

BOWEL **CANCER**

AWARENESS CAMPAIGN

The Brent Bowel Cancer Awareness Campaign Toolkit released in April 2025 described Bowel Cancer as the 4th most common cancer in Brent. However, it also describes bowel cancer as one of the 'preventable' cancer types, where screening strategies can successfully identify genetic mutations.

The Toolkit provides Public Health Messages in various formats that are designed to raise awareness of Bowel Cancer and inform residents how they can make lifestyle changes to improve their chances to either prevent or survive bowel cancer. Messages can be adapted to make them culturally specific.

Collaborations between NHS service providers, and community organisations working together to make regular screening a part of community living and to keep the survival rates associated with bowel cancer on a steady upward trend is increasingly becoming a best practice approach to community engagement.

Bowel cancer test kits are routinely sent through the post, every 2 years nationally, to the 54 to 74 age groups registered with a GP. The kits are designed to be used at home and come with all the necessary instructions and prepaid packaging. Test kits for those aged 75 onwards can be requested by phoning the dedicated helpline at 0800 707 6060. Those without a stable address can ask that the kit be sent to their GP or another accessible location.

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