

The National Bowel Cancer Screening Campaign

A communications campaign to help save lives from bowel cancer

You can help save **84,000 lives by 2040** by increasing participation to 60%

The campaign aims to:

- **capture new participants** as they reach 50 years of age
- **remind people to do the test** when they receive it
- **encourage people who haven't done the test** to do so



You play a critical role in encouraging patients to take part in screening!

The 2019 National Bowel Cancer Screening campaign invited GPs and practice managers to support their patients to screen. As a result:

93,000

extra bowel test kits
returned in 2019

856

bowel cancers prevented
over the next 50 years

469

lives saved over
the next 50 years

\$46 million

in savings to the health
system over the next 50 years

Why we need your help



Almost **one third of 50-74 year olds surveyed after the 2019 campaign (32%)** reported that their **GP had spoken with them about bowel cancer screening**. Of those, **61% of those discussed doing the test** when it arrived in the mail.

- GPs influence their patients, can identify why they aren't screening, and encourage them to do the test - **you play a key role in saving lives**
- Once people start screening, 80% will re-screen when they're next invited
- This simple at home test is highly accurate and **bowel cancer screening saves lives**

**Encourage your
patients to take
part in screening!**

Turn over to read research about
who doesn't screen and why.

Why don't people participate in bowel cancer screening?

The Centre for Behavioural Research in Cancer (CBRC, 2021) undertook research into the 36% of eligible people whose screening had lapsed, or who had never been screened via FOBT or colonoscopy.

Three types of patients were identified: Intender, Refuser and Naive. Each have unique barriers to participation. This campaign uses these findings to target specific barriers and encourage increased participation.

For more information on this research, or the campaign, visit Cancer Council's Health Professionals' page at bowelcancer.org.au/gp

WHO IS YOUR PATIENT?			
	Intender (27%)	Refuser (6%)	Naive (3%)
Characteristics	<ul style="list-style-type: none"> Aware of bowel cancer and the screening program Intends to do the test 	<ul style="list-style-type: none"> Aware of bowel cancer and the screening program No intention to do the test 	<ul style="list-style-type: none"> Low awareness and understanding of bowel cancer and the screening program
Patient barriers	<ul style="list-style-type: none"> Doesn't prioritise doing the test Difficulty remembering to do the test Difficulty completing the test 	<ul style="list-style-type: none"> Receiving the test makes them worry about getting old or sick Fear of a positive result and what happens next Disgust about doing the test Doing the test seems complicated and difficult 	<ul style="list-style-type: none"> Low awareness of the screening program Low understanding of the testing process Low understanding of bowel cancer risk and symptoms Belief that cancer can't be cured
How to help patients overcome barriers to bowel screening	Reinforce and remind	Reassure and motivate	Educate and build trust
	<ul style="list-style-type: none"> Reinforce the reasons to do the test Encourage patients to put the test in the bathroom or near the toilet Recommend patients set a reminder for themselves Suggest patients set a date by which to do the test Offer to provide a reminder to patients, e.g. letter, phone call or text Ask your patients who complete the test to encourage others to do it too 	<ul style="list-style-type: none"> Highlight that bowel screening can prevent cancer Explain that early detection increases the chances of successful treatment Talk to patients about potential feelings of relief and gratitude after a negative result or finding an issue early Reassure the test is hygienic and simple Suggest patients talk to others who have done the test Provide simple test instructions and outline the process if a positive result is received Use of humour may be appropriate to talk about fears of screening and getting older 	<ul style="list-style-type: none"> Inform that the test is accurate, efficient, and private Make clear that bowel cancer risk increases from age 50 Explain screening is for patients who don't have symptoms Explain patients can have no family history and still get bowel cancer Explain that early detection increases the chances of successful treatment Provide easy access to information with testing instructions



Encourage your patients to order a free replacement bowel test if theirs has expired, been lost, or thrown away. You (on behalf of your patient) or your patient can order a replacement test online at ncsr.gov.au, via the **NCSR Healthcare Provider Portal**, by calling **1800 627 701**, or by scanning the QR code.

Need more information on the program? Visit www.bowelcancer.org.au/gp