



HM Government



Life
Saving

‘Help Us, Help You’ Bowel Cancer Screening London Campaign Toolkit October 2023

Campaign launch: 16 October 2023

**Please note that this content is embargoed until
00.01 hours 16 October 2023**

Screening
saves
lives

Help us
help you

Campaign Overview

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lives

Help us
help you

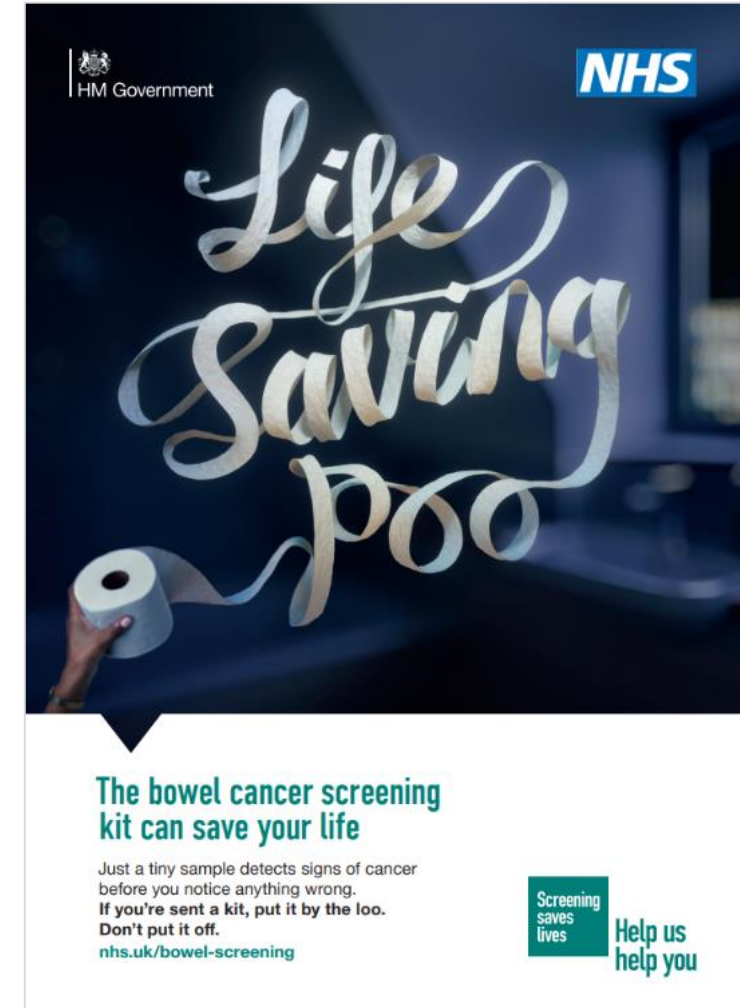
On Monday 16 October 2023, the NHS in England launched a phase of the 'Help Us, Help You' campaign, which aims to encourage people living in London who are sent the NHS bowel cancer screening home test kit to complete and return it.

Campaign activity is targeting men and women aged 56 to 74, as these are these are the current eligible age groups being invited to complete the test in London. The campaign will also focus on those from lower socio-economic groups, ethnic minorities and disabled audiences as these groups have been shown to be less likely to complete the screening kit.

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.

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 London currently has the lowest level of regional uptake in England's bowel cancer screening programme.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 will run in London from Monday 16 October to 3 December 2023 and includes TV, Video on Demand (VOD), online video, community radio, search, PR, partnerships, and social media. There will be activity targeted to multicultural audiences, including Black African and Black Caribbean, Pakistani and Bangladeshi, Muslim, Eastern European, Turkish and Orthodox Jewish communities, and engagement with organisations to reach disabled audiences, with alternative formats, including an easy read leaflet and a British Sign Language (BSL) explainer video.



The advertisement features a dark background with a hand holding a roll of white 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, there is the HM Government logo. In the top right corner, there is the NHS logo. Below the main image, there is a white box containing text and logos.

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

Campaign Support

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

Resources are available for London's ICBs, stakeholders and 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 regional media release.
- 2 Download our campaign resources 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 Messaging

- 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 Messaging

Why is screening offered?

- Bowel cancer is the fourth most common cancer in the UK.¹ Yet the latest data showed that 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
- Detecting bowel cancer at the earliest stage makes you up to 9 times more likely to be successfully treated.³
- The NHS bowel cancer screening kit detects signs of cancer before you notice anything wrong.

