difference – one in which YOU become the hero!

Armed with two dice, a pencil and an eraser, you can set off on a perilous quest to find the Warlock's treasure. YOU will need to decide which route to follow, and which monsters to fight in the elaborate combat system given in the book.

You may not survive your first journey. But with experience, skill and luck, each fresh attempt should bring you nearer to your great goal.

Cover illustration by Peter Jones

U.K. £1.25  
AUST. \$2.95  
(recommended)  
CAN. \$2.95

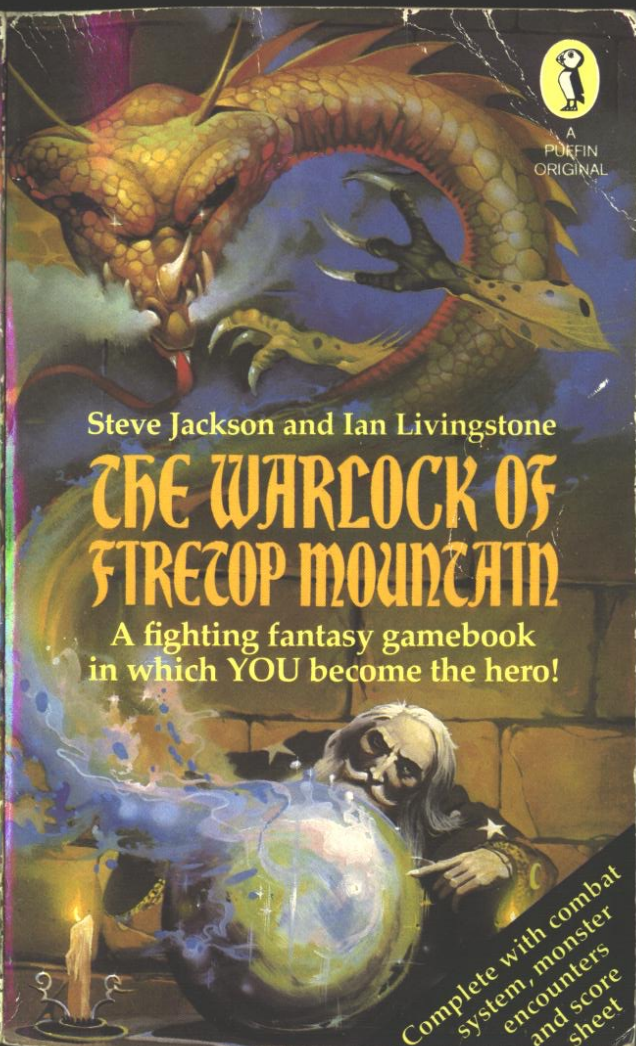
A Puffin Book

ISBN 0 14  
03 1538 1

STEVE JACKSON  
AND IAN LIVINGSTONE

The Warlock of Firetop Mountain

ISBN 0 14  
03 1538 1



A  
PUFFIN  
ORIGINAL

Steve Jackson and Ian Livingstone

# THE WARLOCK OF FIRETOP MOUNTAIN

A fighting fantasy gamebook  
in which YOU become the hero!

Complete with combat  
system, monster  
encounters and score  
sheet





**The Tower of London** ✓

@TowerOfLondon

...

It's 1597. You're a priest imprisoned at the Tower of London. Can you break free? ESCAPE THE TOWER THREAD 🗨️ [#TowerEscape](#)



**IF IN DOUBT, ASK!**



**Rowans Hospice**

@RowansHospice



Can you help? We have a patient who's a HUGE [#StarWars](#) fan. Sadly, time is not on his side for the 20th Dec. His wish is to see the final Star Wars film [#RiseOfSkywalker](#) with his young son. If you know ANYBODY who might be able to make it happen, please share with them. Thank you

9:03 AM · Nov 26, 2019

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**1,115** Retweets   **218** Quotes   **1,913** Likes   **11** Bookmarks



**TEST, TEST AND TEST AGAIN!**



**AND FINALLY...**

**“IF A STORY IS NOT ABOUT THE HEARER HE [OR SHE] WILL NOT LISTEN... A GREAT LASTING STORY IS ABOUT EVERYONE OR IT WILL NOT LAST. THE STRANGE AND FOREIGN IS NOT INTERESTING - ONLY THE DEEPLY PERSONAL AND FAMILIAR.”**

**JOHN STEINBECK, EAST OF EDEN**

**KNOW YOUR AUDIENCE**

**KNOW YOUR GOAL**

**CREATE LOTS OF IDEAS**

**OWN YOUR USP**

**PUSH YOURSELVES**

**TEST AND TEST AGAIN**

# THANK YOU!

**Rob Mansfield**

Head of Digital

World Cancer Research Fund

[web@wcrf.org](mailto:web@wcrf.org)

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- Magic: [Makinsu via flickr](#)
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