

**Your  
next  
poo**



**could  
save**

**your  
life**

If you receive a bowel screening kit, use it. You could stop cancer before it starts.

To find out more visit [nhs.uk/bowelscreening](https://nhs.uk/bowelscreening)

**Screening  
saves  
lives**

**Help us  
help you**

# Reducing inequalities in bowel cancer screening uptake

Dr Josephine Ruwende

Consultant in Public Health- Cancer Screening PH  
Lead, NHS England London Region

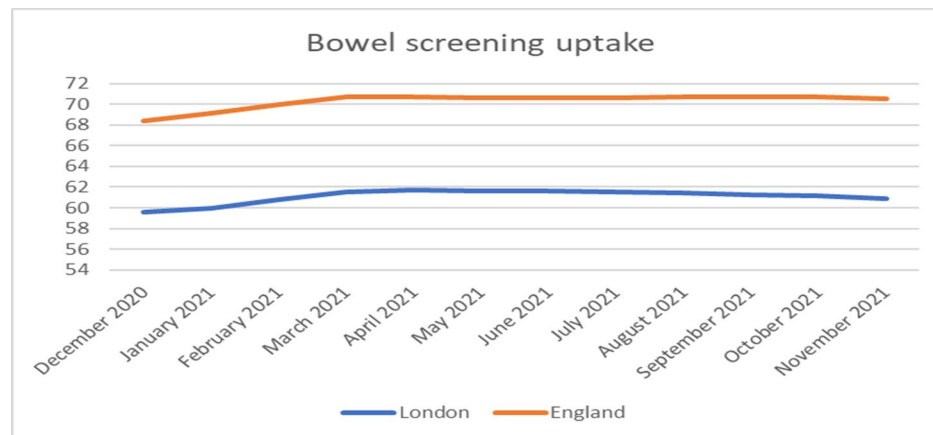


WEO

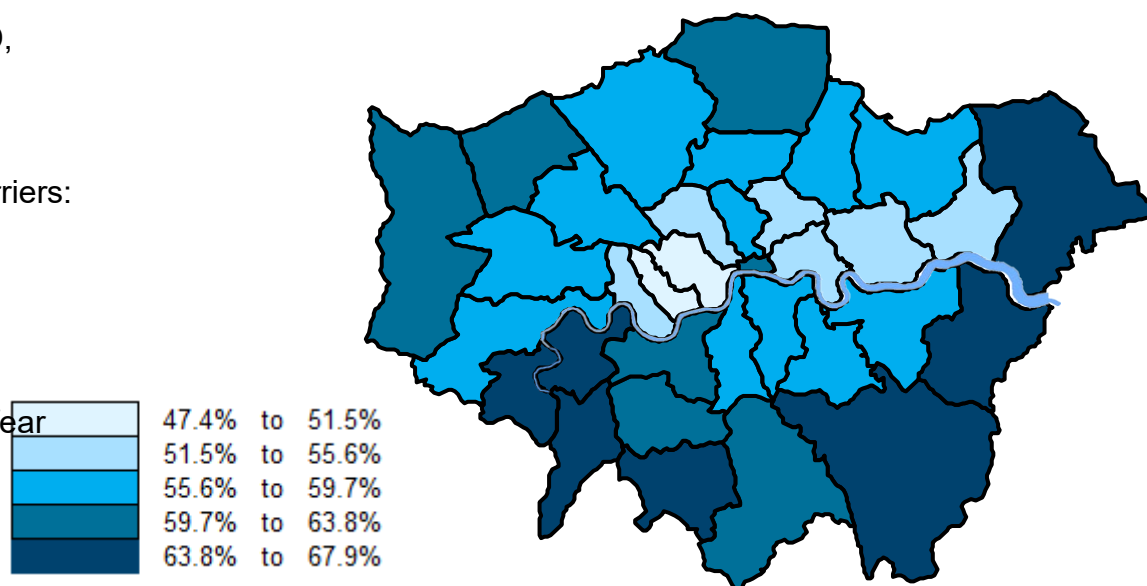
The voice of world  
endoscopy

# Why a bowel cancer screening campaign?

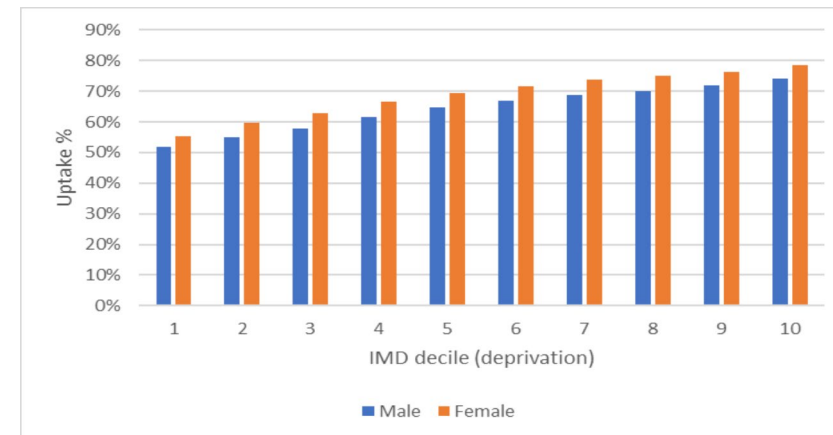
- Uptake in London has been increasing but 10% lower than England
- Lower in areas: Social economic deprivation, BME populations
- Lower in certain groups: , BME, men, younger, people invited for the first time, people with LD, prisoners, homeless
- Behavioural insights into barriers: test acceptability, lack of awareness/knowledge, risk perception, forget/put it off, fear



