What is Spot Leukaemia?

Spot Leukaemia is our campaign to help people recognise the signs and symptoms of leukaemia earlier.

Leukaemia can be hard to spot. Many of its symptoms are vague and often mistaken for less serious illnesses. Our campaign aims to raise awareness among the public and healthcare professionals. Our goal is for more people to get diagnosed early and to start treatment sooner.

Why we started Spot Leukaemia

Every day, around 28 people are diagnosed with leukaemia in the UK. Yet public awareness remains low. In surveys, more than half of people could not name a single symptom. This delay in recognising symptoms can lead to:

- Later diagnoses
- More intensive treatment
- Worse outcomes

We launched Spot Leukaemia to change that. We want people to be able to name the key signs, understand when to speak to a GP, and feel confident asking questions.

What we do

Each year, we run a campaign in the lead-up to Blood Cancer Awareness Month (September). We:

- Share real stories from patients
- Create posters, social media graphics and videos
- Work with NHS professionals to share guidance
- Raise awareness of the signs and symptoms of leukaemia through advertising

Leukaemia Care Registered Charity Number 1183890. Scotland Registered Charity Number SC049802
Helpline: 08088 010 444

We also use survey data and patient insights to make sure we're sharing the right messages in the right places.

Want to help spread the message?

Visit our get involved page to find out how you can share our symptoms materials or tell your story. →

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