

Bowel Cancer Screening Campaign Toolkit





Background

Wessex Cancer Alliance are launching a bowel cancer screening campaign, designed to address the low uptake across our geography.

While free NHS screening is available, many eligible individuals do not complete and return their home testing kits.

This is often due to low awareness, misconceptions about the process, and behavioural barriers that prevent people from taking action.



NHS

Stay match fit. Do the test.

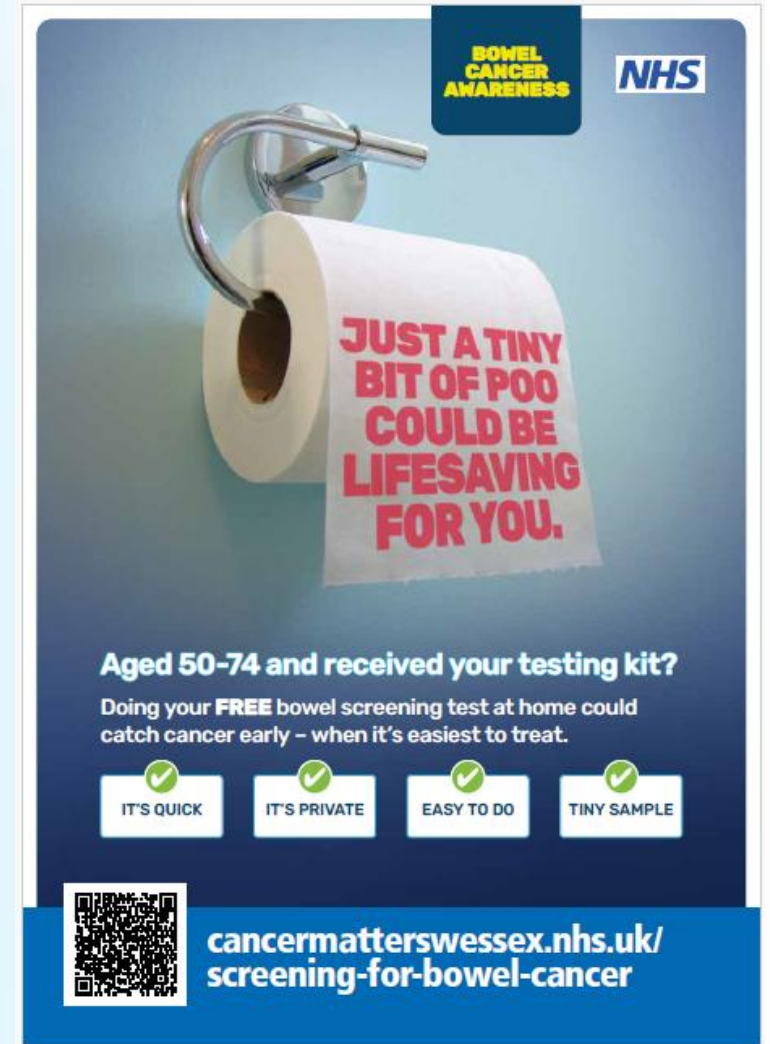
The bowel cancer screening kit can save your life.
The simple at-home kit requires a small poo sample.
It's easy to use and hygienic.

Bowel screening can detect signs of cancer before you notice anything is wrong.

Bowel Screening Saves Lives



[cancermatterswessex.nhs.uk/
screening-for-bowel-cancer](https://cancermatterswessex.nhs.uk/screening-for-bowel-cancer)



BOWEL CANCER AWARENESS

NHS

JUST A TINY BIT OF POO COULD BE LIFESAVING FOR YOU.

Aged 50-74 and received your testing kit?

Doing your **FREE** bowel screening test at home could catch cancer early – when it's easiest to treat.

- IT'S QUICK
- IT'S PRIVATE
- EASY TO DO
- TINY SAMPLE



[cancermatterswessex.nhs.uk/
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We Need You!

- Our Bowel Cancer Screening campaign will run from June-August
- Please use this toolkit to help us raise awareness of Bowel Cancer Screening in your communities/workplace
- Please download our posters and social media images, and help promote our messaging via your channels and contacts
- Please get in touch if you have any questions, or need anything else to help support this campaign

Thank you!