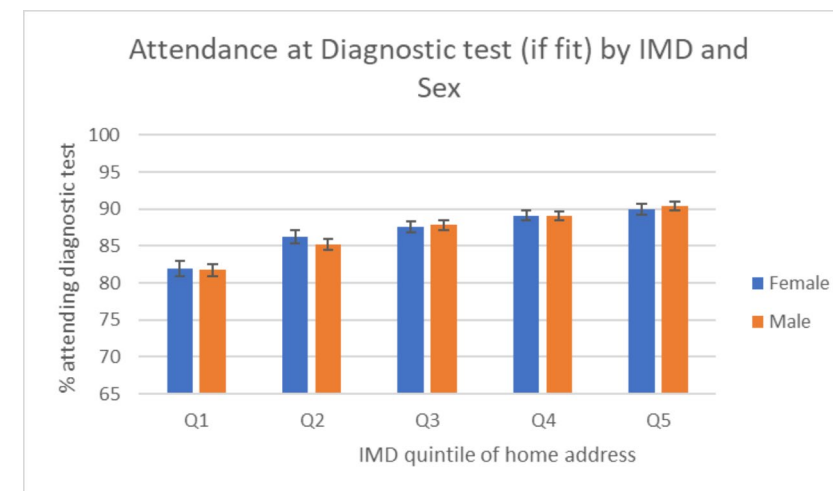
Bowel Screening coverage, London, 60-74yr, 2022



Uptake by sex, IMD 2022, England



Attendance at Diagnostic test, sex, IMD 2022, England



# Aims and Objectives

**Aim:** Increase the uptake (kit return) and reduce inequalities

**Objectives:**

- Educate individuals about bowel cancer
- Increase awareness of the national screening programme
- Encourage individuals to participate in screening by addressing specific barriers that affects uptake

