

Bowel cancer screening online toolkit – a resource for GPs and practices

Bowel cancer is Australia’s second biggest cancer killer, yet if detected early, more than 90% of cases can be successfully treated. The National Bowel Cancer Screening Program (NBCSP) is one of Australia’s most important public health programs but, in 2016–2017, only 41.3% of eligible Australians participated. We could prevent 83,800 bowel cancer deaths by 2040 if NBCSP participation increased to 60% but we can only do this with your help.

With funding from the Australian government, Cancer Council Australia recently launched a nationwide mass media campaign to increase participation in the NBCSP. We have been targeting Australians aged 50–74 and encouraging them to do the at-home test when they receive it in the mail. It’s quite likely that you will have received more enquiries from patients about bowel cancer screening and it might also be that your practice would like to do more to support this national initiative.

The great news is that by visiting www.bowelcancer.org.au/health-professionals you will discover several ways that you can support your patients to screen for bowel cancer.

Inform

Informing your patients about the NBCSP implies your endorsement of the program.



Display simple resources like the enclosed waiting room poster and distribute the enclosed tear-off leaflet to educate your patients about bowel cancer screening and to prompt discussion during the consultation.

Demonstrate the test kit to your patients. Sample kits can be ordered from the NBCSP.

Support

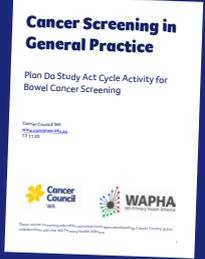
Encourage your eligible patients aged 50–74 to do the test by sending endorsement letters or reminder SMS messages.

Support your staff to learn more about bowel cancer screening and provide opportunities for all practice staff to undertake education on the NBCSP eligibility and processes.



Change

Adopting system changes or procedures to identify and prompt under-screened or unscreened patients can embed a culture of screening participation in your practice.



Tools including an RACGP accredited PDSA and clinical audit recipe are available to help with identifying and prompting eligible patients.

Please visit our online toolkit for more information about all of the above or to order additional copies of our resources at www.bowelcancer.org.au/health-professionals

You are integral to the success of this campaign and the NBCSP with evidence showing that a recommendation by a primary health care provider is a key motivator to screen.

Thank you for your time, together we can fight Australia’s second biggest cancer killer.

Yours sincerely



Professor Sanchia Aranda
Chief Executive Officer
Cancer Council Australia



Professor Jon Emery
University of Melbourne
Chair, Campaign GP Working Group and General Practitioner