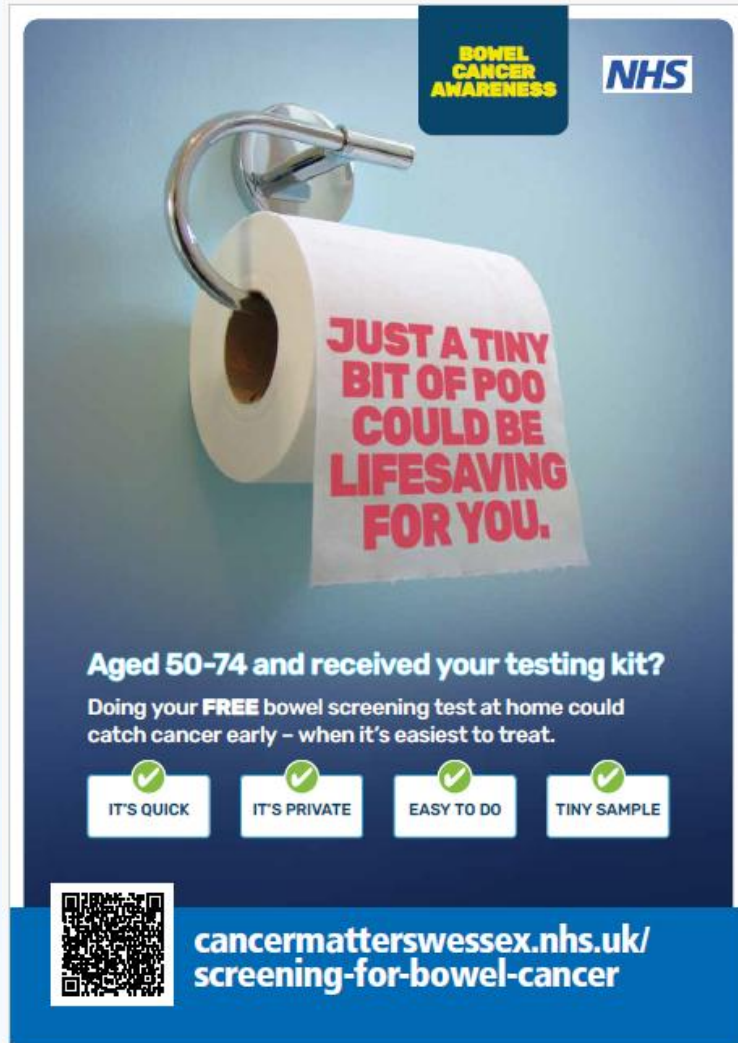


Aims and Objectives

- Increase awareness of bowel cancer symptoms and the importance of early detection
- Improve understanding of the bowel cancer screening process and eligibility
- Increase the number of people completing and returning their screening kits
- Reduce perceived barriers by reinforcing that the test is quick, easy and free
- Support communities and stakeholders to promote screening through trusted local channels



The Campaign



- Using successful campaign assets from Cheshire and Merseyside Cancer Alliance, as well as some football focused messaging, to coincide with the World Cup, we have developed a range of assets both print and digital, to promote the campaign's creatives and messaging.
- Digital ads will be running through June-August on Facebook, Instagram and Google and printed assets can be shared within the community and in the workplace.



Insight and Evidence

- A recent survey carried out by One Wight Health (2025), revealed several barriers to people completing their bowel cancer screening:
- Low awareness/misconception: many people are unsure how the test works, with some believing it requires a large or unpleasant sample
- Even when people have a kit at home, inertia and avoidance prevent completion
- Ick factor: Many people express discomfort and a perceived hygiene issue with collecting a sample of their poo



Key Messages

- “It only takes a tiny bit” – addressing the misconceptions about the test
- Clear, simple instructions on how to complete screening
- Emphasis on early detection and prevention
- Reassurance that screening is quick, easy and free



Assets

- Images
- Video – <https://youtu.be/nPLeinQIZ5k>
- Posters
- Display screens – if you have any tv screens in your office/workplace or community venue, please feel free to use the following two slides to share our messaging

All our campaign assets are available on our dedicated Campaign Resource webpage: cancermatterswessex.nhs.uk/bowel-cancer/

**BOWEL
CANCER
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EASY TO DO



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cancermatterswessex.nhs.uk/screening-for-bowel-cancer

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Bowel screening can detect signs of cancer before you notice anything is wrong.

Bowel Screening Saves Lives



cancermatterswessex.nhs.uk/screening-for-bowel-cancer



Suggested Social Media



You can add images or one of our social media videos to your posts. See the Campaign Resource page for links: cancermatterswessex.nhs.uk/bowel-cancer/

Facebook/LinkedIn

Bowel Screening Saves Lives. If you have been sent an at-home test in the post, please get it done. That's the message from Saints Legend Michael Kurn....

