Campaign highlights

Spot Leukaemia has reached millions of people with life-saving information.

How far we've come

Since its launch in 2018, our Spot Leukaemia campaign has:

- Reached over 12 million people through national media and digital campaigns
- Distributed more than 50,000 posters and leaflets to GPs, pharmacies, and workplaces
- Featured on BBC Breakfast, Sky News, ITV News, and in major print media
- Partnered with MPs, NHS trusts, and local councils to amplify the message
- Shared over 100 real-life patient stories to help others spot symptoms

Survey impact

Findings from our annual surveys:

- Continue to show low awareness. Only 1 in 3 people can name a leukaemia symptom without prompting
- Inform NHS plans and drive improvements in early diagnosis policy

Why this matters

Awareness works. Patients have told us they got an earlier diagnosis because they:

- Saw a poster
- Recognised a symptom
- Went to their GP

> **Every conversation and every share could help save a life.**

Leukaemia Care Registered Charity Number 1183890. Scotland Registered Charity Number SC049802