Be Clear on Cancer

Bowel Cancer Campaign

Communications Toolkit

August 2012
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Executive summary

Be Clear on Cancer aims to help achieve earlier diagnosis of cancer by raising awareness of the symptoms and encouraging people to visit their GP promptly if they have these symptoms.

Bowel cancer can affect people of all ages, but is more common in those over the age of 55. Around 34,000 people are diagnosed with bowel cancer in England every year and around 13,200 people die from the disease. Currently only 9% of patients are diagnosed with bowel cancer at the earliest stage. An estimated 1,700 deaths from bowel cancer could be avoided each year if survival rates matched the best in Europe.

Following the national Be Clear on Cancer bowel cancer campaign in January to March 2012, the Department of Health is running a ‘reminder’ campaign nationally from 28 August until the end of September. As previously, the key message of the campaign is: tell your doctor if you’ve had blood in your poo or looser poo for three weeks or more.

As part of the campaign, this toolkit has been developed to provide information and resources primarily to NHS Comms leads and Cancer Networks that want to support the promotion of the campaign. Support from local partners is invaluable in getting the message out about the symptoms of bowel cancer to those at risk and their family and friends, so we hope you can help us spread the word.

This toolkit contains communications advice, facts and statistics, and key messages about bowel cancer, as well as templates for you to use and share with your stakeholders, partners and local media. It also includes a campaign timeline to help you when planning your communications activities.

Timeline:
- **28 August** – Reminder campaign starts, including national and regional PR activity led by Department of Health Media Centre
- **28 August onwards** - Social media activity (see section 7)
- **29 August onwards** - Local press outreach (see section 6)
- **3 Sep – 2 Oct** - Face-to-face events (see section 5)

Note: to avoid confusion and duplication, the Department of Health is asking that, should they wish to, NHS Comms Leads and Cancer Networks contact media from 29 August onwards, after the campaign launch.

**Good luck with your activities and thank you in advance for all your help.**
Campaign overview: Be Clear on Cancer – Bowel Cancer

The Government’s priorities for cancer as set out in Improving Outcomes: A Strategy for Cancer (January 2011) include the ambition to save an additional 5,000 lives per year by 2014/2015.

Bowel cancer is England’s third most common cancer. Around 34,000 people are diagnosed with bowel cancer in England every year, more than 30,000 of whom are aged 55 and over.

It is estimated that 1,700 additional lives could be saved each year if England’s bowel cancer survival rate matched the best in Europe. Early diagnosis of bowel cancer makes it more treatable and encouraging people to see their doctor sooner could save their lives.

The first national Be Clear on Cancer bowel cancer campaign ran in January to March 2012. Initial findings from the first campaign include an increase in the public’s unprompted awareness of blood in poo (27% to 42%) and looser poo (10% to 23%) as symptoms of bowel cancer.

It is important to keep running these campaigns to maintain the public’s awareness of the key symptoms. Given this, a second national Be Clear on Cancer bowel cancer campaign will run on TV and radio from 28 August until the end of September, again highlighting the symptoms of blood in poo or looser poo for three weeks or more. As this is a reminder campaign, there will be less advertising than previously. In addition to the advertising, the campaign will include a PR launch managed by DH Media Centre and a series of face-to-face events across the country.

Three areas of England will also pilot the impact of using different approaches to sustain the national bowel activity until March 2013. These three pilots cover North London and North East London; North West England; and Yorkshire TV region.

Campaign leaflets and posters are available and can be ordered from http://www.orderline.dh.gov.uk

Face-to-Face events

Over 100 face-to-face events are taking place across England from 3 September. These events run in two phases. Phase one covers East Midlands, West Midlands, North West, North East and Yorkshire & the Humber. Phase two will cover the East of England, South West, South East, South Central and London. Schedules of the events, giving dates and locations, are being distributed separately and will also be available on the NAEDI website at http://info.cancerresearchuk.org/spotcancerearly/naedi/beclearoncancer/bowel/bowelcanceraloaglance/ - wherecampaign

As this is a reminder campaign, no central promotion of the events is planned. However, NHS Comms leads and Cancer Networks are welcome to promote the events that are taking place in their areas. If you do promote an event with local press or radio, please contact our events agency, BEcause (nicola.munday@becausexm.com) to let them know. This is very important, both to enable BEcause to prepare staff and so that they can notify relevant shopping centres to obtain approval, particularly for photography and interviews.