Just a tiny bit of poo can help detect cancer before you notice any symptoms. Bowel screening is available to everyone aged 50-74 and the kit will be sent to you in the post.

All the information you need about completing the test, as well as support available, can be found at cancermatterswessex.nhs.uk/screening-for-bowel-cancer #BowelScreeningSavesLives



**"If you've
been sent
a bowel
screening at
home test kit,
please get
it done and
send it back"**

Michael Kurn, Saints Legend

Bowel Screening Saves Lives



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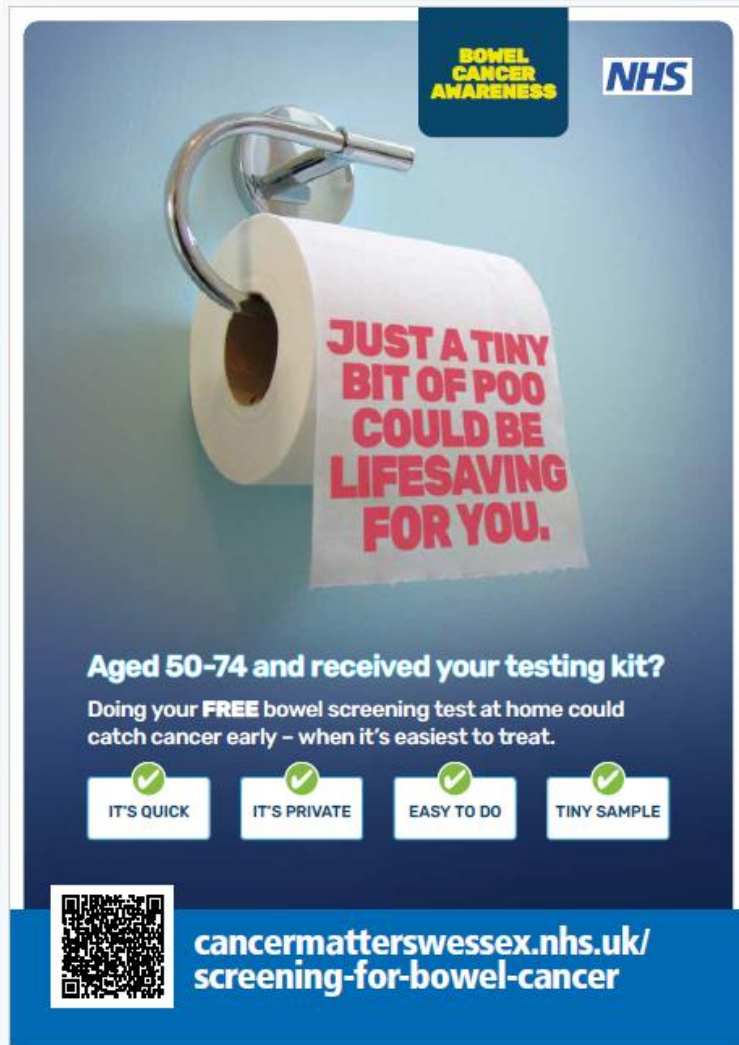
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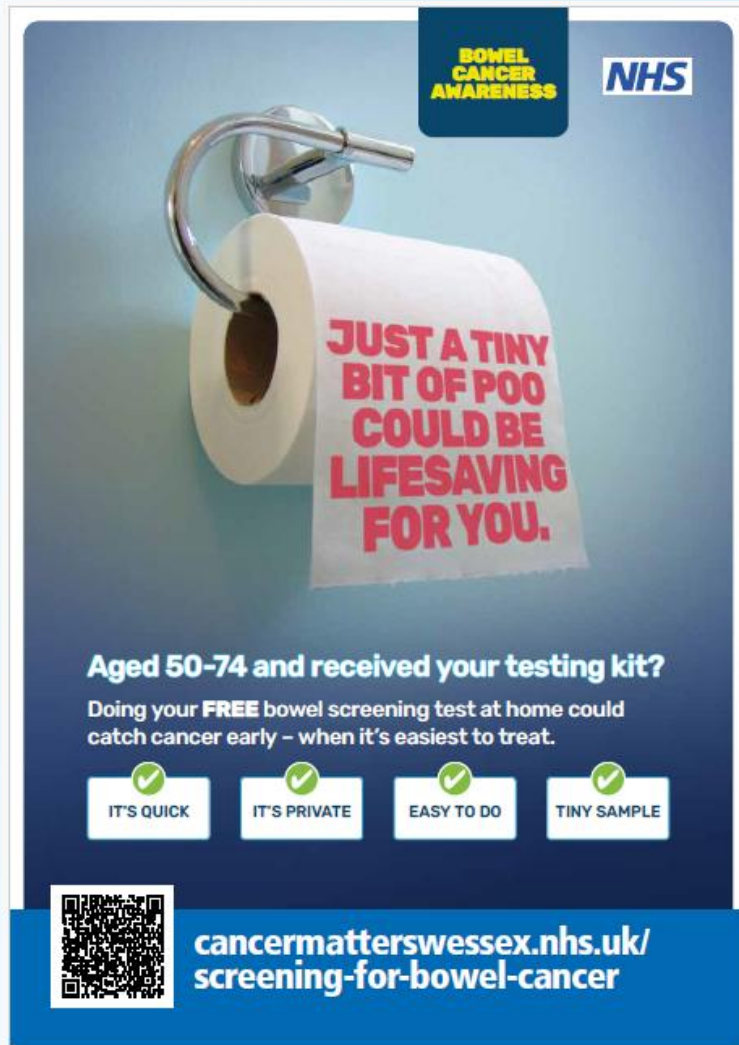
Instagram/Other

