Communications and social marketing

Bowel cancer screening uptake

• Evaluation report

Bowel cancer screening uptake

The Cheshire & Merseyside Bowel Cancer Screening Programme uptake pilot project was developed to improve uptake rates by working with GP practices to encourage non-responders to complete the bowel cancer screening kit that is sent to their home. A series of interventions took place from January to April 2011, including GP letters to non-responders, along with awareness raising initiatives within GP practices. The target uptake rate for the project was 5% and the evaluation showed an uptake rate of over 11% for the practices that took part. Read more in the evaluation report.