

Bowel Cancer Screening campaign toolkit

#SouthWestBowelCancer
Spring 2025

This campaign is a partnership between:

NHS England South West
Peninsula Cancer Alliance
Somerset, Wiltshire, Avon and Gloucestershire Cancer Alliance

Our campaign

Our bowel cancer awareness campaign for Spring 2025 aims to raise awareness that the bowel screening age is being reduced in the South West from 60 to 50. It will commence mid March 2025 with a particular focus through to the end of April 2025 to align with Bowel Cancer Awareness Month (which is April).

Our target audience is:

- All genders
- Age: 50 plus, but with a focus on 50-60-year-olds

The geography:

- Bath & NE Somerset
- Bristol
- Cornwall & Isles of Scilly
- Devon
- Dorset
- Gloucestershire
- North Somerset
- Somerset
- South Gloucestershire
- Swindon
- Wiltshire

Our campaign partners are:

- Peninsula Cancer Alliance
- Somerset, Wiltshire, Avon and Gloucestershire (SWAG) Cancer Alliance
- NHS England South West



Campaign poster

Our campaign poster is available in a variety of different formats to download via the following links:

NHS logo only:

[A4 poster](#)

[A3 poster](#)

Peninsula Cancer Alliance logo: SWAG Cancer Alliance logo:

[A4 poster](#)

[A3 poster](#)

[A4 poster](#)

[A3 poster](#)



The most important post you'll receive

The bowel cancer screening programme now includes everyone over 50.

You'll automatically be sent an NHS Bowel Screening Kit when you become eligible.



Regular screening can detect early signs of bowel cancer, even before symptoms appear.

peninsulacanceralliance.nhs.uk/bowel-cancer-screening



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The lead campaign creative is the version that carries the NHS logo only.

Pull-up display and A5 leaflet

We also have a pull-up display and A5 campaign leaflet, which can be printed on request, or downloaded via the following links:

NHS logo only:

[Pull-up display](#)

[A5 leaflet](#)

Peninsula Cancer Alliance logo:

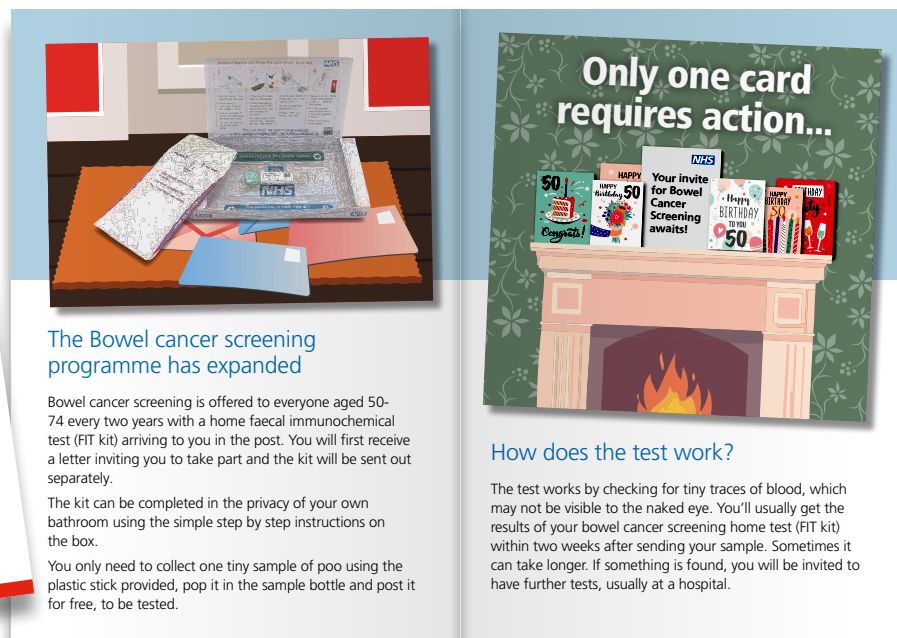
[Pull-up display](#)

[A5 leaflet](#)

SWAG Cancer Alliance logo:

[Pull-up display](#)

[A5 leaflet](#)



The lead campaign creative is the version that carries the NHS logo only.



Posters in washrooms at sporting and leisure venues

This campaign will have a strong presence at 34 sporting venues and leisure facilities across the South West.

