

PatientsCann UK 2025 Awareness Kit Pack





Welcome

Dear Supporter,

Thank you for choosing to be part of the movement to raise awareness about medical cannabis in the UK. Whether you're hosting a pop-up, organising a community event, or simply starting conversations in your local area, your voice matters, and your efforts make a real difference.

This Awareness Kit is designed to support you in creating inclusive, informative, and empowering spaces where people can learn more about medical cannabis and the experiences of patients across the country. You don't need to be an expert, just someone who cares and wants to help challenge stigma, share knowledge, and build community.

Inside this kit, you'll find ideas, resources, and guidance to help you plan and run your own awareness activities.

Whether it's your first time organising something like this or you're a seasoned advocate, we hope this pack gives you the confidence and tools to take action in a way that feels right for you.

We're here to support you along the way, and we'd love to hear about what you're doing. Together, we can create a more informed, compassionate, and inclusive future for medical cannabis patients.

About Us

PatientsCann UK is a patient-led, volunteer-run non-profit organisation committed to raising awareness of medical cannabis through education and advocacy.

Our Mission

To raise awareness of medical cannabis through education and patient-led advocacy, empowering patients to make meaningful change.



Our Vision

A UK where medical cannabis patients are respected, understood, and fully included, with fair access to treatment and freedom from stigma.



Our Values

- **Patient-centred** – Patient voices drive all we do.
- **Education-first** – Awareness is the foundation for change.
- **Inclusivity** – Everyone is welcome, regardless of condition or background.
- **Independence** – Transparent and non-commercial in our approach.
- **Collaboration** – Working with communities, policymakers, and allies for shared impact.

PATIENTSCANN MEDICAL CANNABIS AWARENESS KIT

Kit Inventory



Your PatientsCann UK Awareness Kit includes a range of resources to help you run your own awareness activities, whether in person or online. Below is a breakdown of what's included in both the physical and digital versions of the kit.

Physical Kit Contents

These items are designed to support public engagement, education, and visibility at your events:

- **Awareness Posters** - 1x Keep Calm, 1x Endocannabinoid System, 1x Terpene Wheel.
- **Educational Leaflets** – 100x PCUK A6 Leaflet, 100x PCUK A5 Yes, It's Legal Leaflet, 2x Fundación CANNA A5 Folded leaflet, 2x Terpenes Wheel Pamphlet
- **Booklet:** 1x Practical Considerations for the Administration and Dosing of Medical Cannabis
- **Table Topper** - 2x PCUK Table Toppers
- **1x PatientsCann Tote Bag**
- **1x PatientsCann Grinder**
- **Stickers & Badges** – 10x Keep Calm sticker, 10x PCUK stickers, 10x Medical Cannabis Is Legal stickers, 2x Medical Cannabis Is Legal Badges

Digital Kit Contents

Available for download or self-printing, the digital kit includes:

- Printable versions of posters and leaflets
- Event planning guidance (This pack!)
- Brand Guidelines
- How-to-run a pop up



Using Your Awareness Kit

Your PatientsCann UK Awareness Kit is designed to support you in raising awareness about medical cannabis in your own way. We offer both physical and digital versions of the kit, each containing a variety of resources to help you inform, engage, and inspire others.

There's no one-size-fits-all approach. This kit is here to empower you to take action in a way that feels right for you. Whether you're setting up a stall, sharing leaflets, or running an online webinar, your efforts help build a more informed and compassionate future for medical cannabis patients.

If you need advice or support in planning your activity, PatientsCann UK is here to help, and we'd love to hear about what you're doing so we can help amplify your impact.

A background image showing a group of people at an outdoor event. In the foreground, a person is looking at a display of cannabis products on a table. A large banner in the background reads "PATIENTSCANN UK" and "WE ARE HERE!".

Your Role as an Awareness Champion

By using this kit, you're stepping into a powerful role — one that helps shift public understanding, challenge stigma, and create space for patient voices to be heard. You don't need to be a professional campaigner or have any special experience. What matters most is your passion, your story, and your willingness to take action. Here's how you can make a difference:

Start Conversations

- Use the materials in your kit to open up dialogue, whether it's with friends, family, neighbours, or strangers.
- Share your own story if you feel comfortable, or use the resources to speak on behalf of the wider patient community.

Share Information

- Distribute leaflets, display posters, or share digital content to help others learn about medical cannabis and the rights of patients.
- Signpost people to trusted sources of information, including PatientsCann UK.

Create Inclusive Spaces

- Whether you're hosting an event or chatting one-on-one, aim to create a welcoming, non-judgemental environment.
- Respect different experiences and perspectives, everyone's journey is unique.