We know that some of you are keen to provide volunteers to work at the events. Unfortunately, this will not be possible as shopping centres have strict limits on the number of people able to work at events, and our staff will take up this quota. In addition, all of our staff have received the same training and we find that using a single team helps with team dynamics.
Key messages

The key messages below will be communicated throughout the campaign to help explain why visiting the GP with bowel cancer symptoms is important. Early detection of bowel cancer makes it more treatable, so encouraging people to see their doctor sooner could save their lives.

The key messages are:

- If you have blood in your poo or looser poo for three weeks or more, visit your doctor
- Chances are it’s nothing to worry about, but you need to get it checked out
- Finding bowel cancer early makes it more treatable

<table>
<thead>
<tr>
<th>Key messages around raising awareness of symptoms</th>
<th>If you have blood in your poo or looser poo that has lasted for three weeks or more, it could be a sign of bowel cancer.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chances are it’s nothing to worry about, but you need to get it checked out.</td>
</tr>
<tr>
<td></td>
<td>To diagnose bowel cancer early, you need to be aware of the symptoms.</td>
</tr>
<tr>
<td></td>
<td>Other symptoms include a pain or lump in your tummy, losing weight for no obvious reason and feeling more tired than usual for some time.</td>
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<table>
<thead>
<tr>
<th>Key messages around raising awareness that early diagnosis improves survival chances</th>
<th>Early diagnosis and treatment of bowel cancer can save lives.</th>
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<tbody>
<tr>
<td></td>
<td>Spotting bowel cancer early can make a real difference – treatment for bowel cancer is more likely to be successful if it is started early.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key messages around sanctioning the trip to doctor</th>
<th>If you have blood in your poo or looser poo for more than three weeks, tell your doctor – the earlier you see your GP the sooner any problems can be treated.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If something is wrong or you think you are displaying symptoms, you should go to your doctor to get it checked out. Chances are it’s nothing to worry about, but it could also be a sign of something else that needs treatment.</td>
</tr>
<tr>
<td></td>
<td>Doctors understand that blood in poo or looser poo that has lasted more than three weeks may need investigating. They are ready and waiting to help, and will not think you are wasting their time.</td>
</tr>
<tr>
<td></td>
<td>Your family and friends care about you – if they suggest you go to the doctor, you should listen.</td>
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</tbody>
</table>

<table>
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<tr>
<th>Key messages around family support</th>
<th>If you know someone who has blood in their poo or looser poo for three weeks or more, encourage and support them to go to their doctor.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>It could be a sign of bowel cancer, so it’s worth encouraging them to get it checked out.</td>
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<tr>
<td></td>
<td>Earlier diagnosis of bowel cancer improves the chances of successful treatment.</td>
</tr>
</tbody>
</table>
Other messages covering what people can expect when they visit their doctor

1. Your doctor will discuss your symptoms and will probably examine you. So make a list of your symptoms.

2. Your doctor will discuss next steps with you. These may include arranging further tests or referring you directly to see a specialist.

3. If you are diagnosed with bowel cancer, your care will be managed by a specialist team who will discuss the types of treatment that are best for you.
Resources

Planning your communications activity

This campaign may fit in with other communications activity you have planned, or may present some stand alone opportunities. To help you plan effectively, please see some suggestions below to help you get the most out of the activity.

• *Put it on the agenda*

  Dedicate some time at an upcoming team meeting to consider how this campaign fits with your organisational activity and objectives. Prior to promoting the campaign it may be useful to think about which of your audiences this information will be of interest to and how your organisation can support the campaign.

• *Appoint a lead*

  If possible appoint a lead to coordinate any planned activity around this campaign. This person could be responsible for co-ordinating plans and timelines and managing activity.