Completing the kit

- If you're aged 56 to 74, live in London and registered with a GP practice, you'll be sent a kit in the post automatically, every two years. The NHS bowel cancer screening kit will be available to everyone aged 50 to 74 by 2025.
- If a kit is sent to you, it's meant for you. Even if you don't have symptoms, it can detect signs of cancer before you do.
- 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.
- Maybe you think it's messy or awkward, but truth is, taking a tiny sample is simple. A few easy steps is all it takes.
- Completing the bowel cancer screening kit is easier than you think. A few simple steps and a tiny sample is all it takes.
- Your next poo could save your life. So if you're sent a kit, join the millions completing theirs this year.
- If you're sent the kit, help yourself by remembering to complete it. Put it by the loo. Don't put it off.

Your test result

- The test works by checking for tiny traces of blood, which may not be visible to the naked eye.
- If something is found, you will be invited to have further tests, usually at a hospital.
- 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.

For more information on NHS bowel cancer screening, go to [nhs.uk/bowel-screening](https://www.nhs.uk/bowel-screening)

Content (1)

Screening
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Help us
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Below, and on the next slide are some examples of short and long copy that can be used in London when communicating with campaign audiences. Please use the copy for any newsletters, emails or other materials, including websites, e-bulletins and social media.

Long Copy

The NHS is encouraging people in London who have been sent an NHS bowel cancer screening kit to complete the test.

Londoners – did you know that the NHS bowel cancer screening kit could save your life? Bowel cancer is the fourth most common cancer in the UK,¹ and detecting it at the earliest stage makes you up to 9 times more likely to be successfully treated.³

Just a tiny sample detects signs of cancer before you notice anything wrong. The free test is simple to complete and can be done in the privacy of your own bathroom. Everyone in London aged 56 to 74, lowering to 50 by 2025, and is registered with a GP practice will be sent a test in the post automatically, every two years.

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.

For more information visit nhs.uk/bowel-screening



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Content (2)

Short Copy

The NHS is encouraging people in London who have been sent an NHS bowel cancer screening kit to complete the test.

Londoners – did you know that the bowel cancer screening kit could save your life? Detecting bowel cancer at the earliest stage makes you up to 9 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 free 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.

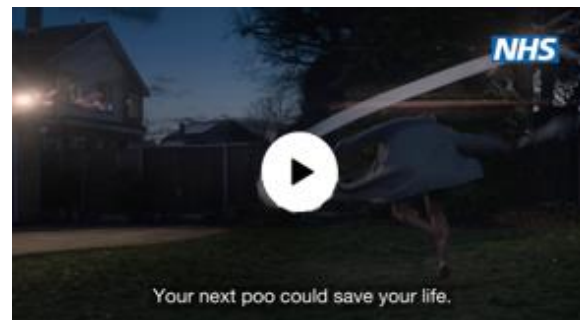
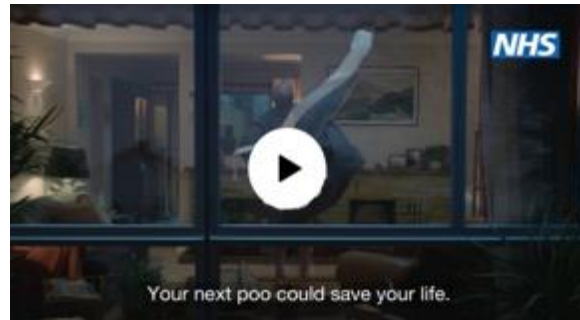
If you're sent a bowel cancer screening kit... Put it by the loo. Don't put it off. Your next poo could save your life.

For more information visit [nhs.uk/bowel-screening](https://www.nhs.uk/bowel-screening)

Social Media

We will be supporting the campaign by posting across NHS London social media channels including X (formerly 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 motion graphics etc.) along with accompanying post copy will be available on the [Campaign Resource Centre](#).



Evaluation

NHS campaign activity is evaluated in line with the Government Communications Service (GCS) Evaluation Framework 2.0.

It is important that we monitor and evaluate all our campaign activities effectively to show how campaigns contribute towards successful policy outcomes, providing clear evidence of impact and value for money.

The GCS Evaluation Framework 2.0 provides a structure for a monitoring and evaluation plan including outputs, out-takes, outcomes and organisational impact that you can apply to your local activity.

It recommends standard evaluation measures that you can use to:

- develop SMART (Specific, Measurable, Attainable, Relevant, Time-bound) communication objectives and Key Performance Indicators (KPIs)
- use evaluation to improve the effectiveness of all communication and campaign activity

More information can be found via:

[Monitoring and evaluating government communications activity - GCS \(civilservice.gov.uk\)](https://www.civilservice.gov.uk/gcs/monitoring-and-evaluating-government-communications-activity)

References

1. [Bowel cancer facts | About bowel cancer | Bowel Cancer UK](#)
2. [Young person and adult screening KPI data: Q3 summary factsheets \(1 October to 31 December 2022\) HTML - GOV.UK \(www.gov.uk\)](#)
3. [NHS England » Screening and earlier diagnosis](#)



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