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## **‘Bowel cancer waits for no one’: New campaign highlights the importance of screening for one of our deadliest cancers**

A new hard-hitting campaign for the National Bowel Cancer Screening Program launches this week with a stark reminder: *Bowel cancer waits for no one*.

The National Bowel Cancer Screening Program (NBCSP) campaign returns to our screens with a new advertising campaign from Cancer Council Australia and the Australian Government, aiming to help drive more Australians to complete their free at-home bowel cancer screening test.

Currently, less than half (41.7 per cent) of Australians do their bowel cancer screening test. If participation increases to 60 per cent, 84,000 lives could be saved by 2040. Backed by deep campaign research, the new creative is designed to reduce emotional and social barriers so bowel cancer screening feels normal, easy, and safe.

Bowel cancer is Australia's second biggest cancer killer but if found early, more than 90 per cent of cases can be treated successfully.

**Federal Health Minister Mark Butler** said, “The Albanese Government is funding this vital campaign because we know bowel cancer screening saves lives.

“Bowel cancer waits for no one – it is claiming the lives of 100 Australians per week.

“My message to Australians is simple: do not delay your bowel cancer screening test. It is a free, simple test that could potentially save your life.”

**Cancer Council Australia CEO Jacinta Reddan** said, “We are proud to be working with the Australian Government again to roll out a new concept for the National Bowel Cancer Screening Program.

“Research tells us that most Australians know the importance of screening for bowel cancer, but many still delay taking the test. People put it off, life gets in the way, or fear of what the result might show holds them back.

## Media Release

“Prioritising your health is the best thing you can do. If you’re aged 45–74, join the millions who have done the test – it could potentially save your life.”

The campaign is running across television, radio, digital, and social media with tailored messaging for Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities—including Arabic, Mandarin and Vietnamese-speaking Australians—and people living in rural and remote areas, where screening rates remain significantly lower than in major cities.

The free at-home test is simple, quick, and completed in the privacy of your own home. The test detects blood in the stool which can be an early sign of bowel cancer — often before any symptoms appear.

If you are aged 50 to 74, a free test kit will automatically be sent to your home every two years. If you are aged 45 to 49, you can request your first free kit at [ncsr.gov.au/bowel test](https://ncsr.gov.au/bowel-test) or by calling 1800 627 701. If you have any signs or symptoms or are unsure whether screening is right for you, speak with your GP.

For more information, visit [bowelcancer.org.au](https://bowelcancer.org.au).

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### **Contact details**

For all media enquiries and interview opportunities, please contact:

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02 8256 4109 (redirects to mobile outside of business hours)

### **About Cancer Council Australia**

Cancer Council Australia is Australia’s leading cancer charity, working to reduce the impact of cancer for all Australians. Cancer Council Australia works with its members, the eight state and territory Cancer Councils to:

- Undertake and fund cancer research
- Prevent and control cancer



## Media Release

- Provide information and support for people affected by cancer
- Shape and influence policy and practice

Find out more at [cancer.org.au](https://cancer.org.au), or visit our [Facebook](#), [Instagram](#), or [LinkedIn](#)