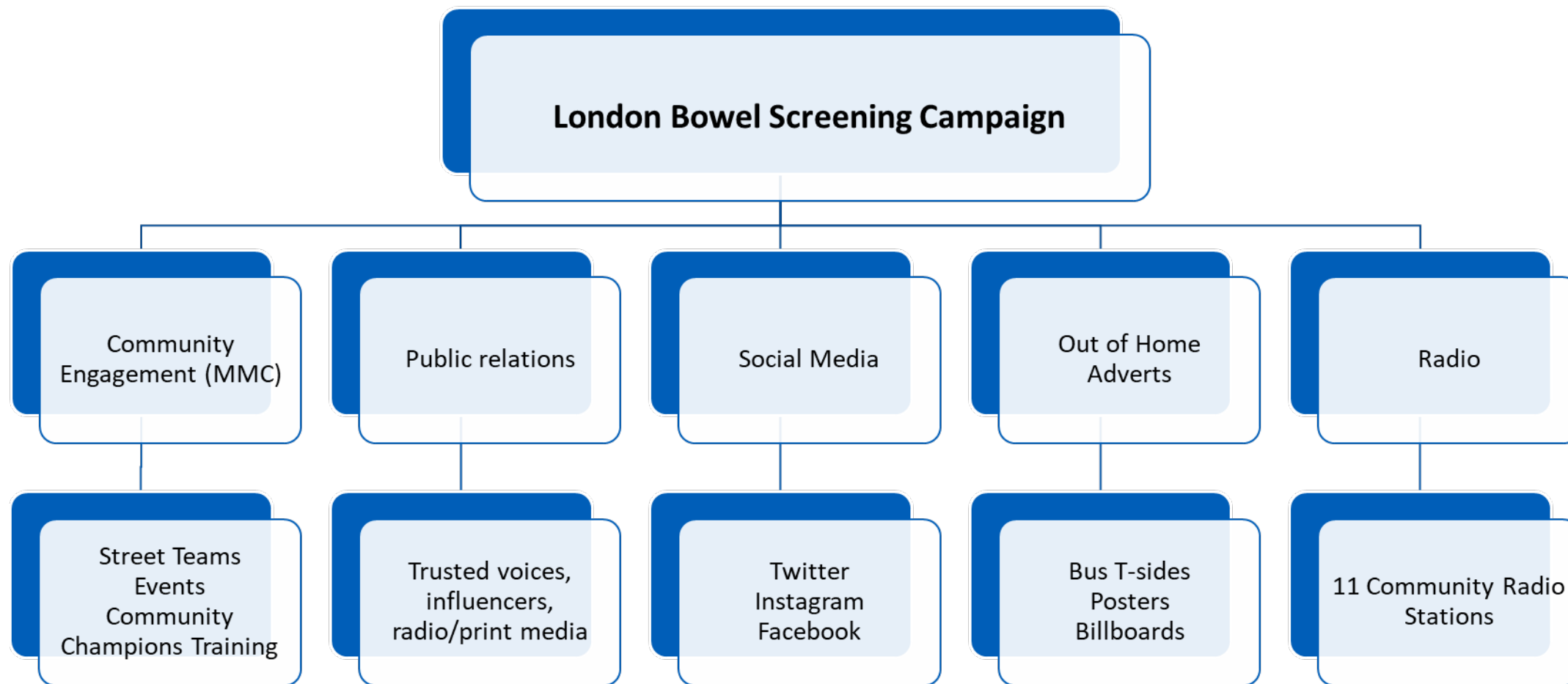
## Strategic framework

- **INFORM:**
  - Increase awareness of the bowel cancer and the screening programme
  - Increase knowledge of the importance of completing screening
- **REASSURE**
  - Address concerns around cancer fatalism
  - Address concerns about the process being 'disgusting'
- **REMIND**
  - Addresses avoidant procrastination
  - Encourages completion and sending back of kit

**Primary audience:** First time invitees (All 56, 58 and 60 year olds) and Men (56-74)

**Secondary audience:** People from lower socioeconomic groups, Ethnic and religious minorities, People with learning disabilities

# Our Approach: above the line



## Message & creative testing

from past National and International Bowel



with Bowel screening professionals, patients and population & YouGov



message testing and NHSE feedback to develop first



Testing of draft campaign assets (posters and radio ads) with focus groups



Use of insights from focus group testing to develop final creatives



# Multicultural Insights & strategic framework

There are many cultural barriers that can lead to hesitancy amongst multicultural audiences, in completing and returning their FIT kit. These were important context for developing the PR and community engagement plan, and include:

Stigma  
surrounding  
cancer

Taboos around  
handling faeces  
and breaking  
religious codes  
(Islamic)

Our older  
audiences, have a  
strong  
preference for  
spoken (not  
written) language

The home KIT's  
English  
instructions,  
could pose a  
challenge to  
understanding it

Myths  
associated  
with the test  
e.g. it's  
invasive,  
painful

Inform

Reassure

Remind

Normalise

# Our approach: multicultural campaign

We took a consultative approach across the 10 target London boroughs to build on insights as well as identifying existing local infrastructures, channels and relationships





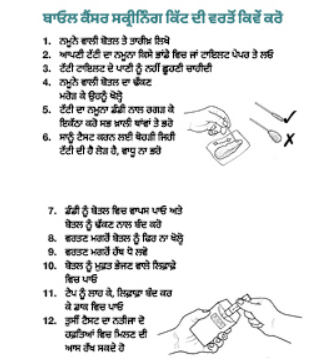
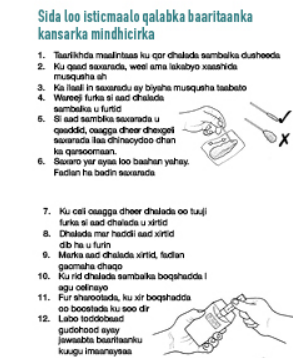
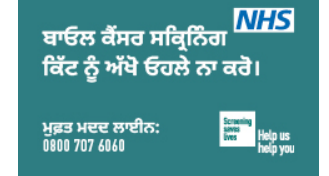
# Assets and Translations

The print assets (posters and wallet cards) were created in English and then translated into 11 languages. The posters featured the 7 bowel specialists put forward by NHSE and on boarded by MMC. They included Dr Austin Obichere, Professor Brian Saunders, Dr Shradda Gualti, Dr Bu Hayee, Dr Sas Banerjee, Dr Guy Fu Chen and Dr Sergio Coda who represented a broad range of multicultural audiences.

## English Printed Assets: Posters & Wallet Card



## Translated Printed Assets: 11 Posters & 11 Wallet Cards



Lithuanian



# Community Messaging - Audio Content

As part of the mainstream media plan MMC created 'community messaging' for radio.

MMC worked with the onboarded trusted medical experts to voice the audio recording.

The audio was recorded into 8 languages: English SA, English Black, Arabic, Urdu, Punjabi, Turkish, Hindi and Polish, featuring Dr Austin Obichere as well as a host of multicultural HCPs



Dr Austin  
Obichere -  
English



Dr Jyoti Sood - SA  
English & Hindi



Dr Pucek  
Polish



Dr Carter Singh -  
Punjabi



Dr Zein Toukan  
Arabic



Dr Sayyada Mawji  
Urdu



Dr Filiz Capar  
Turkish

## Radio Script

**Hi, I'm (HCP), a Bowel Screening Specialist.**

Believe it or not, your next trip to the toilet could save your life.

