

How your organisation 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 someone is diagnosed with bowel cancer in the UK. 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, as 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.

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

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

This April your organisation 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 you could use:

- Around 268,000 people living in the UK today have been diagnosed with #bowelcancer. This April during #BowelCancerAwarenessMonth we're supporting @bowelcanceruk. Find out how you can help: www.bowelcanceruk.org.uk/bowel-cancer-awareness-month #thisisbowelcancer
- Now, more than ever, people affected by #bowelcancer need us to raise awareness of the disease. That's why we're supporting @bowelcanceruk this April for #BowelCancerAwarenessMonth. Will you join us? Find out how to get involved: www.bowelcanceruk.org.uk/bowel-cancer-awareness-month #thisisbowelcancer

Use our videos

We have a range of videos you can use on [our YouTube channel](#).

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 infographics, and link to our website and social media accounts.

Bowel Cancer Awareness Month

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The symptoms of bowel cancer can include:

- *Bleeding from your bottom and/or blood in your poo*
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For more information visit bowelcanceruk.org.uk

Book a free online talk

Our award-winning team of trained volunteers can give [free online 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 supply a supportive quote from the charity and may be able to provide case studies in your area affected by the disease.

Display our slides

We have slides compatible with public information screens which are particularly useful in places such as staff areas or at reception.

Use our leaflets and posters

Raise awareness of the symptoms of bowel cancer and the importance of screening with our range of posters, z-cards and leaflets tailored for each UK nation. [Order completely free of charge now](#) while stocks last. Please note we accept orders of a minimum of 300 individual items of any kind.

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.

Join our Health Professional Network

The Professional Network is a community of healthcare professionals who provide treatment, care and support for people with bowel cancer. [Sign up today](#) and receive a quarterly email newsletter, exclusive access to a range of professionals and share best practice.

Free bowel cancer course

We've partnered with GatewayC, an online cancer education platform aimed at primary care health professionals, to produce a [free course](#) on bowel cancer screening, the Faecal Immunochemical Test (FIT) test and early diagnosis.

Step up for 30

During April, we're asking you to Step up for 30 with us! It's really simple, just get active every day and ask family, friends and colleagues to sponsor you. Whilst you're getting fitter and feeling healthier, you'll also be raising money to help stop people dying of bowel cancer by funding vital services and lifesaving research.

[Sign up today](#)

Please share this information with colleagues.

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