

## How your CCG can support Bowel Cancer Awareness Month

April is [Bowel Cancer Awareness Month](#), a fantastic annual opportunity to raise awareness of bowel cancer and funds to support our work.

### About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

### The facts about bowel cancer

Every 15 minutes in the UK someone is diagnosed with bowel cancer. It's more common in the over 50s but it can affect people of all ages. Around 268,000 people living in the UK today have been diagnosed with the disease.

Bowel cancer is the UK's second biggest cancer killer but it shouldn't be. It's treatable and curable especially if diagnosed early. Nearly everyone survives bowel cancer if diagnosed at the earliest stage, however this drops significantly as the disease develops. Early diagnosis really does save lives.

Being aware of the key symptoms and visiting your GP if things don't feel right can help increase chances of an early diagnosis.

The symptoms of bowel cancer can include:

- Bleeding from your bottom and/or blood in your poo
- A persistent and unexplained change in bowel habit
- Unexplained weight loss
- Extreme tiredness for no obvious reason
- A pain or lump in your tummy

Most people with these symptoms don't have bowel cancer. Other health problems can cause similar symptoms. If you have one or more of these, or if things just don't feel right, see your GP.

## This April your CCG can help raise awareness and save lives

### Use social media

Use your social media accounts to raise awareness. Follow us to keep up to date with the latest news and messages throughout April: Twitter [@bowelcanceruk](#) Facebook [/bowelcanceruk](#) Instagram [@bowelcanceruk](#)

As well as retweeting and sharing our messages, here are some suggested tweets:

- Every 15 minutes in the UK somebody is diagnosed with bowel cancer. Young, old, female or male – it affects us all. That's why we're supporting [@bowelcanceruk](#) this April for Bowel Cancer Awareness Month, will you join us? #thisisbowelcancer <https://www.bowelcanceruk.org.uk/bowel-cancer-awareness-month/>
- Early diagnosis really does save lives, that's why this April [@bowelcanceruk](#) are raising awareness of the UK's 2nd biggest cancer killer. You can help spread the word too, find out how #thisisbowelcancer <https://www.bowelcanceruk.org.uk/bowel-cancer-awareness-month/>

### Use our content

We have a range of content you can use including images, infographics and videos on [our YouTube channel](#). We'll also be releasing new films throughout April as well as our first ever podcast.

### Add information to your website, blog, newsletters, bulletins and intranet

Below is a suggested paragraph for you to use in both your external and internal communication channels. You could also use our images and link to our website and social media accounts.

### ***Bowel Cancer Awareness Month***

*Every 15 minutes someone is diagnosed with bowel cancer and it's the UK's second biggest cancer killer but it shouldn't be. It's treatable and curable especially if diagnosed early. Nearly everyone survives bowel cancer if diagnosed at the earliest stage however this drops significantly as the disease develops. Early diagnosis really does save lives. Being aware of the key symptoms and visiting your GP if things don't feel right can help increase chances of an early diagnosis.*

*The symptoms of bowel cancer can include:*

- *Bleeding from your bottom and/or blood in your poo*
- *A persistent and unexplained change in bowel habit*
- *Unexplained weight loss*
- *Extreme tiredness for no obvious reason*
- *A pain or lump in your tummy*

*Most people with these symptoms don't have bowel cancer. Other health problems can cause similar symptoms. If you have one or more of these, or if things just don't feel right, see your GP.*

*For more information visit [bowelcanceruk.org.uk](http://bowelcanceruk.org.uk)*

### **Book a talk**

Our award winning team of trained volunteers give [free awareness talks](#) to workplaces and community groups about symptoms, risk factors and screening.

### **Promote Bowel Cancer Awareness Month in your local media**

April is a great opportunity to raise awareness of bowel cancer in your local media. We can provide case studies and supply a quote from us.

### **Display our slides**

We have slides compatible with public information screens which are particularly useful in places such as GP or hospital waiting areas.

### **Use our leaflets and posters**

Hold an information stall, have a display or put up our information on your noticeboards and in patient areas. [Order a free information pack](#) which includes a range of our leaflets and posters or download and print the materials from our website. Closing date for pack orders is 5pm Thursday 7 March.

### **Book our training**

Do you have staff or volunteers who are tasked with spreading awareness messages? Our team offers [training](#) in all aspects of bowel health, screening and symptoms awareness.

### **Fundraise Your Way**

During April [fundraise](#) towards a future where nobody dies of bowel cancer by holding a dress down day, hosting a coffee morning or get inspired from our A-Z of fundraising ideas. Whatever you decide to do, we want you to be part of Bowel Cancer Awareness Month and raise funds to support our vital services and lifesaving research.

### **Please share this information with colleagues**

### **For more information, email [marketing@bowelcanceruk.org.uk](mailto:marketing@bowelcanceruk.org.uk)**

Please give us feedback – is this information useful? Do you have suggestions for future communications? How have you used this information? Email [marketing@bowelcanceruk.org.uk](mailto:marketing@bowelcanceruk.org.uk)