

# 'Help Us, Help You' Campaign

## Bowel Screening (London)

16 October 2023 – 3 December 2023

NHS England  
October 2023

# Objectives and audience

OBJECTIVES	Increase <b>KNOWLEDGE</b> of bowel cancer screening by 3-5ppt by December 2023.
	Increase <b>INTENTION</b> to participate in bowel cancer screening when invited by 4ppt by December 2023.
AUDIENCE	Primary audience: Adults living in London aged 50-74 years of age.
	Upweighted 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

# Strategy

The NHS 'Help Us, Help You' campaigns are based on the behavioural change principle of reciprocity and leverages the support the public has for the NHS.

Our strategy to encourage participation in bowel screening focuses on:

- Normalising the behaviour of completing the home test kit - Inform our audience of the test kit's purpose and show lots of people like them are taking the test (to increase relevance) while removing the awkwardness; and
- Addressing the barriers to taking action, including the inertia of this not being a priority, the misperception that screening is only for those that are experiencing symptoms or family history of bowel cancer, and concerns about efficacy that it is difficult and messy to complete the screening home test kit .

The campaign creative and messaging has been designed to deliver this by:

- Removing the awkwardness of taking a poo sample with optimistic language, music and tone - “your poo could save your life” encouraging enthusiasm towards the test;
- Reducing the efficacy concerns by demonstrating that it is quick and easy to complete the test and only requires a 'tiny sample'; and
- Addressing inertia through giving practical advice, with the endline: “put it by the loo, don't put it off”.

# Evidence for approach

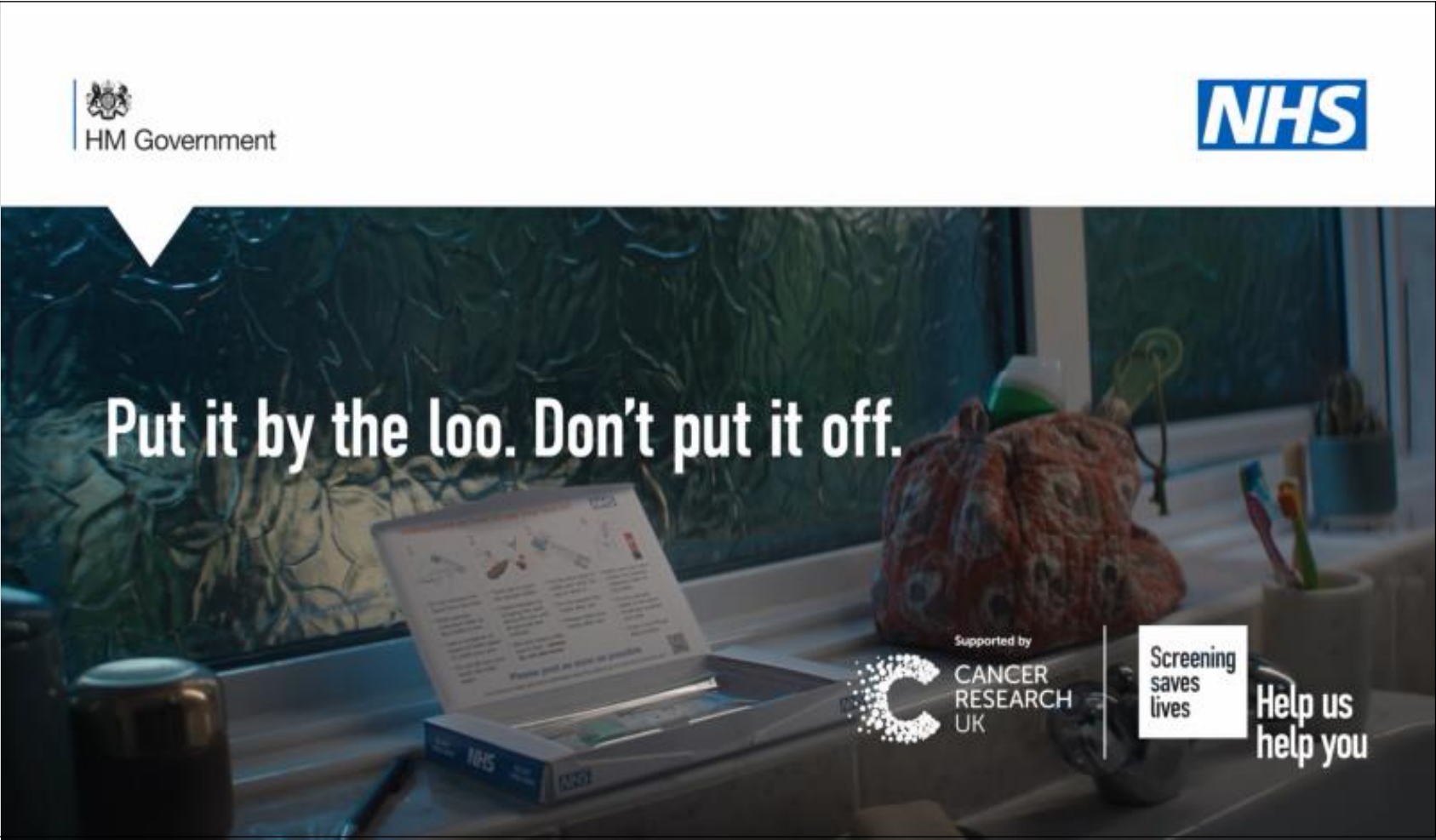
The 2022/23 campaign evaluation research found that amongst our 50-74 target audience:

- 91% agreed the campaign was clear and easy to understand;
- 74% agreed the campaign was relevant to them; and
- 90% said the advertising made them think that bowel cancer screening kits could save their lives
- 90% agreed that bowel cancer screening kits can help detect cancer before they would notice anything wrong.

