

Social media copy

Bowel cancer



All social media graphics can be downloaded from this website:


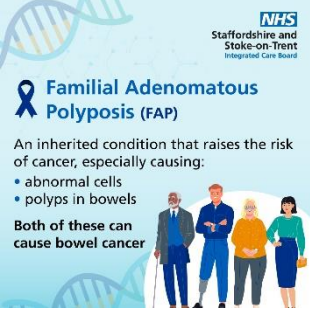


<https://staffsstokeics.org.uk/bowel-cancer/>

For more information

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

ssotics.comms@staffsstoke.icb.nhs.uk

Symptom awareness GIF	Alt Text copy	Social media post copy
 <p>download from resource centre</p>	<p><i>Know the symptoms of bowel cancer</i></p> <ol style="list-style-type: none"> <i>1. Bleeding from your bottom</i> <i>2. A change in how often you poo, or regularly having diarrhoea or constipation</i> <i>3. Blood in your poo which may look red or black</i> 	<p>If you have symptoms that last for 3 weeks or more, contact your GP practice. Tests could save your life. https://staffsstokeics.org.uk/bowel-cancer/</p>
 <p>download from resource centre</p>	<p><i>FIT screening tests are free at home test that screen for bowel cancer and other illnesses. It can help catch cancer early. Don't ignore your test.</i></p>	<p>Faecal Immunochemical testing (FIT) can be posted to you and taken from the comfort of your own home. Don't ignore your test, it could save your life. https://www.nhs.uk/conditions/bowel-cancer-screening/</p>
<p>At-home bowel testing video</p> <p>https://youtu.be/yyNvW3uQEzM insert</p> <p>YouTube video or download from resource centre</p>	<p><i>Mark Doran explains the importance and ease of doing your at-home bowel screening test.</i></p>	<p>Don't ignore your at-home bowel cancer test. You get one automatically in the post if you are aged 50-74. Testing saves lives.</p>

		https://www.nhs.uk/conditions/bowel-cancer-screening/
<p>Early detection video</p> <p>https://youtu.be/t_lu8RTQkPk insert YouTube Video or download from resource centre</p>	<p>Alt Text copy</p> <p><i>Hear from Jeff, a cancer survivor from Stoke-on-Trent about the importance of doing your at-home bowel screening test.</i></p>	<p>Social media post copy</p> <p>Doing your at-home bowel cancer test is vital so we can catch cancer early. Hear from Jeff, a cancer survivor from Stoke-on-Trent. https://www.nhs.uk/conditions/bowel-cancer-screening/</p>
<p>Inherited genes</p>     <p>download from resource centre</p>	<p>Alt Text copy</p> <p><i>Some inherited genes and conditions may increase the risk of developing cancer.</i></p> <p><i>Familial Adenomatous Polyposis (FAP)</i></p> <p><i>An inherited condition that raises the risk of cancer, especially causing:</i></p> <ul style="list-style-type: none"> • <i>Abnormal cells</i> • <i>Polyps in bowels</i> <p><i>Both of these can cause bowel cancer</i></p> <p><i>Lynch Syndrome</i></p> <p><i>An inherited condition that raises the risk of cancer, especially for:</i></p> <ul style="list-style-type: none"> • <i>Bowel cancer</i> • <i>Womb cancer</i> • <i>Ovarian cancer</i> <p><i>You may be eligible for genetic testing if a relative has already been identified as having one of these genes, or if there is a strong family history of cancer.</i></p>	<p>Social media post copy</p> <p>Learn about which inherited genes and conditions may increase the risk of developing bowel cancer. https://staffsstokeics.org.uk/brca-fap-lynch-genes/</p>