



Health and Research Collaborative

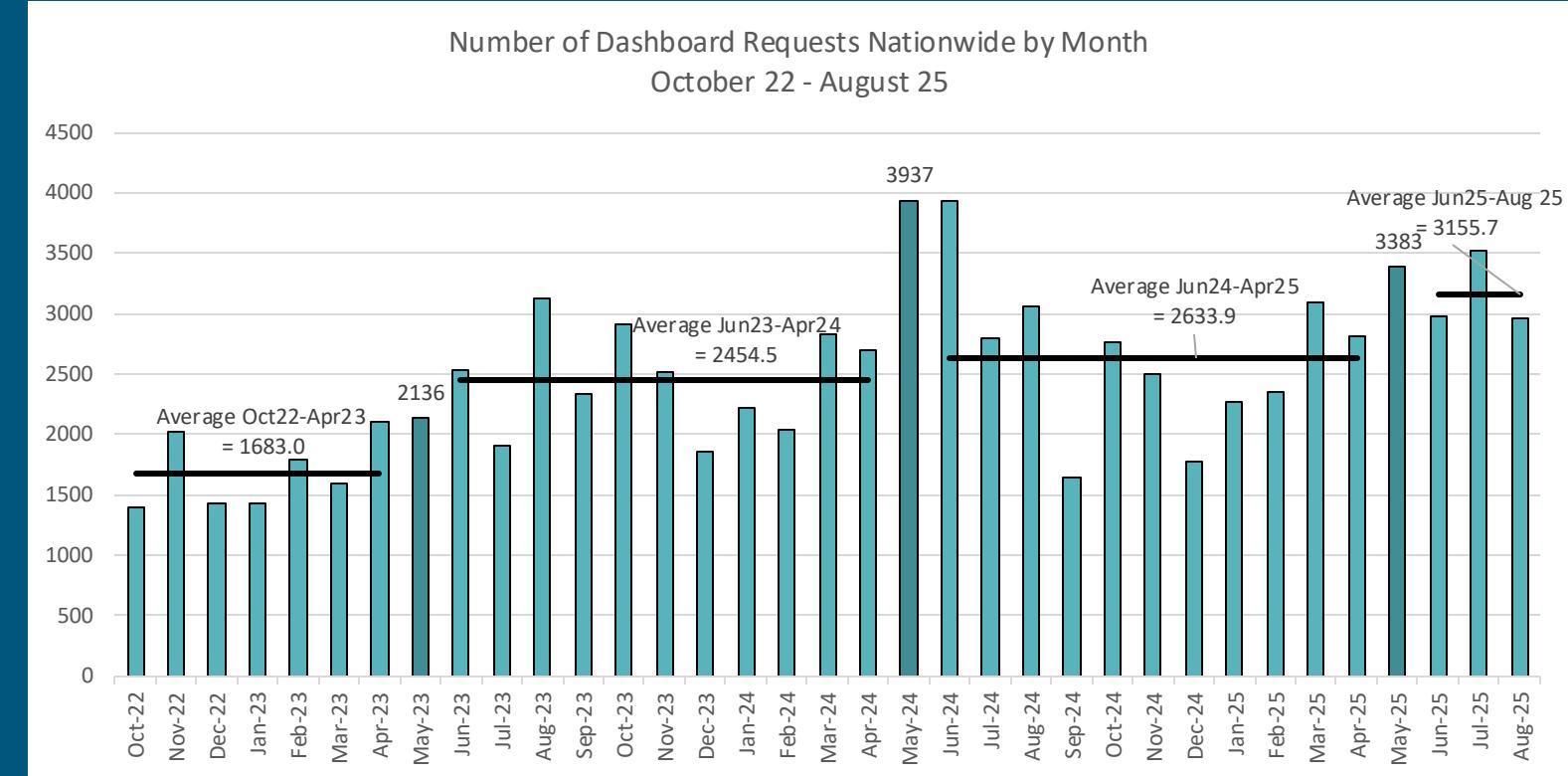
# National Bowel Screening May 2025 Campaign Evaluation

NCC Data

October 2025

# NATIONWIDE DATA COMBINED ETHNICITIES

*Gradual increase in kit requests  
over 3 years of campaigns*

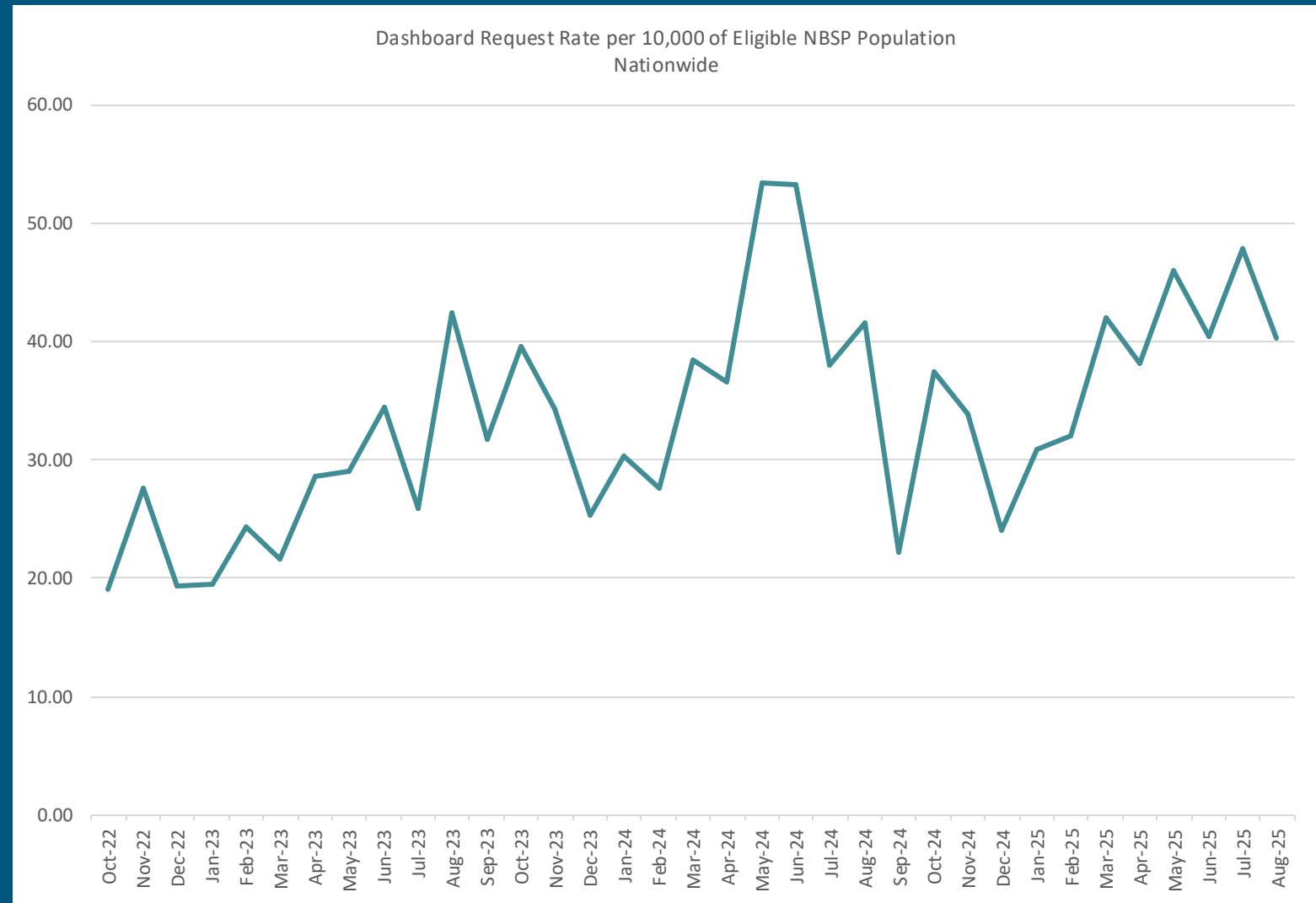


NATIONWIDE DATA				
Month/Time Period	Number of Kit Requests (Monthly Average for Time Period)	Percent Change from Previous May	Percent Change between Averages	Percent Change from Previous Time Period
Oct22-Apr23 =	1683			
May-23	2136			26.92%
Jun23-Apr24 =	2454.5		45.84%	14.91%
May-24	3937	84.32%		60.40%
Jun24-Apr25 =	2633.9		7.31%	-33.10%
May-25	3383	-14.07%		28.44%
Jun25-Aug25 =	3155.7		19.81%	-6.72%

# NATIONWIDE DATA REQUEST RATE

PER 10,000 OF NBSP POPULATION  
COMBINED ETHNICITIES

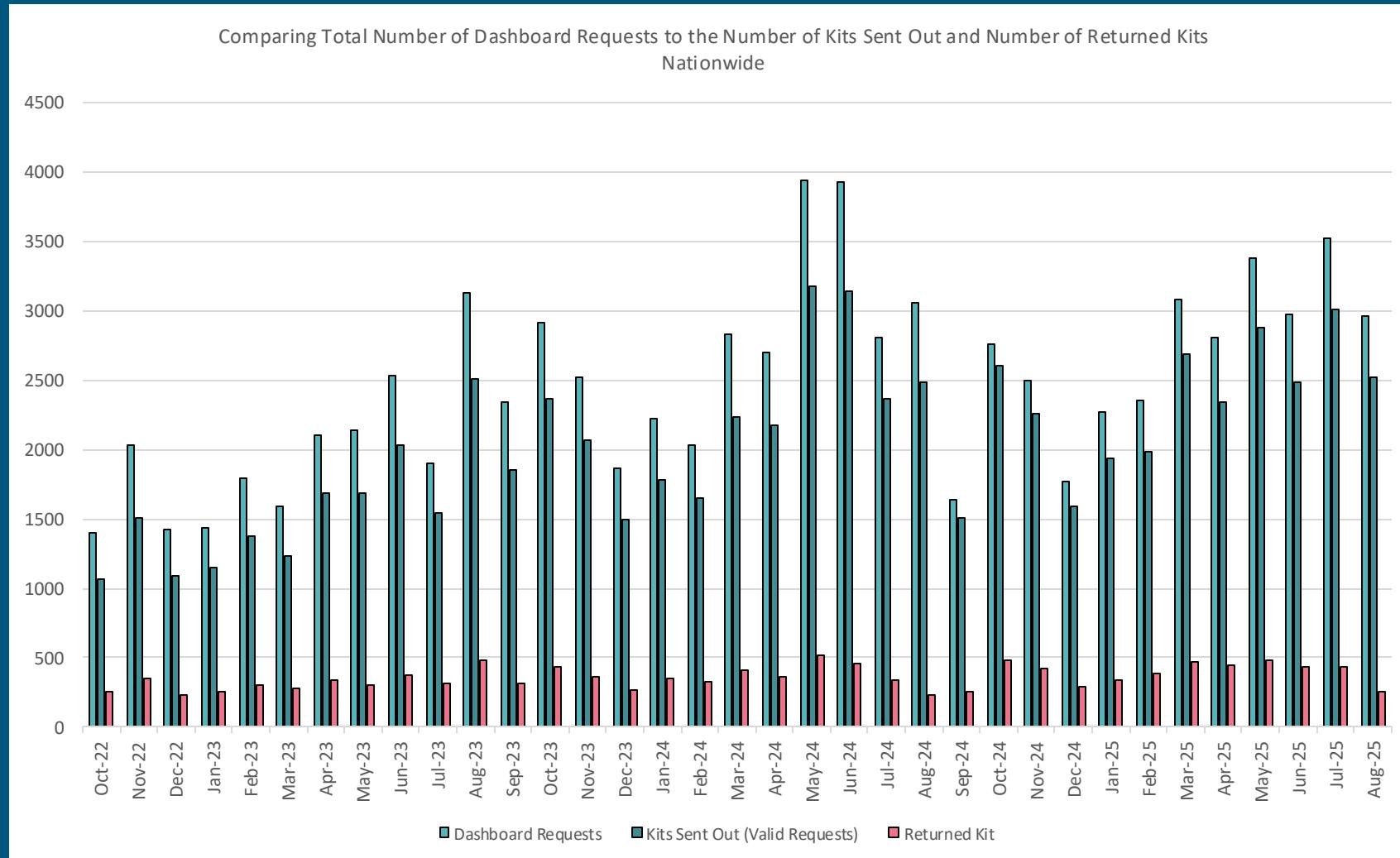
*Maximum request rate during 2024 campaign  
suggests more support needed to maintain the approach*



# NATIONWIDE DATA

## Dashboard Requests, Kits Sent Out and Returns

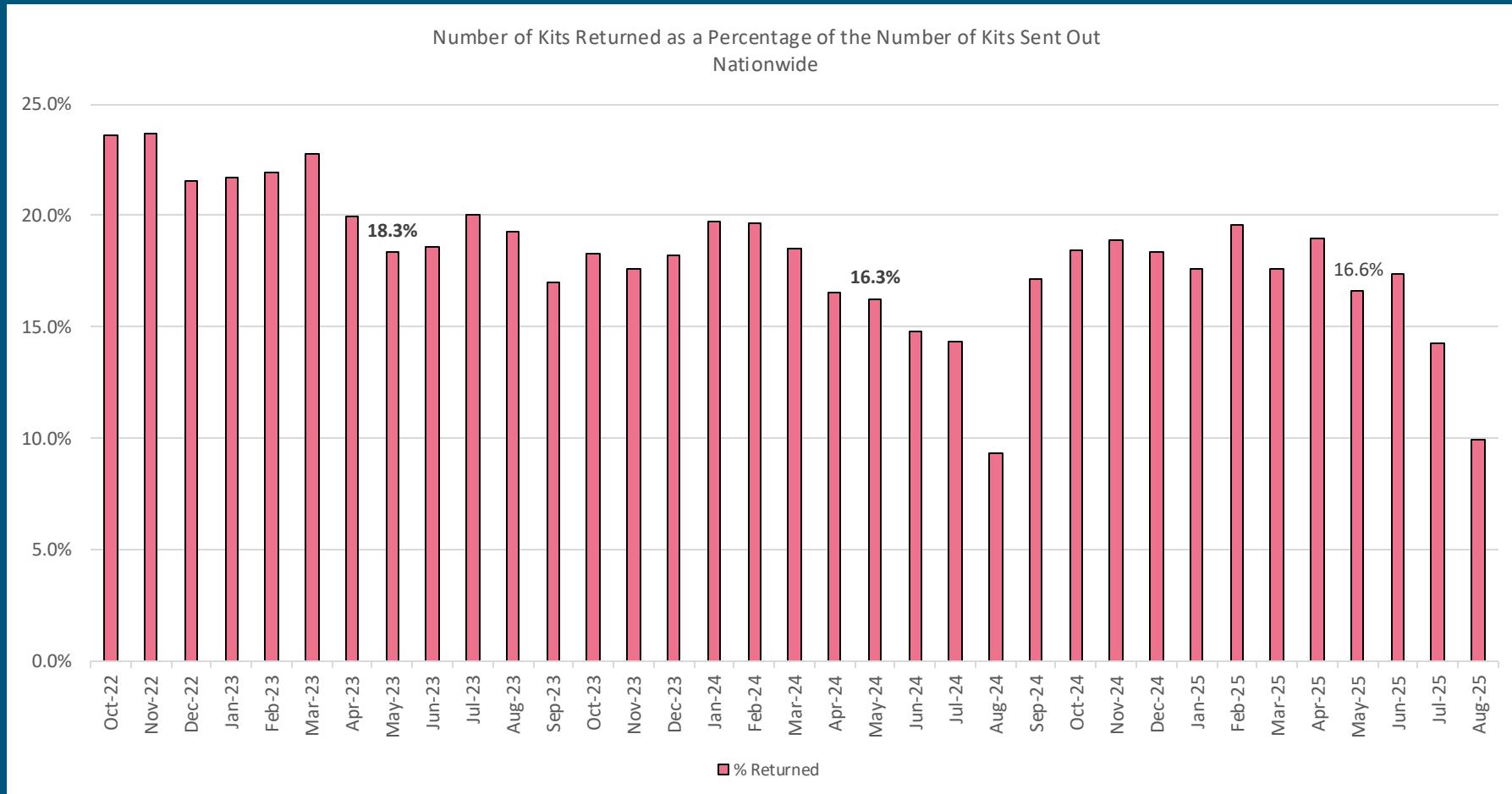
*Most kit requests are valid but return kit rates are low*



# NATIONWIDE DATA

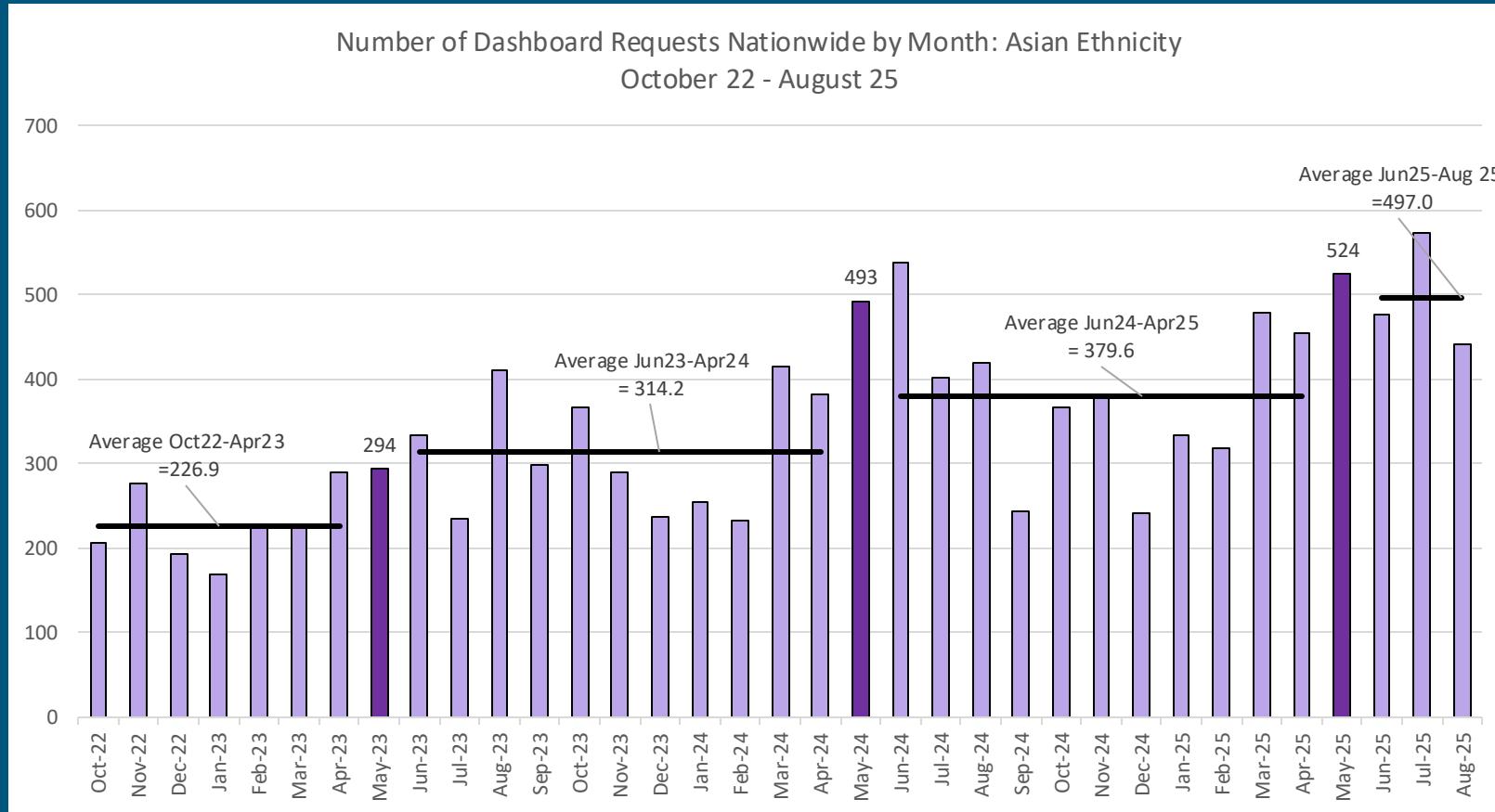
## Kit Returns as a percentage of Kits Sent Out

