

Key points from the NBSP Primary Care Campaigns 2023-2025

There has been a gradual increase in FIT kit requests over 3 years of campaigns reaching a plateau during the third year

All ethnicities have an increasing FIT kit request rate over the campaign 3 years

The maximum request rate was during 2024 campaign which suggests more support needed to maintain the approach now

Most kit requests are valid with some variability in rates of invalid requests by district

Reasons for invalid requests

- Has completed a kit already
- Outside age range
- Colonoscopy history has been advised

Kit return rates over the 3 years have been generally low (initially at around 20-25%)

Kit return rates have become lower over time around 15% in 2025

VLCA practices had a higher kit request rate than non-VLCA practices

- Non-VLCA practices (comprising 55% of practice practices participating) requested 1474 kits during the May 2025 campaign
- VLCA practices (comprising 45% of practices participating) requested 1674 kits in May 2025 campaign

There are slightly higher kit return rates from non-VLCA practices

VLCA clinics are clearly reaching Māori and Pacific patients