

Campaign message

Below is content that you can use to communicate about this campaign in newsletters, emails, websites and e-bulletins.

RM Partners North West and South West London Cancer Alliance (RMP) is supporting a campaign to help more people recognise the signs and symptoms of bowel cancer and to contact their GP practice early.

The campaign is focusing on people over the age of 40 and those from lower socio-economic groups as they are most likely to experience a late-stage cancer diagnosis. It will also include people in this age group from Black and South Asian ethnic backgrounds, who are already at increased risk of health inequalities.

The key messages include:

- In England, over 36,000 people are diagnosed with bowel cancer each year, and it is the 4th most common cancer.
- Bowel cancer is cancer found anywhere in the large bowel, which includes the colon and rectum.
- It can affect anyone regardless of age, gender, ethnicity or where you live.
- The biggest preventable cause of bowel cancer in the UK is eating too little fibre.
- Knowing the symptoms are important, as the earlier bowel cancer is found the more treatable it's likely to be.
- Around 90% of people diagnosed with stage 1 cancer survive for 5 years or more, compared with around 10% of people who are diagnosed at stage 4.
- Having symptoms doesn't necessarily mean you have bowel cancer, but it's still important to find out what's causing them.

**DON'T WIPE AWAY
THE SIGNS**

Dr Bina Modi
GP
Brent



Campaign message

The key symptoms to look out for are:

- Changes in your poo, such as having a softer poo, diarrhoea or constipation that are not usual for you
- Bleeding from your bottom
- Needing to poo more or less often than usual for you
- Blood in your poo, which may look red or black
- Pain, bloating or a lump in your tummy
- Often feeling like you need to poo, even if you've just been to the toilet

Other symptoms include:

- Losing weight without trying to
- Feeling very tired for no reason

Whilst it is less likely to be bowel cancer, it's best to see a healthcare professional if you are experiencing any of these symptoms for 3 weeks or more.

Don't wipe away the signs.

If you are aged 50 to 74, you will be invited to take part in the NHS bowel cancer screening programme. Please complete and return your screening kit when it arrives. If you have any bowel symptoms in between screening invitations, please contact your GP practice.

**DON'T WIPE AWAY
THE SIGNS**

Dr Lavan Baskaran
GP
Croydon & Sutton



Spreading the message

Suggested newsletter/web copy

The bowel cancer awareness campaign – 'DON'T WIPE AWAY THE SIGNS' - highlights key symptoms of bowel cancer and reminds people to contact their GP practice earlier to get their symptoms checked.

You may be more likely to get bowel cancer if:

- you're over 50
- you smoke
- you're overweight or obese
- you drink alcohol
- eat processed meat
- a close relative has had bowel cancer
- you have inflammatory bowel disease, such as Crohn's disease or ulcerative colitis
- you have small growths in your bowel called bowel polyps
- you have Lynch syndrome or Familial Adenomatous Polyposis

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Other symptoms include:

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Whilst it is less likely to be bowel cancer, it's best to see a healthcare professional if you are experiencing any of these symptoms for 3 weeks or more.

Don't wipe away the signs. Early cancer diagnosis saves lives.

Visit www.dontwipeawaythesigns.com or search 'NHS Bowel Cancer'

#DontWipeAwayTheSigns #BowelCancerAwareness

**DON'T WIPE AWAY
THE SIGNS**

Dr Navdeep Alg
GP
Merton



Spreading the message

The suggested posts below can be used to help spread the message across social media

Bluesky / X – please tag @RMPartnersNHS

WhatsApp - for use in your own WhatsApp groups/ channels

Suggested post 1:

Know the symptoms of bowel cancer? Could be blood in your poo, pain or bloating in your tummy or changes in your poo that are not usual for you. If experiencing any of these for 3 weeks or more, contact your GP practice. More info: <https://dontwipeawaythesigns.com>
#DontWipeAwayTheSigns

Suggested post 2:

Bowel cancer is the 4th most common cancer in England, but very treatable when caught early. Don't ignore symptoms such as blood in your poo, pain or bloating in your tummy or changes in your poo that are not usual for you. Contact your GP practice. Visit <https://dontwipeawaythesigns.com> #DontWipeAwayTheSigns

Example social media assets which can be found online at <https://dontwipeawaythesigns.com>



For further information on how to order your resources or download shareable social media assets, visit www.dontwipeawaythesigns.com or www.nhs.uk/conditions/bowel-cancer/symptoms/

**DON'T WIPE AWAY
THE SIGNS**

Spreading the message

Instagram & Facebook

Instagram – please tag @rmpartnersnhs

WhatsApp - for use in your own WhatsApp groups/ channels

Suggested post:

Did you know the biggest preventable cause of bowel cancer in the UK is eating too little fibre. It is estimated that it's linked to 28 out of 100 bowel cancers (28%) in the UK.

When bowel cancer is diagnosed at an early stage, treatment is more likely to be successful.

Please don't ignore the signs:

- Changes in your poo, such as having a softer poo, diarrhoea or constipation that are not usual for you
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Other symptoms include:

- Losing weight without trying to
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Whilst it is less likely to be bowel cancer, it's best to see a healthcare professional if you are experiencing any of these symptoms for 3 weeks or more.

Don't wipe away the signs. Early cancer diagnosis saves lives.

For more information visit www.dontwipeawaythesigns.com

#DontWipeAwayTheSigns #BowelCancerAwareness

For further information on how to order your resources or download shareable social media assets, visit www.dontwipeawaythesigns.com or www.nhs.uk/conditions/bowel-cancer/symptoms/