Bowel Cancer screening campaign: Generic campaign briefing
Campaign dates: 24th August 2015 to 3rd April 2016

Cancer Research UK will be delivering an advertising campaign that aims to raise awareness of the NHS Bowel Cancer Screening Programme (benefits/eligibility) in 7 regions of England, from 24th August 2015 to end-March 2016. Direct mail is also planned to run alongside advertising, from January to March 16, in selected areas (currently TBC). This campaign is based on a successful pilot that ran in London in 2014 by Cancer Research UK, and is supported by Public Health England and Department of Health.

Why are you running this campaign?
To increase participation of 60 – 74 year olds in the NHS Bowel Cancer Screening programme, by raising awareness of the eligible age range and the benefits of bowel cancer screening, and addressing psychosocial barriers to participation (via direct mail activity). Bowel cancer is the fourth most common cancer in the UK, yet it is estimated the NHS Bowel Cancer Screening programme can cut deaths from the disease by 15% in the target population¹. By 2025 it is predicted that FOBT will save over 2,000 lives from bowel cancer each year in the UK². If carried out correctly, the FOBT can detect early signs of bowel cancer, when it is often easier to treat successfully. However, overall uptake of the test in England is low at 58% (2012-13), and as low as 42% in some areas³. This campaign forms part of Cancer Research UK’s ongoing efforts to beat cancer sooner.

What activity will be taking place and when?
The advertising will consist of posters in bus shelters; posters on telephone kiosks; posters inside and on the outside of buses; adverts on pharmacy bags and regional press articles. To reach as many of the eligible population as possible we’re taking a long-term approach and running advertising in a series of bursts between August 15 and March 16:
- **Burst one**: 24th August to 27th September
- **Burst two**: 5th October to 8th November
- **Burst three**: 18th January to 21st February
- **Burst four**: 7th March to 3rd April

During the above dates, advertising will run across all of the following areas:
1. **Lancashire** (Blackpool and West Lancashire CCGs)
2. **Merseyside** (Knowsley, Liverpool, South Sefton, Halton and St Helens CCGs)
3. **Greater Manchester** (all 12 CCGs)
4. **Yorkshire** (Bradford City, Bradford Districts & Hull CCGs)
5. **North East** (Newcastle West, Newcastle North and East and South Tees CCGs)
6. **Leicester** (Leicester City CCG)
7. **South** (Oxfordshire, South Reading & Slough CCGs)

Direct mail (consisting of a letter communication and provision of a ‘kit enhancement pack’, containing latex free gloves and possibly a poo catcher) will run alongside the advertising in a selection of the target areas from January to March 2016. Target areas are TBC until results from a pilot in Wales are finalised (due Sep 15).

Who is the campaign aimed at?
Men and women who are eligible to participate in the NHS Bowel Cancer Screening Programme, i.e. those aged 60 to 74, regardless of whether they are symptomatic or not.

What evidence is there to support this approach?
- **Advertising**: Evidence indicates that poor knowledge of the benefits and eligibility of the NHS bowel cancer screening programme⁴ and being asymptomatic⁵, are contributing factors to poor uptake, resulting in

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² [HYPERLINK] "http://www.ncbi.nlm.nih.gov/pubmed?term=Predicting%20the%20impact%20of%20the%20screening%20programme%20for%20colorectal%20cancer%20in%20the%20UK"
³ http://www.publications.parliament.uk/pa/cm201314/cmhansrd/cm140401/text/140401w0001.htm#140402600019
people making an uninformed choice not to participate. Evidence suggests that during the London pilot, the kit enhancement pack and endorsement letter achieved a greater impact when supported with advertising. In North East London, a pre and post on-street survey found those who recognised the campaign posters were more likely to understand the purpose of bowel screening, have higher intentions to complete the test and believe it would be less disgusting and easy to complete.

- **Kit enhancement packs**: ‘Unpleasantness’ is a significant barrier for many considering completing an FOBT kit. With this in mind, kit enhancement packs were developed to help people collect their stool sample. We regularly review the growing evidence base of research, campaigns and localised interventions aimed at increasing uptake of bowel cancer screening, along with closely monitoring broader early diagnosis work aimed at improving the early detection of bowel cancer.

**Who will fund this activity?**
Cancer Research UK will fund the advertising and direct mail activity, and will lead on all planning and delivery.

**Have Public Health England and the National Screening Office been informed about this activity?**
Yes. Public Health England, the Department of Health and the National Screening Office have been fully informed about this activity.

**What impact is the campaign likely to have on local services?**
The call to action featured on the campaign posters advises people to contact Cancer Research UK’s Nurse Helpline for more information, therefore it is worth noting the public won’t be directed to their GP.

Members of the public (60 - 74 year olds) may mention the campaign to you as the posters could prompt people to ask questions about bowel cancer screening. Please acknowledge your awareness of the campaign and welcome these questions, as your conversations could help to reinforce the campaign messages and positively influence a person’s decision to participate.

Cancer Research UK has consulted with all NHS screening hubs and centres that fall in or around the target areas where advertising and direct mail activity will run. Data re the estimated impact of advertising, and advertising + direct mail, on the number of additional test kits returned and demand for diagnostic tests likely to be generated by the activity, has also been shared with screening centres. These estimates were calculated based on the impact generated by this same campaign when it was piloted in London, back in early 2014.

**How will the campaign be evaluated?**
We aim to work with each screening hub to analyse trends in uptake data at 12 weeks following completion of bursts 1 & 2 of the advertising, and again at 12 weeks following completion of the full campaign, compared to control areas. The primary outcome measure will be uptake by screening history (i.e. previously screened, first timers and non-responders) and secondary measures of age and gender. We also plan to conduct pre and post campaign on street interviews, along with more in-depth qualitative interviews (focus groups) in a selection of target areas, to help assess the impact of the advertising.

**What can I do to support the campaign?**
1. **Share this briefing with colleagues**
2. **Talk about the campaign**, and acknowledge awareness of it if asked about it by a member of the public
3. **Direct the public to the Cancer Research UK Nurse Helpline** if they have questions 0808 800 40 40 (Mon - Fri, 9am - 5pm)
4. **Direct any questions you have about the campaign or other materials available**, to the contacts below:

**Cancer Research UK contacts**

<table>
<thead>
<tr>
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<th>Rachael Ogley, Early Diagnosis Manager</th>
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<tbody>
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5 Annual Report Bowel Cancer Screening Programme, London Programme Hub, April 2011 – March 2012