

# Colonoscopy Confidence campaign toolkit

## Campaign overview

We know some people feel anxious or worried when they're told they need a colonoscopy but it's important to have this test if they're referred. Colonoscopy appointments can suffer from a non-attendance problem and there is misunderstanding and fear of the procedure.

We've set out to understand patient barriers to attending a colonoscopy appointment and aim to tackle them with a communications campaign adopting a fresh, authentic and human tone of voice to create engagement around an often difficult subject.

We conducted extensive market research with patients and clinicians to inform the Colonoscopy Confidence campaign as well as testing the materials. The campaign launches on Tuesday 18 January 2022 and is ongoing.

## 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.

## Campaign assets

All of the campaign assets are available on our website:

[bowelcanceruk.org.uk/colonoscopyconfidence](https://bowelcanceruk.org.uk/colonoscopyconfidence)

They include:

- A factsheet available in English and also available in Welsh, Urdu, Bengali, Arabic and Mandarin soon explaining what a colonoscopy is, what's involved and some suggested questions people might want to ask at their appointment
- A trifold leaflet explaining what a colonoscopy is, what's involved and includes some suggested questions people might want to ask at their appointment
- A [short film](#) with English, Welsh, Urdu, Bengali, Arabic and Mandarin subtitles about the Colonoscopy Confidence campaign
- Videos from [six different people](#) talking about their experience of having a colonoscopy
- Six different posters promoting the importance of going to your colonoscopy appointment
- An animation in English, Welsh, Urdu, Bengali, Arabic and Mandarin explaining what a colonoscopy is and what's involved will be available soon

All printed materials, the short film and some social media graphics are available to [download from Google Drive](#).

## How you can help

### Use your social media accounts

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

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

Some people feel anxious or worried when they're told they need a colonoscopy but it's important to have this test if you're referred. That's why @bowelcanceruk have launched the Colonoscopy Confidence campaign to help. Find out more: [bowelcanceruk.org.uk/colonoscopyconfidence](http://bowelcanceruk.org.uk/colonoscopyconfidence)

Have you been referred for a colonoscopy but aren't sure what to expect? @bowelcanceruk have launched the Colonoscopy Confidence campaign to explain what it is, why it matters and encourage people to attend. More: [bowelcanceruk.org.uk/colonoscopyconfidence](http://bowelcanceruk.org.uk/colonoscopyconfidence)

Colonoscopy is a very common test - thousands are carried out in the UK every week. However, some people feel anxious and worried about attending. There is lots of information, support and tips in @bowelcanceruk Colonoscopy Confidence campaign: [bowelcanceruk.org.uk/colonoscopyconfidence](http://bowelcanceruk.org.uk/colonoscopyconfidence)

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

Some people feel anxious or worried when they're told they need a colonoscopy but it's important to have this test if you're referred. That's why Bowel Cancer UK have launched the Colonoscopy Confidence campaign to explain what a colonoscopy is, why it matters and encourage people to attend their appointment.

Colonoscopies help to detect many different bowel problems. Most people who have a colonoscopy won't have bowel cancer. But, if bowel cancer is detected at its earliest stage nearly everybody is treated successfully. That's why if you have an appointment for a colonoscopy, it is really important that you attend – let's keep your bowel in good health.

Find out more about the Colonoscopy Confidence campaign here: [bowelcanceruk.org.uk/colonoscopyconfidence](http://bowelcanceruk.org.uk/colonoscopyconfidence)

We have a range of content you can use to go with them, including the graphics and videos outlined above.

**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 images and link to our website and social media accounts.

### **Colonoscopy confidence – your common sense bowel check**

We know some people feel anxious or worried when they're told they need a colonoscopy but it's important to have this test if you're referred. That's why Bowel Cancer UK have launched the Colonoscopy Confidence campaign to explain what a colonoscopy is, why it matters and encourage people to attend their appointment.

If you've been asked by your doctor to have a colonoscopy it's because they suspect something isn't quite right about your bowel or colon, and they'd like a specialist to take a closer look. The procedure involves an endoscopist putting a thin flexible tube with a camera on the end up your bottom so they can see the inside of your bowel.

Colonoscopy is a very common procedure - thousands of colonoscopies are carried out across the UK every week. They give endoscopists a close-up view of the inside of your bowel so they can clearly see if there's anything wrong. A colonoscopy can feel a little uncomfortable, but it's an important part of maintaining good all-round health.

Most people who have a colonoscopy won't have bowel cancer. But, if bowel cancer is detected at its earliest stage nearly everybody is treated successfully.

That's why if you have an appointment for a colonoscopy, it is really important that you attend – let's keep your bowel in good health.

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

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

Download and print our factsheets and posters and hold an information stall, have a display or put up our information on your noticeboards and in patient areas.

### **Please share details of the campaign with patients, colleagues and other organisations**

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

Please give us feedback – what do you think of the campaign? Was this toolkit useful? How have you used the toolkit? Email [marketing@bowelcanceruk.org.uk](mailto:marketing@bowelcanceruk.org.uk)