Are you aged between 56-74? If you are, when you receive an NHS bowel screening kit in the post, you should complete it as soon as possible.

You do it privately at home by following a few simple steps.  
**It could stop bowel cancer before it starts.**

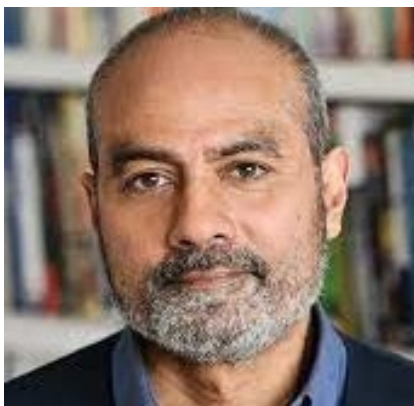
**Screening saves lives**

For more information, visit

[healthy london.org/screening/bowel/](https://healthy london.org/screening/bowel/)



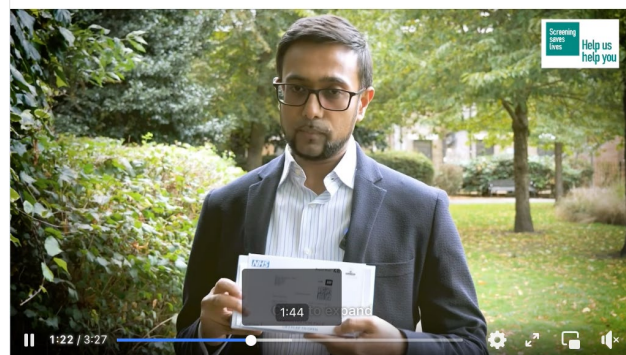
# Trusted voices



We inspired and mobilised our key communities to lead the conversation around screening, using different activations

Featuring leading gastroenterologists, our campaign sought to hero the expertise and authority of multicultural doctors and surgeons through media. We created social assets, radio ads in language and our advertorials featured in print, which is a medium our older audience engage with daily.

# Community Events



We held 11 events across our 10 boroughs, and reached over 50k people at these events, and 10x more through promotion and sharing of content from the events. With Bowel health experts, we were able to drive campaign messages home at grassroots, and create space for dialogue.

We reached over 50,000 people, and sentiments and feedback were overwhelmingly positive.

*These talks are  
life saving*



# Street Teams



Our multilingual street teams visited community touch points with high footfall to share campaign assets and encourage conversations.

We engaged with approx 3k people across 10 LAs.

---



In addition, campaign materials were displayed in gyms, hair salons, barbershops, restaurants, supermarkets, community centres and Places of worship, in language and English.



# Media coverage

## South Asian Media



**বাংলা পোস্ট**  
BANGLA POST  
Dr. Sas, Colorectal Surgeon



**اوصاف**  
Dr. Sas, Colorectal Surgeon



**Asian Voice**  
Risk of skin cancer increases with bhatbhara



**polish express**  
Cancer experts launch tests to help patients

## Turkish Media



**İNGİLTERE GÜNDEMİ**  
George Alagiah, Londra'daki Türk toplumlarını NHS'in ücretsiz bağırsak kanseri kitini kullanmaya çağırıyor



**Olay Gazete**  
Bağırsak kanseri hakkındaki sorularınız bir uzman tarafından yanıtlandı



**İNGİLTERE GÜNDEMİ**  
George Alagiah, Londra'daki Türk toplumlarını NHS'in ücretsiz bağırsak kanseri kitini kullanmaya çağırıyor

## Black Media



**VOICE 40 YEARS**  
Forty years of Black British Lives



**THE WEEKLY LEADER**  
Bowel cancer screening movement in Black communities across London to stop cancer before it starts



**YAN GA!**  
DR AUSTIN OBICHÈRE  
DIRECTOR OF UNIVERSITY COLLEGE LONDON HOSPITALS NHS FOUNDATION TRUST BOWEL CANCER SCREENING PROGRAMME

## Polish Media Coverage



**COOLTURA 24**  
Eksperyty Twoje badanie w kierunku raka jelita



**polish express**  
„Kiedy otrzymasz zestaw do badań przesiewowych w kierunku raka jelita, użyj go bezzwłocznie. Możesz zatrzymać raka zanim się pojawi.”



**polish express**  
„Kiedy otrzymasz zestaw do badań przesiewowych w kierunku raka jelita, użyj go bezzwłocznie. Możesz zatrzymać raka zanim się pojawi.”



NHS zachęca Polaków w Londynie do bezpłatnych badań w kierunku raka jelita

PODROŻY WIADOMOŚCI UK ZDROWIE DZIEN GŁÓWNE

NHS London prowadzi kampanię ratującą życie, aby zachęcić polskie społeczności w całym Londynie do wykonania bezpłatnego testu przesiewowego NHS w kierunku raka jelita, który sprawdzi czy mogą mieć raka jelita.

