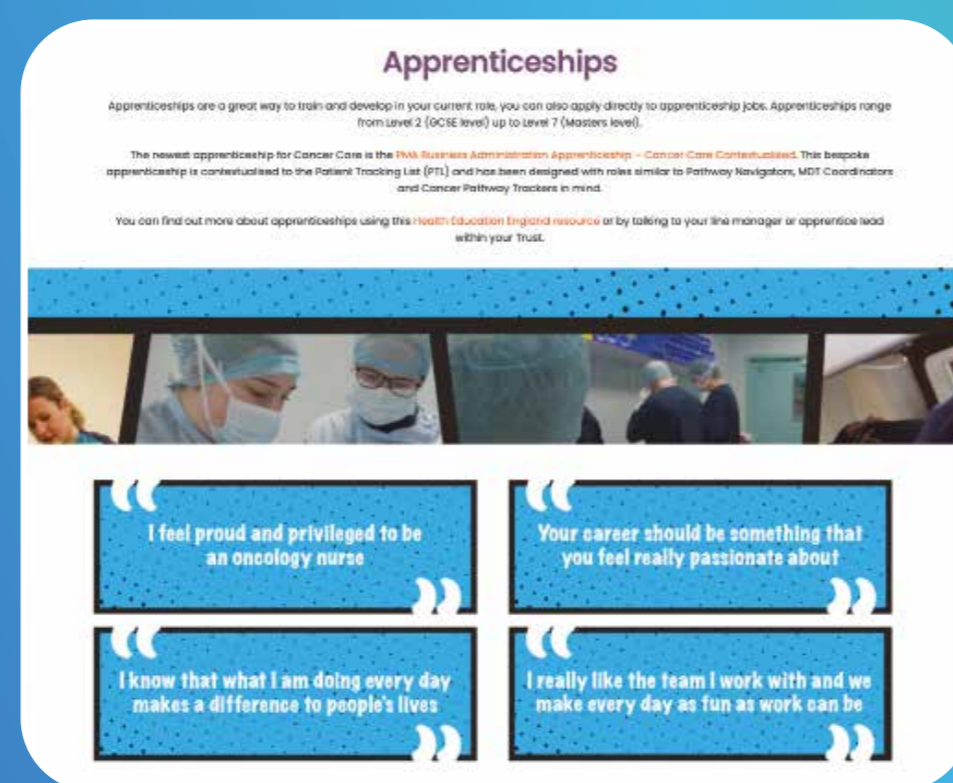
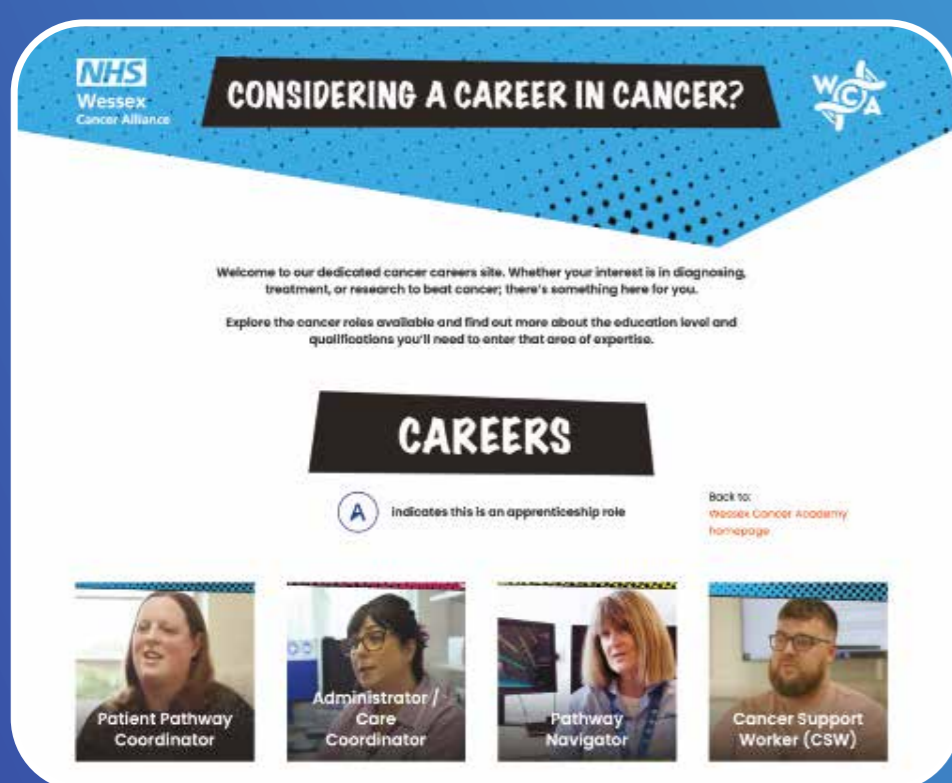


# Inspiring the next generation of the cancer workforce

## Background

To support our ambition to have a cancer and diagnostics workforce with the right numbers, and skills, in the right place at the right time, we created a digital resource to engage and inspire the next generation of the cancer workforce

Initially designed with 14-18 year olds in mind, this resource has now become a valuable component of our ACCEND implementation programme.



## Approach

We collaborated with young people to understand what information would influence their career choices, and to design a webpage with a unique look and feel to host the careers information.

A total of **37 staff** were filmed from **5 NHS organisations** across Wessex, each discussing their career and development journeys and outlining what they value most about being part of the cancer workforce.

A total of **28 unique** cancer-focused roles have been captured to date, reflecting the different levels of practice from supportive through to consultant level.

Wessex Cancer Alliance has formed partnerships with schools, colleges, local authorities, ICBs and NHS Trusts. We also worked with the HIOW 350+ programme and the Southern Universities Network (SUN) to promote the resource.



## Outcome

The webpage launched in May 2024, with additional careers continuing to be added. In 2025 the resource became part of Wessex Cancer Academy, as one of the core components of ACCEND.

Young people confirmed that we had designed an age-appropriate resource that met their needs:

*"I love the layout and graphics and it looks good on a mobile"*

**A level student**

We also gained reach and increased awareness across education settings:

*"I appreciate the vital work this Cancer Careers website achieves"*

**Careers Lead, Dorset school**

Between May 2024 and July 2025, our careers pages have received **6,772 views** from **4,858 unique users**.

The most viewed supportive careers include: Cancer Care Coordinator, Pathway Navigator and Pharmacy Support Worker.

The most viewed registered careers include: Advanced Clinical Practitioner, Consultant Radiographer and Therapeutic Radiographer.

## Feedback on the guide

This is an innovative digital solution - initially aimed at young people, it is now supporting ACCEND Implementation as one of the three core components.

Our resource has received significant views as well as interest from other cancer alliances, and other clinicians who want their professions to be represented.

We will continue to build this resource and promote it to a wide audience, supporting our recruitment and retainment ambitions in line with the Long Term Workforce Plan.

Scan here to visit our Cancer Careers pages:

[wessexcanceralliance.nhs.uk/cancer-careers](https://wessexcanceralliance.nhs.uk/cancer-careers)

