



Bowel screening national multimedia campaign Information sheet for primary care

June 2022

Bowel screening national campaign to launch on 6 July 2022

The first national multimedia campaign promoting the National Bowel Screening Programme will launch on 6 July 2022 and run until at least the end of June 2023. The campaign has been developed by the National Bowel Screening Programme, working with agency the Puhimoana Ariki Collective.

About the campaign

The multimedia campaign encourages people to take part in bowel screening and is particularly focussed on increasing uptake by Māori and Pacific peoples. There will be promotions in a number of channels, including TV, radio, print and social media.

The bowel screening campaign positions the bowel screening test as an opportunity to detect bowel cancer early and communicates that the test is easy to do, free and carried out at home.

Priority audiences are eligible Māori and Pacific peoples aged 60 to 74 year. There has also been a focus on making the campaign accessible to disabled people. The campaign seeks to complement and enhance the comprehensive promotional work already underway locally and regionally, and to tap into the insights and learnings from kaimahi.

The campaign will roll out in three phases:

- Phase 1: Shift perceptions – You can do it! It's easy, free and private
- Phase 2: Deepen knowledge/education – How to do the bowel screening test
- Phase 3: Social norms – Showcasing community bowel screening champions.

The campaign television commercial can be viewed on www.timetoscreen.nz/bowel from midday on 6 July.

Campaign messages

- Bowel screening is free, easy and you can do it at home
- You'll get a test kit in the mail every two years
- The test can detect bowel cancer early before you have any symptoms
- So when you get the bowel screening kit, just do it – it could save your life
- Make sure your GP has your contact details so you don't miss out
- For more information go to 'timetobowelscreen.nz' or talk to your doctor

Campaign development

- The first national bowel screening campaign is being launched on 6 July in Auckland.
- It is being launched in the Waitematā district, where the successful bowel screening pilot took place.
- The campaign has been developed in a way that reflects Māori and Pacific ways of engaging, thinking, working and creating, and is colourful and vibrant.
- This campaign has a particular focus on encouraging eligible Māori and Pacific peoples to take part in bowel screening. Participation rates for Māori and Pacific peoples are lower than the overall participation rate for the programme.

About bowel screening and bowel cancer

- The campaign follows the completion of the rollout of the National Bowel Screening Programme in May 2022.
- As each region has introduced bowel screening, they have run their own local promotional campaign, tailoring messaging to their particular population. This national campaign builds on that strong foundation, embedding in the public mind that free bowel screening is now available nationwide, and encouraging participation.
- Bowel screening is now available to approximately 835,000 eligible New Zealanders aged 60 to 74. Screening is free, and offered every two years.
- Next year, the age of eligibility for Māori and Pacific peoples participating in the programme will be lowered to 50 years. Waikato and Tairāwhiti will pilot the lower age range later this year, followed by progressive roll out across the country from July 2023.
- With more than 1200 deaths a year, New Zealand has one of the highest rates of colorectal cancer in the world. Bowel screening is a proven intervention that detects cancer early.
- People who are diagnosed with early-stage bowel cancer, and who receive treatment early, have a 90 percent chance of long-term survival.
- Since the roll out began in July 2017, the National Bowel Screening Programme has sent out more than a million home test kits and detected cancers in around 1400 New Zealanders. It has also identified and removed thousands of polyps (growths in the bowel) which, if left untreated, can become cancerous over time.
- More about the National Bowel Screening Programme can be found on the Time to Screen website (timetoscreen.nz/bowel).

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