



Increasing the uptake of The Bowel Cancer Screening Programme In Nottingham

What is the Bowel Cancer Screening Programme?

The National Bowel Cancer Screening Programme currently operates across Nottingham City. All men and women aged between 60 and 69 registered with a Nottingham City GP practice should have received an invitation to take part in the programme by the end of March 2010. People in this age group should have been sent a screening kit to enable them to do the test at home. By April 2012, the target age group will have been extended to include people up to 75.

Why do we need to increase uptake?

About one in 20 people in the UK will develop bowel cancer during their lifetime. It is the third most common cancer in the UK, and the second leading cause of cancer deaths, with over 16,000 people dying from it each year.

Regular bowel cancer screening has been shown to reduce the risk of dying from bowel cancer by 16%. In Nottingham our aim is to ensure that at least 60% of people in the target group return their screening kits; evidence shows that uptake is considerably lower.

What are we doing?

In Nottingham we are promoting the Bowel Cancer Screening Programme in a number of ways. This includes undertaking outreach work. Bright Ideas Nottingham has been commissioned by NHS Nottingham City to design and deliver an outreach programme to increase the uptake within our diverse local communities. The outreach project "Let's Get to the Bottom of Things" involves finding out what motivates and deters people from completing and returning their kits. To this end Bright Ideas is:

- Undertaking short surveys with individuals and engaging with individuals and groups to find out the motivating factors and barriers to returning their screening kits.
- Running a campaign crew made up of local people (from the target groups). The crew will advise on campaign materials, activities and interventions and their roll out.
- Designing, devising and evaluating campaign materials, activities and interventions aimed at engaging and involving local people.
- Working closely with partner organisations and initiatives to share good practice and promote the screening programme
- Undertaking a study into local, regional and national good practice in relation to increasing the uptake of screening services and in particular, bowel cancer screening services.

How can I find out more?

If you would like to find out more about the outreach work, or if you would like me to come and talk to a group, please contact Audrian Smith, Bright Ideas,
Tel: 0115 837 9474/ 07875 743 194, **Email: Audrian@brightideasnottingham.co.uk**

If you would like further information regarding Nottingham's Bowel Cancer Screening Programme, please contact **bowelcancerscreening@nuh.nhs.uk**, or for more general information please visit **www.cancerscreening.nhs.uk**