



NHS Bowel Cancer Screening Campaign

February 2023

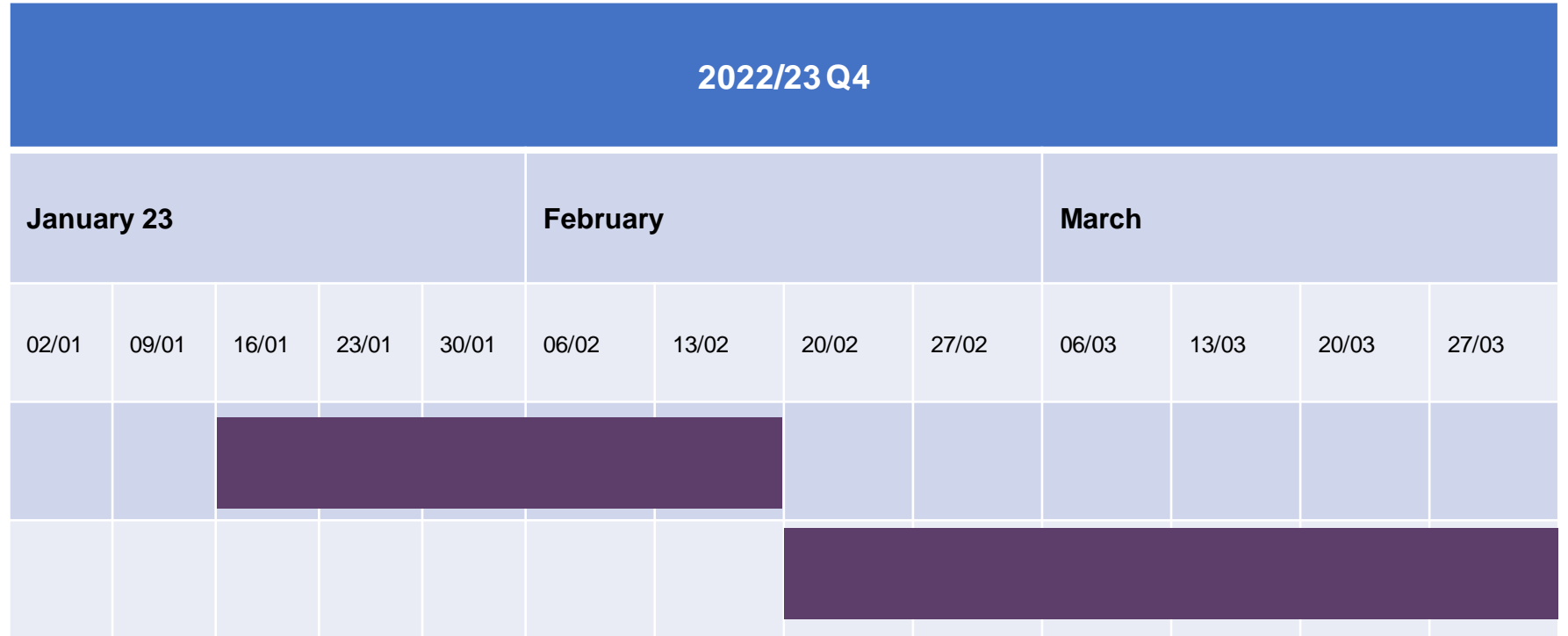
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Context

- The NHS Long Term Plan includes the ambition that, by 2028, the proportion of cancers diagnosed at **stages 1 and 2** will rise from around **50% to 75%** and that **55,000** more people each year will survive their cancer for at least five years after diagnosis.
- Cancer earlier diagnosis campaigns have been running since 2010 (initially as **'Be Clear on Cancer'** and most recently as **'Help Us, Help You'**)
- **Evaluation** of activity shows that they have a measurable impact on:
 - public understanding of symptoms;
 - GP attendance with those symptoms; and
 - diagnoses of cancer.
- Recently our strategy has evolved to not only address the key **barriers** around **lack of knowledge** of cancer symptoms, but also to address the **underlying barriers to earlier cancer diagnosis**, including **multifaceted fears** and a **lack of body vigilance**
- Activity for 23/24 will build on this, further addressing barriers and increasing **body vigilance** along with building **knowledge** about **'red flag' symptoms** and supporting screening uptake



'Help Us, Help You' Campaign: cancer phases 2022/23 Q4



Bowel Screening Strategy

Policy aim

- To increase the uptake and completion of the Bowel Cancer Screening (FIT) kit when invited

Campaign aim

- Increase participation in bowel cancer screening when invited, measured by intention to participate, and ultimately increase in uptake

Campaign outcomes

- Increase in **intention to participate** (+3-5ppt)
- Statistically significant increase in screening **tests returned**