Źródło: polskopress.com.pl



**NHS**  
„Kiedy otrzymasz zestaw do badań przesiewowych w kierunku raka jelita, użyj go bezzwłocznie. Możesz zatrzymać raka zanim się pojawi.”  
Prof. Brian, Konsultant gastroenterolog

Regularne badania przesiewowe mogą zatrzymać raka zanim się zacznie.

Rak jelita jest jednym z najczęstszych nowotworów i regularne badania przesiewowe mogą mu zapobiec. Bezpłatny zestaw NHS do badań przesiewowych w kierunku raka jelita jest dostępny dla wszystkich mieszkańców Londynu w wieku 56-74 lat. Zestawy są przeznaczone dla osób bez objawów i wykazują osobę upewnia się, że wszystko jest w porządku.

Aby dowiedzieć się więcej, odwiedź: [healthylondon.org/BCS](http://healthylondon.org/BCS)



**Moje Radio to PRL**  
**londynek.net**  
UK Polish Community Online





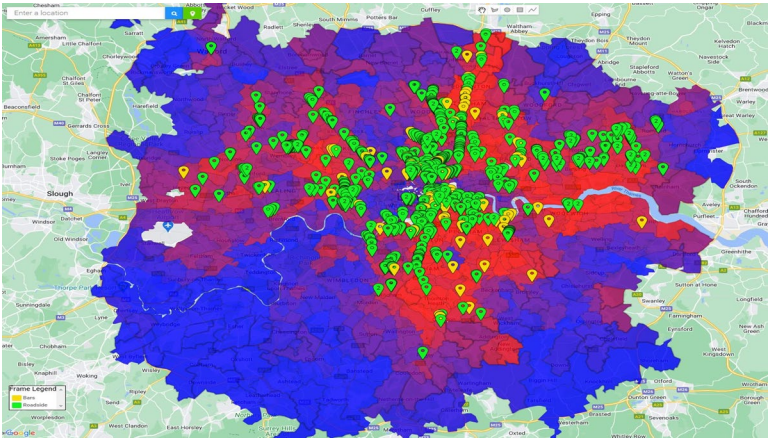
# Evaluation

- Campaign asset design, message
- Channel performance- reach, frequency, CTR, CPR
- Behavioural metrics-
  - Quantitative -Pre and post analysis online (YouGov Survey)
  - Qualitative – FGDs, key informant interviews
- Impact- kits returned, self-referrals/kits requested, calls received, uptake, coverage



# Reach

Channel	Reach
Radio (English language)	2.137 million
OOH out of home (bus sides)	2.023 million (freq 6.77)
Community Radio (non-english)	1,096 million
Social	1.035 million (freq. 6.5)
Multicultural PR	Media coverage reach: Paid: 7.8m, Earned: 16m
Street teams	Street Teams reached & engaged 45k of our target audience



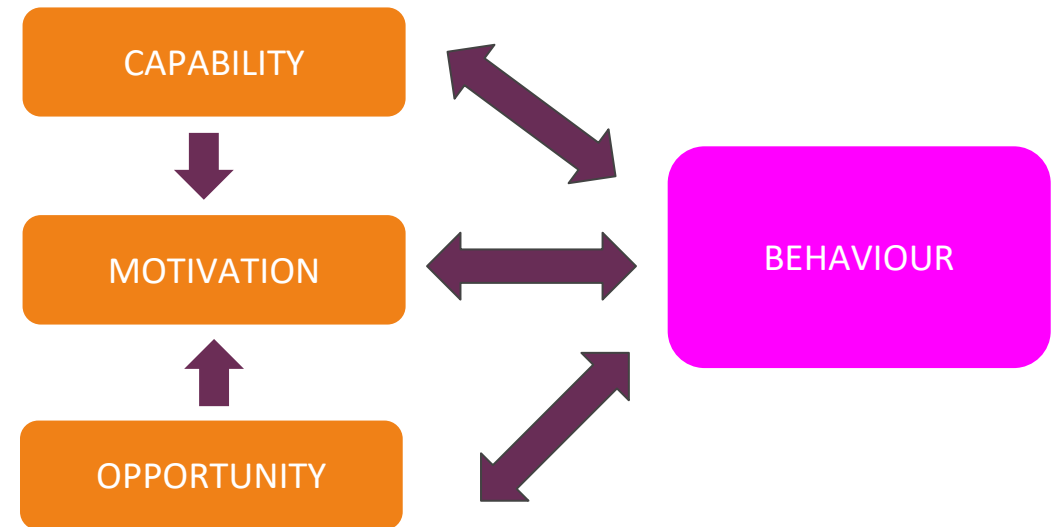
# Behavioural Metrics

YouGov's Pre and post campaign online survey assessing "Knowledge, attitude, intention to screen (return kit)"

Overall white respondents had higher awareness of screening and more likely to have been screened BUT Post campaign increase across all metrics in all groups

