

'Help Us, Help You' Bowel Cancer Screening Campaign

Screening
saves
lives

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

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CANCER RESEARCH UK

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TOOLKIT

Launch: Monday 20th February 2023

Campaign Overview

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The latest phase of NHS England's 'Help Us, Help You' campaign aims to encourage people who are sent the NHS bowel cancer screening home test kit to complete and return it. The campaign launches on Monday 20th February and runs until 31st March 2023. It is supported by Cancer Research UK.

Bowel cancer is the fourth most common cancer in the UK. [1] Yet the latest data shows that almost one third of people who were sent an NHS bowel cancer screening kit in England last year did not go on to complete it. [2] Early diagnosis is vital as detecting bowel cancer at the earliest stage makes you up to 9 times more likely to be successfully treated. [3]

The campaign is designed to increase the numbers of people completing the bowel cancer screening test by raising awareness that it can detect signs of cancer before they notice anything wrong and addressing the barriers preventing people from completing the test.

Campaign activity is targeting people aged 56 to 74, to align with the age of eligibility for being invited to complete the test. The campaign will also focus on those from lower socio-economic groups and ethnic minorities as these groups have been shown to be less likely to complete the screening kit.

The campaign will run in England and includes TV, Video on Demand (VOD), online video, community radio, search, PR, partnerships, and social media. There will be activity targeted to ethnic minority audiences including Black and South Asian communities, and engagement with disability organisations to reach disabled audiences, with alternative formats being available for partners.



Campaign Support

This toolkit includes campaign key messages, long and short copy and links to suggested social media posts.

Resources will also be made available for partners to use, including posters, social media assets, translations and alternative formats. These 'Help Us, Help You' resources can be downloaded free of charge from the [Campaign Resource Centre](#).

How you can help

- 1 Produce localised media releases to support the national media release.
- 2 Download our campaign resources and share with your colleagues, local communications networks and community organisations
- 3 Share our campaign messages on social media, email, and staff intranets to reach as wide an audience as possible.



Key Messages

Primary Campaign Messages

- Your next poo could save your life. *
- Just a tiny sample detects signs of bowel cancer before you notice anything wrong.
- If you're sent an NHS bowel cancer screening kit, put it by the loo. Don't put it off.

*An alternative to 'Your next poo could save your life' is:

- The NHS bowel cancer screening testing kit can save your life

Secondary Messages

- Bowel cancer is the fourth most common cancer in the UK. ^[1] Yet the latest data showed that almost one third of people who were sent an NHS bowel cancer screening kit in England last year did not go on to complete it. ^[2]
- The NHS bowel cancer screening kit detects signs of cancer before you notice anything wrong.
- Detecting bowel cancer at the earliest stage makes you up to 9 times more likely to be successfully treated. ^[3]
- If you're aged 60 to 74, live in England and are registered with a GP practice, you'll be sent a kit in the post automatically, every two years. As part of plans to lower the age of people that receive the test to age 50 by 2025, 56-year-olds are also now sent the test kit and it is currently being rolled out to 58-year-olds.
- The kit is simple to complete and can be done in the privacy of your own bathroom using the step-by-step instructions on the box.
- You only need to collect one tiny sample of poo using the plastic stick provided, pop it in the sample bottle and post it for free, to be tested.
- If something is found, you will be invited to have further tests, usually at a hospital.
- The test works by checking for tiny traces of blood, which may not be visible to the naked eye.
- Blood in your poo is one of the signs of bowel cancer, but does not always mean cancer. Instead, it could be a sign of piles or polyps (growths in the bowel). Polyps are not cancer but could develop into cancer over time.
- Data show that NHS England is diagnosing a higher proportion of cancers at an early stage now than before the pandemic. ^[4]
- If you're sent the kit, help yourself by remembering to complete it. Put it by the loo. Don't put it off.

Content (1)

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Below are some examples of short and longer copy that should be used when communicating with audiences about the campaign. Please use the copy for any newsletters, emails or other materials, including websites, e-bulletins, press releases and social media.

Long Copy (203 words)

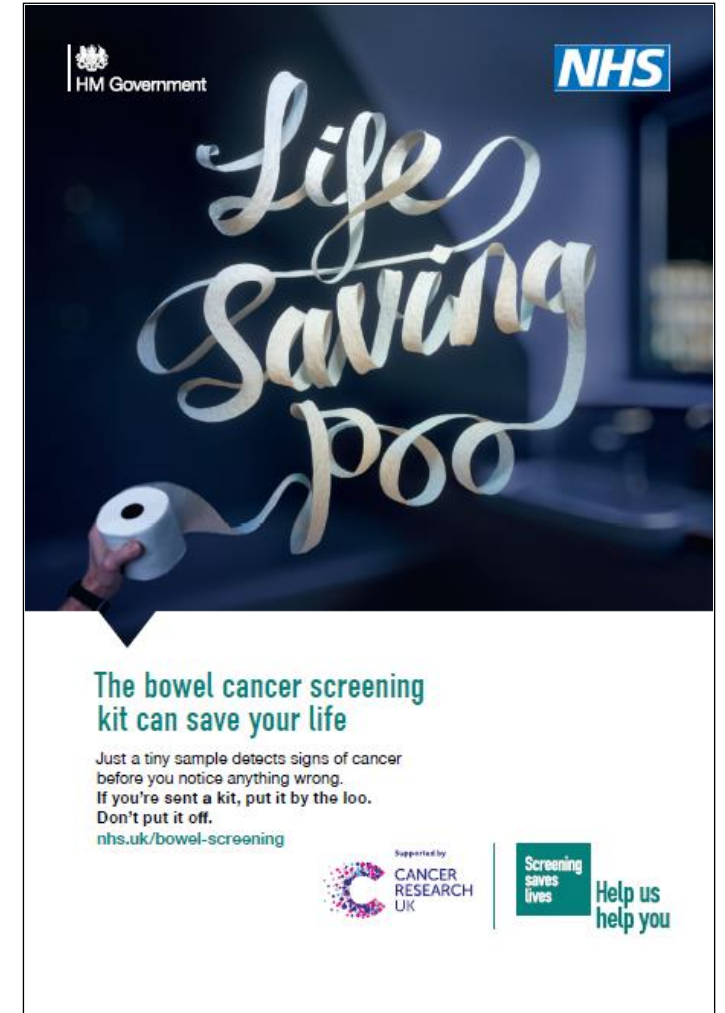
In a new 'Help Us, Help You' campaign that is the first of its kind nationally, NHS England is encouraging people who have been sent an NHS bowel cancer screening kit to complete the test.

