

# Stakeholder briefing

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## Bowel cancer campaign

### Campaign introduction

We would like to share news about a campaign running across Staffordshire and Stoke-on-Trent to spread awareness of signs and symptoms of bowel cancer in March 2025.

This campaign aims to increase awareness of the signs and symptoms for all people in Staffordshire and Stoke-on-Trent and also aims to encourage the uptake of at-home FIT screenings for people aged between 50-74.

The bowel cancer campaign is being promoted through multi-channel approach which includes social media messages, GP practice patient text messages, a poster resource for display and a pathway sheet which has been uploaded onto GP365.

**This toolkit has been developed to help partners and GPs raise awareness bowel cancer. This toolkit is designed to share the correct information simply and clearly and encourage partners to support the campaign by sharing information across their communication channels.**

### Key messages

- To increase awareness of the signs and symptoms of bowel cancer
- To improve the uptake of FIT at-home screenings across Staffordshire and Stoke-on-Trent for people aged 50-74.

### What this campaign toolkit includes

To help you support the campaign locally, this toolkit includes a range of materials including:

Comms material	Content	How you can help
<b>Social media</b>	Social media images and posts	Schedule relevant posts on your social media channels; repost or share from the ICB/ICS social media channels
<b>Poster</b>	PDF file	Print and display in public areas, especially in toilets
<b>Text messages</b>	Text message copy	GP practices to share via SMS text message service to relevant patient cohorts

**A Lower GI Faecal Immunochemical Test (FIT) pathway sheet has also been shared on GP365.**

## How to use this campaign toolkit

Please utilise as many of the enclosed resources as possible to help raise awareness of the importance of cervical screening.

Wherever you can, try to use the materials as they have been provided to promote the campaign messages. Please avoid making changes unless necessary. This will help to ensure consistency of branding and messaging throughout the area.

## For more information

If you have any questions about this toolkit or require more information, please email:

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