Our campaign supporters include some of the largest sports and leisure names in the South West, and they have all agreed to display our posters:

- Bath and West Showground, Bath
- Bath City Football Club
- Bath Rugby Club, Bath
- Bath Sports and Leisure Centre, Bath
- BETTER group of nine leisure centres in Cornwall
- Bowls Wiltshire
- Bradninch Football Club, Devon
- Bristol City Football Club, Bristol
- Bristol Rugby Club, Bristol
- Cabot Circus Shopping Centre, Bristol
- Carn Brea Leisure Centre, Cornwall
- Clarks Village, Somerset
- Exeter Chiefs, Devon
- Exmouth Town Football Club, Devon
- Frome Town Football Club, Somerset
- Gloucester City AFC, Gloucestershire
- Guildhall Shopping Centre, Devon
- Keynsham Leisure Centre, Bristol
- Lydford Gorge and Finch Foundry, Somerset
- Parkwood Leisure Centre, Cornwall
- PAR Market, Cornwall
- Plymouth Argyle Football Club, Devon
- Radstock Town Football Club, Somerset
- South Devon Athletics Club, Devon
- Stourhead National Trust, Wiltshire
- Swindon Town Football Club, Somerset
- Team Bath Athletic Club, Bath
- The Mall at Cribbs Causeway, Bristol
- The Minark Theatre
- The Cornish Pirates
- Trago Mills Shopping Centre, Cornwall
- Wadebridge Sports and Leisure Centre, Cornwall
- Wharfside Shopping Centre, Cornwall
- Yeovil Town Football Club, Somerset



Organic social media

Our campaign graphics are available in a range of different sizes to suit social media and are available to download via the following links:

[1,080x1,080 pixels \(Facebook, X or Instagram\)](#)

[1,200x628 pixels \(Facebook, X or LinkedIn\)](#)

[1,920x1,080 pixels \(Facebook, X, Instagram or Snapchat\)](#)



Organic social media

We have also produced the following graphics which are variations on the main creative, for use across social media.

[You can download all three creatives here.](#)



The bowel cancer screening programme has expanded



Key messages for social media posts

To follow are a range of key messages that can be copied and used in organic social media posts:

The bowel cancer screening programme now includes everyone over the age of 50. You'll automatically be sent an NHS Bowel Screening Kit when you become eligible. It's the most important post you'll receive.

#SouthWestBowelCancer <https://tinyurl.com/3ena6kyk>

Regular screening can detect early signs of bowel cancer, even before symptoms appear. Make sure that you return your NHS Bowel Screening Kit when you become eligible. It's the most important post you'll receive.

#SouthWestBowelCancer <https://tinyurl.com/3ena6kyk>

The bowel cancer screening programme is expanding. Anyone over 50 and registered with a GP in the South West of England, will be sent a Bowel Cancer screening kit.

#SouthWestBowelCancer <https://tinyurl.com/3ena6kyk>

If you've received a Bowel Cancer screening kit through the post, don't forget to send it back.

Your next poo could save your life. #SouthWestBowelCancer <https://tinyurl.com/3ena6kyk>

Catching bowel cancer early reduces your chances of getting seriously ill or dying. You'll automatically be sent an NHS Bowel Screening Kit when you become eligible. It's the most important post you'll receive.

#SouthWestBowelCancer <https://tinyurl.com/3ena6kyk>

Completing the bowel cancer screening kit is easier than you think. It can be completed in the privacy of your own bathroom using the simple step by step instructions on the box.

#SouthWestBowelCancer <https://tinyurl.com/3ena6kyk>

Facebook advertising

Facebook advertising will run from Monday 17 March to Sunday 27 April (six weeks).

The ad will:

- run via the NHS South West parent page: <https://www.facebook.com/NHSSW>
- target people living in the South West region identified as being in the 50-60-year-old age group. This is a potential audience of 465,100 people.
- direct traffic to the following campaign landing page: <https://peninsulacanceralliance.nhs.uk/bowel-cancer-screening>

Audience definition ⓘ

Your audience is defined.

Specific Broad

Estimated audience size: 395,300 - 465,100 ⓘ



Spotify advertising

Spotify advertising will run from Monday 17 March to Sunday 27 April (six weeks).

Spotify Ads allow us to target non-paying users who do not subscribe to the full Spotify service. Ads are delivered every 30 minutes or so to Spotify users as they listen to music or podcasts. It allows us to target by geography and age, to the same age bracket parameters as Google, so 55-year-olds and above.