*Kit return rates are lower over time*



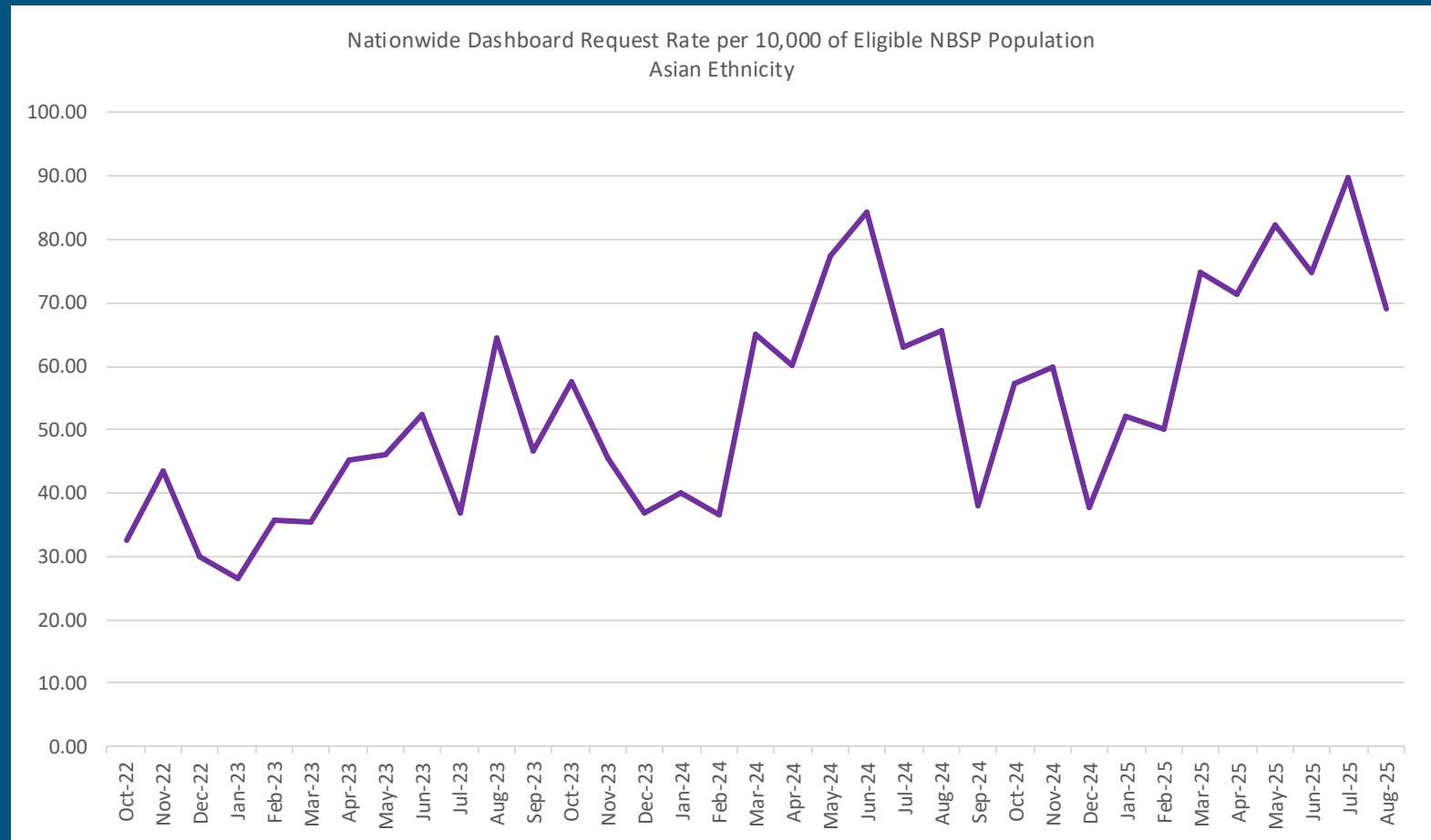
# NATIONAL DATA ASIAN ETHNICITY

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



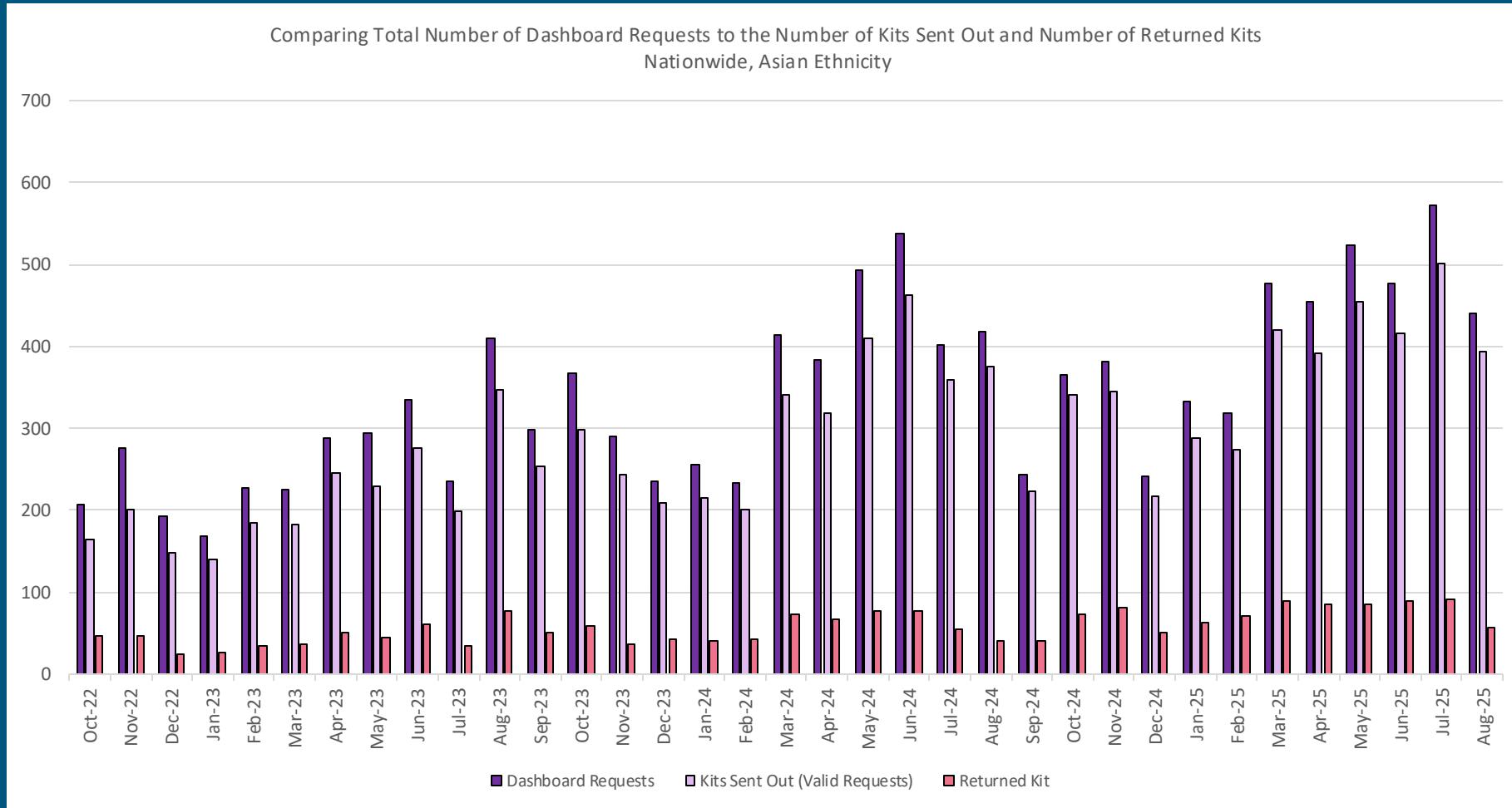
# NATIONAL DATA REQUEST RATE

PER 10,000 OF NBSP ASIAN POPULATION  
ASIAN ETHNICITY

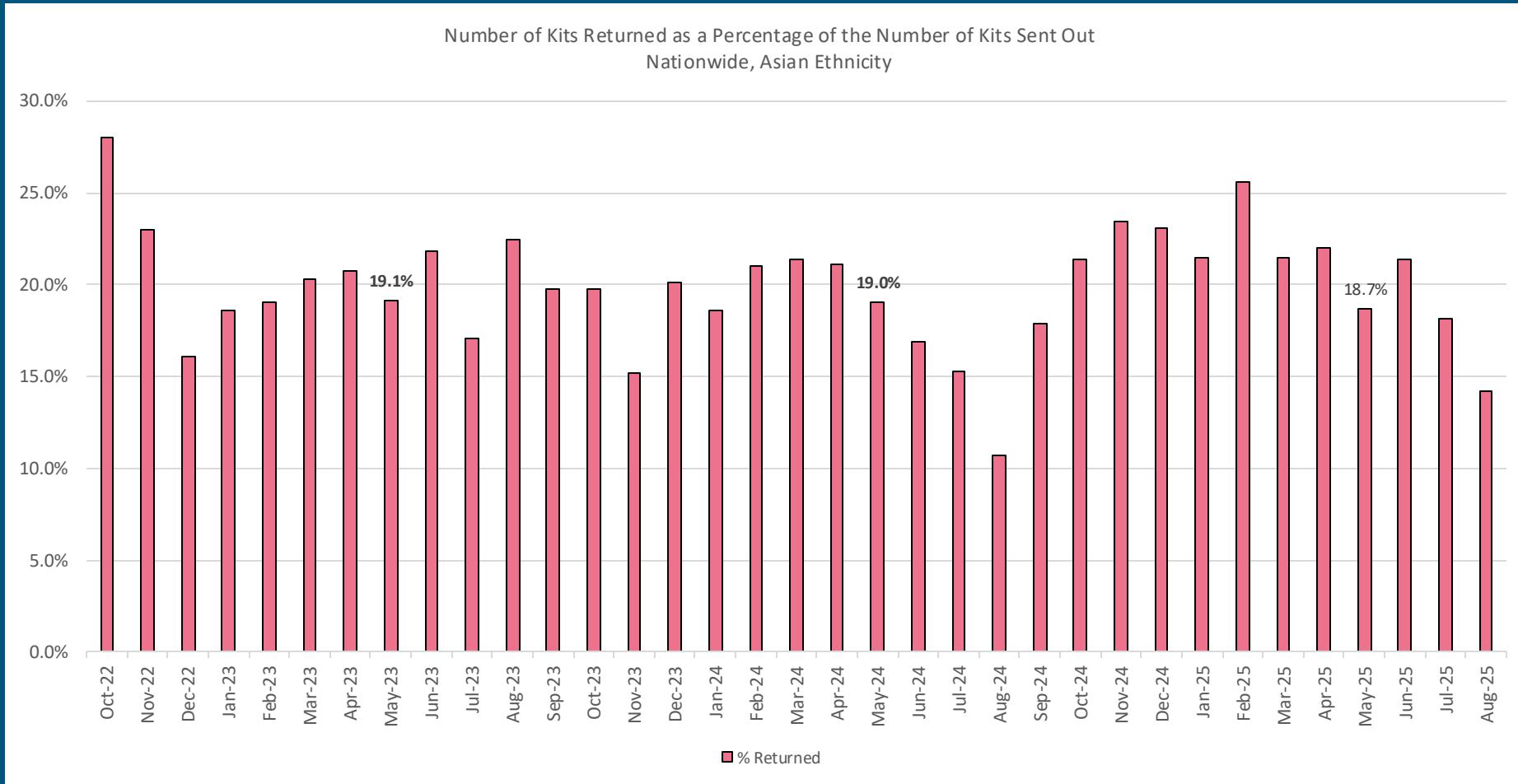


# NATIONWIDE DATA: Asian Ethnicity

## Dashboard Requests, Kits Sent Out and Returns

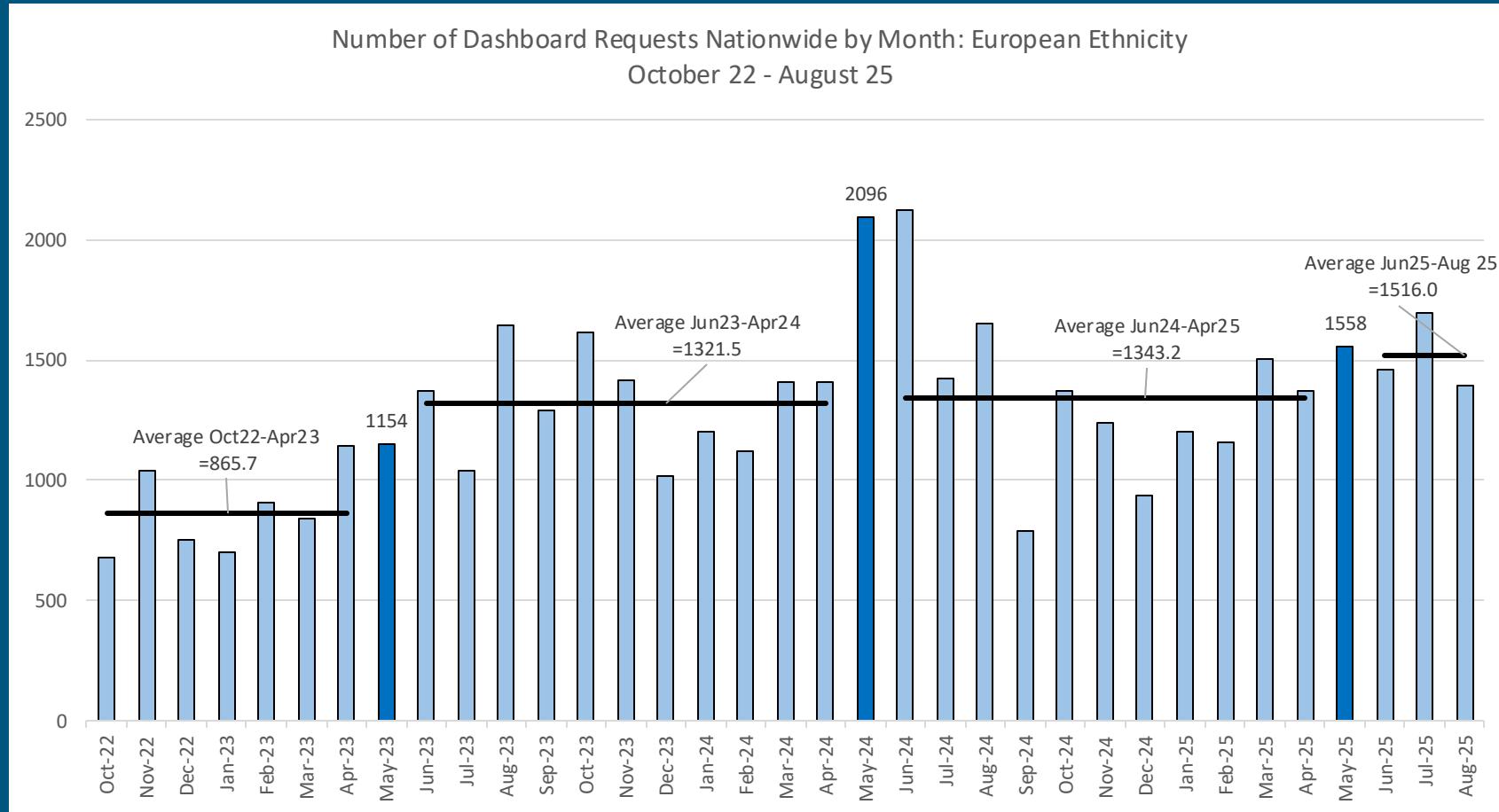


# NATIONWIDE DATA: Asian Ethnicity Kit Returns as a percentage of Kits Sent Out



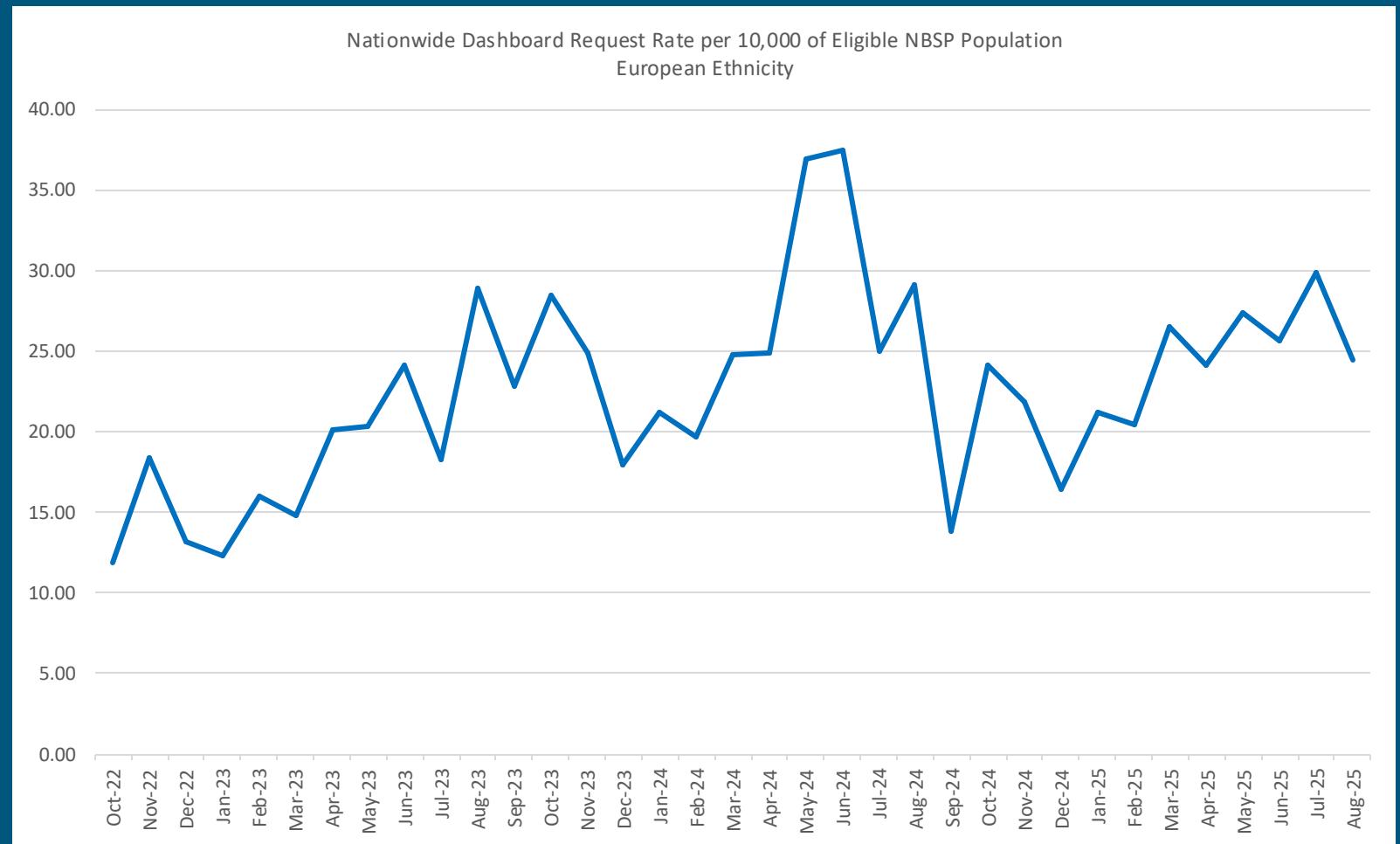
# NATIONAL DATA EUROPEAN ETHNICITY

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



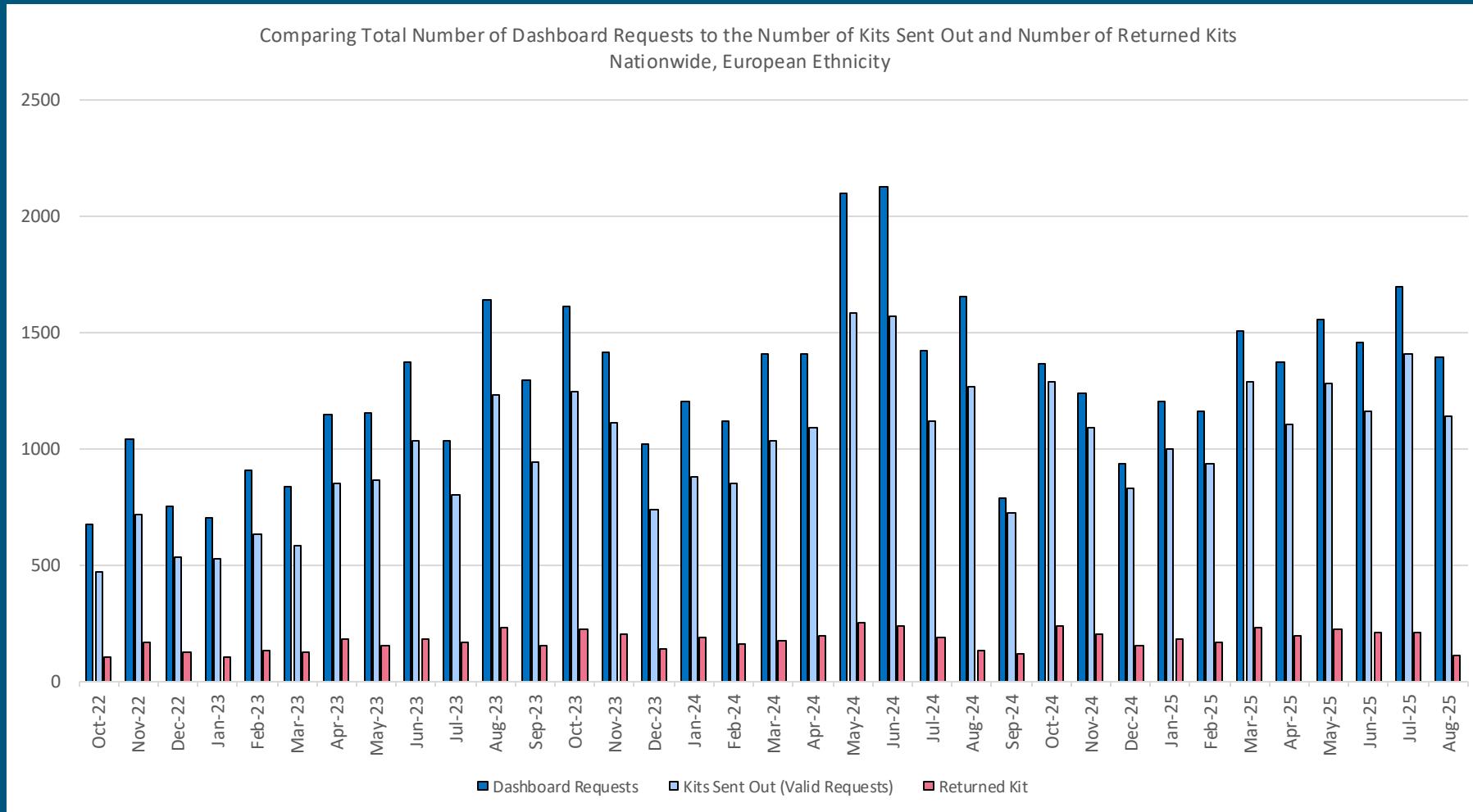