The 22/23 campaign proved effective:

- Intention to participate in bowel screening when invited increased by 3ppt across the campaign (from 71% to 74% – meeting the KPI of a 3ppt increase). The stretch target of 76% was met in April, and exceeded in May 2023, when this measure increased to 78%

# Creative - TV



[NHS Bowel Cancer Screening ad \(60" version\)](#)

# Creative

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](https://nhs.uk/bowel-screening)

Screening saves lives

Help us help you

HM Government

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# Multicultural Considerations

## CONSIDERATIONS

**Cultural barriers:** Stigma around cancer, and taboos around handling of faeces (particularly in Muslim communities) remain significant barriers to people taking the test.

**Lack of knowledge:** Lower knowledge base than the wider population about the advantages of screening and of the symptoms/asymptomatic nature – Kantar research suggested that Black audiences, in particular, could benefit from a stronger knowledge base, with the most recent campaign messaging landing more strongly with South Asian audiences.

**Fear:** Fear and stigma of finding out they may have cancer can put individuals off taking the test. There can be an assumption of low survival outcomes and aggressive treatment.

**Language barriers:** Instructions within the test kit are likely to remain an issue for certain audiences whose mother tongue is not English. In the previous London campaign there was significant demand for translated materials from the prioritised local authorities, community orgs and the general public.

**Family and friends:** our communities are more likely to consult friends and family before contacting health services.

## SOLUTIONS

**Normalise** use of the kits to shift perceptions. Showing 'people like me' who have done the test as well as trusted voices who are relevant to the particular religious and cultural issues e.g. faith leaders, to strengthen the message.

**Continuation of clear messaging** is important in strengthening knowledge. Sticking to simple explanations and illustrative examples – including information around the asymptomatic nature of bowel cancer – is crucial.

**Provide reassurance** about what happens once you have completed the test, and how early detection can save lives – a clear prevention message with a friendly tone. Case studies of survivor stories, HCPs for added credibility .

Create opportunity to **demonstrate use of the kit**, with clear descriptions, alongside dispelling myths and reassuring audiences about the process in mother tongue languages. Simple language.

Messaging and channels to **draw in relatives and friends** as a secondary audience, equipping them with symptom knowledge and encouraging older members of the community to take the test.

# Multicultural pillars for communication

## TARGETED ASSETS

Adapting existing HCP-led multicultural marketing assets (print and audio) to be supplied for a community media plan.

“If you receive a bowel cancer screening kit, use it as soon as possible. You could stop cancer before it starts.”  
Dr Austin, Consultant Colorectal Surgeon

Regular screening could stop cancer before it starts.

Bowel cancer is one of the most common cancers and regular screening can help prevent it. The free NHS bowel cancer screening kit is available to everyone in London aged 56-74. The kits are for people with no symptoms and most get the all clear.

To learn more, visit [healthylondon.org/BCS](http://healthylondon.org/BCS)

Screening saves lives. Help us help you.

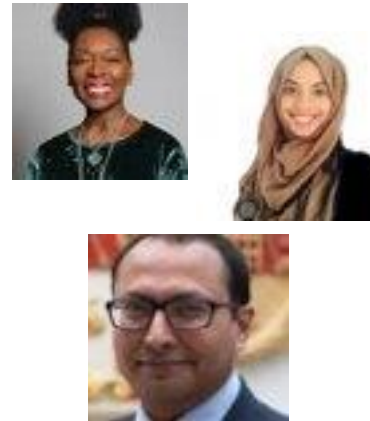
## COMMUNITY OUTREACH

Hyper-local approach, deploying multi-lingual street teams, addressing barriers to engagement and increasing visibility of the campaign by displaying campaign assets in prime positions in community settings and engaging in conversations.



## MEDIA RELATIONS

Working with HCPs and/or talent to share messaging and user-generated content across specific media that reaches primary target audiences and their friends/family.



## INFLUENCER ENGAGEMENT

Pairing Medical and Lifestyle influencers in the London region, to create conversational Q&A content and demonstration of the test kits. This would reach a slightly younger 'friends and family' audience.



## Target audiences

The London campaign brief for bowel cancer screening includes the following multicultural audiences:

- Black African and Black Caribbean, Pakistani and Bangladeshi, Muslim (all groups), Eastern European (Polish and Romanian) and Orthodox Jewish.



# Media Plan

Media Channel	Oct					Nov				Dec			25
	02	09	16	23	30	06	13	20	27	04	11	18	
TV			16	23		6	13						
Digital Video - VOD			16						3				
TV			17						3				
Radio					30				3				
Community Radio					30				3				
Community Print					30				3				
OOH					30				3				
Digital Video - OLV					30				3				
Social					30				3				
Paid Search			16						3				