Audience

- Adults aged **56-74** years of age (upweight to lower SEGs, areas of high deprivation / limited access to primary care, people at the lower end of the age range and ethnic minority groups, particularly Black and S Asian)

Research identified a number of key barriers to uptake of bowel screening, including:

- Lack of perceived relevance of the test - some wrongly believe it's targeted at those with **family history** of bowel cancer or **people who are experiencing symptoms**
- Lack of understanding of the benefits of screening - **fatalistic** about their health, and so feel that they wouldn't survive cancer
- **Fears** and concerns linked to the **possible outcomes** - fear of bad news, and low perceived personal capacity for dealing with the implications of a cancer diagnosis
- Practical barriers - including a lack of **confidence** in doing the test correctly and **disgust** of taking the sample (perceived as unpleasant and unhygienic)

Creative: 30" TV Ad draft script

Screening
saves
lives

Help us
help you

We open on a 55 year old man waking up at home. He reaches into a bag of shopping by the door and pulls out a loo roll.

As he begins to walk he starts to unravel the toilet roll, before gracefully bursting into dance, like a professional rhythmic gymnast using the toilet paper as his ribbon.

Although his build doesn't suggest it, his movements are elegant, smooth and graceful. The toilet paper flows beautifully with every move. And he even leaps over objects that are in his way. It's joyous to watch.

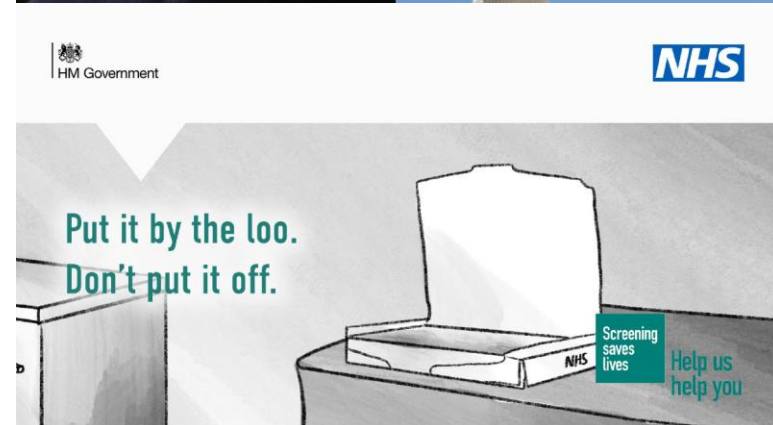
**VO: Your next poo could save your life.
Just a tiny sample detects signs of cancer before you notice anything wrong.**

If you're sent a bowel cancer screening kit...

Finally we see him dance through a door to a bathroom and close the door behind him as the toilet paper falls to the floor.

Put it by the loo. Don't put it off.

The end scene is of a used FIT test in the bathroom.



Creative: static

Screening
saves
lives

Help us
help you

HM Government

Life Saving poo

NHS

The bowel cancer screening kit can save your life

Just a tiny sample detects signs of cancer before you notice anything wrong.

If you're sent a kit, put it by the loo. Don't put it off.
nhs.uk/bowel-screening

Screening saves lives
Help us help you

This creative static layout features a dark background with a hand holding a roll of toilet paper on the left. The words 'Life Saving poo' are written in a large, elegant, white cursive script, with the toilet paper strip forming the letters. On the right, there is a white box containing the NHS logo, the headline 'The bowel cancer screening kit can save your life', a sub-headline, a paragraph of text, a call to action, and a URL. At the bottom right of this box is the 'Screening saves lives' logo and the slogan 'Help us help you'.

HM Government

NHS

Life Saving poo

The bowel cancer screening kit can save your life

Just a tiny sample detects signs of cancer before you notice anything wrong.
If you're sent a kit, put it by the loo. Don't put it off.
nhs.uk/bowel-screening

Screening saves lives
Help us help you

This final copy layout is similar to the creative static but with a different arrangement. It features the NHS logo and 'HM Government' at the top left, and the 'NHS' logo at the top right. The headline 'The bowel cancer screening kit can save your life' is positioned above the main text. The 'Screening saves lives' logo and 'Help us help you' slogan are located at the bottom right. The background image of a hand holding toilet paper with the words 'Life Saving poo' written in cursive remains the same.

*Final copy TBC

Resources

- Will be available from the Campaign Resource Centre
- Assets include TV ad, posters, social media assets, partner assets
- Multicultural assets translated into 11 languages
- Accessible assets

Laydown for 2022 / 23

	Apr 22	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 23	Feb	Mar
Help Us Help You			Cancer barriers		Lung symptoms		Cancer barriers	Abdo/ uro			Cancer barriers	
			Always on – search, social, partnerships, PR									



Thank you

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