But after the campaign, the gap between white and BAME groups reduced with

- 8% increase in BME who completed the kit (50% vs 58%)
- 3% decline in BME who reported that they had not received the kit (29% vs 26%)
- 16% increase in BME who associated bowel cancer screening with the NHS (54% vs 70%)
- 5% Increase in proportion of BME who knew that Bowel screening is done privately at home (56% vs 61%)
- 6% increase in BME who knew that bowel screening saves lives (36% vs 43%)



# Qualitative evaluation

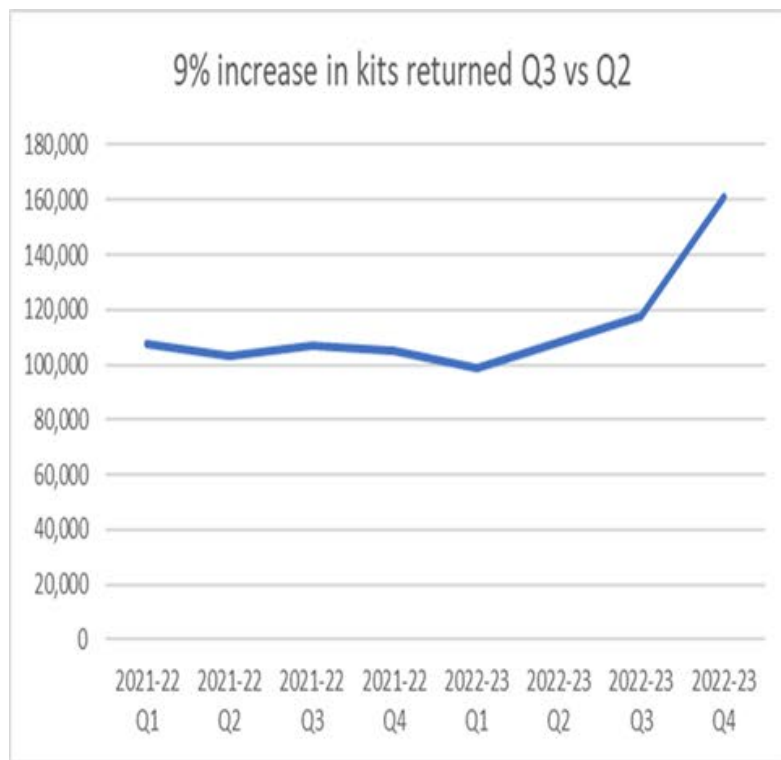


Independent Evaluation by Cultural Intelligence Hub

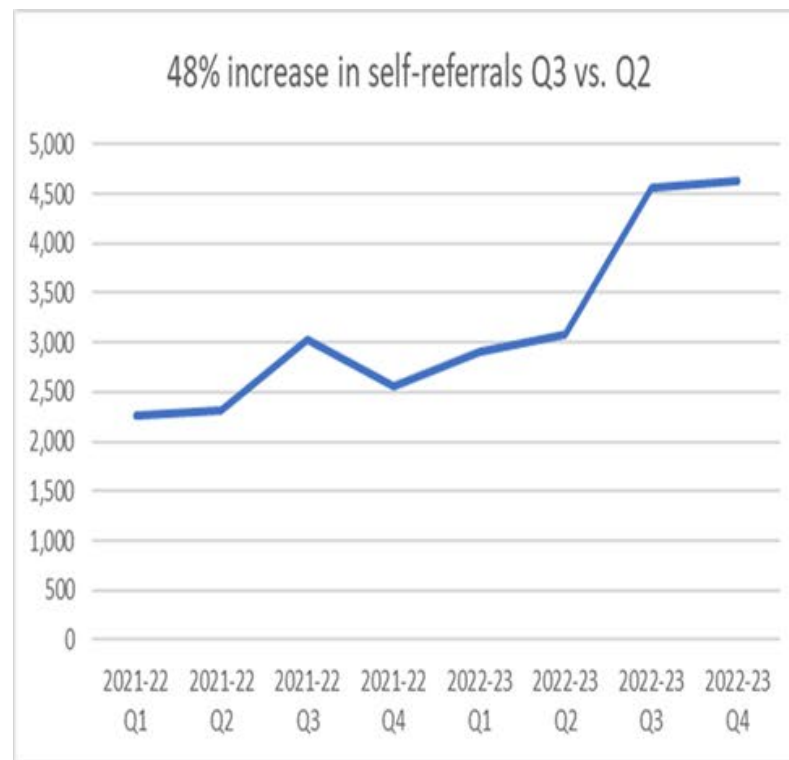
- Interviews of ethnic minority communities in low uptake boroughs and stakeholders (LA comms/PH)
  - The campaign seen as effective in helping to increase uptake of screening
  - The posters are welcomed because they are diverse and community specific
  - Good to see HCPs 'like us' – credible, trusted
  - Male HCPs – good for engaging men reluctant to screen
  - The radio advert works well because it is simple and easy to understand
  - For many, the wallet card provides useful information and can allay fear the test is difficult to do
  - The social media ads provide key messages that are simple and easy to understand
  - Social media videos work well for younger people and both voices are liked
    - Less relevant for older Pakistani and Bangladeshi, but important to engage younger audiences who can discuss with and encourage family and friends to do the test