We are supporting Wessex Cancer Alliance's bowel cancer screening campaign.

Bowel Cancer Screening requires a tiny bit of poo to help detect cancer early, when it is easiest to treat. If you are aged 50-74, you will receive an at-home test in the post. Please don't ignore it, it could be lifesaving for you. Find out more:
cancer-matters-wessex.nhs.uk/screening-for-bowel-cancer #BowelScreeningSavesLives



Suggested Social Media



Instagram/Other

Bowel Cancer Screening Saves Lives.

If you are sent the bowel screening at home testing kit – please get it done and send it back. It is quick and only needs a tiny sample of poo.

Find out more:

cancermatterswessex.nhs.uk/screening-for-bowel-cancer

#BowelScreeningSavesLives



Suggested copy for Newsletters/Bulletins/Websites

We are supporting Wessex Cancer Alliance's Bowel Cancer Screening Campaign. We want to raise awareness of Bowel Cancer Screening and the importance of completing your at-home test when it is sent in the post.

Bowel Cancer Screening was introduced in the UK, 20 years ago and since then, it has saved thousands of lives.

Cancer screening is for people with no symptoms. Bowel screening aims to find cancer early, or to find changes in your bowel that could lead to cancer before they are noticeable.

If you are aged between 50 and 74, you will be sent a bowel screening at home test in the post. All the instructions are included on the box and just a tiny bit of poo can help find cancer early, when it is easiest to treat and more likely to be cured. The test is quick, hygienic, you do it at home, and just a tiny sample of poo is needed.

Please visit cancermatterswessex.nhs.uk/screening-for-bowel-cancer for more information, videos and links to charities who can support you too.



Suggested WhatsApp messages

- We are helping raise awareness of bowel cancer screening. Your at-home bowel screening test is important to complete and return in the post. Please visit cancermatterswessex.nhs.uk/screening-for-bowel-cancer for information and support
- Bowel Screening Saves Lives. Please don't forget to return your at-home testing kit. Just a tiny bit of poo could be lifesaving for you. Please visit cancermatterswessex.nhs.uk/screening-for-bowel-cancer for information and support



Non-Digital Resources and Promotion

To engage people with this campaign who may not use social media, we have arranged for posters to be shared in a number of different locations and venues across Wessex.

- Posters will be shared in shopping centres in Southampton, Havant, Bournemouth, Weymouth to be displayed in public areas.
- Posters are also being sent to local leisure centres, including on the Isle of Wight, Havant and Bournemouth
- Local football clubs have also been approached to share posters in their venues.
- **Do you have a venue or space to display a poster?**
Please download one from our campaign resource page or get in touch if you need a poster sent to you.
- All our campaign assets are available on our dedicated Campaign Resource webpage: cancermatterswessex.nhs.uk/bowel-cancer/



Other useful resources

- Website: cancermatterswessex.nhs.uk/screening-for-bowel-cancer
- Campaign Resource webpage:
cancermatterswessex.nhs.uk/bowel-cancer/

If you wish to signpost people to charities who can offer support and advice:

- Bowel Cancer UK: www.bowelcanceruk.org.uk/about-bowel-cancer/screening/
- Cancer Research UK: www.cancerresearchuk.org/about-cancer/bowel-cancer/getting-diagnosed/screening



Thank you

Please get in touch if you have any questions or feedback about the campaign:

wessexcanceralliance@wca.uhs.nhs.uk

Thank you for your support