# NATIONAL DATA REQUEST RATE

PER 10,000 OF NBSP EUROPEAN POPULATION  
EUROPEAN ETHNICITY

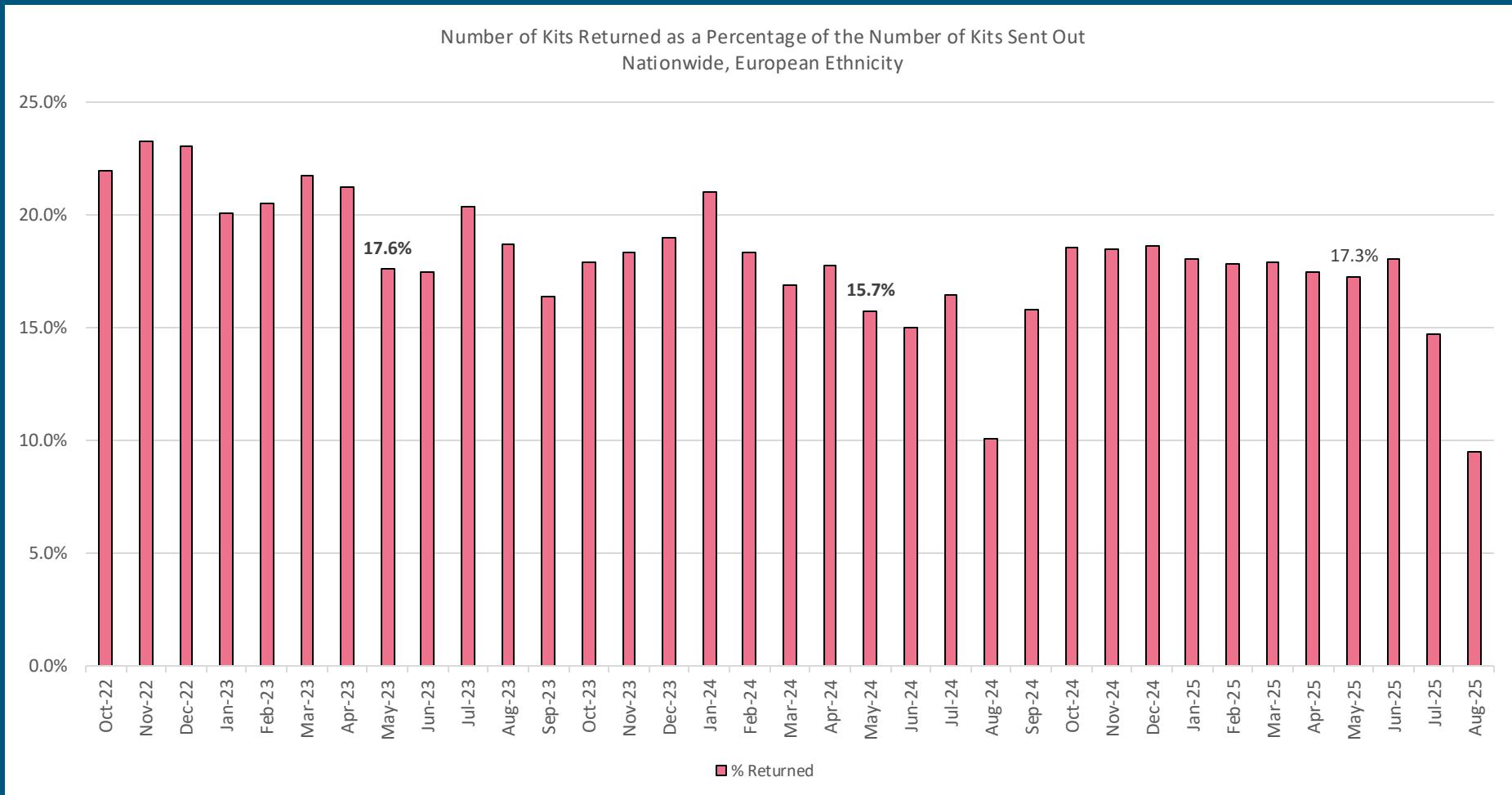


# NATIONWIDE DATA: European Ethnicity

## Dashboard Requests, Kits Sent Out and Returns

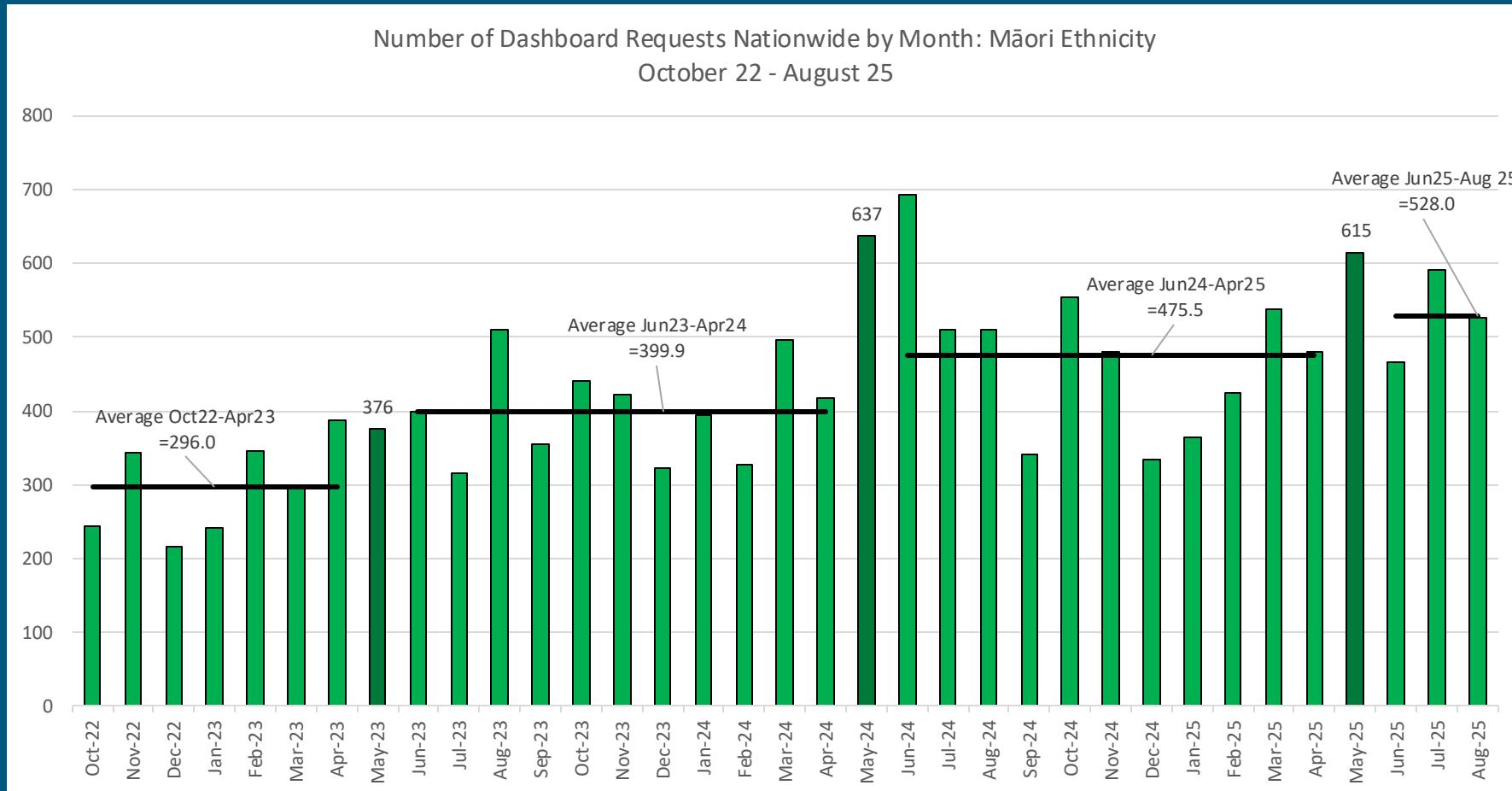


# NATIONWIDE DATA: European Ethnicity Kit Returns as a percentage of Kits Sent Out



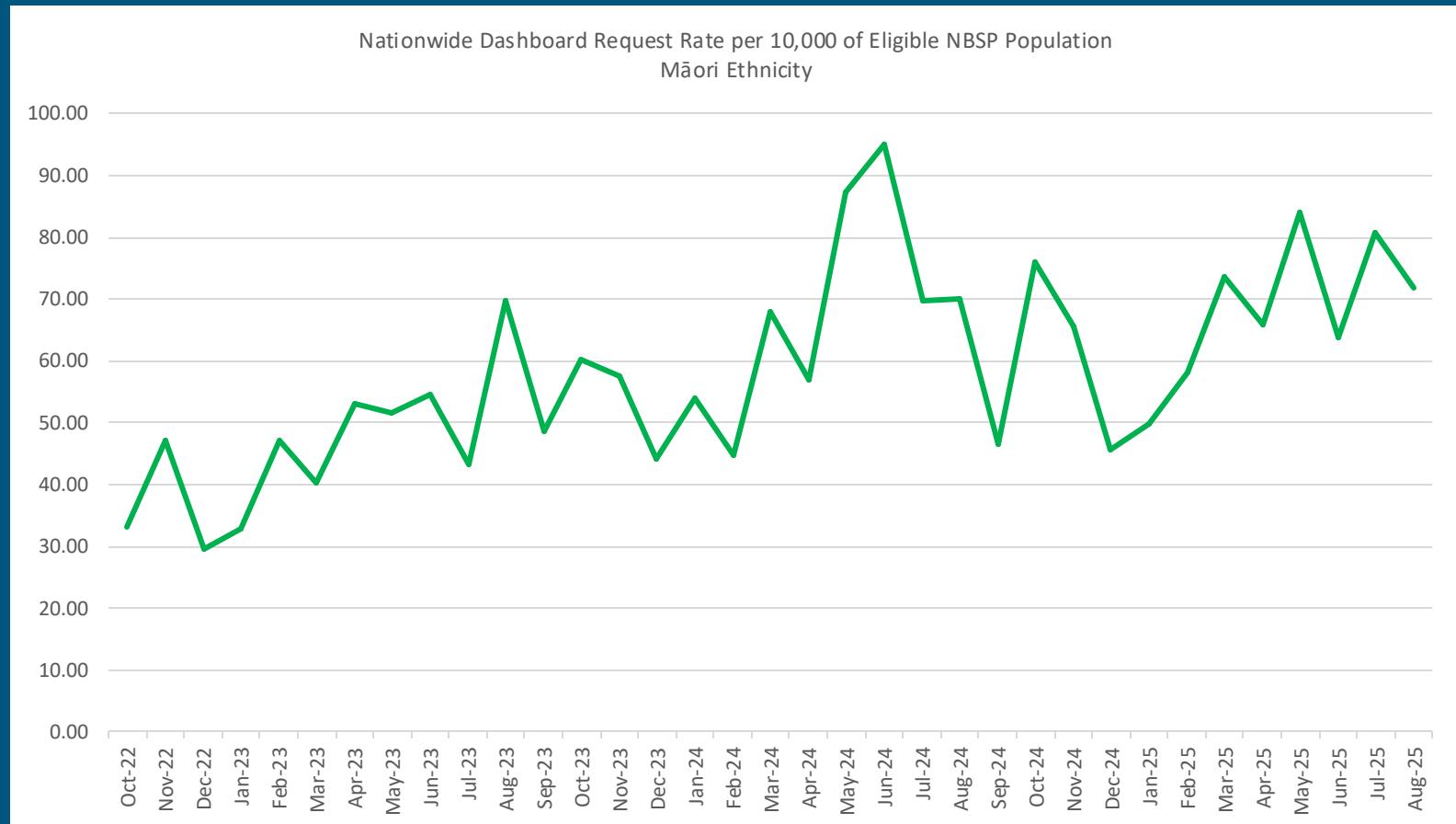
# NATIONAL DATA NZ MĀORI ETHNICITY

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



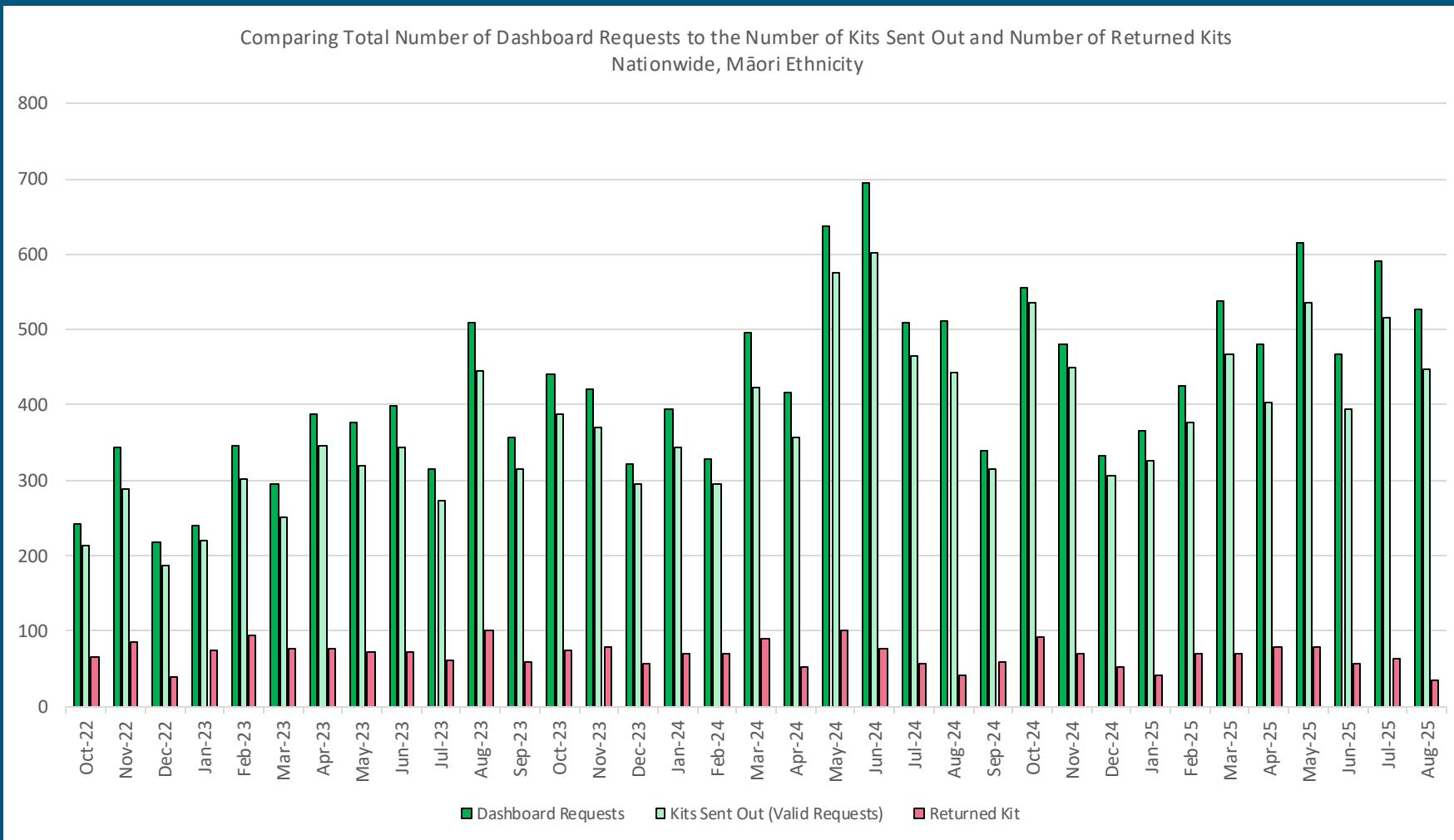
# NATIONAL DATA REQUEST RATE

PER 10,000 OF NBSP NZ MĀORI POPULATION  
NZ MĀORI ETHNICITY



# NATIONWIDE DATA: Māori Ethnicity

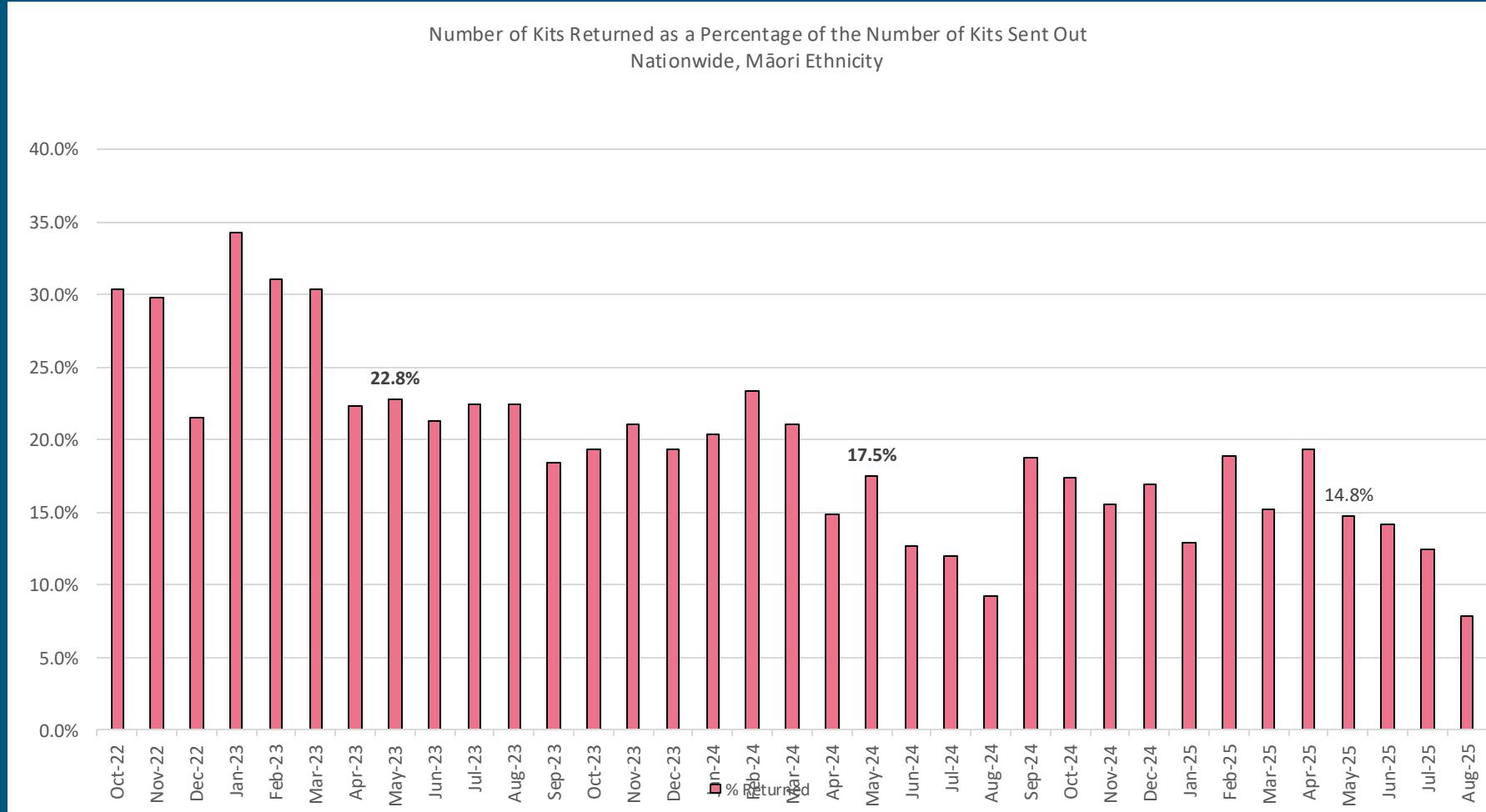
## Dashboard Requests, Kits Sent Out and Returns



