

Client: Cancer Care Nova Scotia

Project: Web writing

Objective: User-friendly, informative content

Stress and fear can often play a big role in the everyday lives of cancer patients and their families. When writing this web content, it was important that patients and their families could quickly and easily find the information they were looking for. The content needed to be conversational, helpful and focused on their needs, while at the same time communicating sometimes complex information in a way that was easy to understand.

Content Close-Up 1

The focus in all of the content on this page is on the user, in this case, cancer patients. By using “you” and “your” statements and by addressing their main concerns and worries, the cancer patients feel that we are talking to them directly, and that we can help. Notice the short, clear sentences.

Supporting you during your cancer journey

A cancer diagnosis often brings with it fear, stress and a lot of questions. A Cancer Patient Navigator can help. They are trained oncology nurses that provide cancer patients and their families with support throughout the cancer journey.

Content Close-Up 2

Take a look at how the content makes it easy for visitors to scan the text to quickly find the information they are looking for. A heading summarizes the section, and bullet points help with scanning.

Helping patients and their families navigate the cancer journey

Cancer Patient Navigators are oncology nurses who work for a district health authority. They help child, adolescent and adult cancer patients and their families with a wide range of needs, including:

- physical
- informational
- psychological
- social
- emotional
- practical



“Emily Amos of Word Savvy did a great job of enhancing our web content in a recent, and massive, website design and content overhaul. She always kept our users’ needs front and centre, and made sure the content met and exceeded web writing best practices. Not only is Emily a talented writer, she is also incredibly organized and efficient.”

Christine Smith
Communications
Manager
Cancer Care
Nova Scotia

Content Close-Up 3

Notice how the link very clearly indicates what information you will find if you click on it. This is just one more way that Word Savvy ensures the content is as user-friendly as possible.

Collaborating with diverse communities to improve access and education

Working closely with the Diverse Communities Cancer Coordinator, navigators help improve access and education to groups that have traditionally found it difficult to access cancer care. Find out more about issues and challenges in [Navigating the Cancer System: African Nova Scotians' Experience](#).

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