

# Project Spotlight

## CASE STUDY 1: NHS Cervical Screening Unit

**Creating an accessible Mailchimp landing page , social media posts and printed materials to support cervical screening uptake in the west end of Newcastle by hard to reach groups.**

### The Challenge

The NHS Cervical Screening outreach team needed a simple, central Mailchimp landing page to direct people to clear, reassuring information, along with digital and print publicity to promote the outreach service. Many people felt unsure about what screening involved and needed accessible, plain-language guidance. The project ran for six months during 2024.

### What I Did

I created a plain-English **Mailchimp landing page** with a clear structure, supportive language and consistent outreach messaging. This gave people one easy place to find everything they needed to know about screening and how the outreach service could help.

Alongside the landing page, I designed a full set of promotional materials - including social media graphics, posters and flyers - to raise awareness of the service across the community.

### The Impact

The landing page became a trusted information point throughout the project, helping people feel more informed and confident about attending screening. Posters and flyers were shared in targeted locations, and a focused social media campaign significantly boosted visibility.

- **700+** people accessed the landing page through targeted link sharing
- Individual Social posts reached up to **29,000** people
- **Screening rates increased** within target groups
- Many people **reported they would not have attended screening without the outreach project**

This project helped more people understand screening, feel supported, and take an important step towards protecting their health.




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## CASE STUDY 2: Healthworks 30th Anniversary Event

### Delivering a major stakeholder event and Impact Report launch

#### The Challenge

Healthworks wanted to mark its 30th anniversary with a major celebration that highlighted three decades of impact. The event needed to bring together 200 stakeholders - including partners, funders and high-profile speakers - and clearly showcase the organisation's story. It also needed to launch a new Impact Report and feature a special vox-pop video created for the occasion.

#### What I Did

Working closely with the Chief Executive I planned, coordinated and delivered the full event experience. This included managing Eventbrite bookings, shaping the event narrative, producing the written **Impact Report**, managing **press and publicity**, creating visual assets, developing a **landing page post-event** and ensuring all event communications were aligned and accessible.

I collaborated with Fly Films to create a **vox-pop video**, developing the interview questions and leading the on-camera conversations. I also managed logistics, supported speakers and worked closely with the Healthworks project team to ensure the event ran smoothly.

#### The Impact

The celebration was a success, bringing together partners, supporters and community members to reflect on Healthworks' achievements and future priorities.

- Almost **200 attendees**, including VIP speakers
- The Impact Report has been **widely accessed and shared** both online and offline
- The **vox-pop film** captured honest, powerful reflections
- Strengthened **stakeholder relationships** and increased visibility
- Provided a moment of pride for staff and partners

The event showcased Healthworks as a trusted, long-standing organisation making a real difference.



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## CASE STUDY 3: Developing The Works digital newsletter

**Designing a clear, friendly newsletter and lead magnet that now connects with more than 1,700 people.**

### The Challenge

The organisation had no digital newsletter and no direct way to keep people updated or engaged. They needed a clear, branded email system, a reliable way to grow their audience and accessible content that people would actually read.

### What I Did

I designed and built a complete email communications system from scratch.

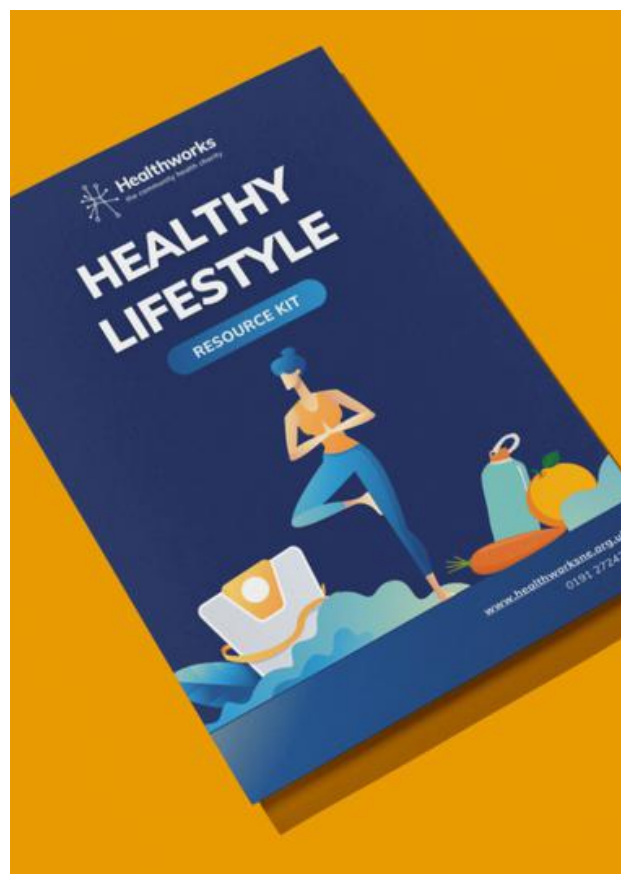
This included creating a fully branded **newsletter template**, writing all content, setting up list management, and producing a fully automated **Healthy Lifestyle Pack lead magnet** with embedded links.

I now manage the whole process - from writing and scheduling to analytics and ongoing improvements - ensuring the newsletter remains consistent, friendly and accessible.

### The Impact

- Email list grew to **3200 subscribers**
- Consistent **35% open rate**, above industry average
- Regular, reliable communication channel now in place
- Content reflects the organisation's voice and builds trust
- Supporters and participants feel more connected and informed

The newsletter has become one of the organisation's most effective direct communication tools.





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## CASE STUDY 3: Developing the Cancer Conversations Online Course

**Building an online Cancer Conversations course to extend reach beyond in-person sessions and create an evergreen learning resource.**

### The Challenge

Many people want to support others affected by cancer but don't feel confident knowing what to say. The organisation needed an online course that increased understanding of signs, symptoms and risk reduction - and helped more people feel more comfortable having sensitive cancer-related conversations.

### What I Did

I wrote and developed the entire **Cancer Conversations course** within an online LMS. This included designing the module structure, writing all content in plain, accessible language, creating practical examples, and working with subject experts to ensure accuracy and sensitivity.

I also shaped the user journey so learners felt supported, informed and never overwhelmed.

### The Impact

The course has helped extend the organisation's reach and made cancer information more accessible to communities, groups and workplaces.

- **500 people have enrolled** (and this number will continue to grow).
- More people learning and sharing information about signs, symptoms and prevention
- A supportive, plain-language resource for staff, volunteers and community members
- **Scalable digital delivery through the LMS**

The course is now a trusted tool that empowers people to talk about cancer with greater understanding and confidence. It has also provided Healthworks with a blue print to develop further courses in the future.



### Feedback has been incredibly positive:

*I thought I knew enough about preventing cancers for myself and my family- this course captured my interest from the onset and informed me of signs, symptoms and facts that I hadn't thought about it. I will certainly spread the word. Thanks to everyone involved*

*Excellent course - doesn't take too long but provides important and relevant information. The quizzes are a great tool for checking understanding. It was refreshing to see that skin cancer is mentioned.*

*Useful links to excellent additional resources. Highly recommend the course. Lots of facts to learn and myth busting info for all ages.*

*A great resource to share, I now know many of the signs to look for and would be happy to share this information with others.*