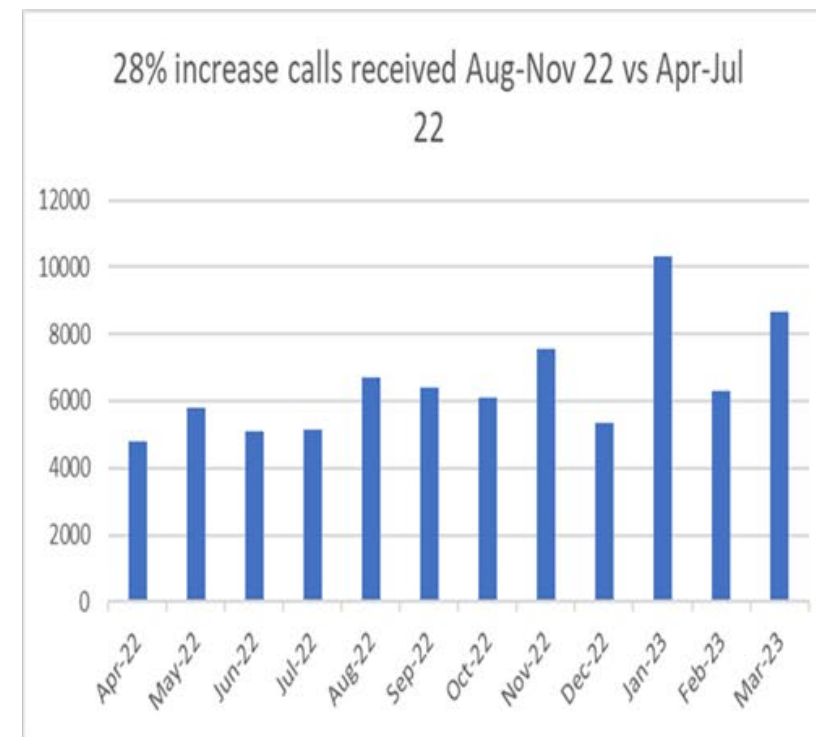
# Kits returned, self-referrals, calls received



