

Detect Cancer Early campaign

A new national Scottish Government campaign, entitled 'Be The Early Bird' is set to launch on 6 March and will run for four weeks across Scotland.

The campaign will reinforce the benefits of finding cancer earlier in a bid to challenge the fear that is stopping people acting – and encourage those who have unusual, persistent symptoms to contact their GP practice. The campaign is targeting men and women aged 40 and over, living in Scotland with a focus on those from areas of deprivation.

Data Strategy for Health and Social Care

Scottish Government are pleased to announce Scotland's first Data Strategy for Health and Social Care – 'Greater access, better insight, improved outcomes: a strategy for data-driven care in the digital age' has been published at [gov.scot](https://www.gov.scot)

The Data Strategy is the result of extensive stakeholder engagement and public consultation. It sets out the key elements for ensuring that data is managed and used consistently and securely, to support improved outcomes for people in Scotland. It also sets out how we will improve access to data, to enable the development of new treatments and ways of working. The full document is published alongside [an executive summary](#) setting out the key points as a reference.

The Data Strategy sets out what the consistent and improved use of data means for individuals, for health and social care professionals, and for researchers and innovators, as well as setting out how and when its priorities will be delivered.

Building on its engagement to date, the Strategy will continue to develop iteratively, with a programme of further stakeholder engagement events to be announced in the next few weeks.

More information is at: www.digihealthcare.scot

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