• *Get the right support in place*

  Consider what resources you will need in advance, and how you can maximise the skills and experience of the group/team members. For example, if you are organising an event, you may want to order campaign leaflets to give out to attendees and draft a press release to send to local media. You could also promote the campaign online, for example via Facebook or Twitter (please see ‘Social media / online advice’ below).

  If your team doesn’t have the resources to carry out all of the communications activity described in this pack, prioritise what you can do.

• *Get the timing right*

  Below are some key campaign timings to help you plan your local activity.

**Timeline of campaign activity**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>28 Aug</td>
<td>Campaign starts, including PR launch managed by DH Media Centre</td>
</tr>
<tr>
<td>28 Aug onwards</td>
<td>Advertising to appear across TV and radio</td>
</tr>
<tr>
<td>28 Aug onwards</td>
<td>Social media activity</td>
</tr>
<tr>
<td>3 Sep – 2 Oct</td>
<td>Face-to-face events</td>
</tr>
<tr>
<td>30 Sep</td>
<td>End of advertising campaign</td>
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</table>
Facts and stats

- Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year.
- It affects both men and women and is the third biggest cancer killer responsible for around 13,200 deaths a year.
- Around nine out of ten people diagnosed with the disease are aged over 55 and those with a family history are more at risk.
- Two thirds of bowel cancer develop in the colon, with the remaining third developing in the rectum.
- It is estimated that 1,700 additional lives could be saved each year if England’s bowel cancer survival rate matched the best in Europe.
- Bowel cancer is also referred to as colorectal cancer. It includes both cancer of the colon and cancer of the rectum.
- Currently only 9% of patients in England are diagnosed with bowel cancer at the earliest stage.
- Over 93% of bowel cancer patients diagnosed with the earliest stage of the disease survive five years compared with less than 7% of those diagnosed with advanced disease.

Information from Cancer Research UK

Stages and outcomes

Stage 1
Stage 1 bowel cancer is also called Dukes’ A. This means the cancer is only in the innermost lining of the colon or rectum, or it has spread into the inner muscle layer. As this is a very early stage cancer it has a high cure rate. After surgery more than 9 out of 10 patients (93%) will live for more than 5 years. At the moment less than 9 out of every 100 patients (9%) diagnosed with colorectal cancer have stage 1. As bowel cancer screening has been introduced across the UK, it is hoped that more people will have their cancer diagnosed early.

Stage 2
Stage 2 bowel cancer is also called Dukes’ B. This means that the cancer has grown through the muscle layer of the bowel wall. About a quarter (24%) of people with colorectal cancer are diagnosed at this stage. Depending on various factors, after surgery more than three quarters (up to 77%) of people with stage 2 colorectal cancer can expect to live longer than 5 years.

Stage 3
Stage 3 bowel cancer is also called Dukes’ C. This means that the cancer has spread into the lymph nodes surrounding the bowel. Roughly 23 out of every 100 people (23%) with colorectal cancer are diagnosed at this stage. The outcome depends on the number of lymph nodes that contain cancer cells. After surgery almost half of the people with Stage 3 bowel cancer (48%) will live for at least 5 years.

Stage 4
Stage 4 bowel cancer is sometimes called Dukes’ D. This means that the cancer has spread from the bowel to another part of the body. In roughly 9 out of 100 people (9%) with colorectal cancer, the cancer has already spread to another part of their body when they are
diagnosed. For this advanced cancer the survival rates are lower. With this stage, about 6 people out of every 100 (6%) will live for at least 5 years after they are diagnosed.

If the cancer has spread into the liver but the areas in the liver can be removed with surgery, some recent studies have shown 5 year survival rates of 25 to 40%.

Other statistics are available on the Cancer Research UK website at http://cancerhelp.cancerresearchuk.org/type/bowel-cancer/treatment/statistics-and-outlook-for-bowel-cancer#
Templates

Below are some examples of short and longer copy that you could use when communicating with your audiences about the Be Clear on Cancer bowel cancer campaign.

This copy can be used across a range of channels, for example websites, in e-bulletins, newsletters, or for social media purposes. Simply cut and paste this copy, add the relevant local information and share with your publications.