20k more kits returned



1500 self referrals

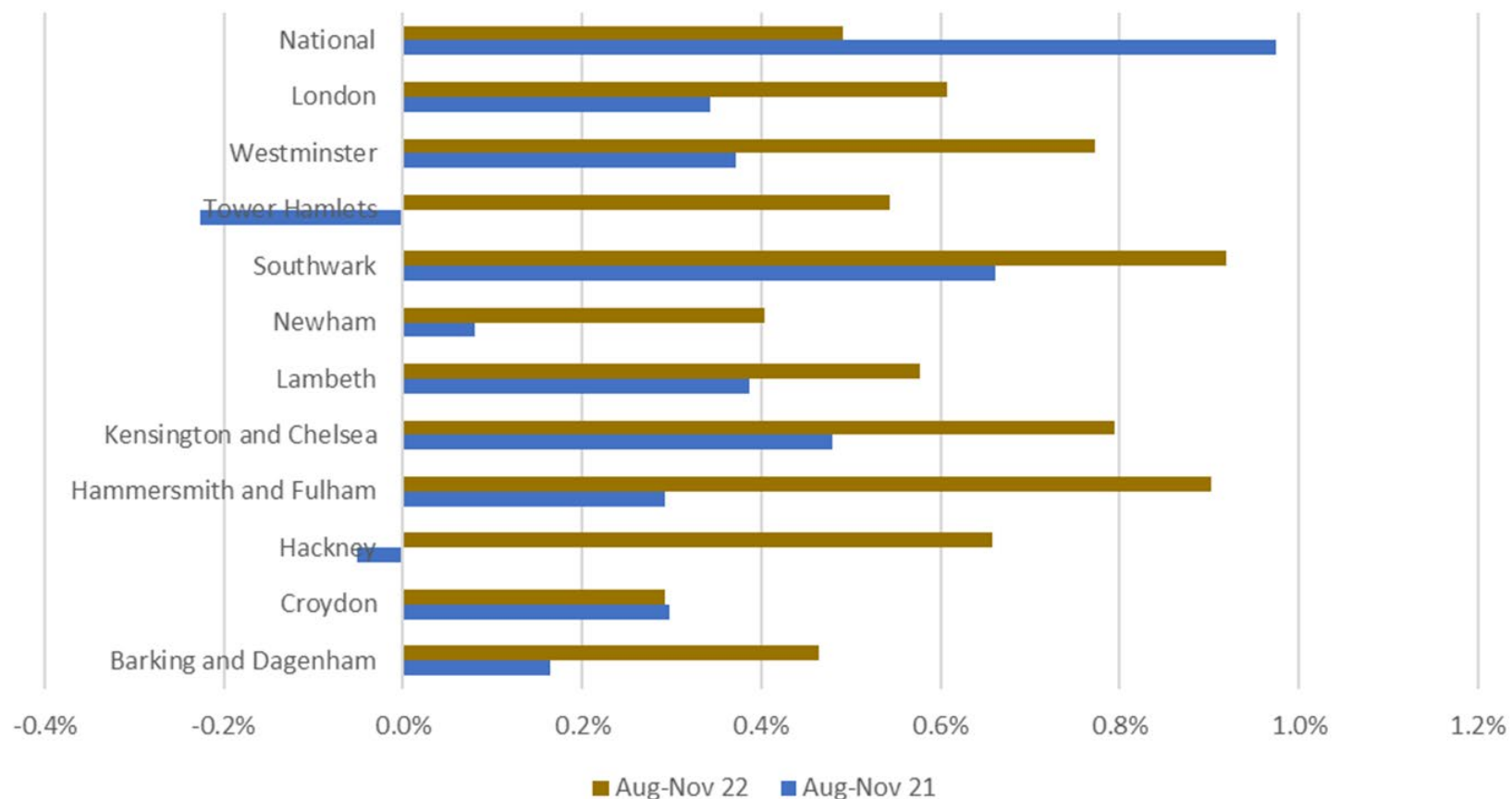


8k more calls



# Priority boroughs, screening coverage

Change on coverage Aug-Nov 2021 vs 2022



## 60-74 coverage highlights

London-Greater increase in 2022

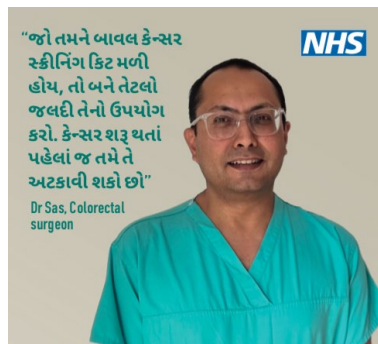
(+0.6%) vs 2021 (0.3%)

2021 national + 1% vs 0.3% in London

- **Greater increase** in coverage in London compared to England 0.5% vs 0.6% in London
- **Greater increase** in priority boroughs compared to London and England (1%)
- **Increase in all priority boroughs 10/10 in 2022, vs. 8/10 in 2021**



# Value



નિયમિત તપાસથી કેન્સર શરૂ થાય તે  
પહેલાં જ તે અટકાવી શકાય છે.



બાવલ કેન્સર સૌથી સામાન્ય કેન્સરોમાંનું એક છે અને નિયમિતપણે તપાસ કરાવવાથી તે અટકાવવામાં મદદ મળી શકે છે. NHSની બાવલ કેન્સરની તપાસ માટેની મફત સ્ક્રીનિંગ ફિટ લંડનમાં રહેતાં 56-74 વર્ષની ઉંમરનાં દરેક જણને મફત મળી શકે છે. આ ફિટ જેમને માટે જિલ્લો ન હોય તો વાંચો તમારો લોકો માટે છે અને મોટાભાગનાં લોકોને તેમનું નકારાત્મક પરિણામ મળે છે.

વધુ જાણકારી મેળવવા, જુઓ: [healthylondon.org/BCS](http://healthylondon.org/BCS)

Screening  
saves  
lives

Help us  
help you



يمكن للفحص المنتظم أن يوقف  
السرطان قبل أن يبدأ.



يعد سرطان الأمعاء أحد أكثر أنواع السرطان شيوعاً ويمكن للحصص المنتظمة أن تساعد في الوقاية منه. تتوفر مجموعة NHS المجانية للفحص لسرطان الأمعاء لجميع المقيمين في لندن الذين تتراوح أعمارهم بين 56 و74 عاماً. هذه المجموعة مخصصة للأشخاص الذين لا يعانون من أعراض، وأغلبهم يثبت الاختبار خطئهم من سرطان القولون.

للتعرف على المزيد، يرجى زيارة موقع  
[healthylondon.org/BCS](http://healthylondon.org/BCS)

YOU GOV qualitative feedback was overwhelmingly positive as was the post campaign patient satisfaction survey

Feedback on the campaign assets highlighted the need for “people like me” coupled with simple but clear Call to Action to motivate and reassure our target groups.

Our audiences were reflected in the Bowel Cancer Screening medics featured on our posters, through our Street Teams and in our languages, proving that representation matters.

# Led by innovation, driven by insight

We understand the power in collaboration and in this being the first large scale Bowel Screening campaign in London, we partnered with the right trusted voices and stakeholders to ensure its success.

## INNOVATION

This was the first large scale campaign of its kind in London and UK



## PARTNERSHIP

Campaign designed with NHS Staff, Local Authorities and Community Partners



## IMPACT

The boroughs with the lowest bowel screening uptake in the country, had the highest increase in uptake across the country



# THANK YOU

Innovation



Collaboration



Impact