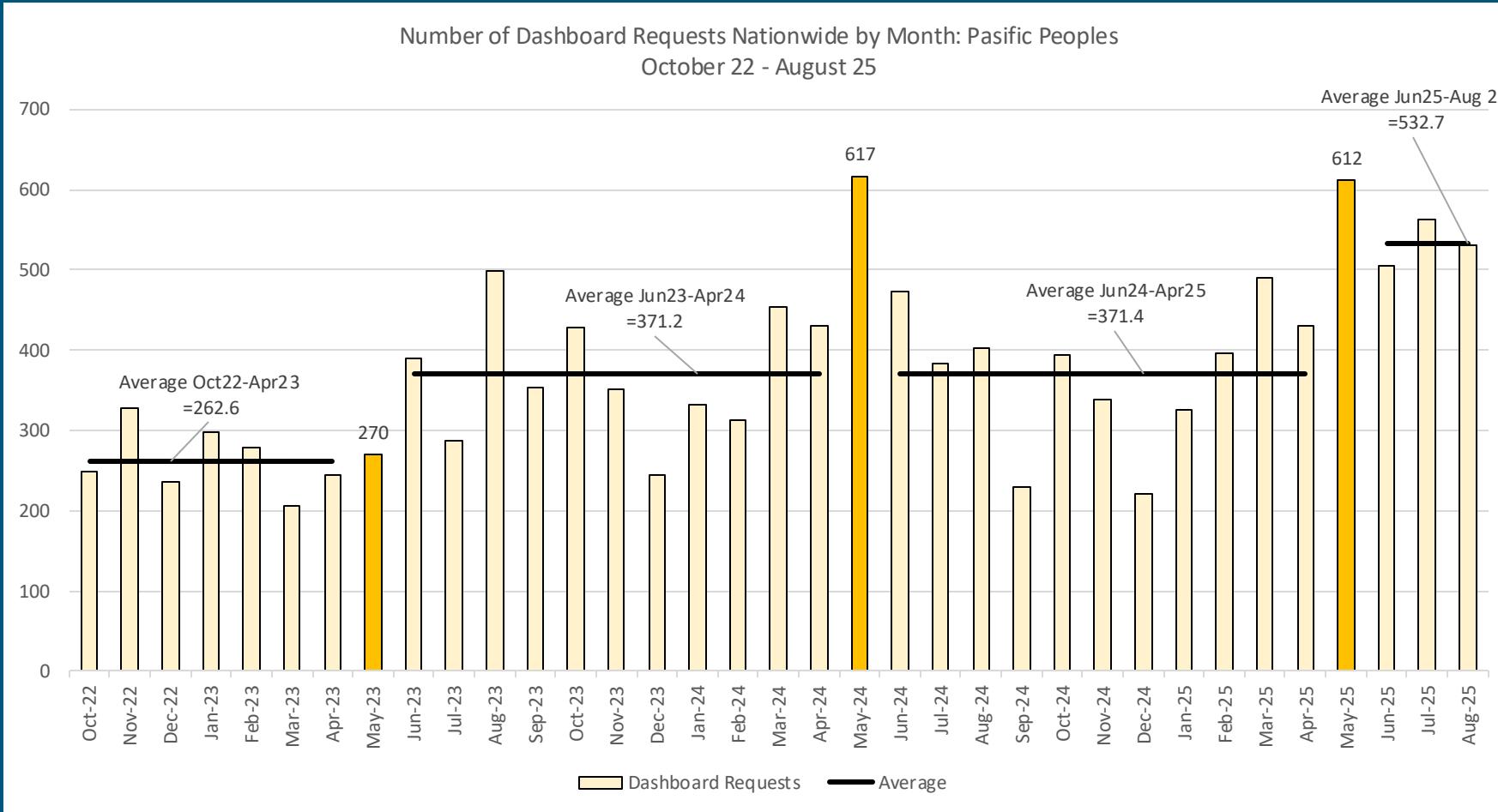
# NATIONWIDE DATA: Māori Ethnicity

## Kit Returns as a percentage of Kits Sent Out

*Kit return rates continue to fall over time*

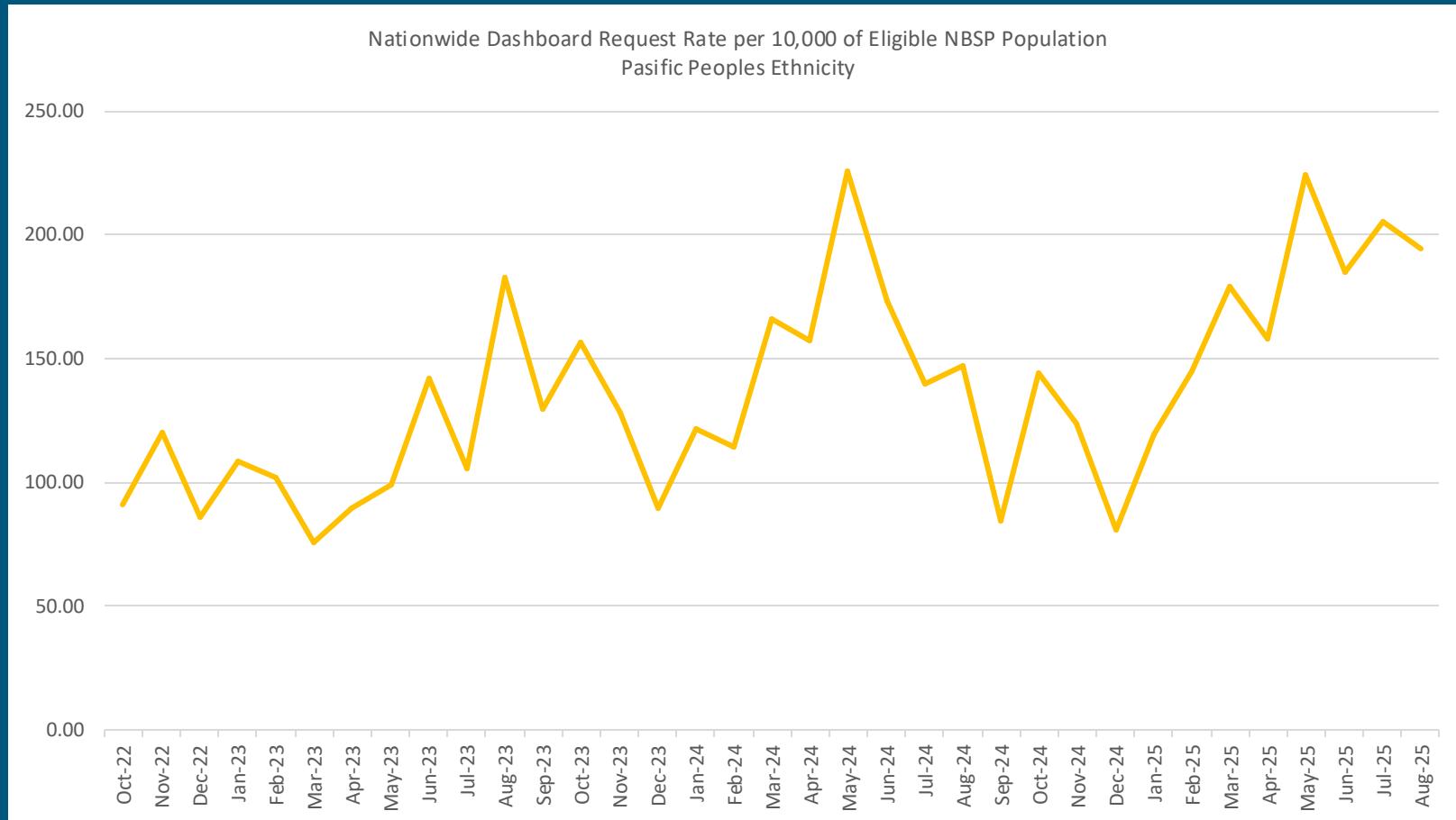


# NATIONAL DATA PASIFIC PEOPLES ETHNICITY



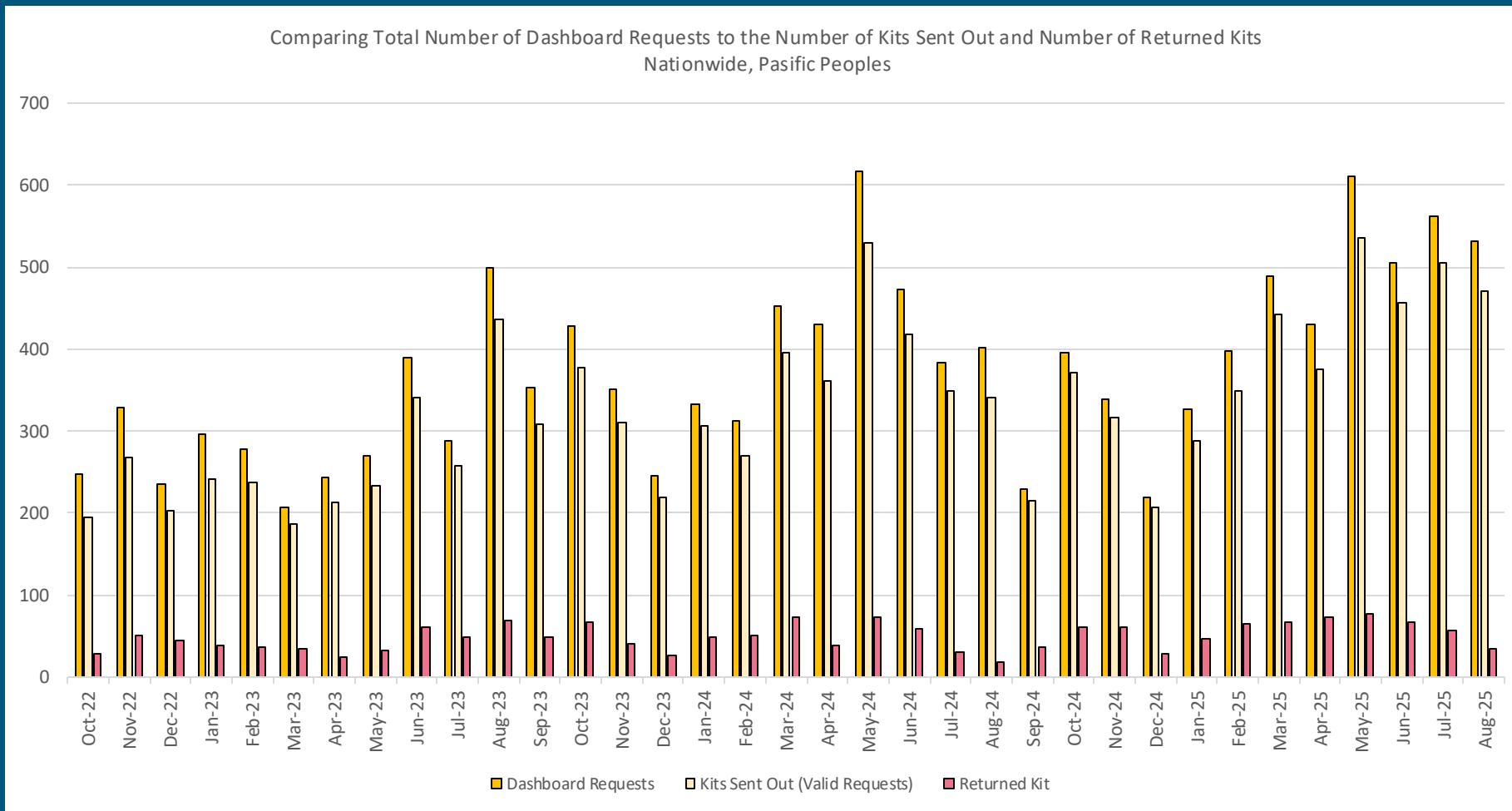
# NATIONAL DATA REQUEST RATE

PER 10,000 OF NBSP PASIFIC PEOPLES POPULATION  
PASIFIC PEOPLES ETHNICITY

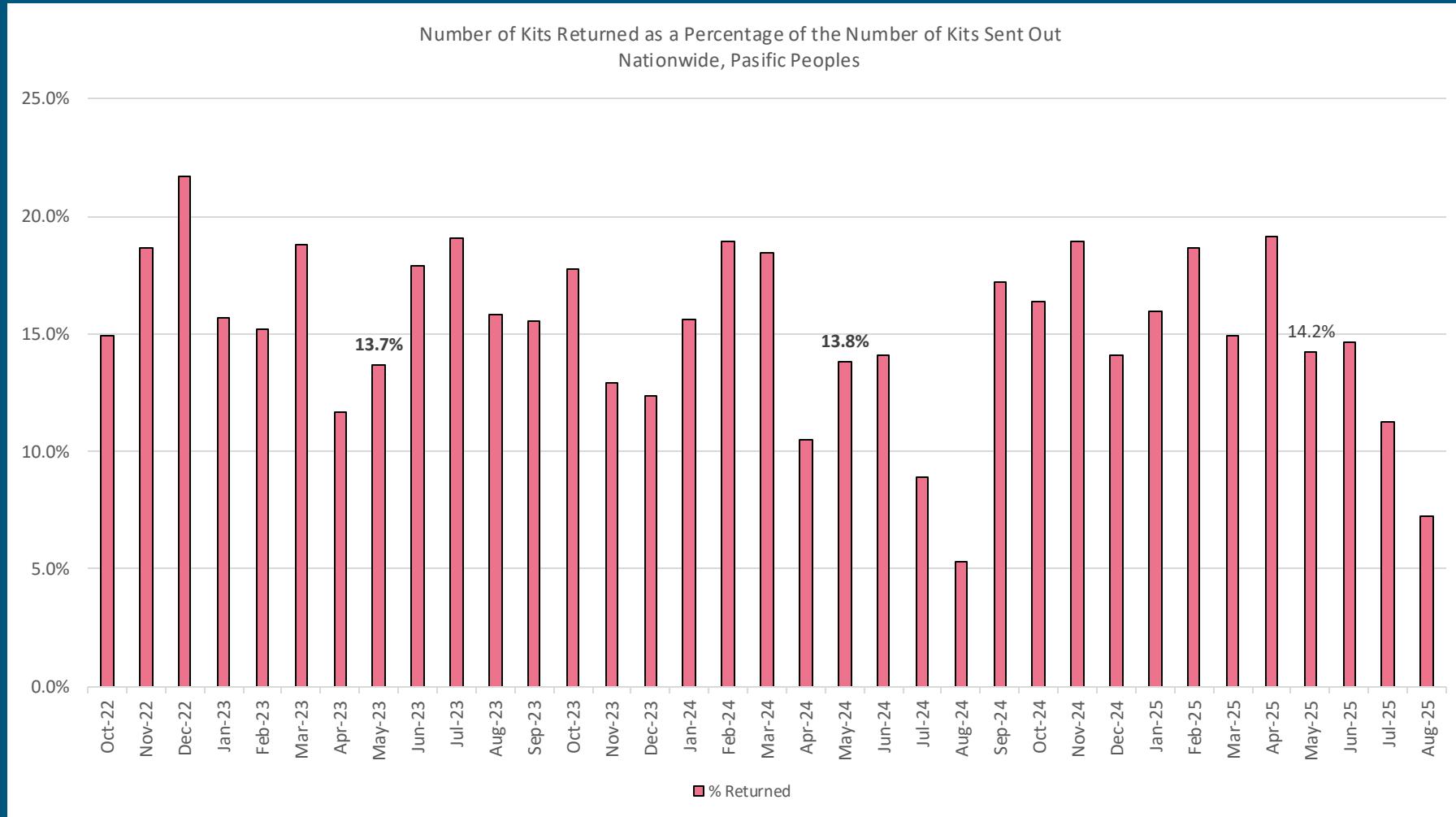


# NATIONWIDE DATA: Pasific Peoples Ethnicity

## Dashboard Requests, Kits Sent Out and Returns



# NATIONWIDE DATA: Pasific Peoples Ethnicity Kit Returns as a percentage of Kits Sent Out



# DATA BY HEALTH DISTRICT COMBINED ETHNICITIES

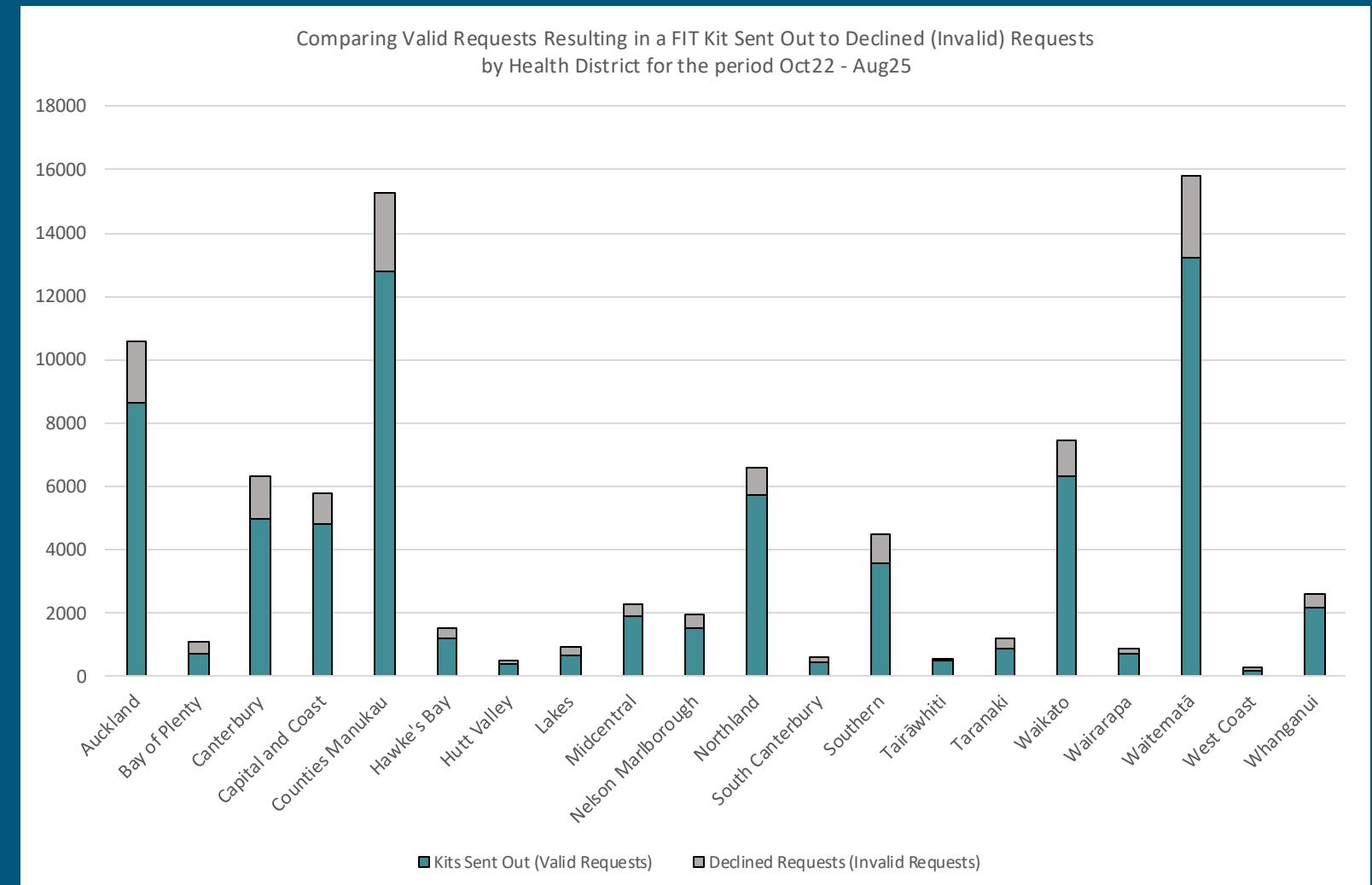
October 2022 – August 2025

Reasons for invalid requests

*Has completed a kit already*

*Outside age range*

*Colonoscopy history has been advised*

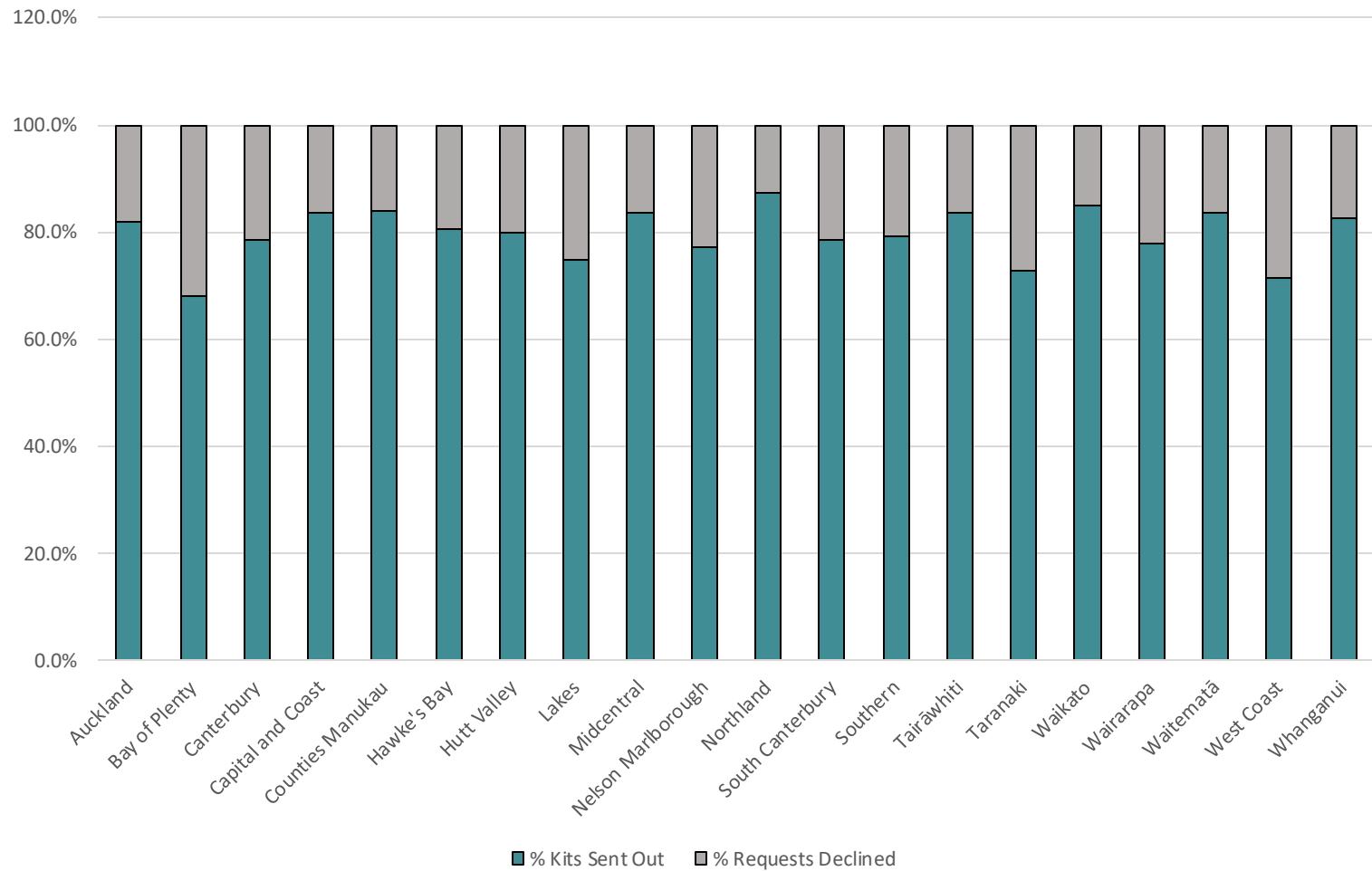


# DATA BY HEALTH DISTRICT COMBINED ETHNICITIES

October 2022 – August 2025

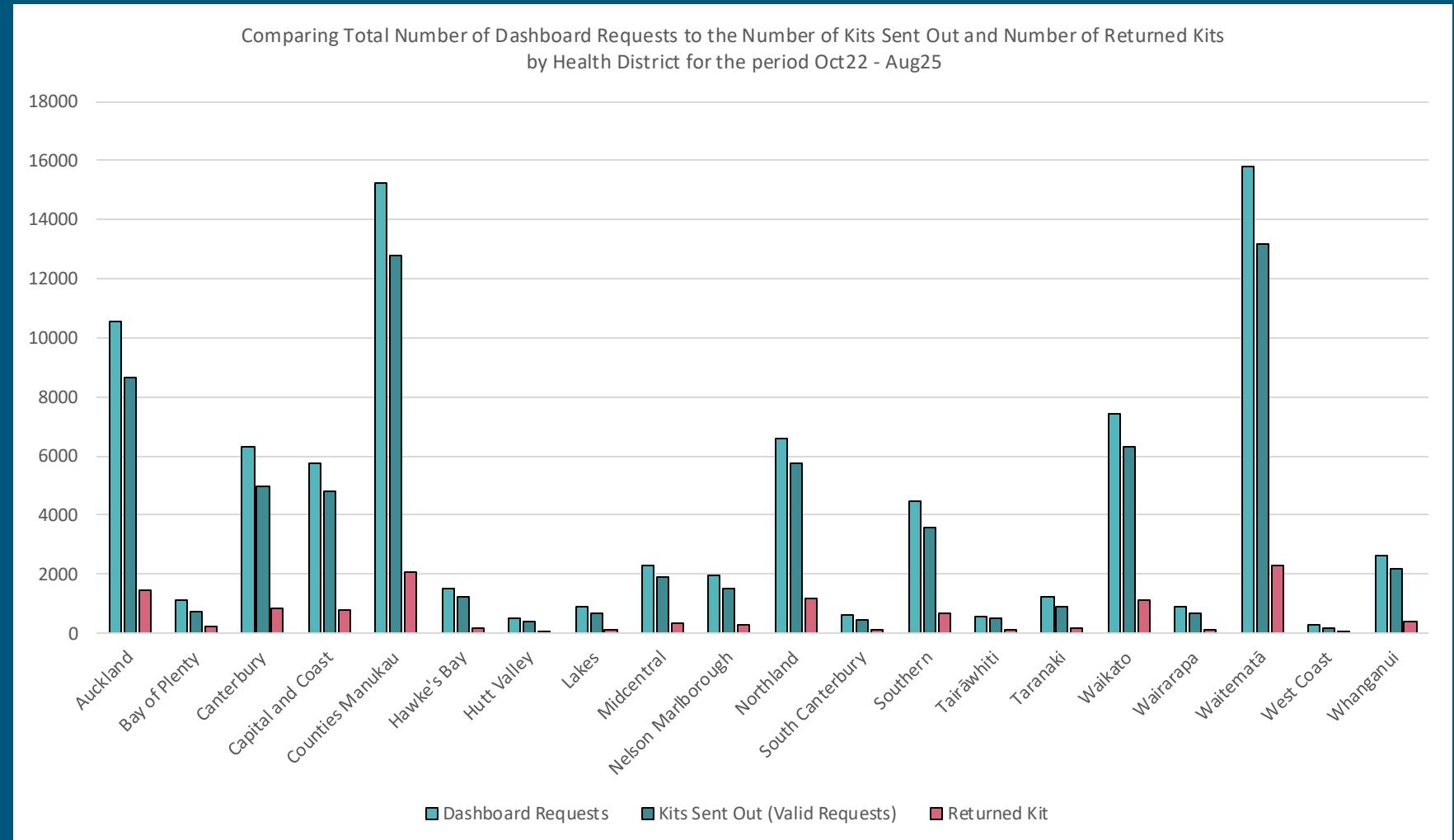
*Some variability in rates of invalid requests*

Comparing Kits Sent Out and Declined Requests as a Percentage of Total Dashboard Requests  
by Health District for the period Oct22 - Aug25



# DATA BY HEALTH DISTRICT COMBINED ETHNICITIES

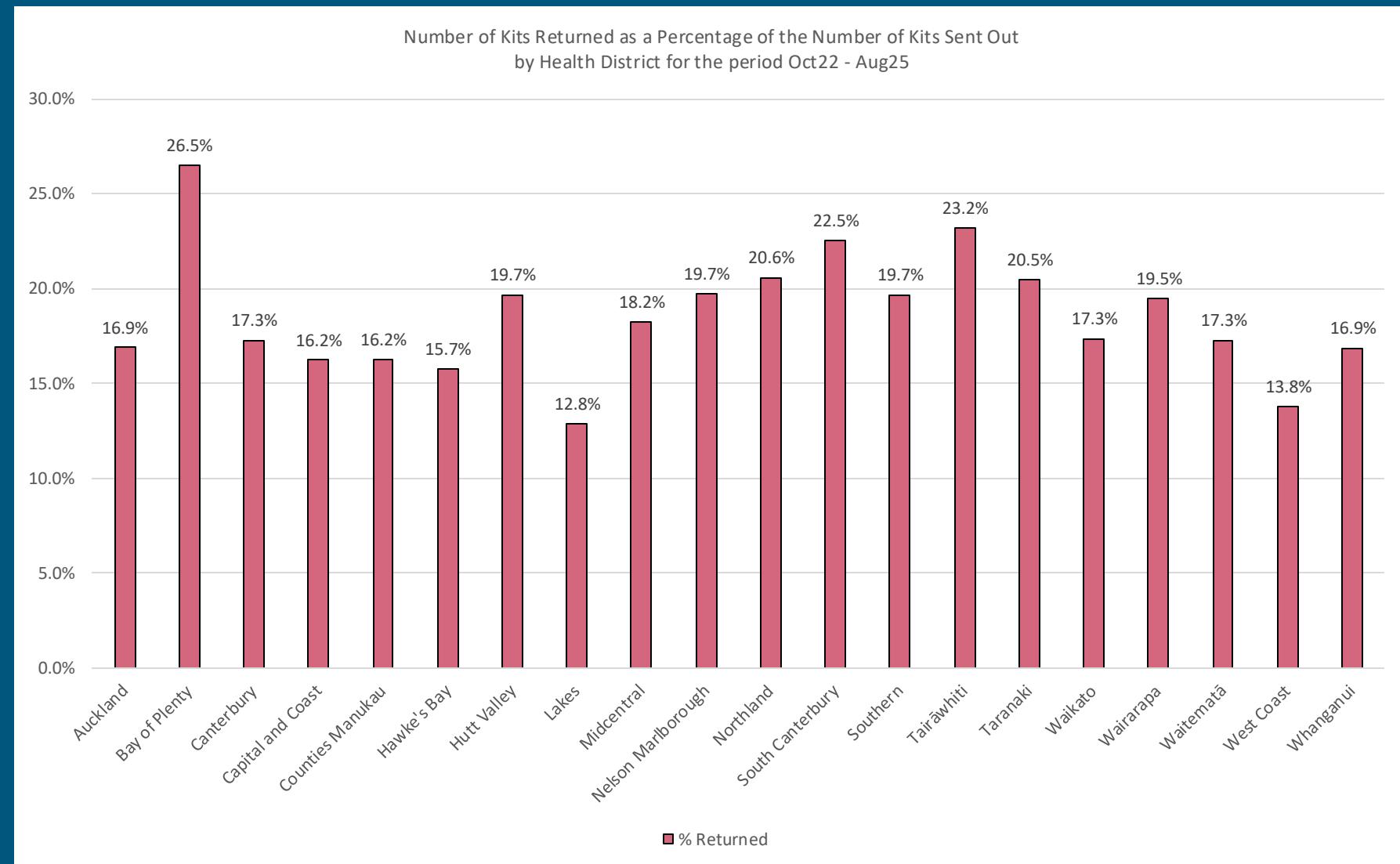
October 2022 – August 2025



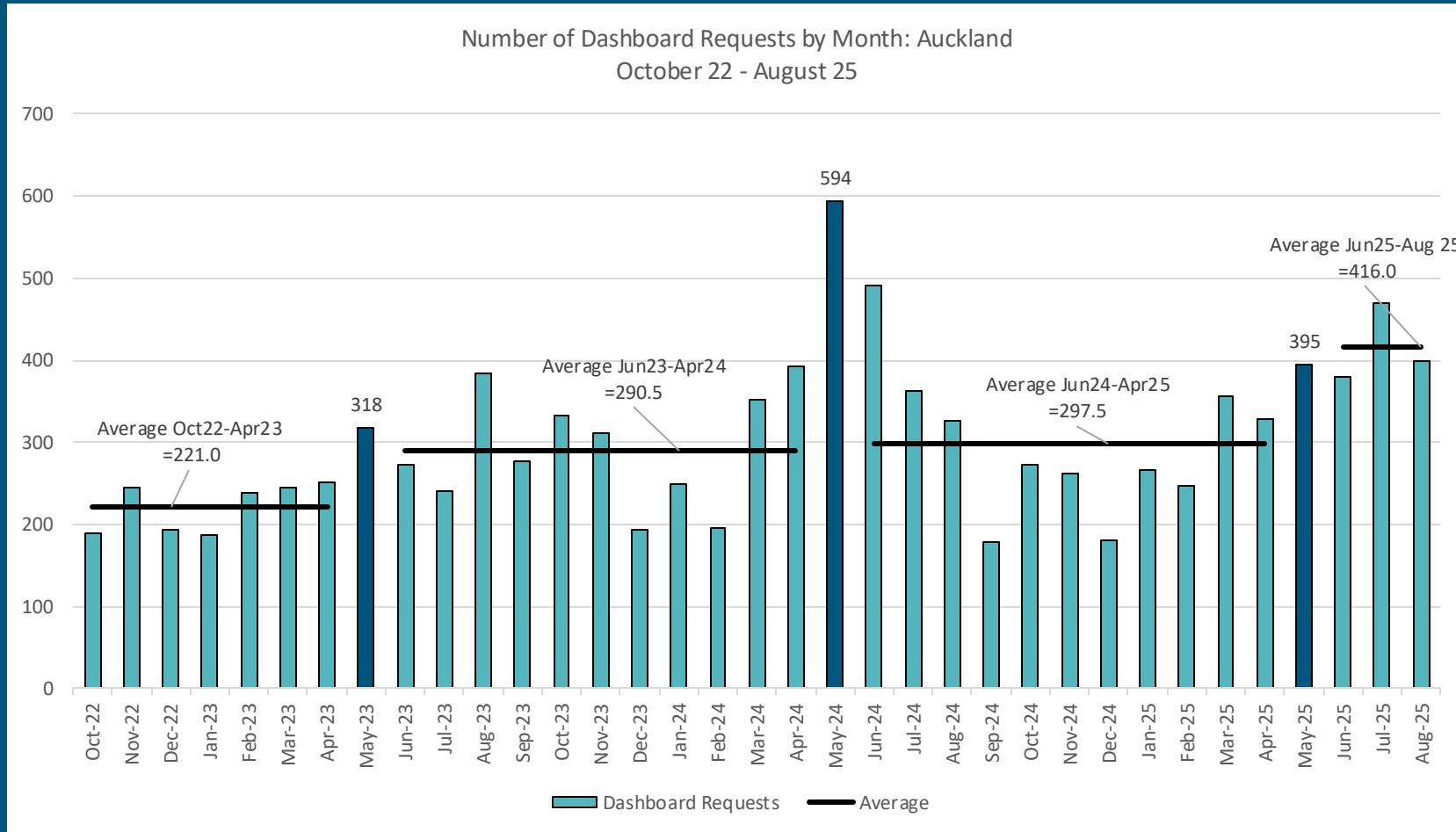
# DATA BY HEALTH DISTRICT COMBINED ETHNICITIES

October 2022 – August 2025

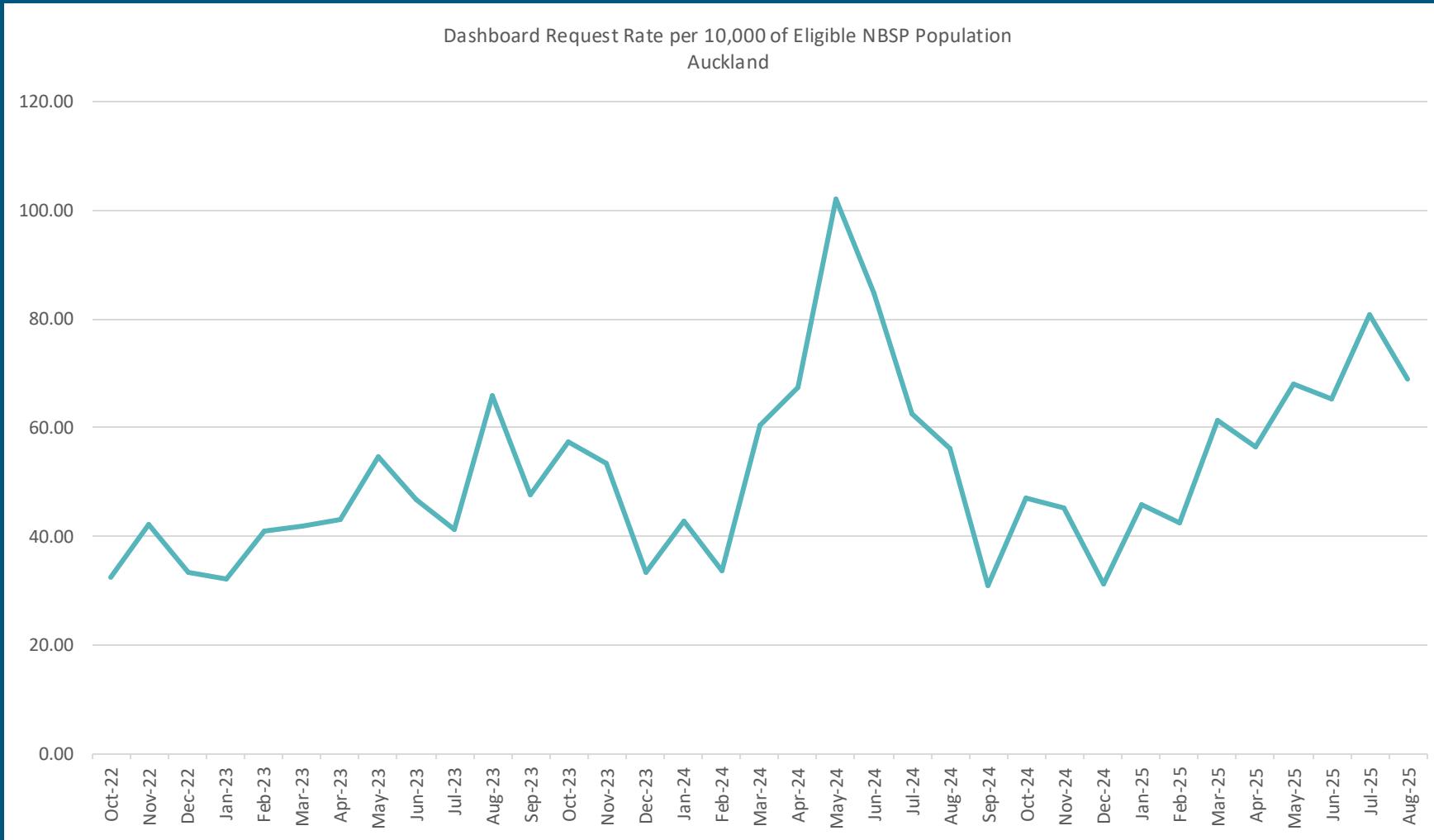
*Variability in kit return rates  
by district*



