

Bowel Cancer Screening (FIT) Campaign

Webinar Questions and answers

Bowel Cancer Screening eligibility

- *Is it fair to cover 56-74, given that not all regions are rolled out to 56, 58 cohorts? I also presume not all regions will roll out to 54yrs old at the same time?*

We are targeting these cohorts as we want to increase the awareness of the FIT kit amongst those due to be receiving the kit in the next few months / years. This is so that when they do become eligible they are aware of the kit and its importance.

We know from research that the younger the cohort the less likely they are to complete the test, and that if they do the test the first time they receive one, they are far more likely to continue to do the screening test every two years. All areas have rolled out to 56-year-olds and most have rolled out to 58 year olds. Supporting information will make it clear who is currently eligible.

Inequalities

- *Is the actor in the advert from a Black or South Asian demographic / ethnic minority?*

The actor used in the advert is of Black heritage. In addition, the hand models in the printed materials have different backgrounds including a female with a South Asian heritage.

- *Will there be a translated version of the material? What languages will this be translated in? Will the translations be across all resources produced?*

Yes, the materials will be available for use in different languages. These are; Posters and printed materials; English, Urdu, Punjabi, Gujarati, Polish, Somali, Bengali, Farsi, Lithuanian, Arabic

Radio; Urdu, Turkish, Punjabi, Hindi, Polish, Arabic

- *Will future campaigns include health inclusion groups other than people with learning disabilities?*

We have a number of resources available, such as the easy read materials for groups with learning disabilities. Each campaign looks at opportunities to explore those hard-to-reach audiences.

- *It would be amazing to get the TV advert placed on BAME specific TV channels - possible?*

The advert media buying has not included specific BAME TV channels this time. We

are working with an inequalities agency who have recommended using BAME radio channels.

Sharing of resources

- *Will the materials available be hosted on resource centre?*

Yes, the campaign materials will be available at <https://campaignresources.phe.gov.uk/resources/>

- *Will you share the assets before the campaign is launched so we can translate in further languages for our population groups?*

The materials will be available up to one week before the campaign launch. We have a wide range of languages available.

- *Will campaign resources be shared with local comms teams e.g., local authorities?*

We will share the resources with relevant stakeholders, including local authorities.

- *Could you share link for Campaign Resource centre?*

<https://campaignresources.phe.gov.uk/resources/>

- *If running local campaigns in tandem and we want to use the raw artwork in specific sites/on buses etc. can we ask for access to this please?*

If you need the raw materials for a location or type that has not been created, please contact Fin Scott finian.scott@nhs.net for more information. Every modification from the available resources in the Resource Centre will need to have approval and sign off by the campaigns team before use.

Bowel Cancer Screening Campaign information

- *Can you say more about tv ad when what channel?*

The media schedule will be shared on Resource Centre one week before launch. We have secured ITV, ITV Digital, Channel 4 and a number of Sky channels. It will also be shared across social media.

- *Are you planning to create any resources promoting FIT as a diagnostic tool/triage for primary care and the public?*

Not at this time, this campaign focuses on the home use of the FIT kit.

- *Is the cancer barrier campaign specific for Bowel or generic across all cancers?*

While the cancer barriers campaigns do not focus on a particular type of cancer, this bowel cancer screening campaign specifically focusses on raising awareness

about the home testing kit and how it can detect signs of cancer.

- *Have they (Alan Titchmarsh and Tommy Walsh) both had bowel cancer?*

No, they have not had bowel cancer. Alan has previously completed a FIT kit and is a men's health promoter.

- *Will there be a helpline/support number included in the advert?*

No there will not be a helpline promoted in the advert, but it will be shared in the wider PR material. The advert does direct to the website where the helpline phone number is hosted. The key message in the advert is to put the FIT kit by the loo and don't put it off.

- *Why February and not April in line with Bowel Cancer Awareness Month?*

This campaign was planned for 2022/23. It is a major campaign in its own right and runs until the end of March which leads well into April for bowel cancer awareness month where we will be planning further comms activity for that period. This helps with sustained communications around bowel cancer screening over a longer period.

- *Is it possible to see which regional radio stations you are using?*

The BEAT, Premier Gospel, GN Radio, Nomad Radio, MiSoul, New Style Radio Birmingham, Kemet Radio Nottingham, Newstyle, Colourful, Sunrise FM, Inspire FM, Revive, Panjab Radio, Asian Sound, Sunrise National, Lyca, Lyca Gold, Sabras, Radio XL, Sanskar, Nu Sound, Chaumont Sout Al-Khaleej, London Turkish Radio

Other

- *Do you have a timeline of other campaigns that will likely run next financial year? It will help to have a lot more time to plan how we localise the campaigns for our populations and align with other work being planned.*

The activity planner is currently being approved and will be shared as soon as it is available.

- *Will slides be shared?*

Yes, they will be circulated to all those invited and hosted on Future NHS - <https://future.nhs.uk/>