Bowel cancer is the fourth most common cancer in the UK, [1] and detecting it at the earliest stage makes you up to nine times more likely to be successfully treated. [3] But, almost one third of people who were sent an NHS bowel cancer screening test in England last year did not go on to complete it. [2]

Just a tiny sample detects signs of cancer before you notice anything wrong. The test is simple to complete and can be done in the privacy of your own bathroom. Anyone aged 60 to 74, who lives in England and is registered with a GP practice will be sent a test in the post automatically, every two years. NHS England is also extending this to include all 50 to 59 year-olds by 2025.

So, the NHS is asking anyone who is sent a bowel cancer screening test to remember to complete it. Put it by the loo. Don't put it off. Your next poo could save your life.

Visit nhs.uk/conditions/bowel-screening for more information



The advertisement features a dark background with a hand holding a roll of toilet paper. The words "Life Saving poo" are written in a large, white, cursive font, with the toilet paper strip forming the letters. In the top left corner, the HM Government logo is visible. In the top right corner, the NHS logo is displayed. Below the main image, the text reads: "The bowel cancer screening kit can save your life". Underneath this, a short paragraph states: "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." followed by the URL "nhs.uk/bowel-screening". At the bottom right, there are logos for "Supported by CANCER RESEARCH UK" and the "Screening saves lives Help us help you" slogan.

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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

Supported by CANCER RESEARCH UK

Screening saves lives Help us help you

Content (2)

Short Copy (119 words)

In a new 'Help Us, Help You' campaign that is the first of its kind nationally, NHS England is encouraging people who have been sent an NHS bowel cancer screening kit to complete the test.

Detecting bowel cancer at the earliest stage makes you up to nine times more likely to be successfully treated. [3]

So, the NHS is asking everyone who it is sent the test to remember to complete it. The test detects signs of cancer before you notice anything wrong, is simple to complete and can be done in the privacy of your own bathroom.

If you're sent a bowel cancer screening kit... Put it by the loo. Don't put it off.

Visit nhs.uk/conditions/bowel-screening for more information.



The advertisement features a dark background on the left with a hand holding a roll of toilet paper. The words "Life Saving poo" are written in a large, white, cursive font. On the right, a white box contains the NHS logo, the headline "The bowel cancer screening kit can save your life", and the text: "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". At the bottom, logos for Cancer Research UK and the "Screening saves lives Help us help you" campaign are displayed.

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Social Media

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We will be supporting the campaign by posting across NHS social media channels including Twitter and Instagram.

Please help us get the message out there by using your social media channels to support the campaign. Social media assets (cutdown videos and static images etc) will be available on the [Campaign Resource Centre](#), and here are some suggested social posts to be used in support of the campaign below:

Social Copy

- Detecting bowel cancer at the earliest stage makes you 9 times more likely to be successfully treated. If you are sent a bowel cancer screening test from @NHSEngland, put it by the loo. Don't put it off. Visit nhs.uk/conditions/bowel-screening for more information.
- Just a tiny sample of poo detects signs of bowel cancer before you notice anything wrong. If you're eligible, you'll be sent a bowel cancer screening test every two years. Put it by the loo. Don't put it off. @NHSEngland Visit nhs.uk/conditions/bowel-screening for info.
- Your next poo could save your life. @NHSEngland is encouraging anyone who has been sent a bowel cancer screening kit to complete the test – just a tiny sample detects signs of bowel cancer before you notice anything wrong. nhs.uk/conditions/bowel-cancer-screening.



References

1. <https://www.bowelcanceruk.org.uk/about-bowel-cancer/bowel-cancer/#:~:text=Bowel%20cancer%20is%20the%20fourth,been%20diagnosed%20with%20bowel%20cancer.>
2. <https://www.gov.uk/government/statistics/q1-1-april-to-30-june-2022-annb-and-ypa-screening-kpi-data/young-person-and-adult-screening-kpi-data-q1-summary-factsheets-1-april-to-30-june-2022-html#bowel-cancer-screening>
3. <https://www.england.nhs.uk/cancer/early-diagnosis/screening-and-earlier-diagnosis/#bowel-screening>
4. http://www.ncin.org.uk/collecting_and_using_data/rcrd

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