Short Copy – for email, bulletins and websites

Campaign urges: Be alert to the symptoms of bowel cancer

<Insert organisation/group name> is supporting the Government’s Be Clear on Cancer bowel cancer campaign.

The campaign will run from 28 August until the end of September and will incorporate TV and radio advertising as well as face-to-face events around the country. It aims to raise awareness of the symptoms of bowel cancer and encourage those with these symptoms to see their doctor.

Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year. It affects both men and women and is responsible for around 13,200 deaths a year. Around nine out of ten people diagnosed with bowel cancer are aged over 55 and those with a family history are at more risk.

General awareness of the early symptoms is low, but early detection of bowel cancer makes it more treatable.

It is estimated that 1,700 additional lives could be saved each year if England’s bowel cancer survival rate matched the best in Europe.

The key symptoms of bowel cancer are blood in poo or looser poo for three weeks or more.

For further information about the symptoms of bowel cancer, please visit www.nhs.uk/bowelcancer

Long copy – for more in-depth publications including newsletters

Campaign urges: Be alert to the symptoms of bowel cancer

<Insert organisation/group name> is supporting the Government’s Be Clear on Cancer bowel cancer campaign.

The campaign will run from 28 August until the end of September and will incorporate TV and radio, advertising, as well as face-to-face events around the country. It aims to raise awareness of the symptoms of bowel cancer and encourage those with these symptoms to see their doctor.

Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year. It affects both men and women and is responsible for around 13,200 deaths a year. Around nine out of ten people diagnosed with bowel cancer are aged over 55 and those with a family history are at more risk.
General awareness of the early symptoms is low, but early detection of bowel cancer makes it more treatable.

It is estimated that 1,700 additional lives could be saved each year if England’s bowel cancer survival rate matched the best in Europe.

The main symptoms of bowel cancer are blood in poo or looser poo for three weeks or more.

Dr XXX said: (example quote)

“Many people believe if you have bowel cancer there is no hope. In my experience it doesn’t have to be this way - bowel cancer can be treated.

“It’s important for people to be aware of the symptoms of bowel cancer. If you have blood in your poo or looser poo for three weeks or more, then see your GP.

“I have seen patients that have left worrying symptoms for months and when they visit me it’s too late. But I also have lots of stories of people that have come to see me at the first sign of a problem and they go on to have successful treatment for their bowel cancer.

“It’s very straightforward for your GP to examine you and determine whether to send you for further tests. If your GP suspects it might be bowel cancer you will see a specialist within two weeks and they will then arrange for further tests and, if necessary, treatment. You will either get reassurance that it isn’t bowel cancer, or you will find out it is and have a better chance of survival.

“Go with your instincts, if you are worried then see your GP.”

XXX from XXX added: (example quote)

“Bowel cancer is the third biggest cancer killer in England, claiming around 13,200 lives each year. Thousands of lives could be saved if people were aware of the symptoms of bowel cancer, as finding it early improves the chances of successful treatment. We believe that this campaign will play a key role in saving lives by encouraging people to see their GP if they experience symptoms of bowel cancer.”

For further information about the symptoms of bowel cancer, please visit [www.nhs.uk/bowelcancer](http://www.nhs.uk/bowelcancer)
Case Studies

A case study is somebody who has been personally affected by the issue at hand. In health terms this will usually mean somebody who has had the disease concerned or has/had a loved one affected by it.

Case studies are an important element to a health campaign as they add the human dimension needed to help raise awareness of the campaign issues and can help encourage conversations about particular topics. They also offer opportunities for greater in-depth coverage and discussion about campaign subjects.

If you have your own case study leads, approach those whose story most closely fits with the campaign messages. So, for bowel cancer, someone over the age of 55 who was diagnosed early after spotting the key symptoms (blood in their poo or looser poo for three weeks or more) and has gone on to make a good recovery would be ideal.

Below are some suggested questions and points to consider before speaking to your local case study leads.

Approach case studies sensitively and do explain what their role will involve, check they are comfortable speaking with the media, ensure they approve any copy written about them and get them to complete and sign a consent form.

