



Be Clear on Cancer Bowel Cancer Screening campaign Q&A doc for social media and bowel screening helpline

Last updated: 4th January 2017



Example campaign creative

Who is the campaign targeted at?

People who are living in the North West of England and are eligible for bowel cancer screening, i.e. 60 – 74 year olds, and those who are soon to be invited to bowel cancer screening, i.e. 55 – 59 year olds.

I've lost my bowel cancer screening test kit, how can I get a new one?

You can telephone the free NHS helpline on 0800 707 60 60 to request a replacement test kit.

How can I make sure I receive a bowel cancer screening test kit?

If you are aged 60-74 years, you will be sent a screening invitation automatically through the post. You'll receive it first when you turn 60, and then once every two years thereafter. However you must be registered with a GP to be eligible. People aged 74 years and over (living in England) can request a kit by calling the free NHS helpline number on 0800 707 60 60 to request a replacement kit. If you are under 60, you are not eligible to receive an NHS test kit at this time in England.

Note: If the person is symptomatic, direct onto their GP.

How does the bowel cancer screening test kit work?

The test kit looks for tiny amounts of blood in your poo that you may not be able to see. It can detect cancer at an early stage, when it is easier to treat successfully.

What does FOBt stand for?

FOBt stands for Faecal Occult (hidden) Blood test. The test kit is used to collect samples of poo which are then analysed in a lab, to detect tiny traces of blood that may be invisible to the naked eye.

I don't want to complete the NHS test kit, do I have to do it?

It is completely your choice whether you complete your bowel cancer screening kit or not, but Cancer Research UK recommends you do. The screening kit contains detailed instructions on how to complete the test and tips for collecting your poo. You can also watch a video about how to complete the test at www.cruk.org/boweltest

I have a history of bowel cancer in my family, can I take part in screening earlier than 60?

The risk of developing bowel cancer gets higher as you get older, therefore the NHS Bowel Cancer Screening Programme is aimed at people aged 60 to 74. If you are concerned about your family history, or risk of developing bowel cancer, you should see your GP.

I've seen an advert about bowel cancer screening and I'm worried I might have bowel cancer. Can I have a test kit?

If you are worried about symptoms such as a persistent change in your bowel habit, pain in your abdomen, bleeding from the back passage, tiredness or weight loss, or are worried about your bowel health in any way, you shouldn't wait for your bowel cancer screening test kit. You should speak to your GP, who can arrange for referral to a specialist if necessary.

Are the people featured in the adverts real people?

Yes, all the people featured in the adverts are from the North West. Some are GPs working in the area and who support the campaign, while others are bowel cancer survivors who had cancer detected via the bowel cancer screening programme.

Who is running the campaign?

Cancer Research UK (CRUK) supported by the Be Clear on Cancer team. The Be Clear on Cancer campaign team consists of representatives from Public Health England (PHE) in partnership with Department of Health (DH) and NHS England (NHSE).

Anne Mackie, Director of Screening and Chris Harrison, National Clinical Director of Cancer have lent their support to the campaign. CRUK is consulting regularly with senior members of the Bowel Cancer Screening Programme and the Be Clear on Cancer steering group throughout campaign development.

Who is funding this campaign?

CRUK has funded this regional pilot campaign however Public Health England, Department of Health and NHS England colleagues have provided consultancy and support throughout.

How much has this campaign cost?

The amount of money invested in the campaign is appropriate for the scope of the project and cost effectiveness of the campaign will be carefully evaluated.

Any other questions or queries about Bowel Cancer Screening:

- NHS Bowel Screening Helpline Tel. 0800 707 60 60
- Cancer Research UK Nurse Helpline, Tel. 0808 800 4040
- Campaign web page: www.cruk.org.uk/beclearoncancer

Any queries about the campaign:

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