

A graphic of a white, folded piece of paper with a perforated edge, set against a teal background with a light grid pattern. The paper is folded into three sections. The top section contains the text 'Are you Over 50?'. The middle section contains 'Have you received your test kit?'. The bottom section contains 'No symptoms doesn't mean no problem.'.

Are you
Over 50?

Have you
**received your
test kit?**

No symptoms
**doesn't mean
no problem.**

Return your bowel test kit.
It could save your life.

Bowel Cancer Screening

Campaign Toolkit

The Campaign

The NHS South East London Cancer Alliance (SELCA) has launched its new campaign – “Don’t Wipe Away the Hidden Signs” – to encourage people aged 50 to 74 to participate in bowel cancer screening.

Bowel cancer screening uses a test kit known as a faecal immunochemical test (FIT) kit. The test checks for blood in stool, which can be an early sign of bowel cancer or other conditions. The kit is sent to people who are registered with a GP in England, every two years.

The campaign will be seen across South East London with advertising on buses, TfL underground and overground stations. The campaign ads will also be seen on social media and online search channels and heard across London radio stations.

The bowel cancer awareness campaign will be live throughout the month of October 2025.

Alongside encouraging people to complete their FIT test, SELCA are also encouraging people to be aware of potential symptoms like blood in the stool and abdominal pain, and speak to their GP.

The key messages include:

- In England, over 43,000 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

What is Bowel Cancer?

Bowel cancer is cancer found anywhere in the large bowel, which includes the colon and rectum. It's one of the most common types of cancer in the UK.

Bowel cancer screening is a test used to detect bowel cancer, it uses a test called a faecal immunochemical test (FIT) to look for blood in a sample of your poo. This could be a sign of bowel cancer.

You collect the sample at home and return it by post to be tested.

It can help find cancer early, and before you have any symptoms, which may mean it's easier to treat.

What is Bowel Cancer Screening?

Bowel cancer screening is a test you do at home that checks for signs of bowel cancer. It's offered to everyone aged 50 to 74, who are automatically sent a kit every two years.

Bowel cancer screening uses a test called a faecal immunochemical test (FIT) to look for tiny amounts of blood in a sample of your poo. This could be a sign of bowel cancer. You collect the sample at home and send it by post to be tested.

It can help find cancer early, and before you have any symptoms, which can make it easier to treat.

How to get a bowel cancer screening home test (FIT kit)

If you're aged 50 to 74 and registered with a GP, you'll automatically get a bowel cancer screening home test kit (FIT kit) through the post every 2 years.

This is because your risk of getting bowel cancer gets higher as you get older.

If you're aged 75 or over, you can ask for a home test kit every 2 years by calling the bowel cancer screening helpline on:

Freephone 0800 707 6060

If you do not have a permanent home address, you can ask your GP surgery for your bowel screening kit to be sent to the GP surgery or to another address.

Here's how you can get involved.

Publish a post from your organisation's Facebook & Instagram accounts using the provided social media assets, or disperse information via your organisations email newsletter campaigns.

The suggested copy is provided but please feel free to adjust language to fit your organisation's brand voice and tone to better relay the message to your audiences. You can also choose to amplify (repost/share) the official posts which will feature under the same campaign hashtags.

Please use the hashtags #DontWipeAwayTheHiddenSigns and #BowelCancerAwareness on all social media posts and be sure to tag the NHS South East London Cancer Alliance. This is so our social listening can pick up the campaign's posts so we can measure reach effectively.

Messaging & Assets

ARTWORK

Please find attached artwork within this pack

SOCIAL COPY

Long Form Copy

The NHS is encouraging people in London who have been sent an NHS bowel cancer screening kit to complete the test.

Did you know that the NHS bowel cancer screening kit could save your life? Bowel cancer is the fourth most common cancer in the UK and detecting it at the earliest stage makes you up to 9 times more likely to be successfully treated.

The free test detects signs of cancer before you notice anything wrong, the kit can be completed in the privacy of your own bathroom, a few simple steps and a tiny sample is all it takes.

Everyone in London aged 50 to 74 and is registered with a GP practice will be sent a test in the post automatically, every two years.

So, the NHS is asking anyone who is sent a bowel cancer screening test to remember to complete it. Return your bowel test kit. It could save your life.

Short Form Copy

The NHS is encouraging people in London who have been sent an NHS bowel cancer screening kit to complete the test.

Did you know that the bowel cancer screening kit could save your life? Detecting bowel cancer at the earliest stage makes you up to 9 times more likely to be successfully treated.

So, the NHS is asking everyone who is sent the test to remember to complete it. The free test detects signs of cancer before you notice anything wrong, the kit can be completed in the privacy of your own bathroom, a few simple steps and a tiny sample is all it takes.

If you're sent a bowel cancer screening kit, return your bowel test kit. It could save your life.

Don't forget to include the campaign hashtags

#DontWipeAwayTheHiddenSigns #BowelCancerAwareness

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THANK YOU