



NOTTINGHAM'S next BOTTOM TOP MODEL

Nottingham searches for its 'Next (Top) Bottom Model' to help raise awareness of bowel cancer

Two Nottingham-based community organisations, Bright Ideas Nottingham and BME Cancer Communities, have come together to plan a fun and innovative campaign designed to raise awareness of bowel cancer and the importance of regular screening for the disease.

To kick-start the campaign, the organisations are launching a competition to find 'Nottingham's Next (Top) Bottom Model' to star in the campaign.

The twist is that the model wanted isn't a person, but a toilet roll doll!

The competition is open to anyone aged 16 and over and it's being supported by national charity, Lynn's Bowel Cancer Campaign, which is led by TV presenter and bowel cancer survivor Lynn Faulds Wood.

Bowel cancer is the third most common cancer in the UK, causing 16,000 deaths a year.

However, it is also very treatable if detected early enough, which is why the NHS introduced a national Bowel Cancer Screening Programme for the UK in 2006.

The NHS estimates that regular bowel cancer screening can reduce the risk of dying from bowel cancer by 16%.

The screening programme involves sending people between the ages of 60-69 (registered with a GP) a free screening kit that they can use in the privacy of their own homes.

Lisa Robinson from Bright Ideas explains:

"Screening involves asking people to supply stools samples for testing and as you can imagine this may put some people off using the kit. Talking about toilet habits is difficult for the majority of us, especially older people. Plus of course, bowel cancer itself is a worrying subject – even though the aim of the kit is actually very positive.

To get round these issues, we want to devise a fun and light-hearted yet memorable campaign to encourage more people to complete and return their kits and to raise awareness of bowel cancer and the importance of regular screening.

We thought a competition to find 'Nottingham's Next (Top) Bottom Model' would be the perfect way to find the star of the campaign, plus we're hoping that the competition itself will help to raise awareness because it's fun and something that people can get involved with very easily.

We chose toilet roll dolls as they're obviously found in toilets and have been many people's 'toilet companions' over the years, making them the perfect choice to remind people to return their kits. Hence the idea of a 'bottom model' rather than a 'top model'!"

The winning dolls will feature in the campaign, which plans to target people living all over Nottingham and Nottinghamshire in 2012.

Bright Ideas Nottingham and BME Cancer Communities are launching the competition to find 'Nottingham's Next (Top) Bottom Model' at the 'Too Quiet Too Long' community conference on 12th July from 10am to 3pm at Nottingham Community and Voluntary Service, 7 Mansfield Road, Nottingham, NG1 3FB.

The free conference is part of this year's Ethnic Minority Cancer Awareness Week, which will run from 11th to 17th July with the aim of encouraging increased awareness and early detection of cancer amongst Nottingham's diverse ethnic communities.

Anyone aged over 16 years is welcome to enter the competition and the winning entry will receive a year's supply of toilet roll courtesy of the Cooperative and a night for two at the Hilton hotel in Nottingham including breakfast.

Rose Thompson, Director of BME Cancer Communities says:

"Screening can help to detect bowel cancer early, which more often than not means it can be treated. Lots of people in Nottingham aren't returning their screening kits however, often because they don't know what they are.

We want to raise awareness of the kits and the competition and subsequent campaign should help us do this in a way that sticks in people's minds."

Lisa concludes:

"We're hoping that people will support and enter the competition as a bit of fun. Bowel cancer isn't fun, but doing something about it can be."

To find out more about the competition including details of how you can enter please visit www.brightideasnottingham.co.uk or call Bright Ideas on 0115 837 9474 or email rebekah@brightideasnottingham.co.uk

To find out more about BME Cancer Communities visit www.bmecancercommunities.com