

Bowel Cancer Awareness Month campaign toolkit

About Bowel Cancer Awareness Month

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

The facts about bowel cancer

- Every 15 minutes somebody is diagnosed with bowel cancer in the UK, that's nearly 43,000 people each year. It's the fourth most common cancer
- Bowel cancer is more common in the over 50s but it can affect people of all ages
- Bowel cancer is the UK's second biggest cancer killer. However it shouldn't be because it is 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

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.

How you can support Bowel Cancer Awareness Month

Use your social media accounts

Use your social media accounts to raise awareness of bowel cancer and the support we offer. We'll be launching lots of new content during the month including graphics, blogs, videos and our new podcast, as well as details about various events and campaigns people affected by the disease can get involved in.

Follow us to keep up to date: Twitter [@bowelcanceruk](#) Facebook [@bowelcanceruk](#) Instagram [@bowelcanceruk](#)

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

- It's Bowel Cancer Awareness Month, a fantastic opportunity to raise vital awareness of bowel cancer. Get involved and support @bowelcanceruk this April:
<https://www.bowelcanceruk.org.uk/support-us/bowel-cancer-awareness-month/>
#BowelCancerAwarenessMonth
- Every 15 minutes somebody is diagnosed with bowel cancer in the UK. This April, for Bowel Cancer Awareness Month, we're supporting @bowelcanceruk in raising vital awareness. Find out how you can too: <https://www.bowelcanceruk.org.uk/support-us/bowel-cancer-awareness-month/>
#BowelCancerAwarenessMonth

- This Bowel Cancer Awareness Month, we're joining @bowelcanceruk in raising awareness of bowel cancer. Together we're stronger. Together we can save more lives. Get involved today: <https://www.bowelcanceruk.org.uk/support-us/bowel-cancer-awareness-month/> #BowelCancerAwarenessMonth

And here's a **suggested Facebook and Instagram post:**

This April, for Bowel Cancer Awareness Month, we're supporting Bowel Cancer UK in raising awareness of the disease. Every 15 minutes somebody is diagnosed with bowel cancer in the UK, that's nearly 43,000 people each year. Together we can make a difference. Together we can save more lives. Get involved and find out more: <https://www.bowelcanceruk.org.uk/support-us/bowel-cancer-awareness-month/> #BowelCancerAwarenessMonth

We have a range of graphics you can use to go with them. These are available on our [website](#) and to download from [Google Drive](#).

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

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

April is Bowel Cancer Awareness Month, a fantastic annual opportunity to raise awareness of the fourth most common cancer in the UK. Every 15 minutes someone is diagnosed with the disease, that's nearly 43,000 people each year.

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

That's why we're supporting Bowel Cancer Awareness Month and Bowel Cancer UK, the UK's leading bowel cancer charity, to raise awareness of the symptoms of bowel cancer:

- 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. But if you have one or more of these, or if things just don't feel right, see your GP.

For more information about bowel cancer and details of how to get involved in Bowel Cancer Awareness Month visit www.bowelcanceruk.org.uk

Join an awareness talk

We're holding [free online bowel cancer awareness talks](#) throughout April. The talk, which is held over Zoom, lasts 30 minutes and covers signs and symptoms, risk factors and screening. Anyone can join us, so why not help us spread the word and let your colleagues know.

Use our leaflets and posters

Download and print our suggested [Bowel Cancer Awareness Month materials](#) and hold an information stall, have a display or put up our information on your noticeboards.

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.

Take on the Step up for 30 challenge

We're calling on organisations across the UK to bring staff together virtually or in person to [Step up for 30](#) during Bowel Cancer Awareness Month. It's really simple, just get active in teams or individually each day throughout the month and ask your colleagues, customers and contacts to sponsor you. Whether you're working from home or in the office, there are lots of creative and easy ways to bring colleagues together, spur each other on and get active. Every penny raised will go towards our vital services and lifesaving research. Sign up today:

bowelcanceruk.org.uk/stepupfor30

Don't forget to tell your colleagues and other organisations about Bowel Cancer Awareness Month and help us spread the word

For more information, email marketing@bowelcanceruk.org.uk

Please give us feedback – was this toolkit useful? How have you used the toolkit? Email marketing@bowelcanceruk.org.uk