We upload a 64-word script, choose a voiceover and background track, and Spotify creates the audio file. A campaign image and clickable link will display on screen when the audio of the ad plays.

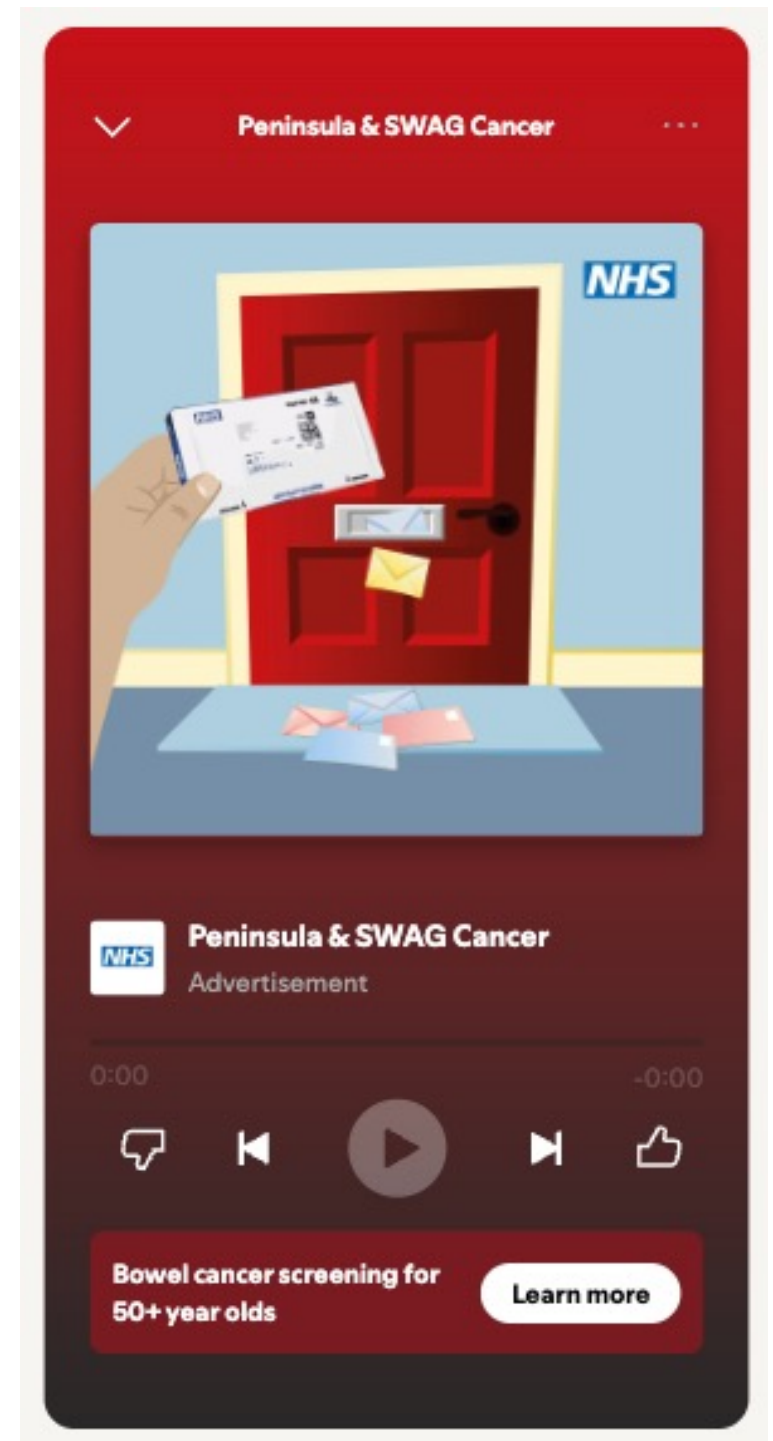
Proposed 64-word script:

The bowel cancer screening programme now includes everyone over the age of 50 across the South West of England.

You'll automatically be sent an NHS Bowel Screening Kit when you become eligible. It's the most important post you'll receive, so don't ignore it.

Regular screening can detect early signs of bowel cancer, even before symptoms appear.

To find out more, search:
'NHS Bowel Cancer Screening'.