Some key points to include when you draft a written account about a case study:

- Name, age, location
- When the symptoms were first noticed, and what they were
- When they visited their GP
- How they felt when they were diagnosed
- How they felt following the diagnosis
- What treatment followed the diagnosis
- How important it is to get an early diagnosis
- How they feel after the treatment/operation
- How families and services have helped
- What they particularly value in their life (now they have recovered)

If the case studies agree to be interviewed by journalists, make sure you identify which types of media they are happy speaking with (i.e. they may not want to be involved with radio interviews, but will talk to a local print journalist). Make sure they are aware of the campaign key messages and that they are comfortable with them.
Template Letter to the Editor

Below is a template Letter to the Editor that can be issued to your local or regional newspaper to alert them to the campaign. You may also wish to tailor the copy to include, or reflect, your own organisation's experience in relation to bowel cancer.

Dear Sir,

The Government is running a campaign starting on 28 August to raise public awareness of the symptoms of bowel cancer and help promote earlier diagnosis.

Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year. It is estimated that 1,700 additional lives could be saved each year if England’s survival rate for bowel cancer matched the best in Europe. However, if diagnosed early, treatment can be successful and more lives can be saved.

I am writing to you to inform your readers about the importance of diagnosing bowel cancer earlier and the benefit of saving more lives. It is vital people can recognise the symptoms of the condition, speak with loved ones and seek advice from their doctor.

The Be Clear on Cancer bowel cancer campaign highlights the key symptoms to look out for, such as blood in your poo or looser poo for three weeks or more.

I would urge your readers to speak to their GP if they are worried. Additional information and support is also available at www.nhs.uk/bowelcancer.

Yours sincerely
<Insert your name and the organisation’s name>

Links to other materials and support

- Be Clear on Cancer bowel cancer campaign leaflets and posters can be ordered from http://www.orderline.dh.gov.uk

Further information:
- NHS Choices - www.nhs.uk/bowelcancer
- Beating Bowel Cancer - www.beatingbowelcancer.org
- Bowel Cancer UK - www.bowelcanceruk.org.uk
Social Media

As many of your organisations are active online and routinely speaking with your communities through social media it would be fantastic if you could use these channels to talk about this campaign and raise awareness of early detection.

Your group or organisation may already have a website, a presence on Facebook or Twitter, a YouTube channel, LinkedIn profiles, a blog or distribute regular e-alerts, RSS feeds or SMS, which you may want to use for communications activity for this campaign.

Here are some tips to getting the most out of your communications through social media:

Creating online content – five top tips

When creating content for use online - whether it is for your own website, or for use on another site – follow these five golden rules:

- Keep it short – the snappier you can be in making your point, the better
- Keep it informal – the language you use online should be conversational and ‘chatty’, to draw people in and make it more appealing to read
- Break up the text – a few relevant and well placed images can make a web page, a Facebook page, or a Twitter update more inviting. For example, use photos taken at a recent event or campaign images once available
- Keep it varied – balance text with facts and stats with anecdotes or real life examples
- Keep it topical – use information that is relevant

Social media calendar

Below is a social media calendar, which highlights key dates of the campaign and some example Facebook posts and Twitter messages that you can use to communicate with your audiences about the campaign.

You could also re-tweet newsworthy or interesting tweets by other people or organisations about bowel cancer.

If you do engage with social media about the campaign, we’d be grateful if you’d do so from 28 August onwards, after the DH’s PR launch.
### Twitter

#### Tweet
The Government is running a campaign to increase early diagnosis of bowel cancer. For info on #bowelcancer visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer)

#bowelcancer kills around 13,200 people each year but early diagnosis can save lives. Visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer) for info on symptoms

Looser poo or blood in poo for three weeks or more could be a sign of #bowel cancer. Visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer) for more info

You can spot the symptoms of #bowelcancer. Early diagnosis can save lives. Visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer) for more info

Please visit your GP if you are worried about blood in your poo or looser poo that has lasted for three weeks or more.

