

# 2021/22 Bowel Cancer Screening Campaign Toolkit



## Campaign overview

Cancer Institute NSW is delivering the 2021/22 Bowel Cancer Screening Campaign to motivate people aged 50-74 in NSW to participate in the National Bowel Cancer Screening Program.

The campaign is live from 6 February to 28 May 2022 and is being delivered across a range of mass media channels, including TV, radio, press, outdoor advertising, digital display, and social media (Facebook, Instagram).

## Why we need a campaign

Bowel cancer is the second biggest cancer killer in NSW.<sup>1</sup> It is estimated that approximately 102 people die nationally each week from bowel cancer<sup>2</sup>, with approximately 35 of these being in NSW<sup>3</sup>. Fortunately, the bowel cancer screening test is highly effective in detecting bowel cancer early, when it can be successfully treated in more than 90% of cases.<sup>4</sup> A campaign is needed to encourage people aged 50-74 to do the National Bowel Cancer Screening Program test when it arrives in the post, every two years.

There is good evidence that campaigns to promote bowel cancer screening are effective. As a result of the Cancer Institute NSW's 2020/21 Bowel Cancer Screening Campaign, there was an estimated increase of 17,806 (8.0%) extra National Program test kits returned during the 17-week campaign and subsequent 8-week lag period. By increasing the

number of people who do the bowel cancer screening test when they receive it in the post, more bowel cancers can be detected early, providing improved treatment options and saving lives.<sup>5</sup>

## Target audience

The campaign will target people aged 50-74 in NSW, including a specific focus on Aboriginal people and Arabic, Cantonese, Mandarin, Vietnamese, Italian, and Greek speakers. Unfortunately, only 40% of eligible people in NSW are doing the National Bowel Cancer Screening Program test when they receive it in the post. NSW has the second lowest participation rate compared to other states and territories.<sup>6</sup>

**Bowel cancer is Australia's second biggest cancer killer.<sup>1</sup>**

## Key messages

- Bowel cancer is Australia's second biggest cancer killer.<sup>1</sup>
- If detected early, bowel cancer can be successfully treated in more than 90% of cases.<sup>4</sup>
- A bowel cancer screening test will be posted to people aged 50-74 every two years.
- Do the test when it comes in the post.

## Campaign assets

The 2021/22 Bowel Cancer Screening Campaign uses clear, factual ads to educate people aged 50-74 about bowel cancer and bowel cancer screening. The ads aim to motivate NSW people aged 50-74 to do the bowel cancer screening test when it comes in the post.

Please use our assets to help promote the campaign. You can find links to assets [here](#).

<p>Posters</p>	
<p>Social media tiles</p>	
<p>Social media video (15-30 seconds)</p>	
<p>There's A Lot We Can Do video (30 seconds)</p>	

## About Cancer Institute NSW

We are NSW's cancer control agency, established under the Cancer Institute NSW (2003) Act to lessen the impact of cancer across the state. Our vision is to end cancers as we know them. The Institute is the lead agency to implement the NSW Bowel Cancer Screening Program, a comprehensive approach to reduce deaths from bowel cancer by detecting the early signs of the disease.

### Further information

- For further information about the campaign and our work to reduce bowel cancer deaths through early detection, visit [cancer.nsw.gov.au/2022-bowel-cancer-toolkit](https://cancer.nsw.gov.au/2022-bowel-cancer-toolkit)
- Or contact us directly at [cinsw-bowelscreening@health.nsw.gov.au](mailto:cinsw-bowelscreening@health.nsw.gov.au)

<sup>1</sup>Cancer Institute NSW. (2021). Cancer statistics NSW webpage: <https://www.cancer.nsw.gov.au/research-and-data/cancer-data-and-statistics/cancer-statistics-nsw/> Accessed: December 2021. <sup>2</sup>Australian Institute of Health and Welfare. (2021). National Bowel Cancer Screening Program: Monitoring Report 2021, p.7 & 18. <https://www.aihw.gov.au/reports/cancer-screening/nbcsp-monitoring-report-2021/summary>. Accessed: December 2021. <sup>3</sup>Cancer Institute NSW. (2021). Bowel cancer statistics NSW, Mortality: <https://www.cancer.nsw.gov.au/research-and-data/cancer-data-and-statistics/cancer-type-summaries-for-nsw/bowel-cancer-statistics> Accessed: December 2021. <sup>4</sup>Cancer Australia. (2019). Relative survival by stage at diagnosis (colorectal cancer): <https://ncci.canceraustralia.gov.au/outcomes/relative-survival-rate/relative-survival-stage-diagnosis-colorectal-cancer> Accessed: December 2021. <sup>5</sup>Analysis of bowel cancer outcomes for the National Bowel Cancer Screening Program 2018. Australian Institute of Health and Welfare. <sup>6</sup>Australian Institute of Health and Welfare (2021). National Bowel Cancer Screening Program: Monitoring Report 2021, p. 18. <https://www.aihw.gov.au/reports/cancer-screening/nbcsp-monitoring-report-2021/summary>. Accessed: December 2021. <sup>7</sup>Cancer Institute NSW. (2021). Cancer statistics NSW: <https://www.cancer.nsw.gov.au/research-and-data/cancer-data-and-statistics/cancer-statistics-nsw/> Accessed: December 2021.