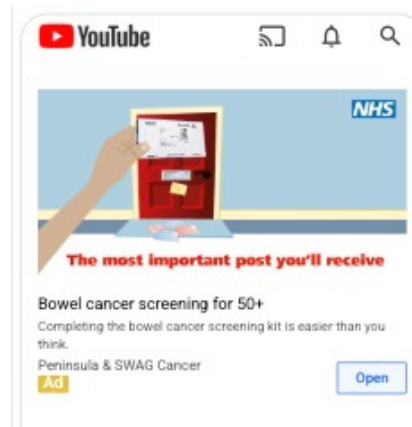
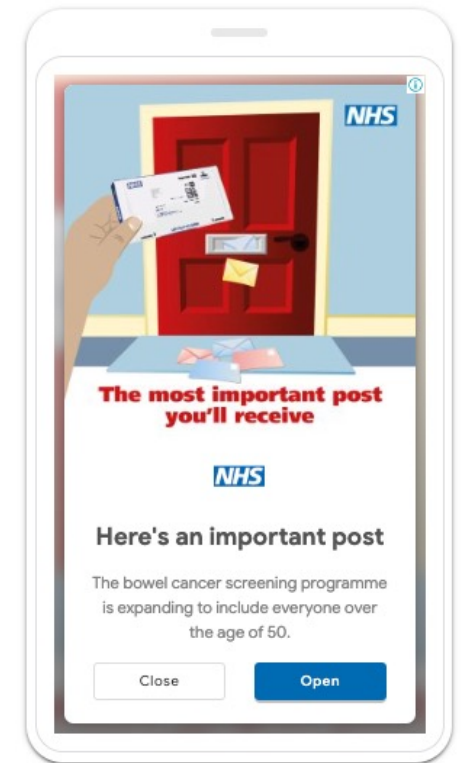
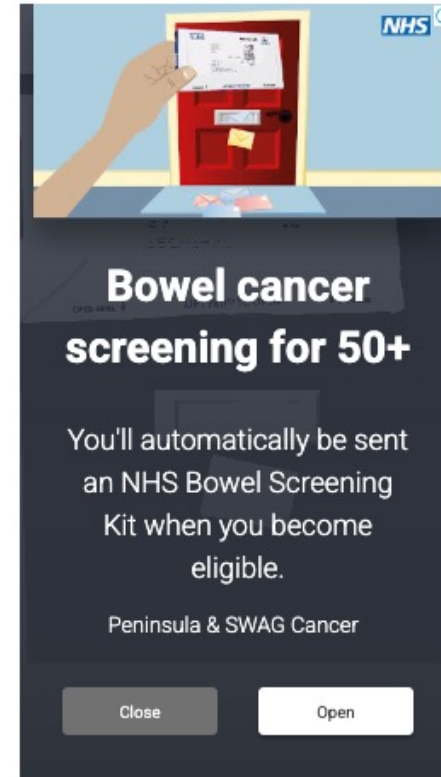
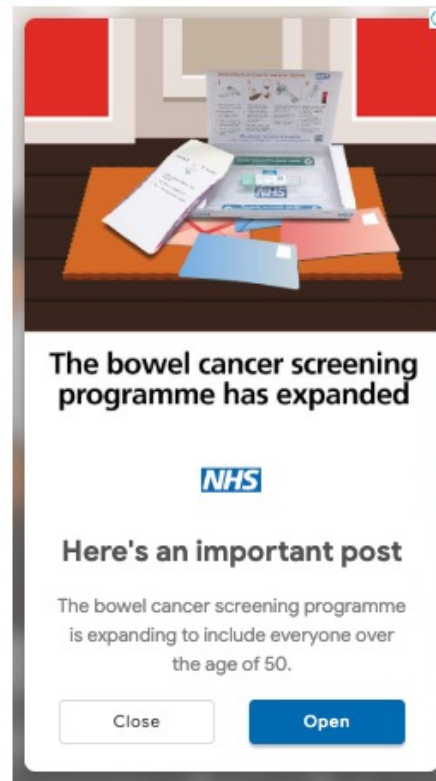
Google Display advertising

Google advertising will run from Monday 17 March to Sunday 27 April (six weeks).

Google Display is a form of programmatic advertising whereby we advertise on a diverse range of sites that partner with Google, meaning this advertising will appear across hundreds of different websites.

The ads we run will target people living in the South West region who are 55-years and above. Google says that over 1.8 billion impressions are available across this targeting criteria.

Responsive display ads automatically adjust to the size, appearance and format of your ad to fit just about any available ad space, as you'll see in these examples.



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