# AUCKLAND HEALTH DISTRICT

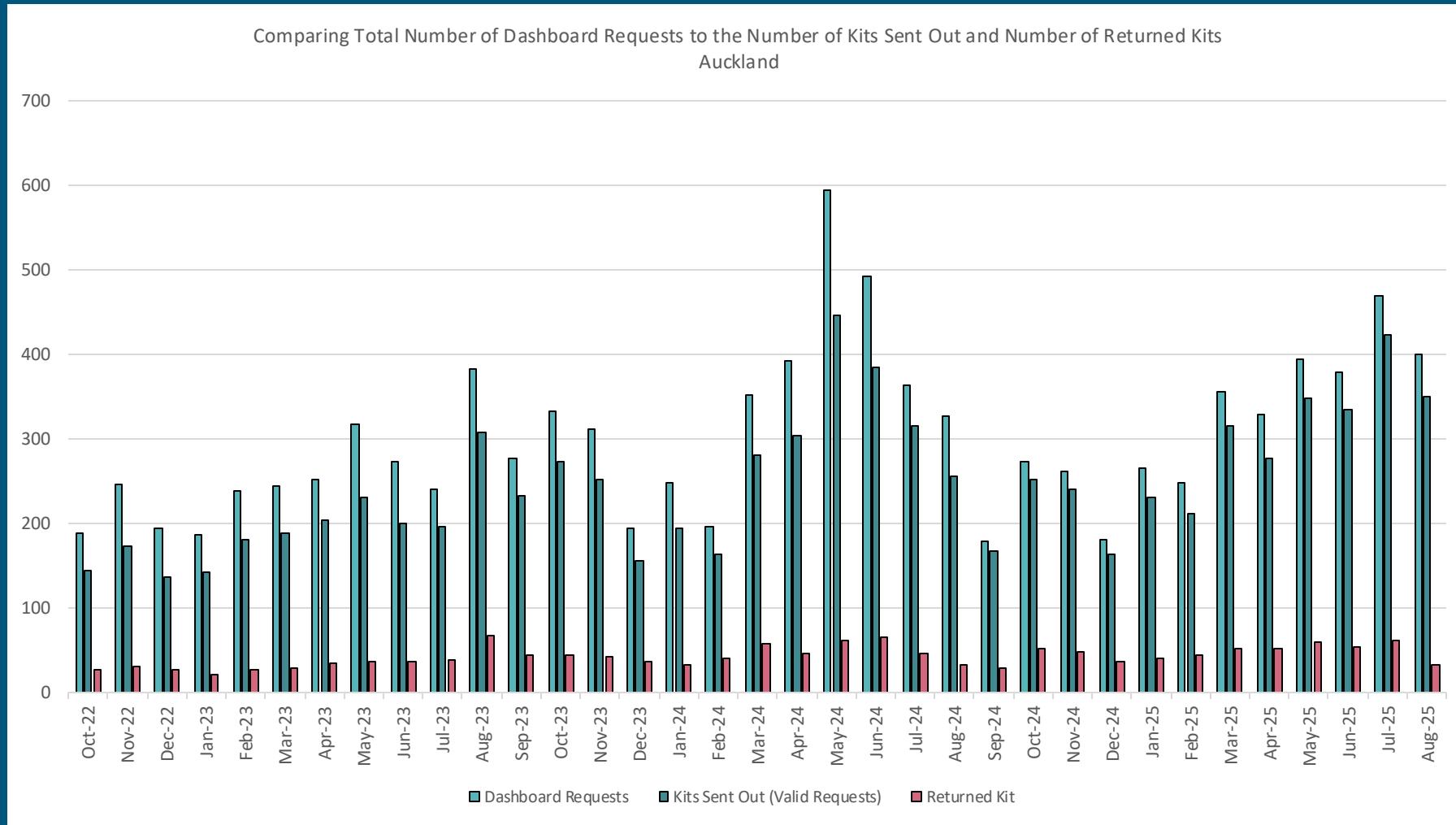


# AUCKLAND HEALTH DISTRICT



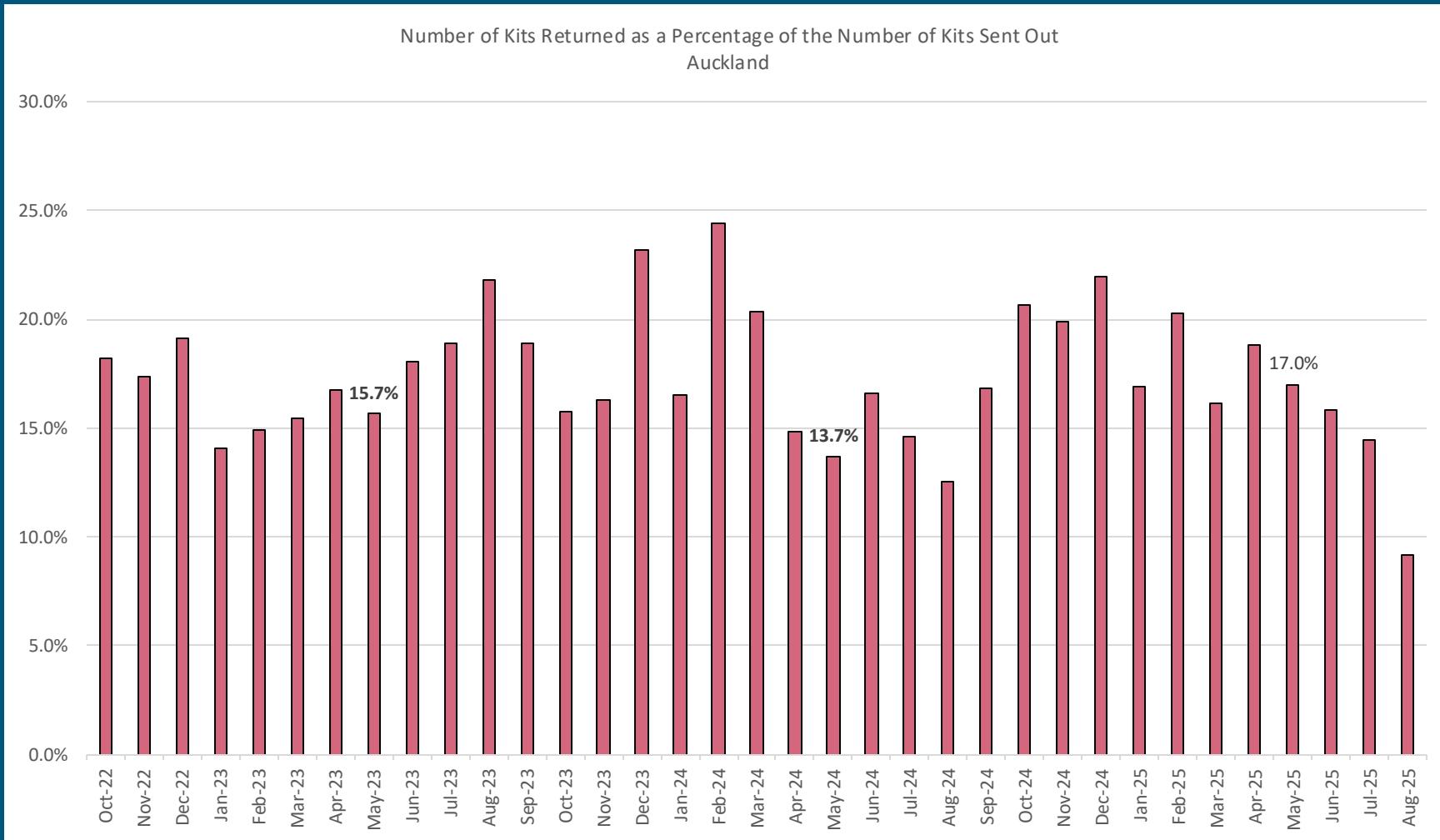
# AUCKLAND HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

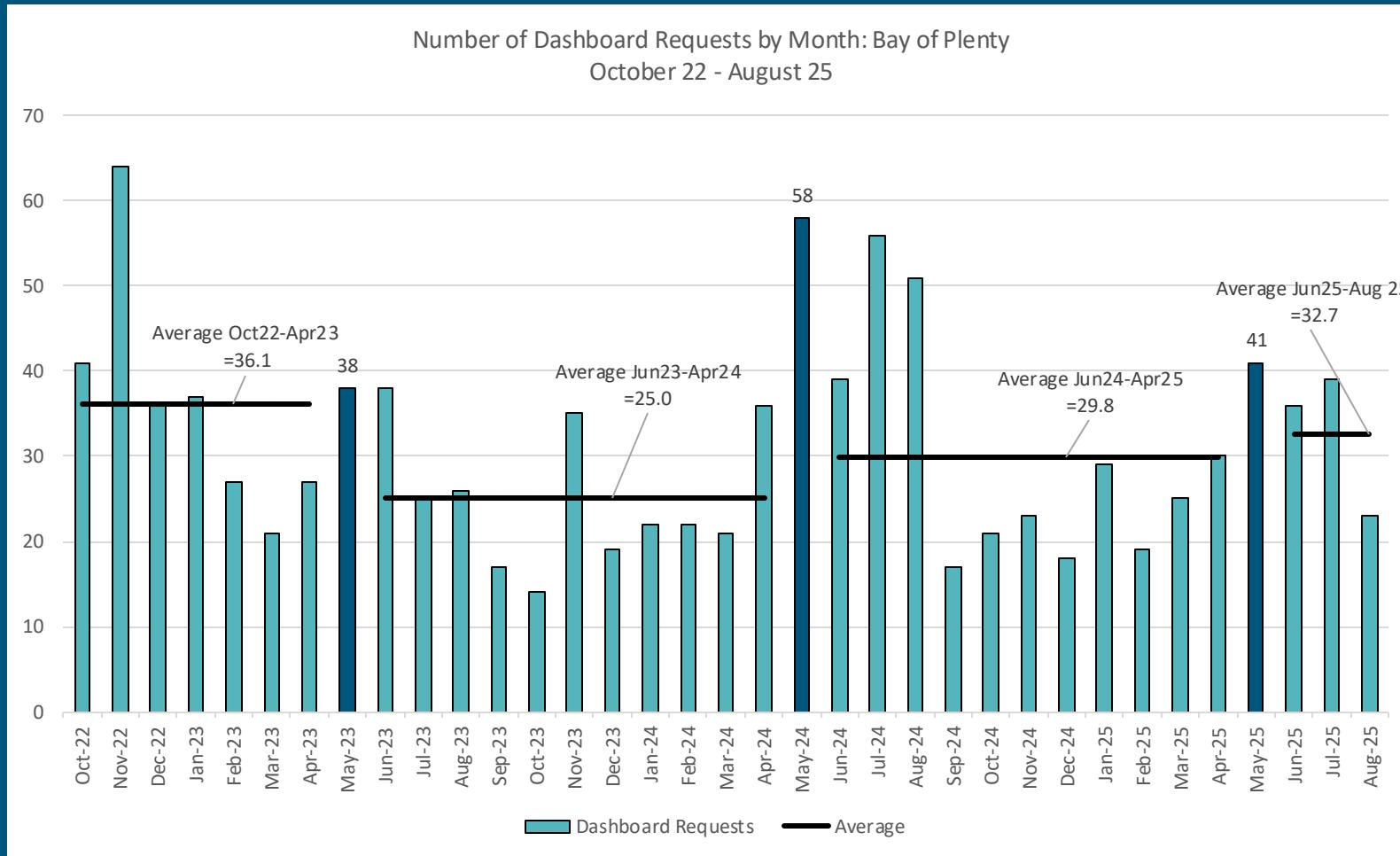


# AUCKLAND HEALTH DISTRICT

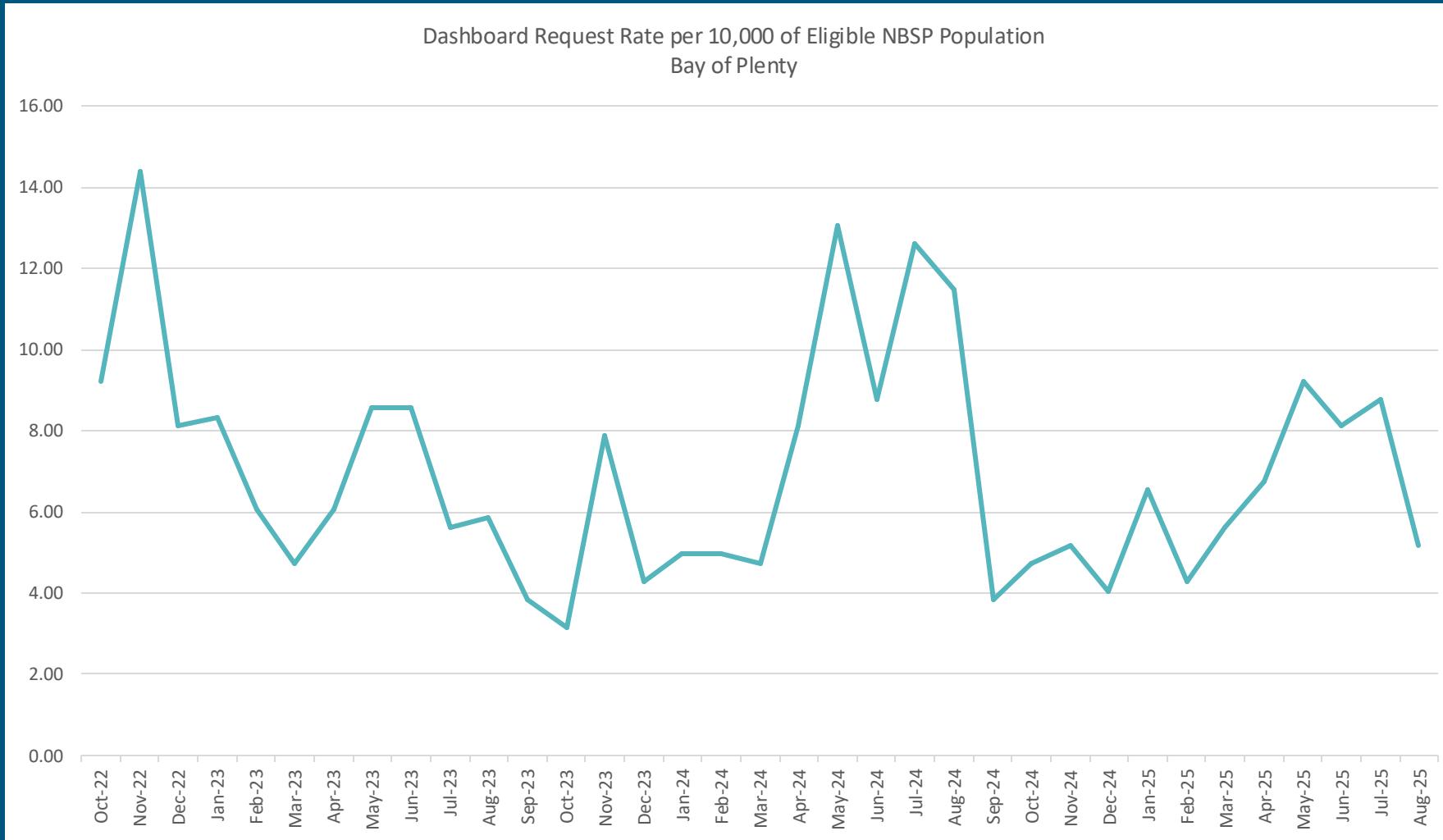
## Percentage of Kits Returned



# BAY OF PLENTY HEALTH DISTRICT

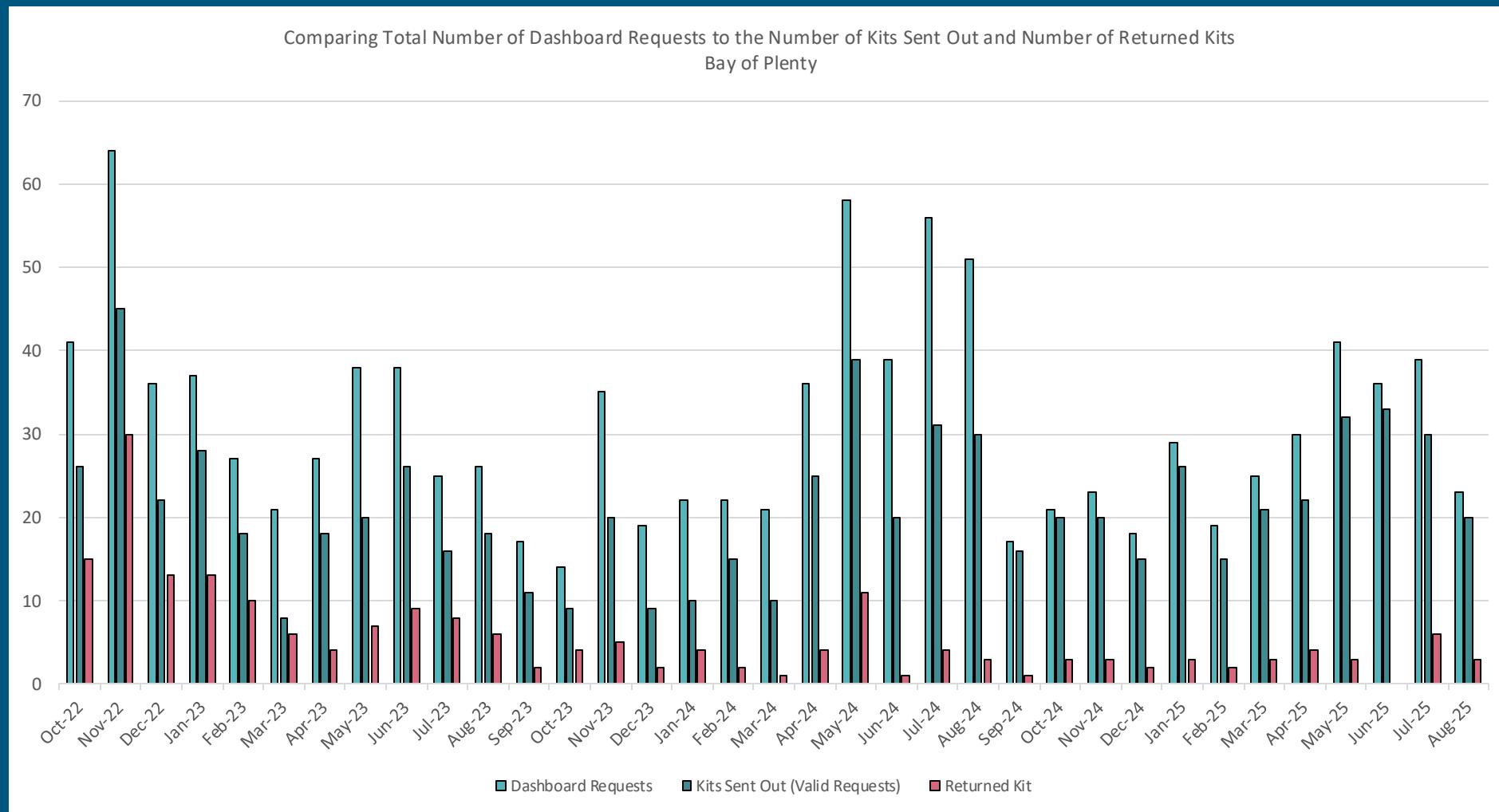


# BAY OF PLENTY HEALTH DISTRICT



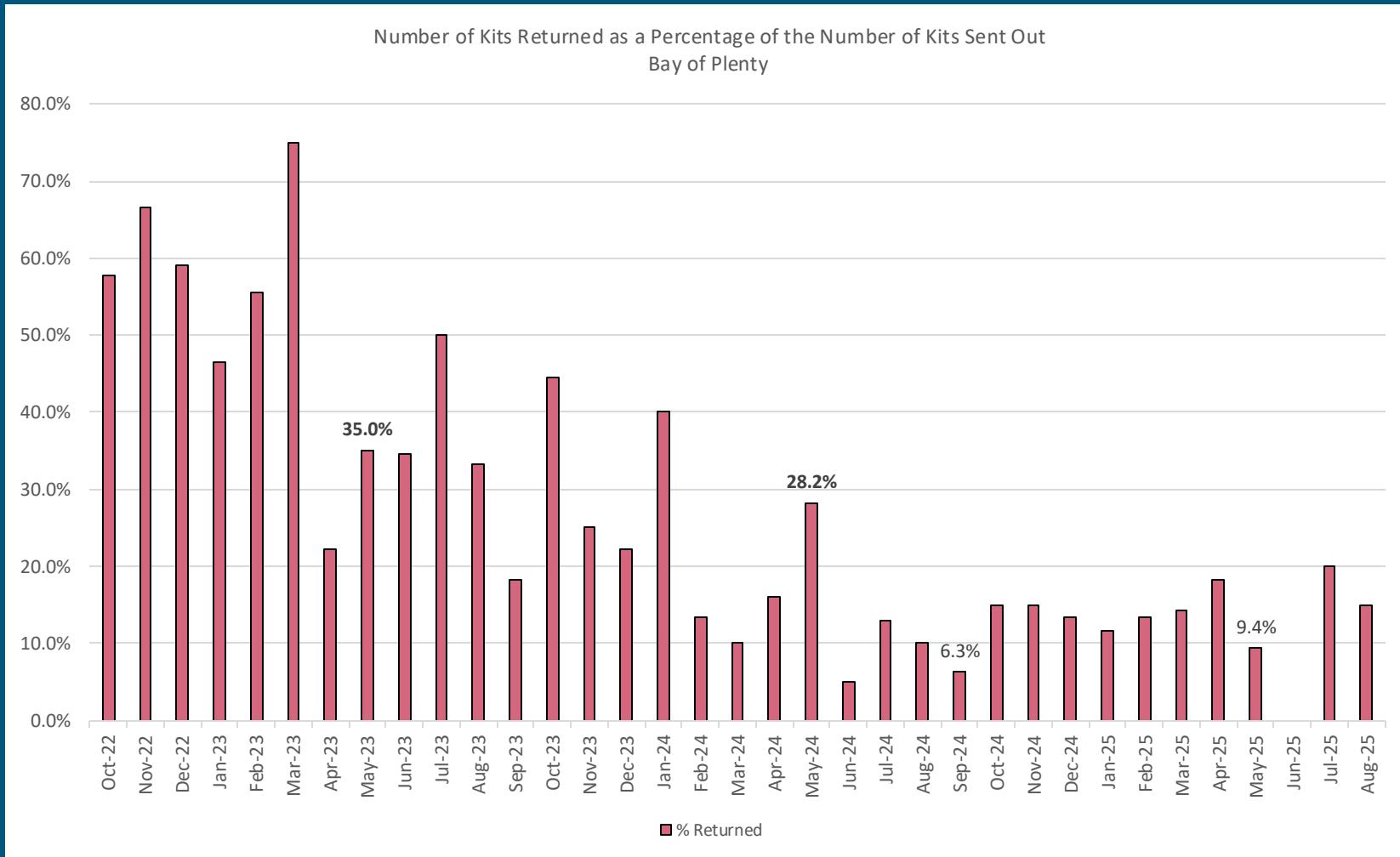
# BAY OF PLENTY HEALTH DISTRICT

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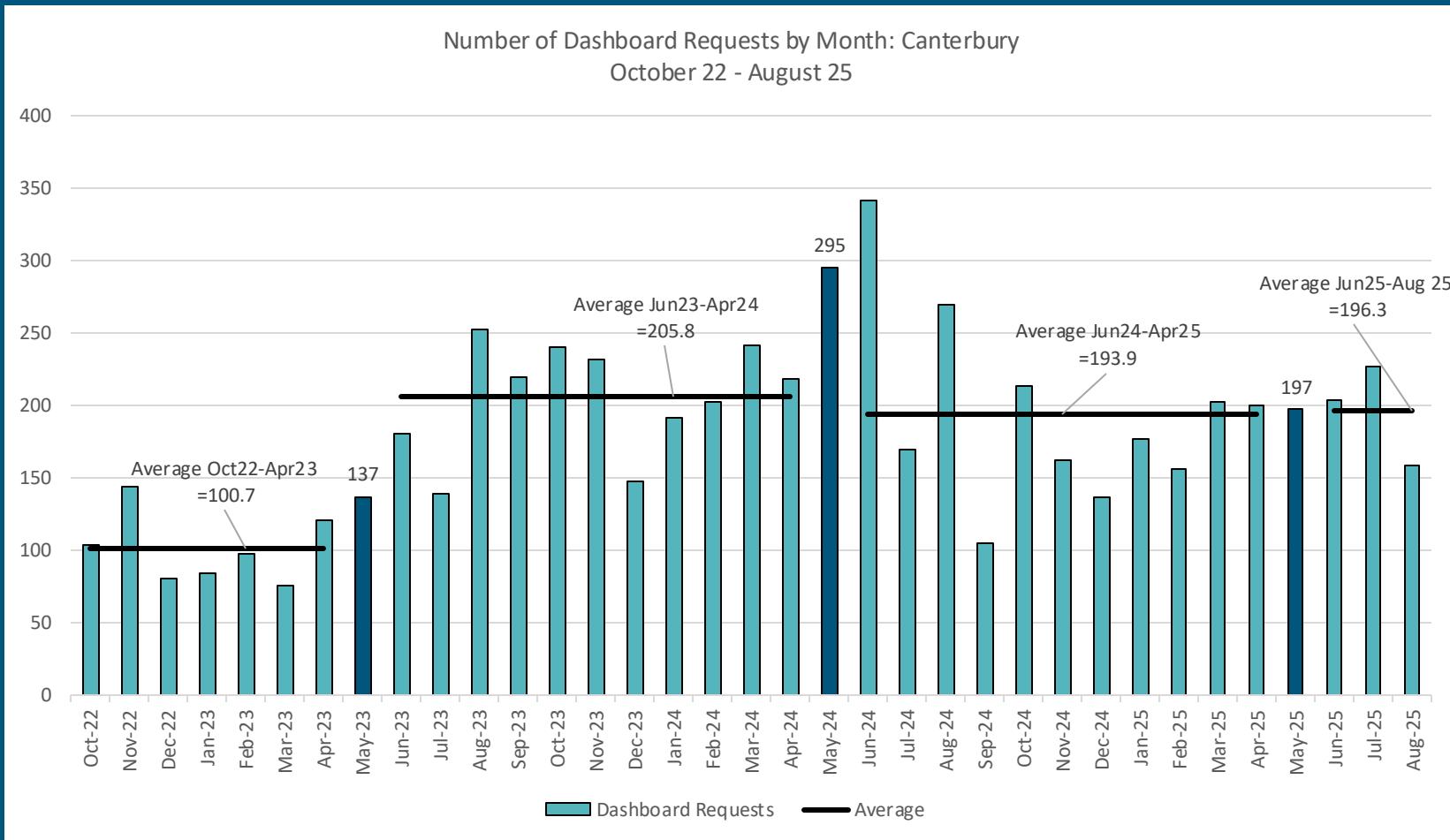


