

# Be part of the National Bowel Screening Primary Care Promotion

May 2024



In May last year, the National Bowel Screening Programme had a focus on promoting bowel cancer screening in primary and community care settings. It was a great success - 400 practices across the country took part, and there was a significant increase in kit requests for priority populations.

**We are pleased to now invite primary and community care providers to take part in the May 2024 focus on bowel screening.**

## Primary and community care key to encouraging bowel screening.

Healthcare professionals are key for encouraging uptake of bowel screening. Research undertaken for the national bowel screening campaign found that GPs, nurses and healthcare professionals were the top health information source for campaign priority populations of Māori and Pacific peoples.

### Visual display in reception or waiting room area. The following will be supplied:

1. Posters - A3 sized national campaign posters in English, te reo Māori, Samoan and Tongan languages.
2. Reception desk prompt card

### What's involved?

Visual display  
+  
GP/nurse led conversation

PLUS

### Using the supplied demonstration kit:

3. Engage eligible audiences in a brief conversation about bowel screening.
- Check if patient has already completed a bowel screening test.
  - If not, request a test kit to be sent to the patient.

## Click here to sign up by 5th April

The campaign team will confirm your participation via email and arrange to send you the resources by the third week of April.

### Need more information?

Contact Robert Muller ([Rob@puhimoanaariki.co.nz](mailto:Rob@puhimoanaariki.co.nz)) from the national campaign team. Robert can also put you in touch with your local bowel screening team, to help support the promotion.

### Key dates

Practices to complete sign up form	29th March, 5pm
Resources sent to you by	19th April
Online campaign briefing for practices	Weds 24th April, 12pm - 1pm
Visual displays set up by	Tues 30th April
GO LIVE with promotions	1 May - 31 May