Capture & Share

- If you're happy to, take photos of your event or setup and share them online using our tags (@PatientsCannUK)
- This helps inspire others and shows the growing strength of the patient-led movement.

Stay True to Our Values

- PatientsCann UK is non-commercial, inclusive, and patient-led.
- We ask that you reflect these values in your activities, focusing on education, empowerment, and community.

There's no one way to raise awareness or bring the community together, and that's the beauty of it. Whether you're planning something big or small, formal or fun, every action helps build understanding and challenge stigma around medical cannabis. Here are just some of the ways you can use your Awareness Kit to make an impact:

Educational Events

- **Talks & Panels** – Invite local experts, patients, or advocates to share their experiences.
- **Community Displays** – Set up an information table in your local library or community centre.

Social & Community Gatherings

- **Coffee Mornings** – A relaxed way to chat and share resources.
- **Bingo Nights** – Fun and engaging, with a chance to include awareness messages.
- **Craft Circles** – Combine creativity with conversation.
- **Picnics or Park Meetups** – Great for warmer months and informal connection.

Public Engagement & Pop-Ups

- **Market Stalls** – Share leaflets and start conversations at local events.
- **Pharmacy or GP Waiting Room Displays** – With permission, set up a small awareness stand.
- **Street Awareness Pop-Ups** – Use posters and table toppers to engage passers-by. Seek permission where required. **If you're running a pop-up, refer to our included pop-up guide for further important information and tips.**

Online & Digital Campaigns

- **Social Media Challenges** – Share facts, or stories using our hashtags.
- **Virtual Coffee Chats** – Host informal Zoom meetups.
- **Blog Posts or Vlogs** – Share your journey and help others learn.

Whatever you choose, make it your own. You don't need a big budget or a large crowd, just a willingness to start the conversation. And remember, PatientsCann UK is here to support and promote your efforts wherever we can.

A photograph of a cannabis-themed event. Two men are standing behind a round wooden table. One man is looking at a plant, and the other is looking at a book or pamphlet. The table is covered with various items, including a plant, a book, and some papers. In the background, there are more plants and a sign that says "FIRE EXIT".

Event Ideas & Inspiration

Personal Safety & Wellbeing

Your wellbeing matters. Whether you're hosting an event, distributing materials, or simply having conversations, it's important to look after yourself and those around you.

Personal Wellbeing

- Take breaks when needed, especially during longer activities.
- Stay hydrated and bring snacks if you're out and about.
- Dress comfortably and appropriately for the weather or venue.
- Bring any personal medication you may need, and keep it safely stored.

Emotional Safety

- Be mindful that some conversations may be sensitive or emotional.
- Respect others' boundaries and privacy, not everyone will want to share.
- If someone becomes distressed, offer kindness and suggest they speak to a trusted support service.

Physical Safety

- If you're setting up a stall or display, make sure it's stable and doesn't block walkways.
- Avoid lifting heavy items unless you're confident and able to do so safely.
- Familiarise yourself with your venue's fire exits, first aid point, and emergency procedures if applicable.

As an Awareness Champion, it's important to ensure your activities are safe, respectful, and legally compliant.

Permissions

- If you're planning a public event (e.g. in a park, market, or high street), make sure to get appropriate permission from the venue, local council, or event organiser.
- For indoor venues like cafés or community centres, check with the manager or host before setting up.

Legal & Ethical Boundaries

- Do not promote or endorse illegal cannabis products, all messaging should focus on legal, prescribed medical cannabis and patient rights.
- Avoid giving medical advice, instead, signpost people to official resources or healthcare professionals.
- Avoid political or commercial promotion, the focus should remain on awareness and empowerment.

If Something Feels Wrong

If you witness or experience anything concerning, such as harassment, discrimination, or safety risks, please remove yourself from the situation and, if appropriate, contact PatientsCann UK for support. We take safeguarding seriously and will handle any concerns sensitively. In an emergency situation always dial 999 and report to PatientsCann UK when safe to do so.

Code of Conduct

♥ Our Shared Values

- **Accountability** – Act responsibly and transparently, recognising the trust placed in you as a representative of our movement.
- **Integrity & Honesty** – Be truthful and fair in all interactions, and represent PatientsCann UK with professionalism.
- **Respect & Inclusion** – Treat everyone with dignity, regardless of background, condition, or belief.
- **Transparency** – Promote openness and clarity in your activities.
- **Collaboration** – Work constructively with others and support shared goals.