# BAY OF PLENTY HEALTH DISTRICT

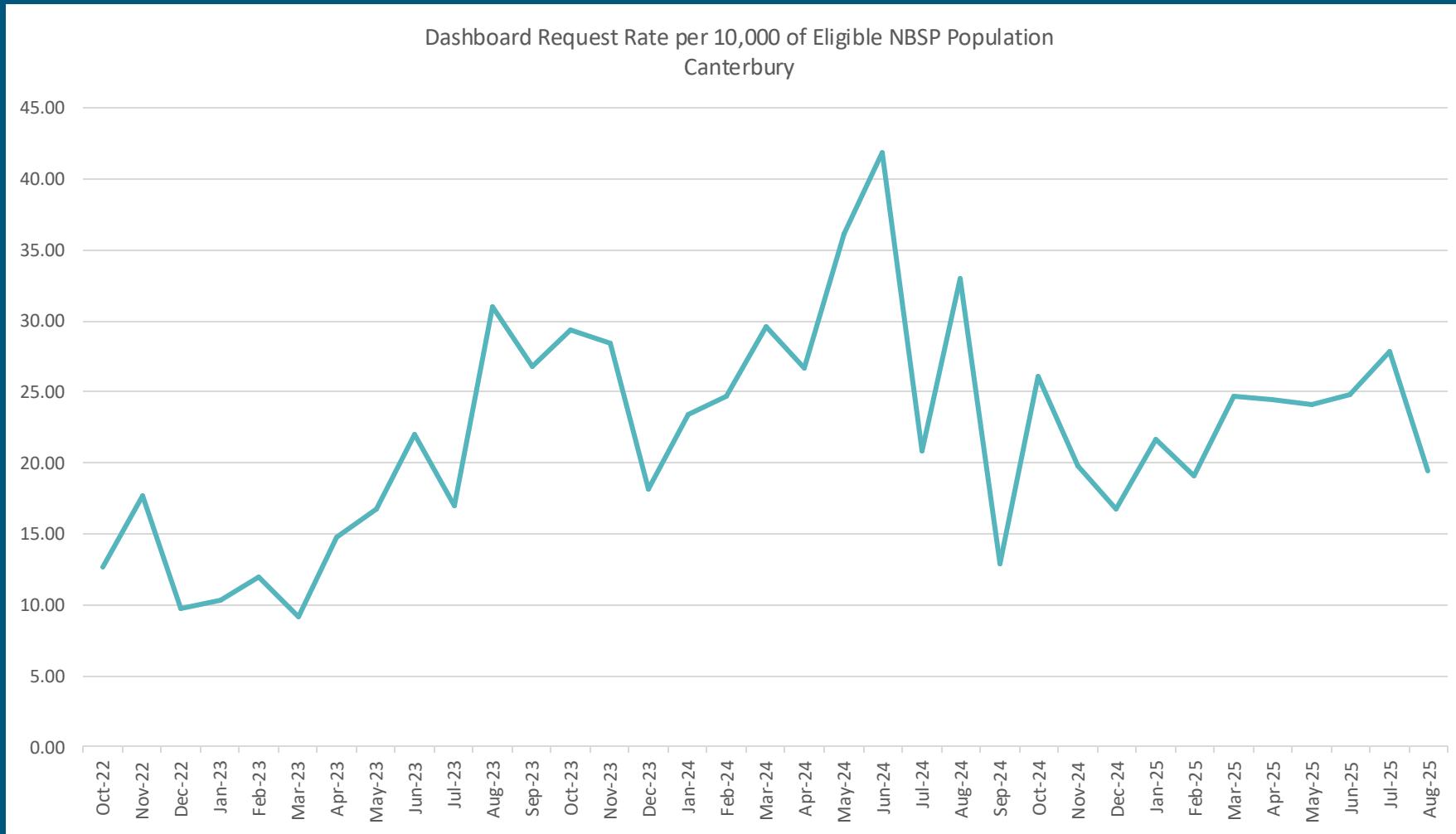
## Percentage of Kits Returned



# CANTERBURY HEALTH DISTRICT

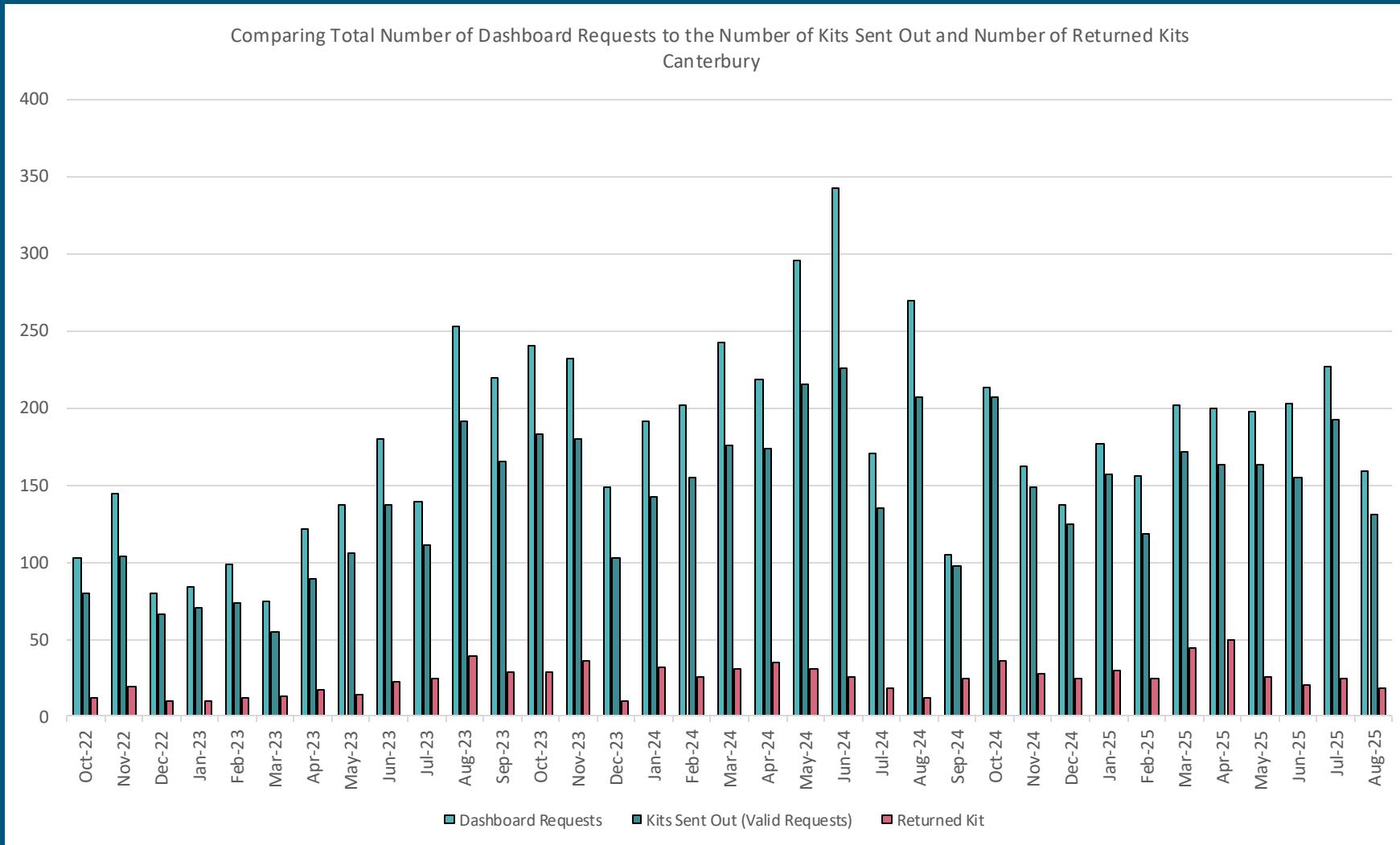


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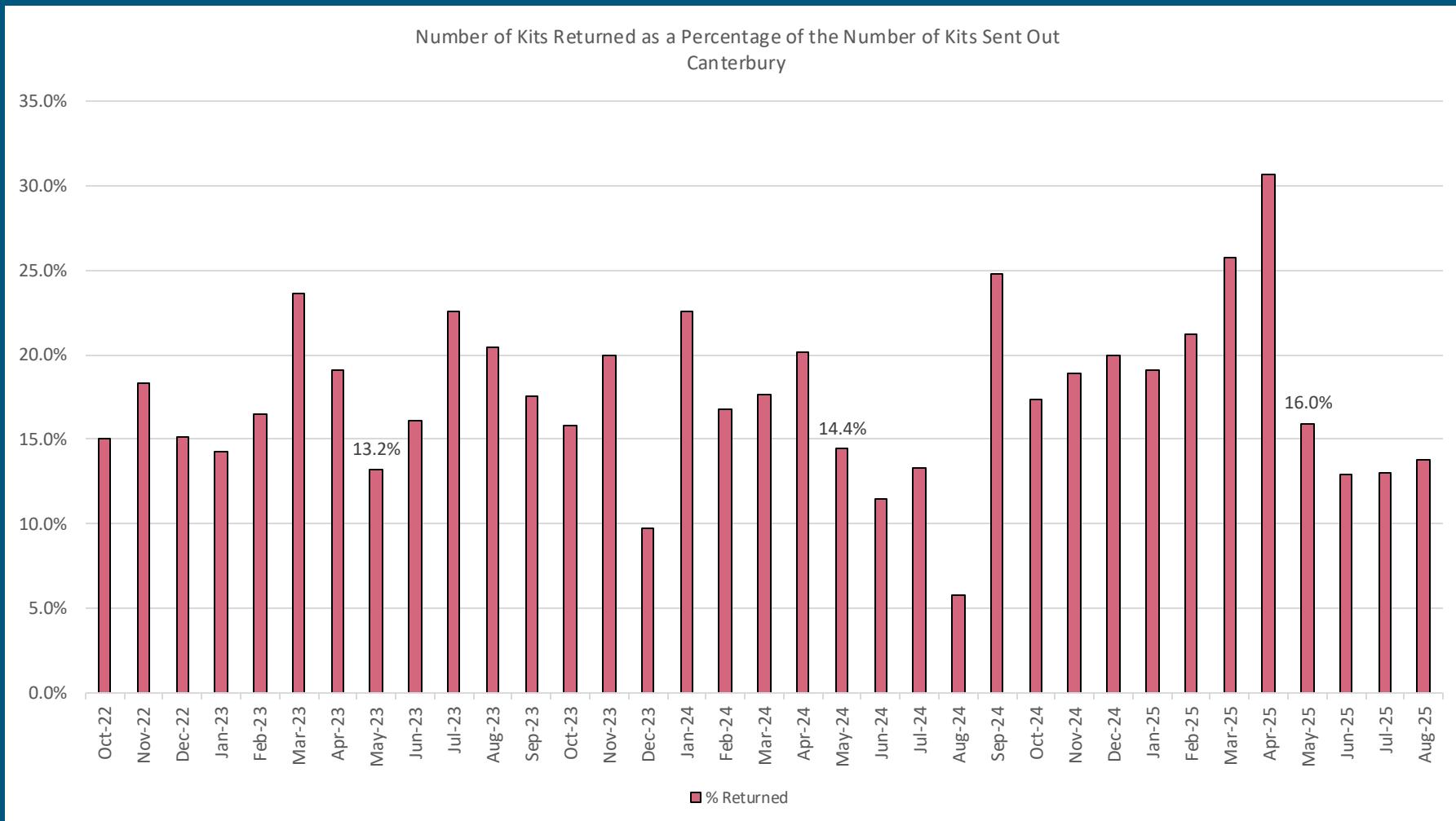
# CANTERBURY HEALTH DISTRICT

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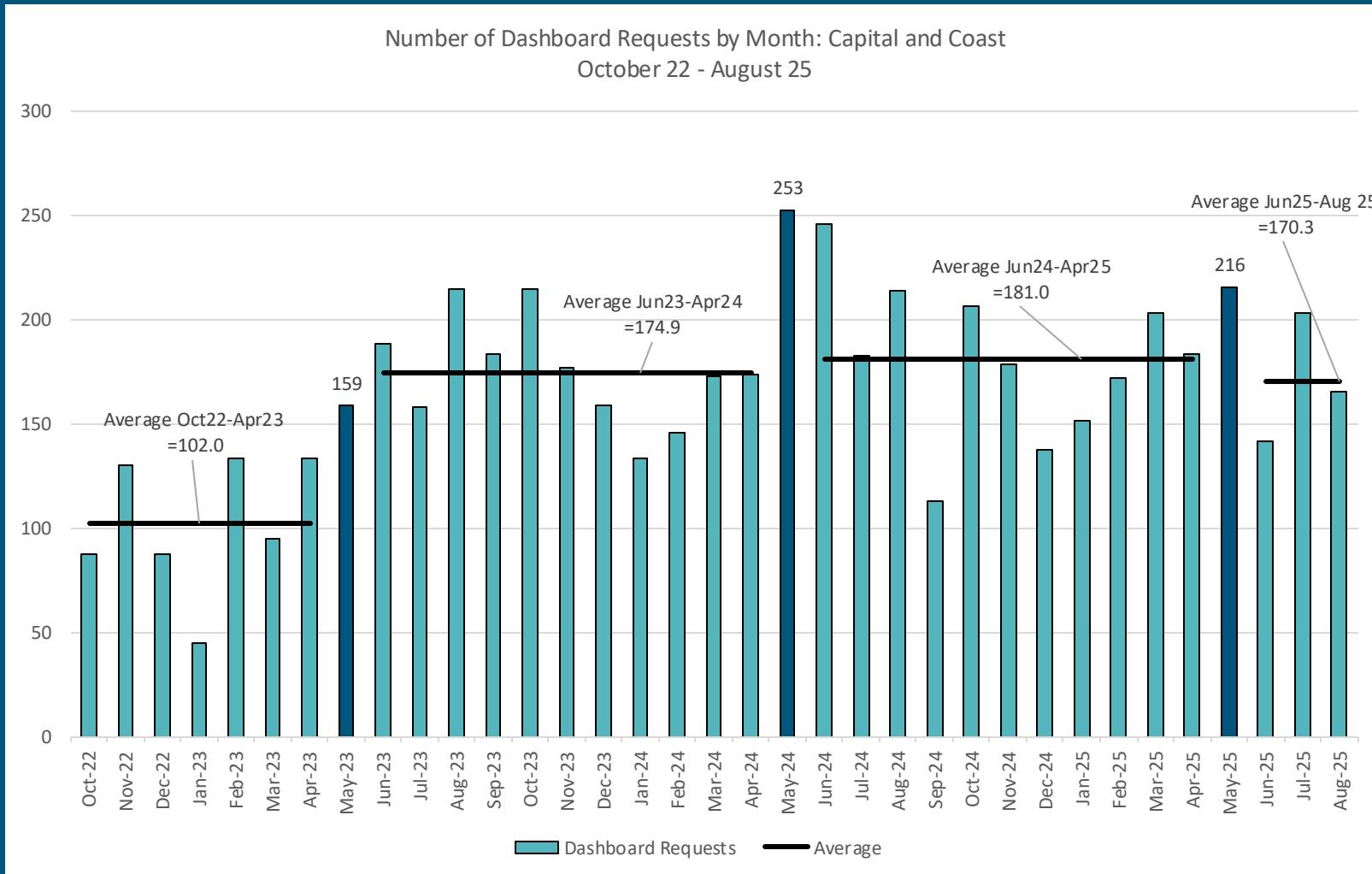


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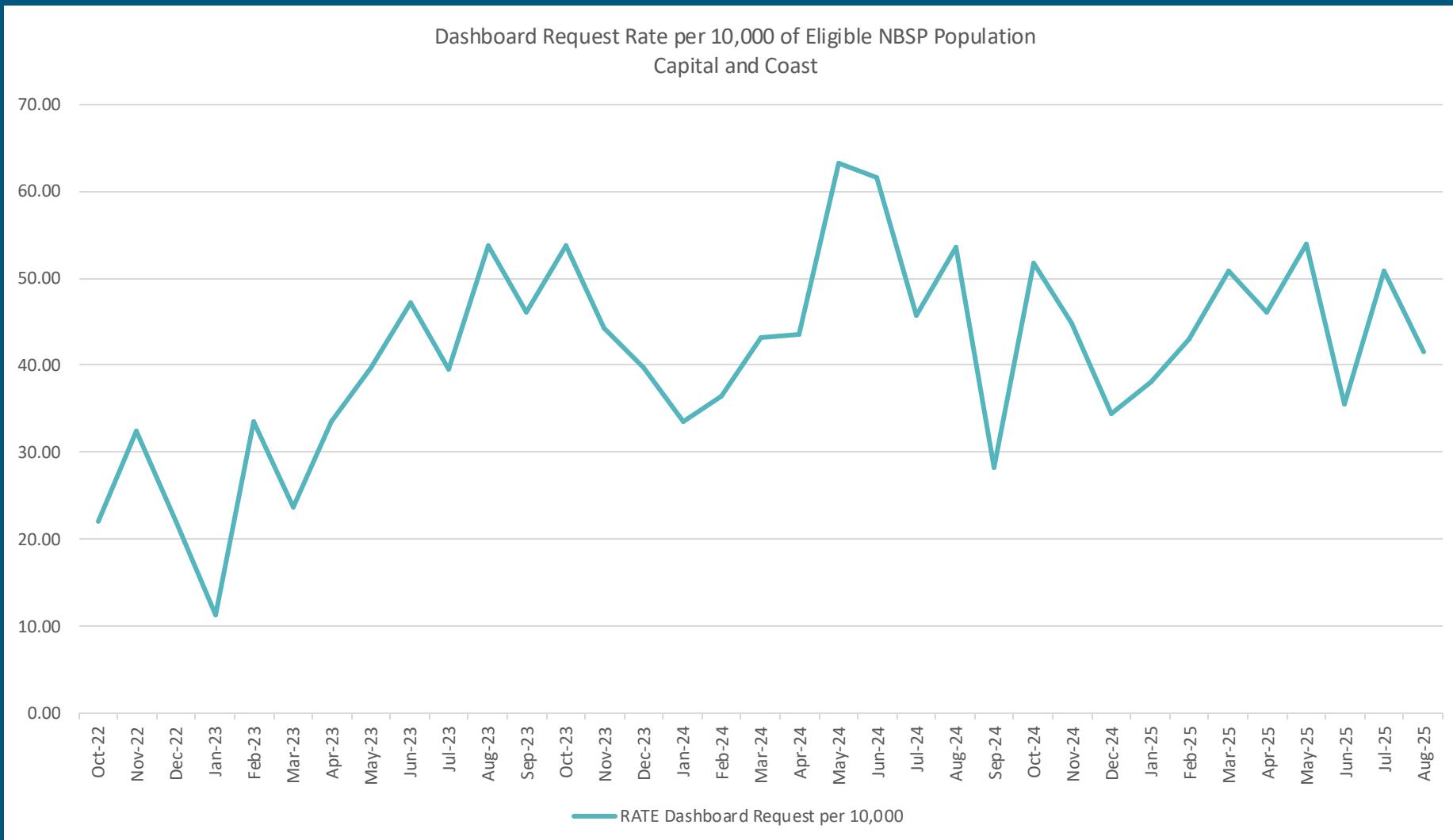
## Percentage of Kits Returned



# CAPITAL AND COAST HEALTH DISTRICT

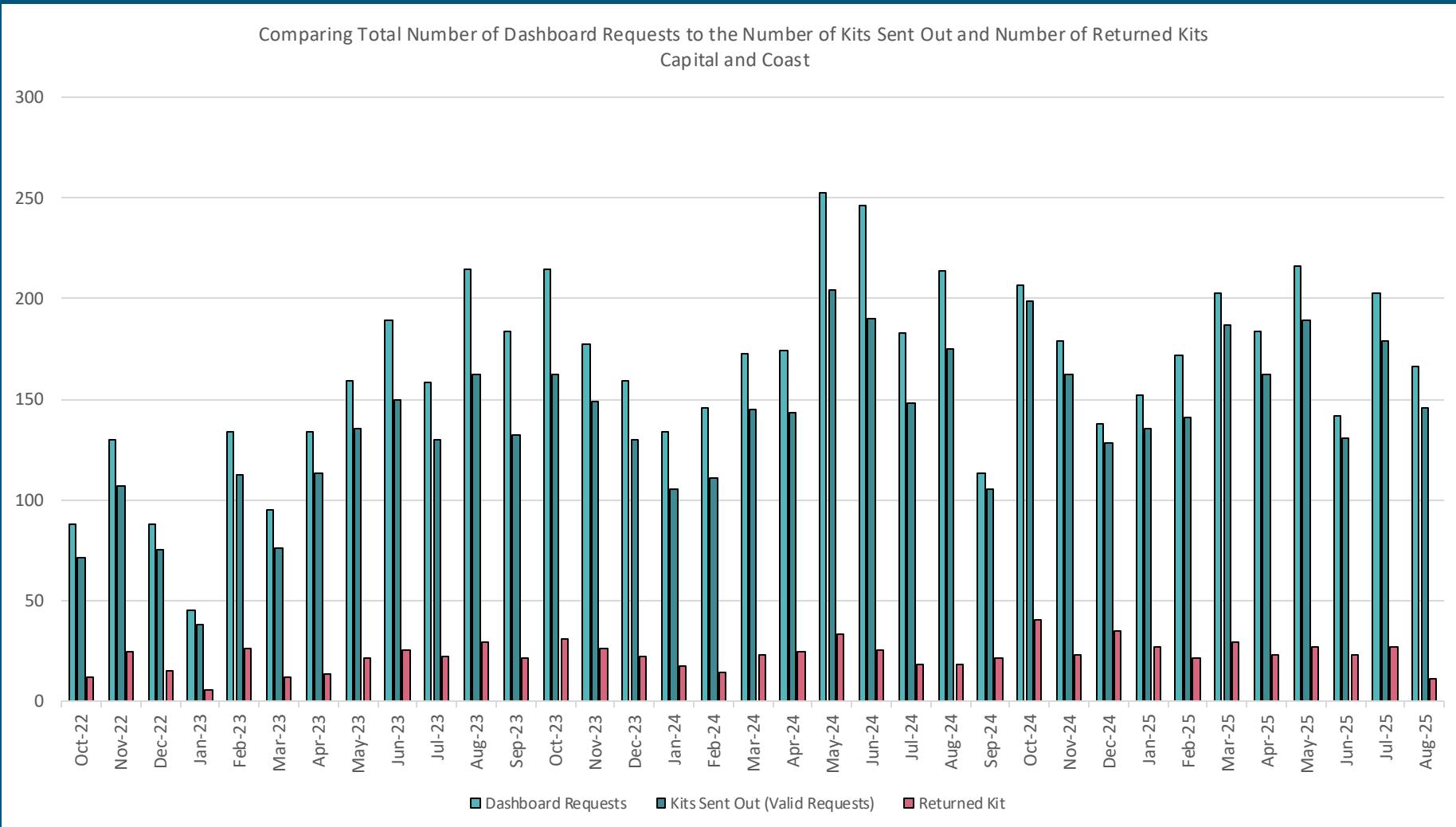


# CAPITAL AND COAST HEALTH DISTRICT



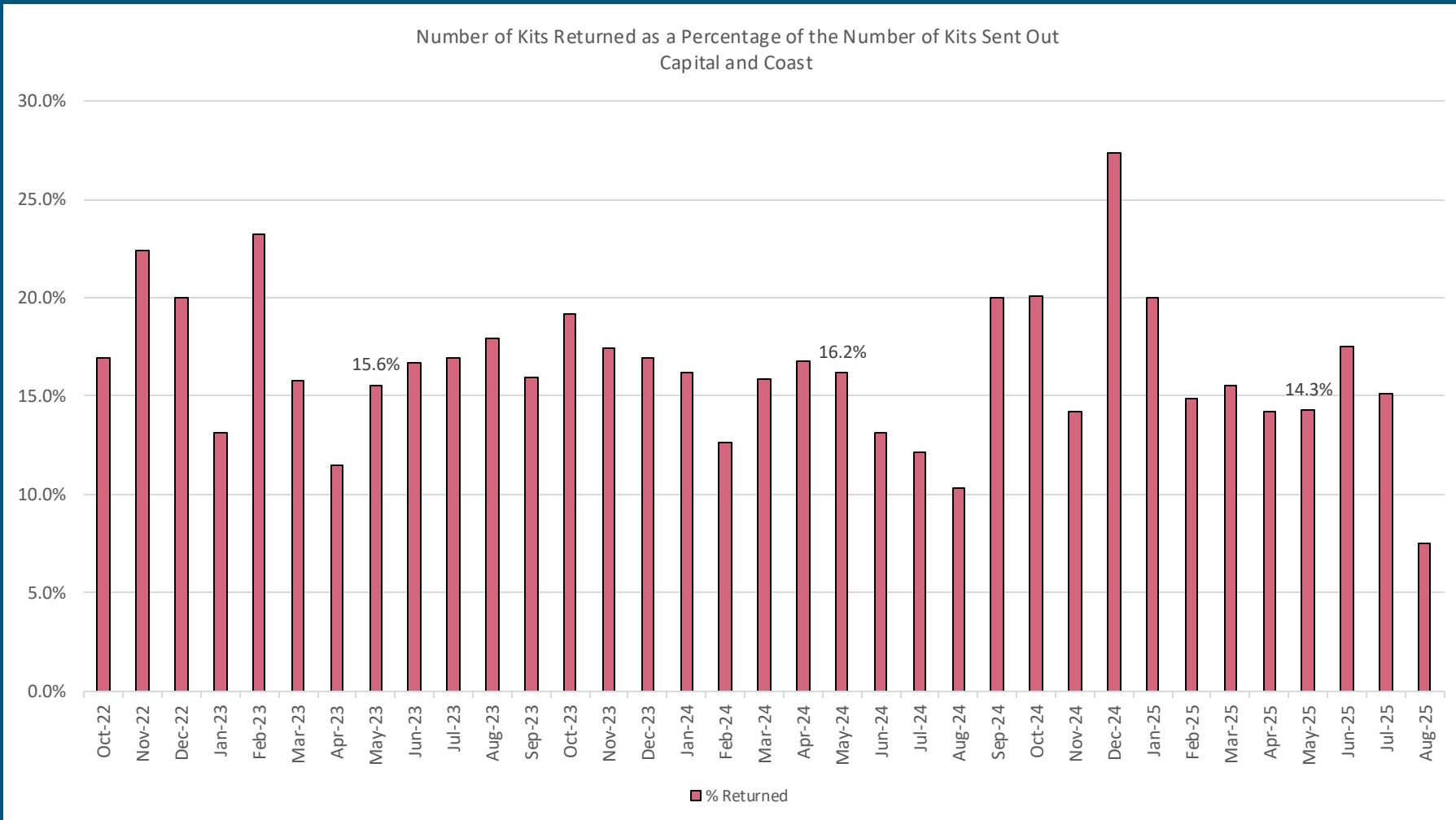
# CAPITAL AND COAST HEALTH DISTRICT

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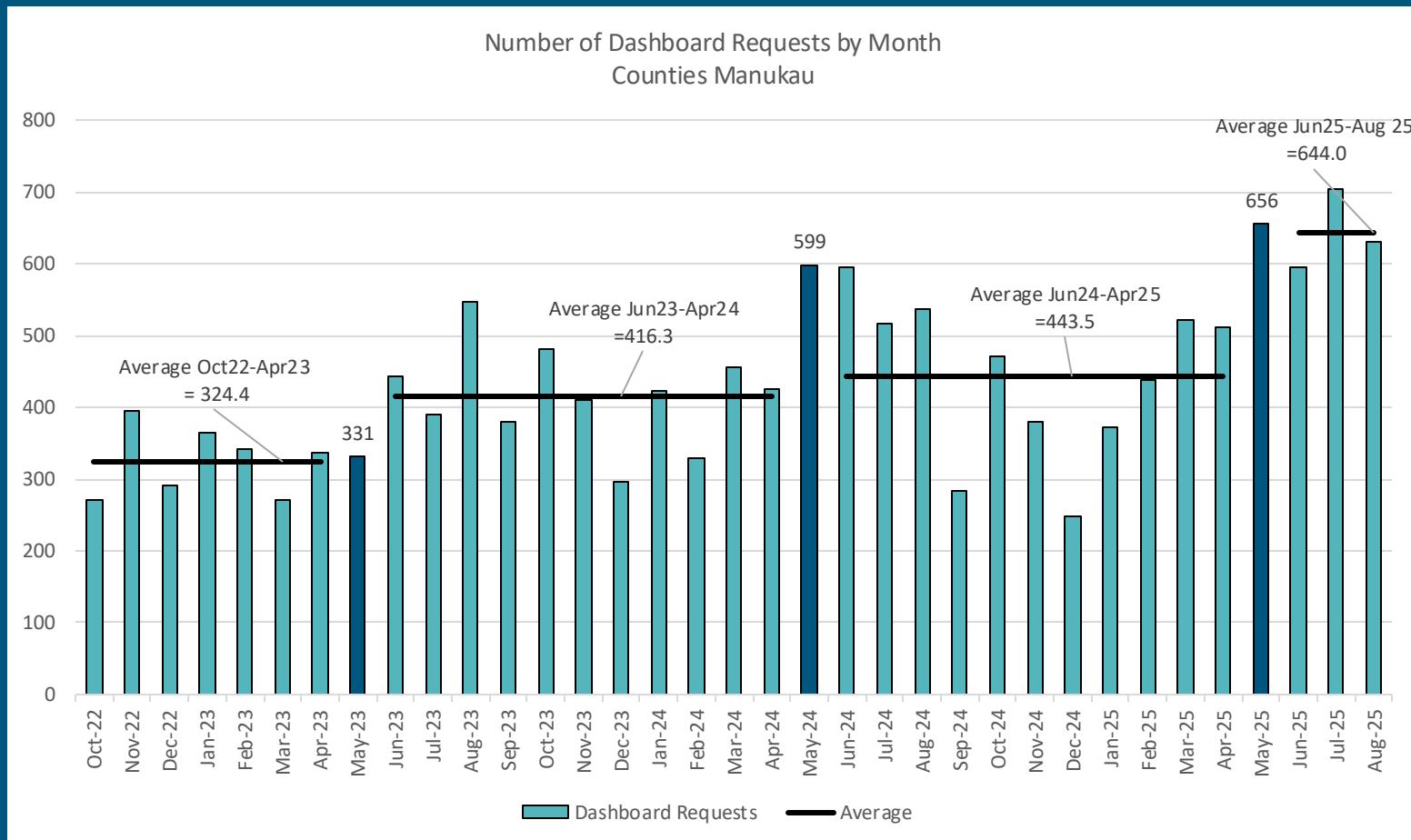