For information and advice on #bowelcancer visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer)

#bowelcancer is England's third most common cancer, with around 34,000 new cases a year. Early diagnosis can save lives

If you have a loved one with symptoms of #bowelcancer encourage them to visit their GP. For info visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer)

### Facebook

#### Post
Today marks the start of the second phase of the Government’s Be Clear on Cancer bowel cancer campaign to improve early diagnosis of bowel cancer.

Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year. It affects men and women and is the second biggest cancer killer responsible for around 13,200 deaths a year.

Early diagnosis of bowel cancer makes it more treatable, so by raising awareness of the symptoms of bowel cancer this campaign hopes to encourage people to visit their GP sooner.

Visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer) for further information.

Please support the Be Clear on Cancer bowel cancer campaign and post this as your status if you know someone with bowel cancer:

Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year. It affects both men and women and is the second biggest cancer killer responsible for around 13,200 deaths a year.

By raising awareness of the signs of bowel cancer we can help increase diagnosis from an early stage. The earlier a diagnosis is received, the sooner treatment and support can be started.
Find out more about the symptoms of bowel cancer at [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer)

Broaching the topic of checking your poo can be awkward, but the earlier bowel cancer is diagnosed, the easier it is to treat. For further information visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer)

You can also support and follow the Be Clear on Cancer bowel campaign on Twitter. Please help increase awareness by retweeting messages. Don’t forget to use the #bowelcancer hashtags.

If you are worried that you are experiencing the symptoms of bowel cancer, or you have a family member/close friend showing symptoms, visit your GP or encourage your loved one to visit their GP. Early diagnosis can save lives. Visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer) for further information.

Did you know?

Bowel cancer is England’s third most common cancer, with around 34,000 new cases each year. It affects both men and women and is the second biggest cancer killer responsible for around 13,200 deaths a year. For information on how to spot the early symptoms visit [nhs.uk/bowelcancer](http://nhs.uk/bowelcancer)

**Social media advice**

- Use the #bowelcancer hashtag within all tweets and encourage people to use the same – this will help the topic to ‘trend’ and appear on more feeds

- Do engage with people who reply to your tweets/posts with questions or comments on operational questions, e.g. when, where how, where to find more information etc

- If you are unsure of the answer to a question from someone on Twitter or Facebook, direct them to the NHS bowel cancer website, where they can contact someone who may be able to help

- Interact with relevant partners and follow their twitter feeds – for example direct message local media outlets, local authorities, etc and ask them to re-tweet messages

- If your followers or local organisations tweet about the campaign, please re-tweet their message to make sure it reaches all of your followers too

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**Campaign checklist**
This toolkit has been provided to help you to raise awareness of the Be Clear on Cancer bowel cancer awareness campaign in your local area. The pack includes advice, information and templates to help you communicate with local media, partners and a range of other audiences.

We hope that you are able to support the campaign locally, by helping to communicate the importance of recognising the symptoms of bowel cancer, encouraging early diagnosis and signposting people to relevant support and information services.

Below is a checklist of the key activity you may like to undertake to support the campaign:

**Checklist of activity**

- Use the resources available to plan and co-ordinate your communications activity
- Use the template short or long copy to help you draft articles about the campaign for newsletters, on websites or via your social media networks
- Feature key messages and facts and stats in any communications about the campaign
- Refer to the Resources section of this document for guidance on planning and co-ordinating your communications activity
- Use the case study tips to help you develop your own case studies
- Write to newspaper editors, using the letter template, to highlight the importance of this campaign
- Use your social media networks, e.g. Facebook and Twitter, to provide regular updates and information on the campaign
- Activity to take place from 28 August onwards – once the campaign has begun.

**Feedback and thank you**

We appreciate all of your work to promote the Be Clear on Cancer bowel cancer campaign in your region. Your valuable support will help local communities to understand the importance of recognising bowel cancer symptoms, encourage early diagnosis and, ultimately, help to save more lives.

If you run a successful local campaign we would love to hear from you so that we can look to use your story as a case study to reference in future campaigns on bowel cancer.

Please send any positive feedback to Karen Eldridge at the Department of Health – karen.eldridge@dh.gsi.gov.uk.