⚖ Legal, Ethical & Organisational Standards

- Comply with all relevant laws and regulations, including those related to public events and cannabis.
- Do not promote or endorse illegal cannabis products.
- Avoid giving medical advice — instead, signpost people to trusted resources or healthcare professionals.
- Uphold the mission and values of PatientsCann UK in all awareness activities.
- Ensure any public-facing materials reflect our non-commercial, patient-led ethos.

🤝 Conduct Towards Others

- Be respectful, empathetic, and inclusive in all interactions.
- Do not tolerate or engage in discrimination or harassment.
- Respect confidentiality and privacy, especially when collecting or sharing stories.

🛡 Safety & Safeguarding

- Create safe, welcoming spaces for all participants.
- Follow health and safety guidance relevant to your activity.
- If you witness or experience anything concerning (e.g. harassment, safety risks), remove yourself from the situation and contact PatientsCann UK when safe to do so.

📢 Public Representation

- Do not speak on behalf of PatientsCann UK unless authorised.
- Sharing personal views publicly? Make it clear they are your own
- Use social media responsibly and tag **@PatientsCannUK**

👛 Use of Resources

- Use kit materials responsibly and in line with their intended purpose Do not seek personal financial gain from your awareness activities.
- **Please follow the included Brand Guidelines Document**

Promoting Your Event

Getting the word out is a key part of raising awareness. Whether you're hosting a coffee morning, setting up a stall, or running an online campaign, a little promotion can go a long way in helping people discover your event and join the conversation. Here are some simple ways to promote your activity:

In Your Community

- **Post flyers** in local cafés, libraries, pharmacies, or community centres (with permission).
- **Tell your network:** friends, family, support groups, and neighbours may be interested in attending or helping.
- **Ask local organisations** if they'll share your event, especially health, wellbeing, or patient-focused groups.

Online & Social Media

- Share your event on platforms like Instagram, Facebook, Twitter/X, or TikTok.
- Use hashtags to connect with the wider movement, we suggest:
 - **#PatientsCannUK**
 - **#CannabisAwareness**
 - **#PatientVoices**
- Tag **@PatientsCannUK** so we can help amplify your event.
- Post photos, quotes, or reflections before, during, and after your event, it helps inspire others and build momentum.

Event Listings

- Consider adding your event to local online calendars or community noticeboards.
- If you're hosting a public event, you can also email **volunteer@patientscann.org.uk** to let us know, we may be able to help promote it.

Keep It Clear & Friendly

- Let people know what to expect: Is it a drop-in? A talk? A social gathering?
- Include key details: **date, time, location, and purpose.**
- Use inclusive language and make it clear that everyone is welcome.

Promoting your event helps spread awareness even before it begins, and it's a great way to show that patients and supporters are active, visible, and proud.

Even though you're running your event independently, you're not alone. PatientsCann UK is here to support you with advice, encouragement, and resources to help make your awareness activity a success.

How We Can Support You

- **Advice & Guidance**

Got a question about planning your event? Need help tailoring your materials? We're happy to help — just drop us a line at volunteer@patientscann.org.uk.

- **Promotion & Amplification**

Let us know about your event and we'll do our best to help promote it through our channels. Be sure to tag **@PatientsCannUK** on social media so we can share your posts and celebrate your efforts.

- **Stay Connected**

Follow us on social media and sign up to our newsletter to stay up to date with future campaigns, events, and opportunities to get involved.

Frequently Asked Questions

Do I need permission to run an event?

If you're hosting a public event (e.g. in a park, market, or high street), you may need permission from the venue owner or local council. Always check in advance to avoid any issues.

Can I run an event on my own?

Yes! This kit is designed for independent use. You don't need to be part of a group or have previous experience, just follow the guidance and do what feels right for you.

Can I give medical advice?

No, volunteers and supporters should never give medical advice. If someone has questions about treatment, encourage them to speak to a qualified healthcare professional or visit trusted resources.

What if I feel uncomfortable or something goes wrong?

If you experience or witness anything concerning, such as harassment, discrimination, or safety issues — remove yourself from the situation. You can also contact us at volunteer@patientscann.org.uk for support.

How else can I stay involved?

We're always looking for passionate people to help grow the movement. Keep an eye on our website and social media for future campaigns, events, and opportunities to get involved.



FAQs

Thank You

Thank you for being part of the PatientsCann UK community and for taking the initiative to raise awareness in your own way.

By using this kit, you're helping to challenge stigma, share vital information, and create space for patient voices to be heard. Whether your event is big or small, public or private, your efforts are part of a growing movement that's changing the conversation around medical cannabis in the UK. We're so grateful for your time, energy, and compassion.

Together, we are building a more informed, inclusive, and supportive future for medical cannabis patients.

*With heartfelt thanks,
The PatientsCann UK Team
info@patientscann.org.uk*