# CAPITAL AND COAST HEALTH DISTRICT

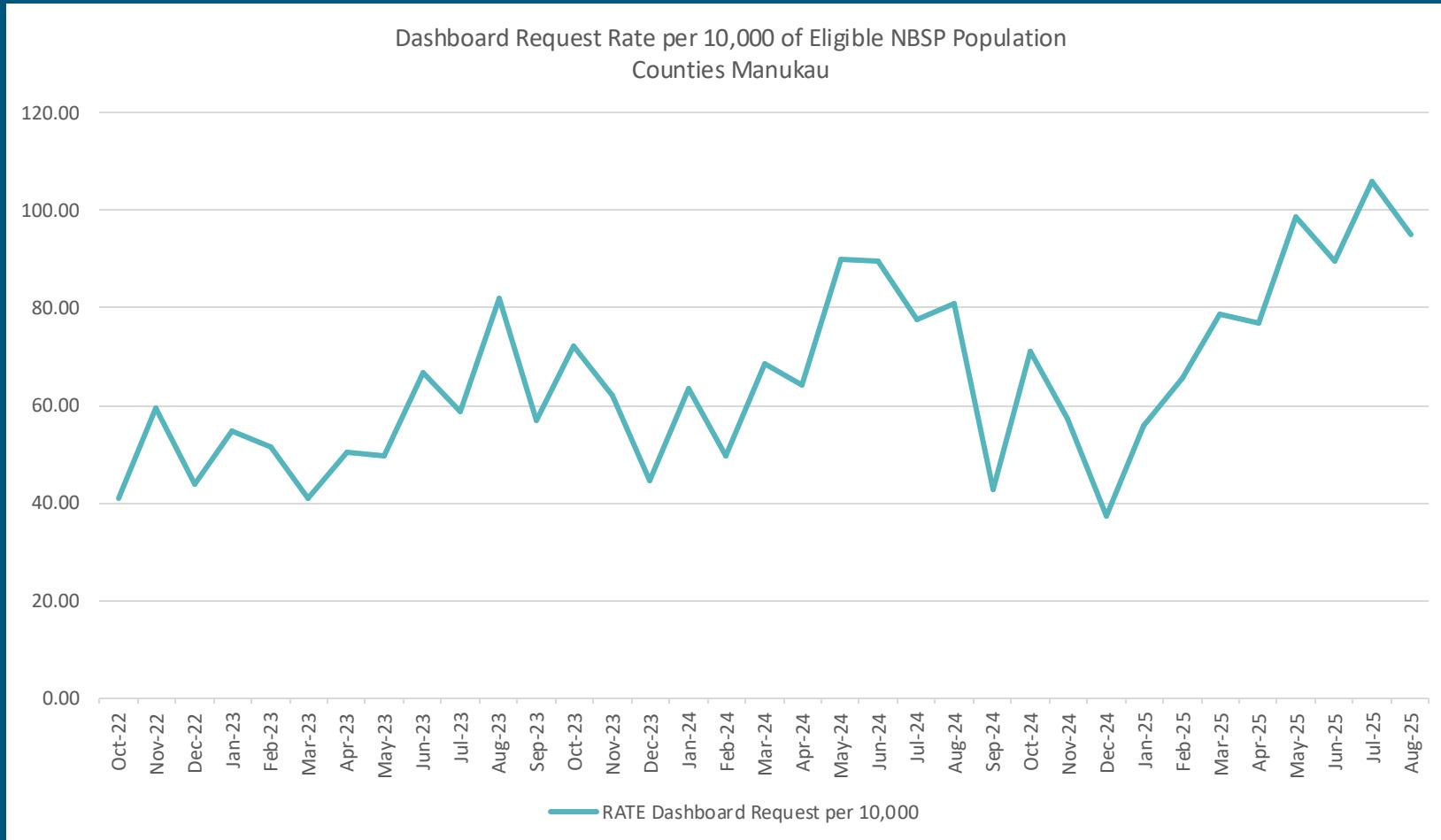
## Percentage of Kits Returned



# COUNTIES MANUKAU HEALTH DISTRICT

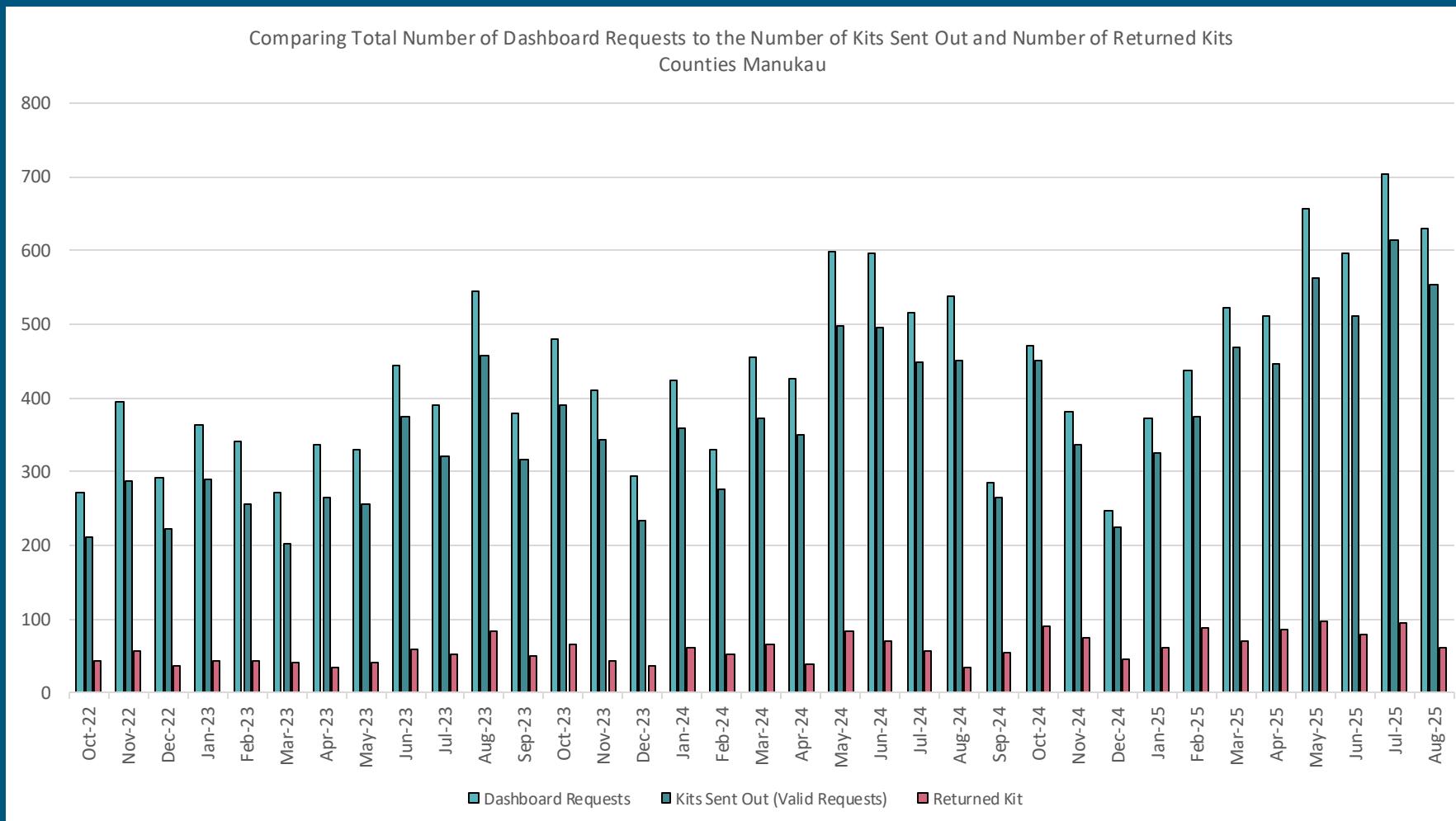


# COUNTIES MANUKAU HEALTH DISTRICT



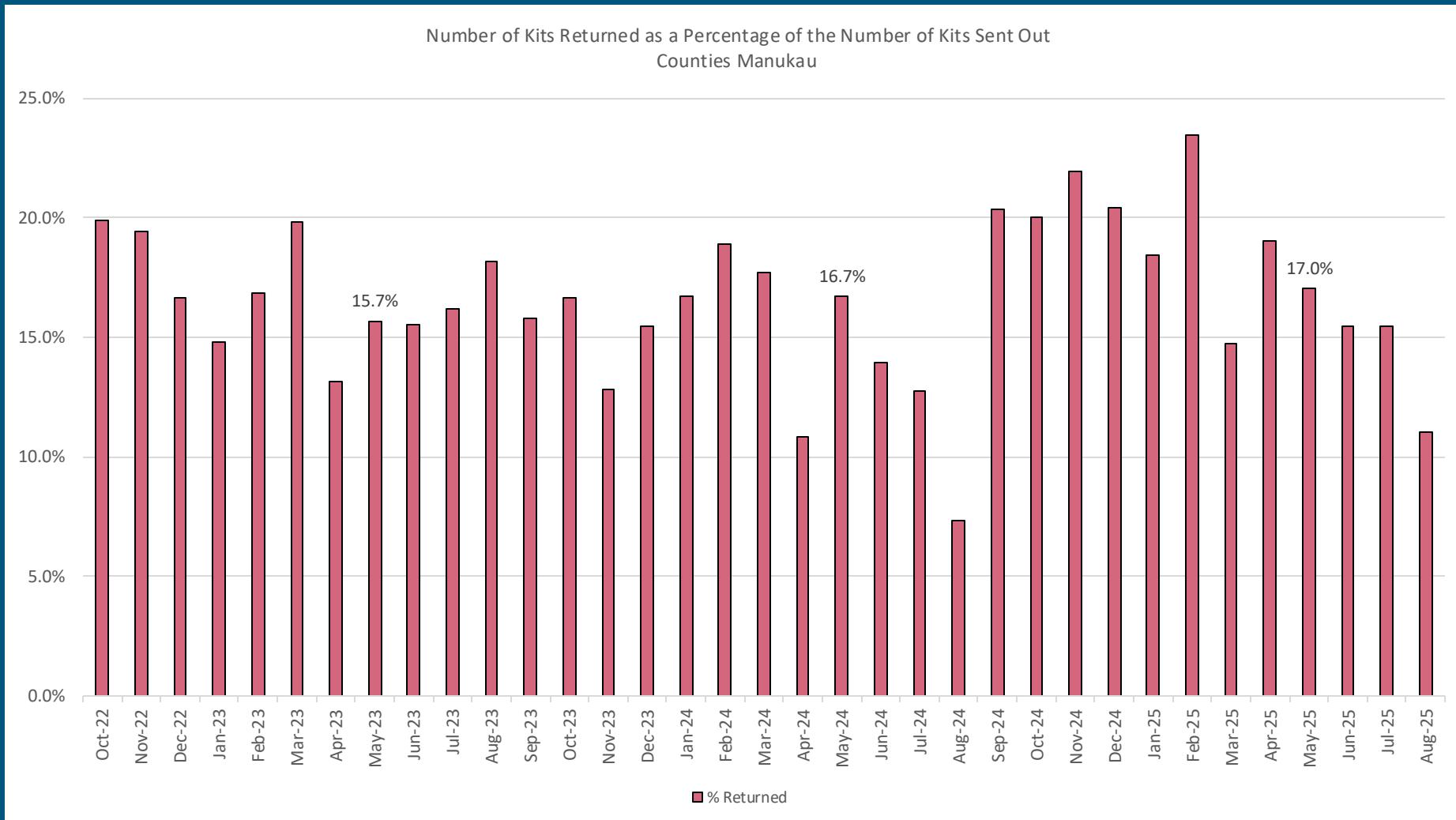
# COUNTIES MANUKAU HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

