

# South West Public Health

## Section 7a Screening & Immunisations Bulletin



*Issue 126: 20<sup>th</sup> February 2023*

### Contents:

- ICARS 17.02.23
- Bowel Cancer Screening Campaign
- Further Information

## ICARS 17.02.23

Please find this week's ICARS newsletter attached to this email.

## Bowel Cancer Screening Campaign

The bowel cancer screening national campaign launches Monday 20 February with press, social and the TV advert.

The campaign aims to increase awareness of the FIT home testing kit and ultimately improve uptake across the eligible cohort and those who will become eligible shortly. The campaign will have a particular focus on groups where uptake of the bowel cancer screening kit is lower, with community radio and translated materials planned. Accessible materials will also be available. Materials will be available for use in the Resource Centre from this week. Please note these are being hosted in the recently launched new Campaign Resource Centre at [Campaign Resource Centre \(dhsc.gov.uk\)](https://www.dhsc.gov.uk/campaign-resource-centre)

The Bowel cancer Screening programme, comms and campaigns teams jointly hosted a webinar about the campaign.

To view the webinar [please click here](#)

To view the Q&A from the webinar [please click here](#)

## Further Information

Back issues of these bulletins and attachments are available on the NHSEI website [here](#).

If you have any questions or wish to provide feedback, please contact the Integrated Public Health Team at [england.swscreeningandimms@nhs.net](mailto:england.swscreeningandimms@nhs.net)