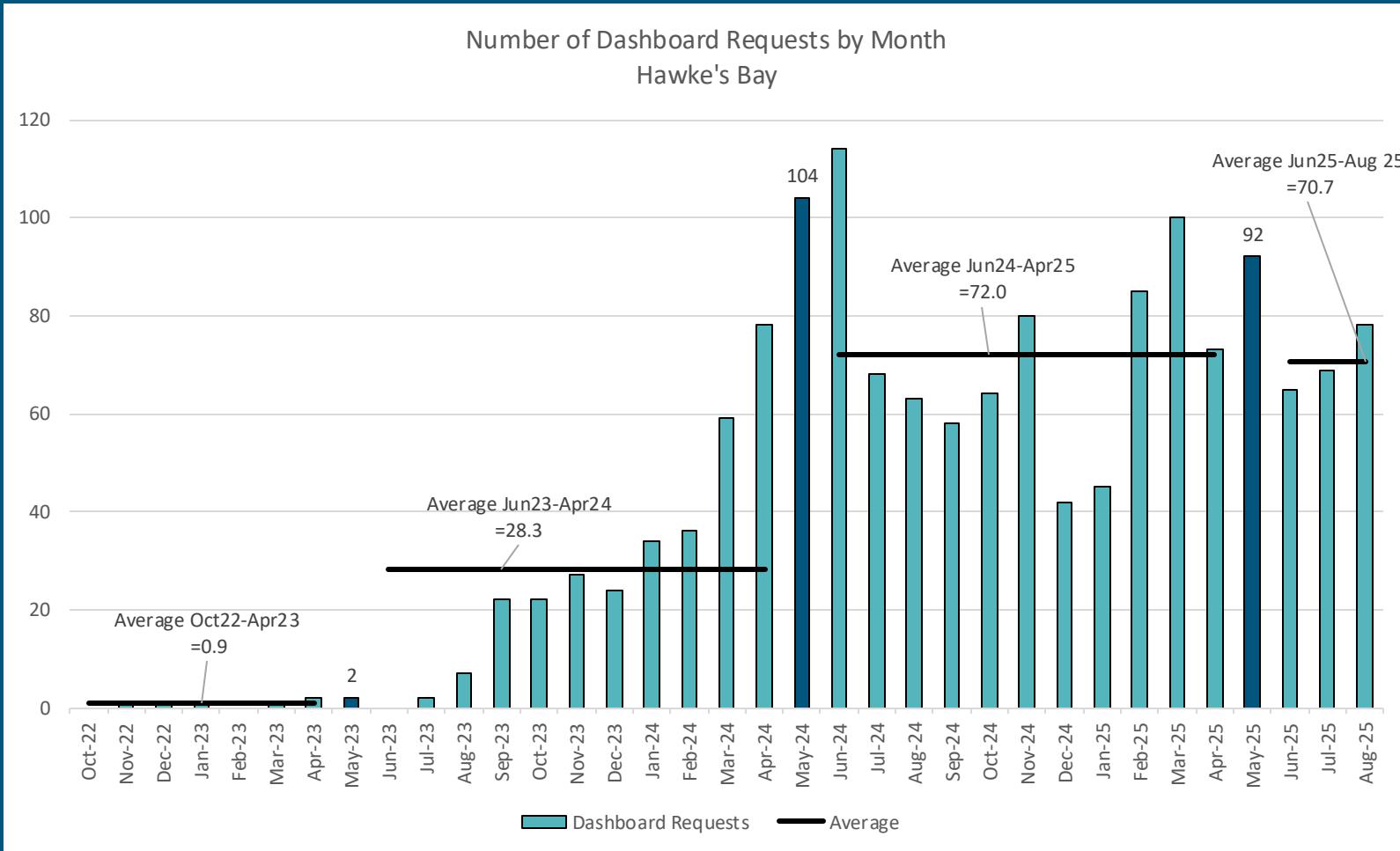


# COUNTIES MANUKAU HEALTH DISTRICT

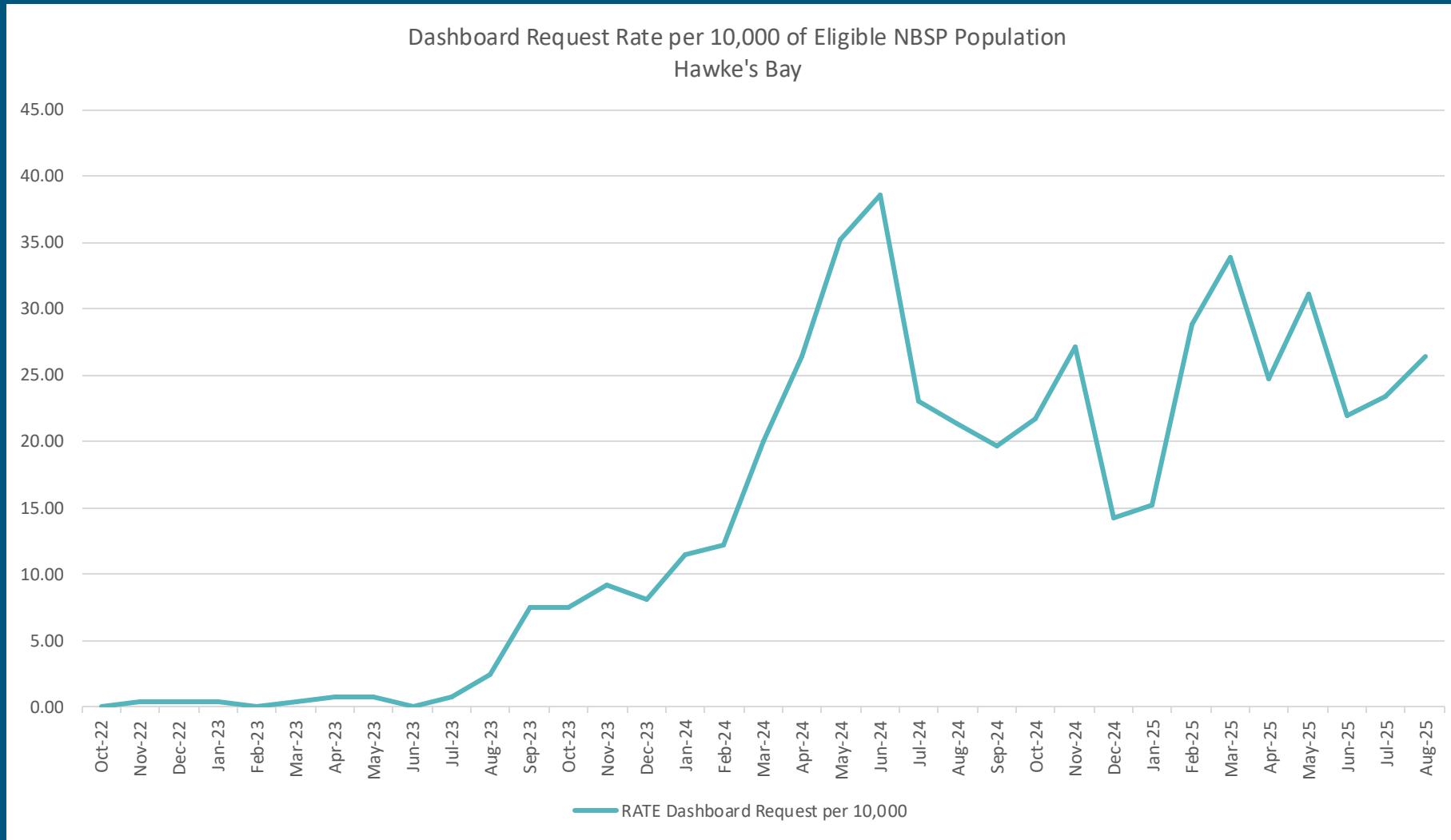
## Percentage of Kits Returned



# HAWKE'S BAY HEALTH DISTRICT

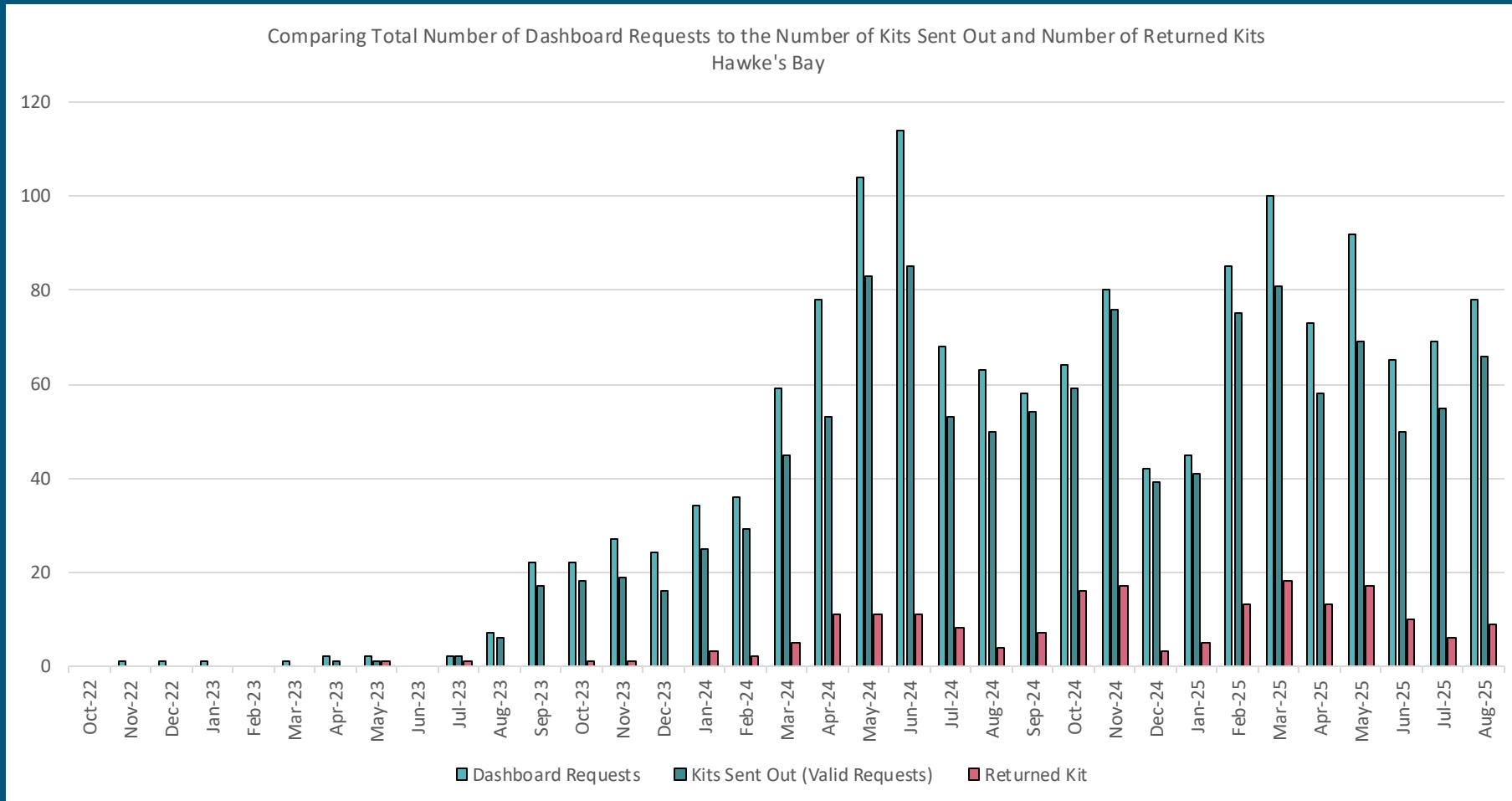


# HAWKE'S BAY HEALTH DISTRICT



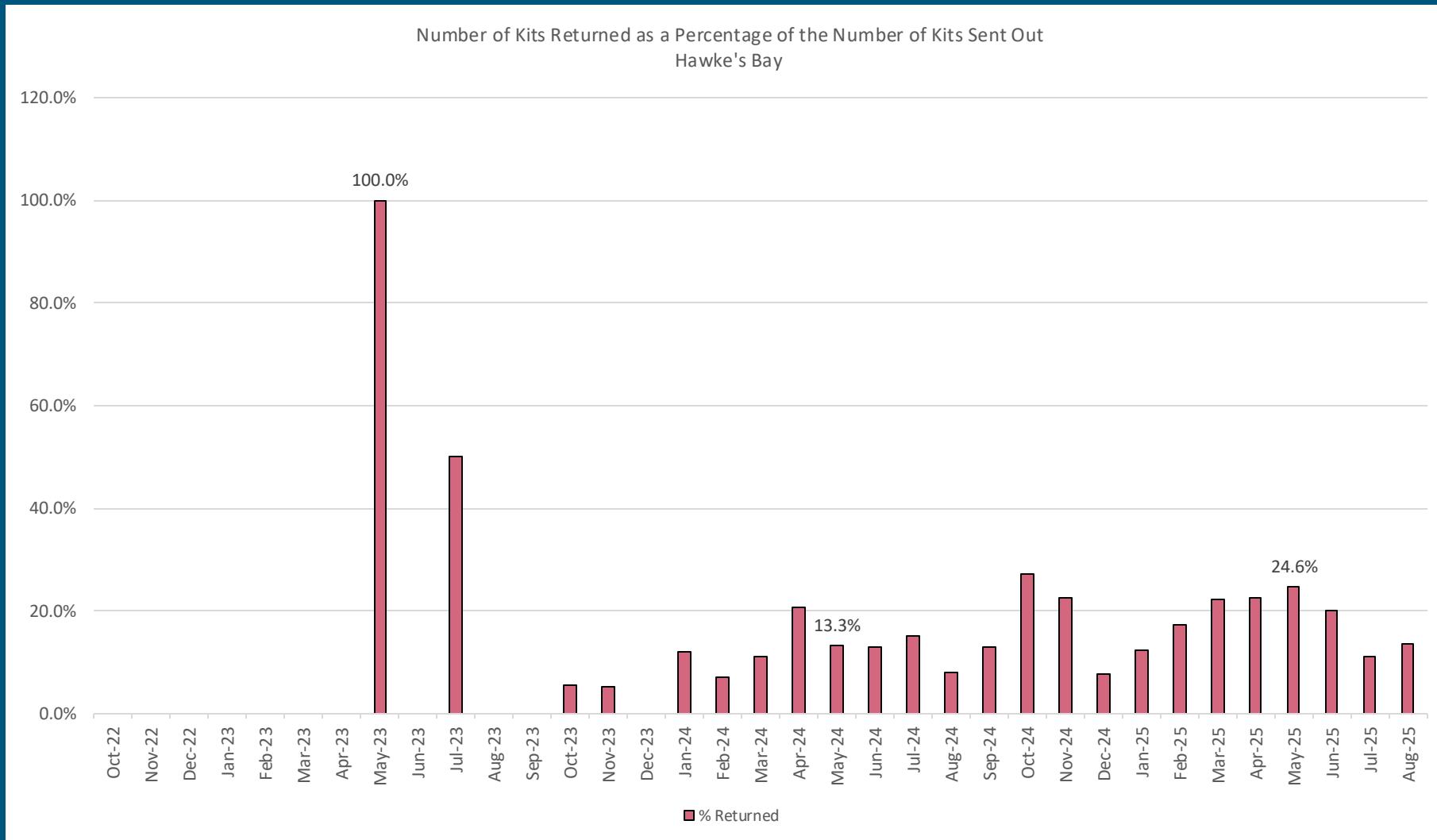
# HAWKE'S BAY HEALTH DISTRICT

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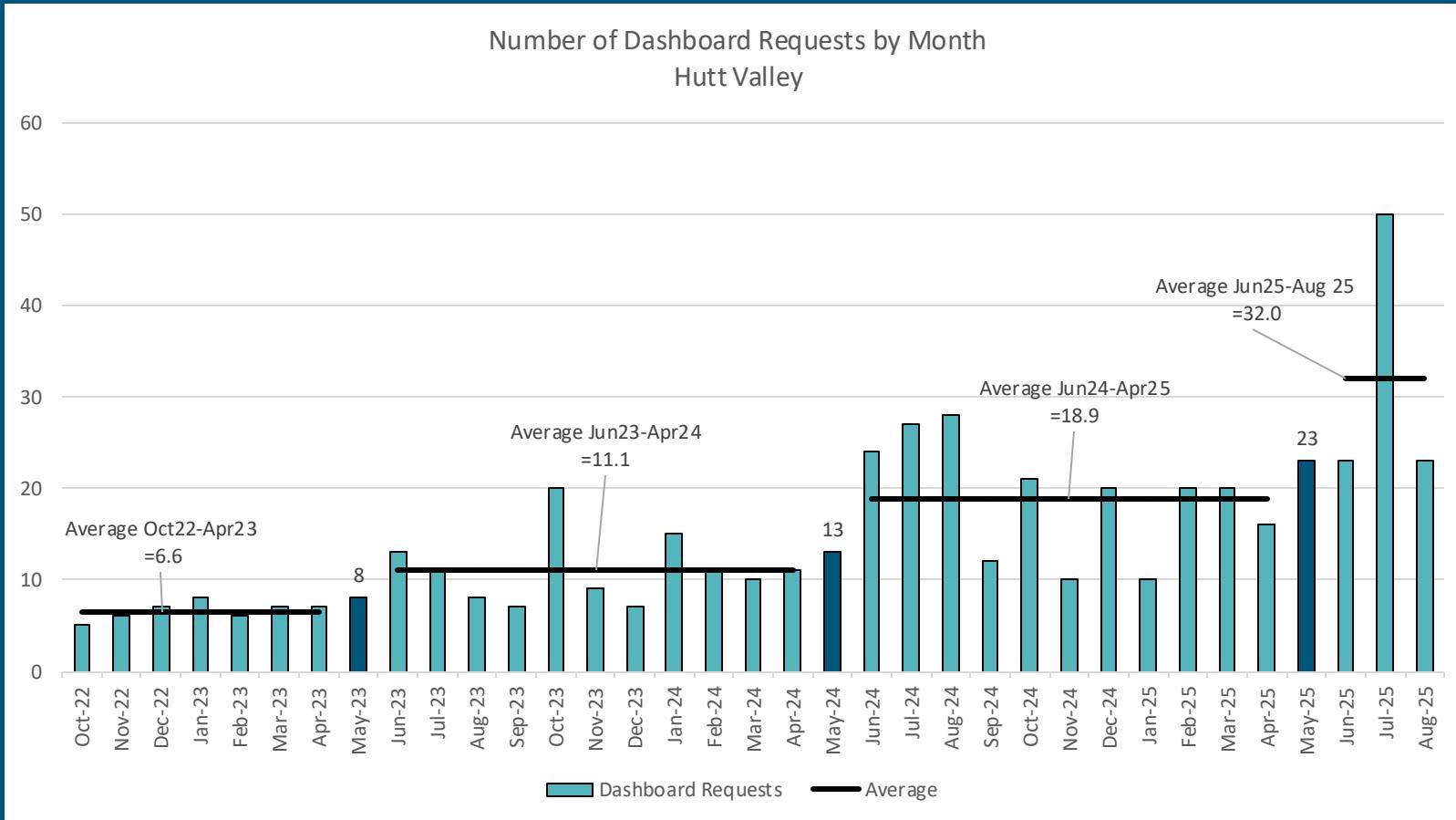


# HAWKE'S BAY HEALTH DISTRICT

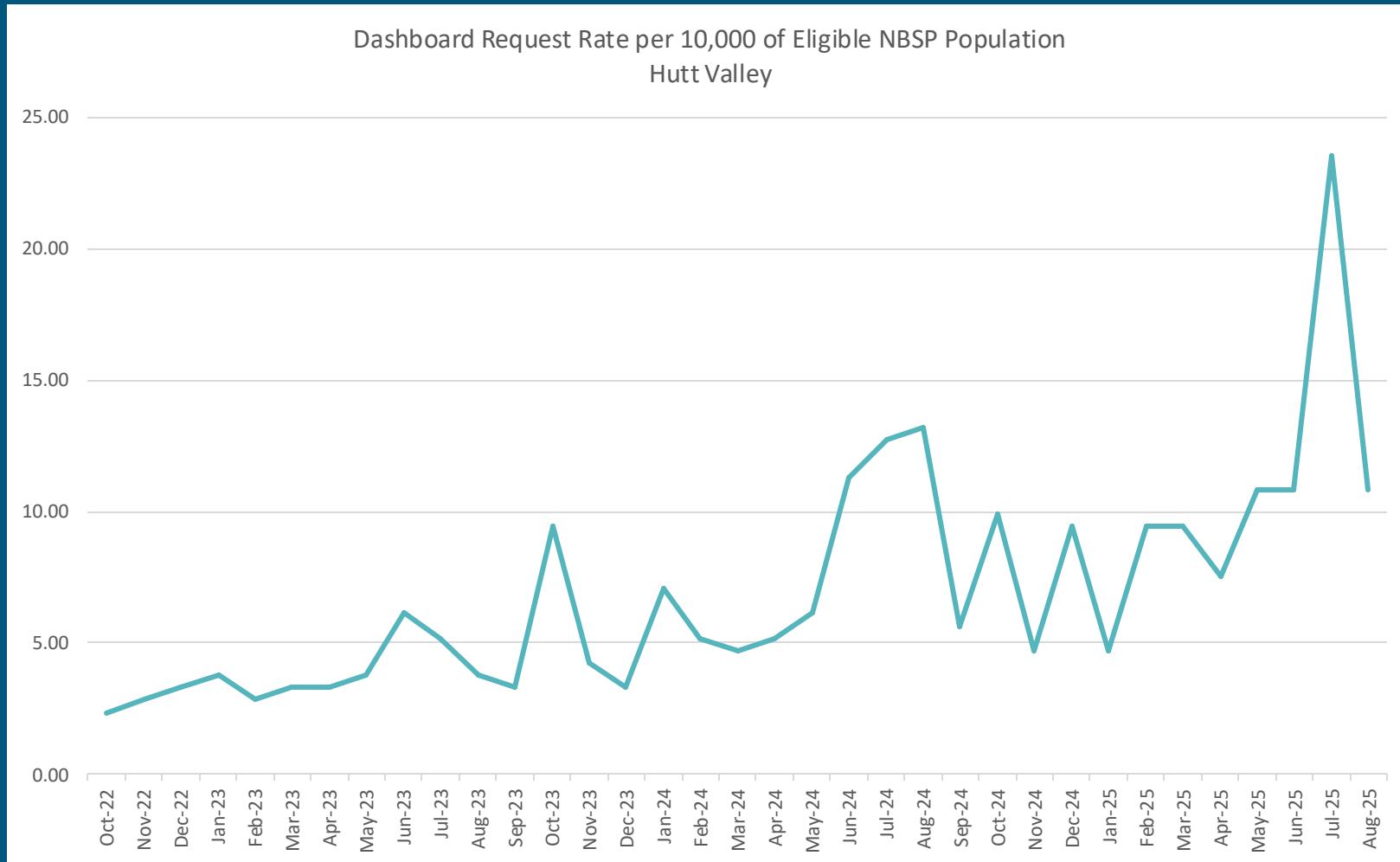
## Percentage of Kits Returned



# HUTT VALLEY HEALTH DISTRICT

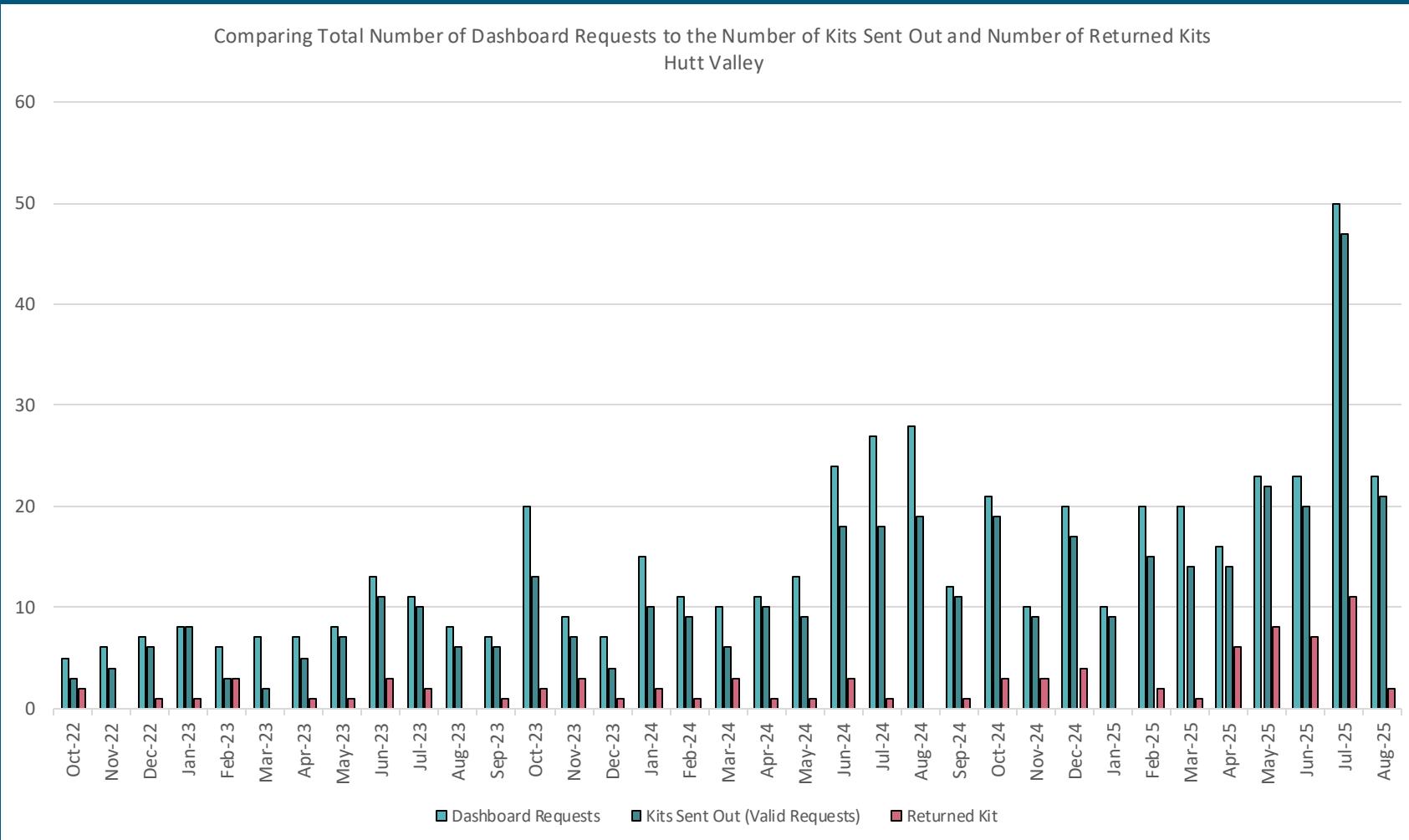


# HUTT VALLEY HEALTH DISTRICT



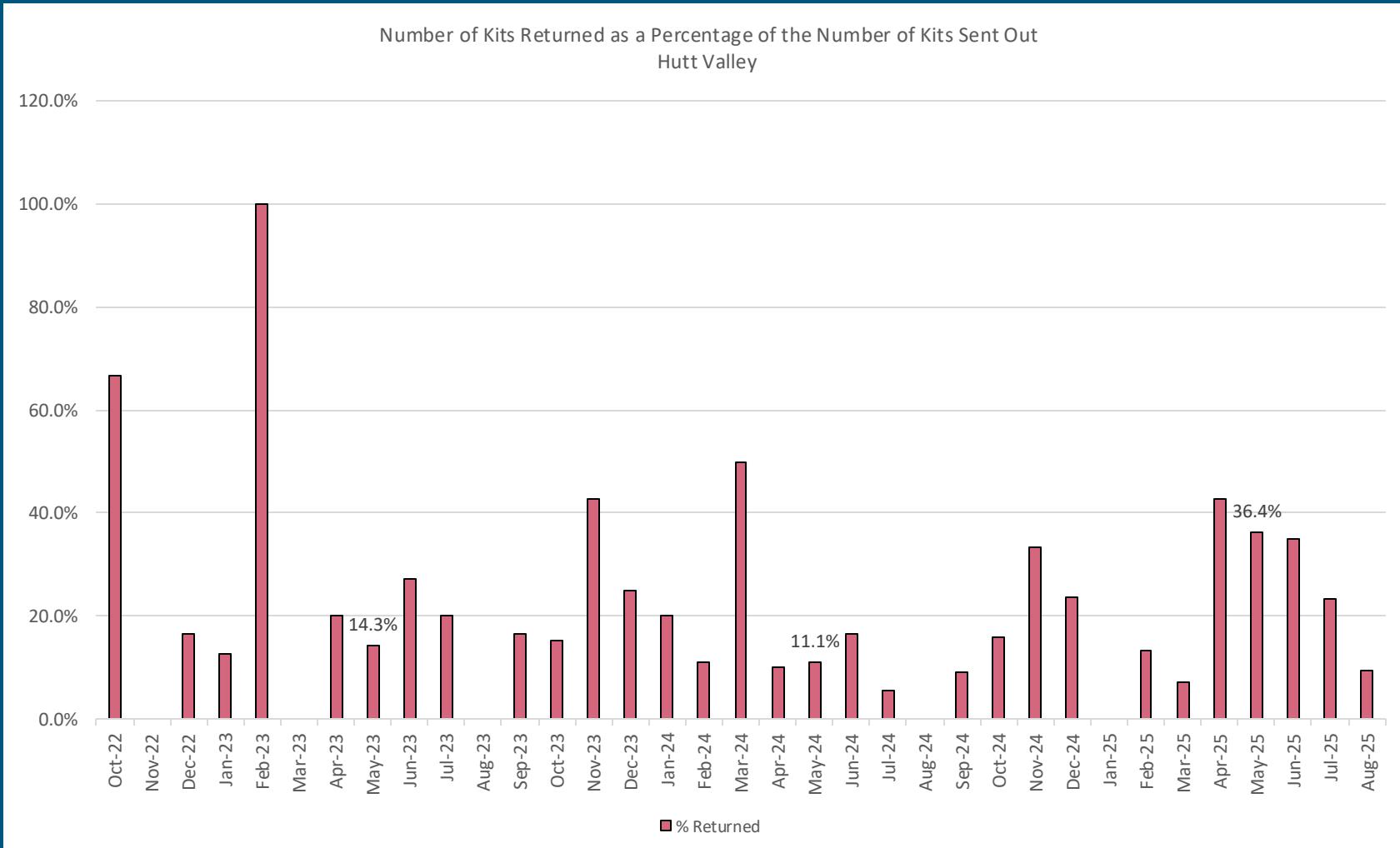
# HUTT VALLEY HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

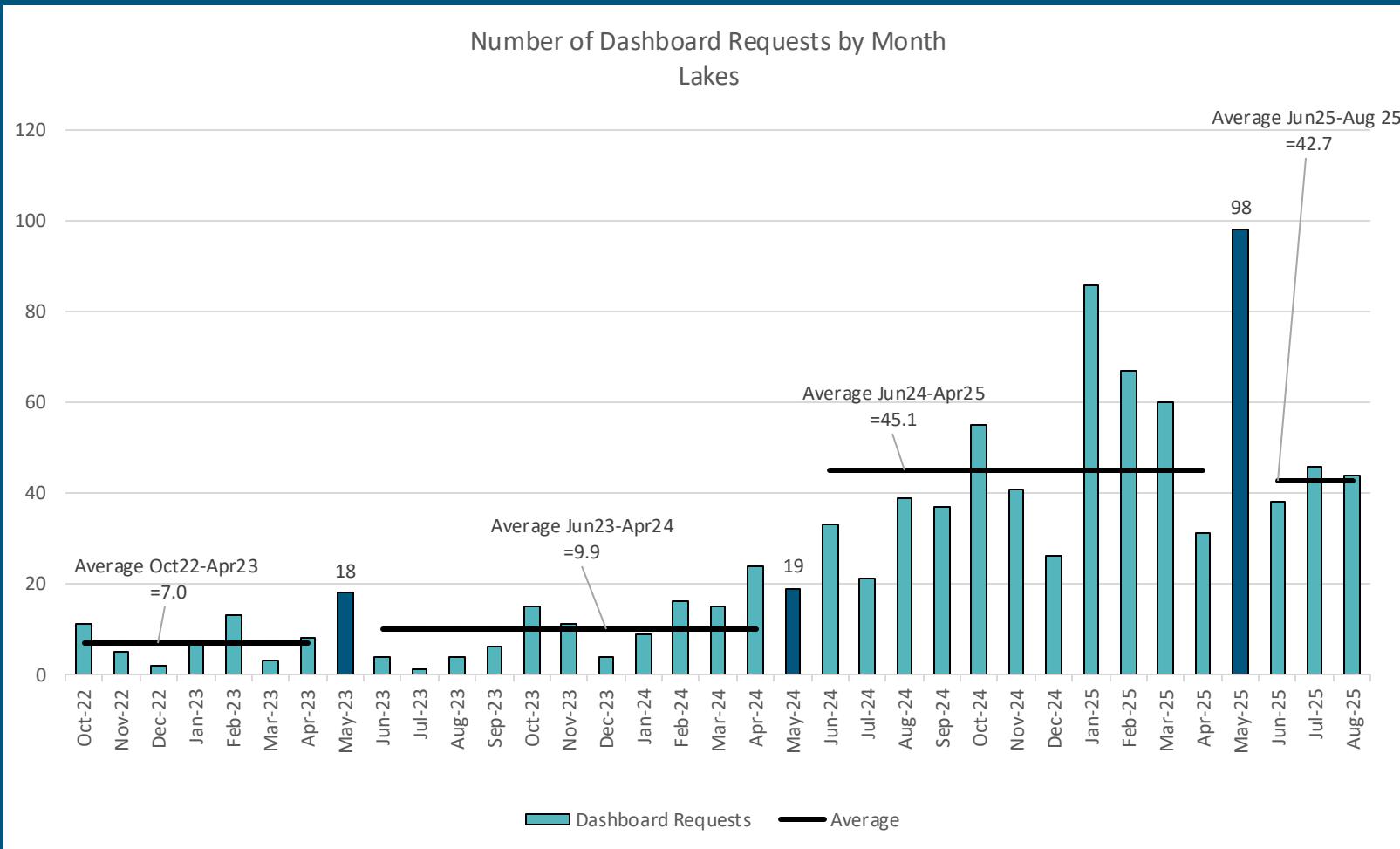


# HUTT VALLEY HEALTH DISTRICT

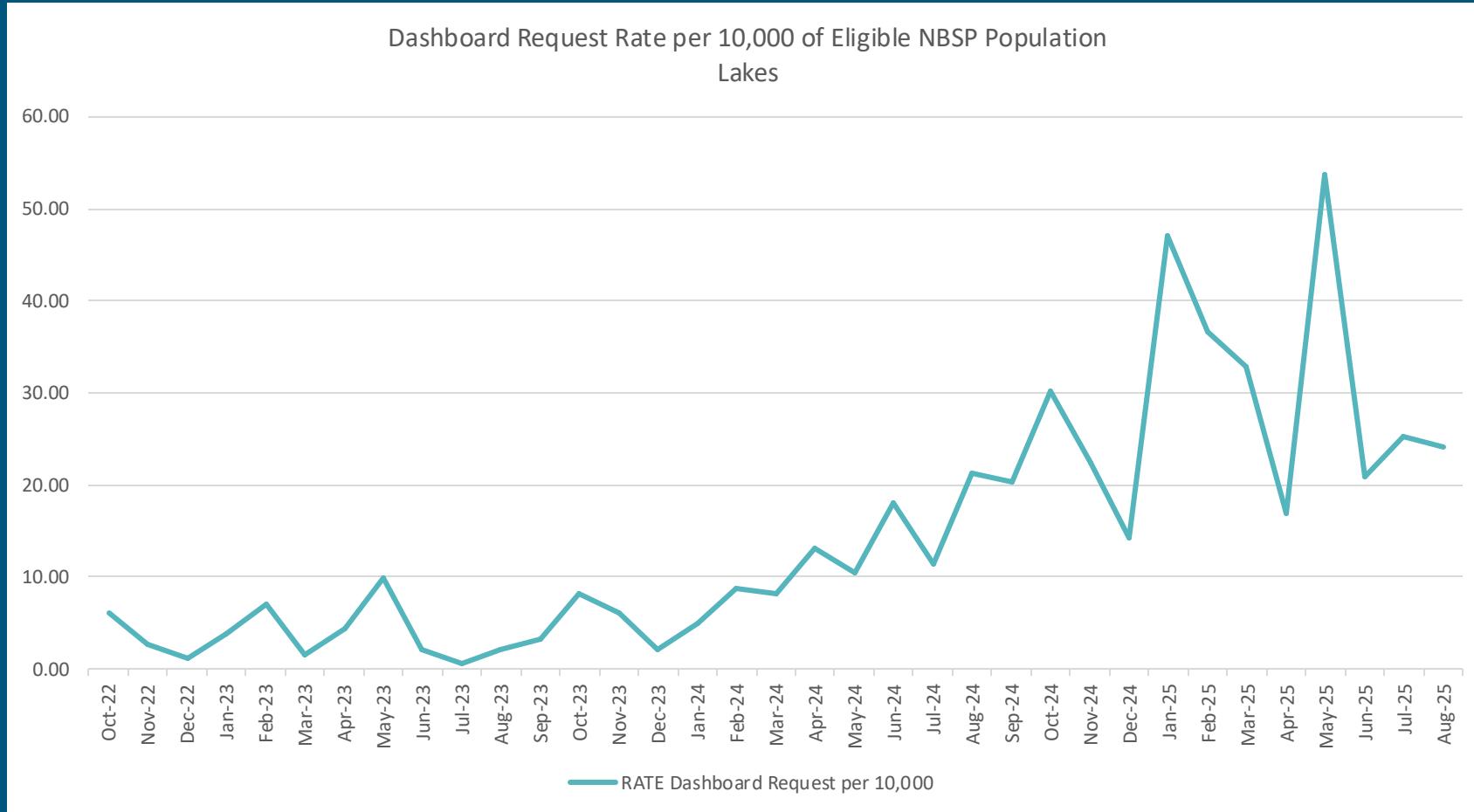
## Percentage of Kits Returned



# LAKES HEALTH DISTRICT

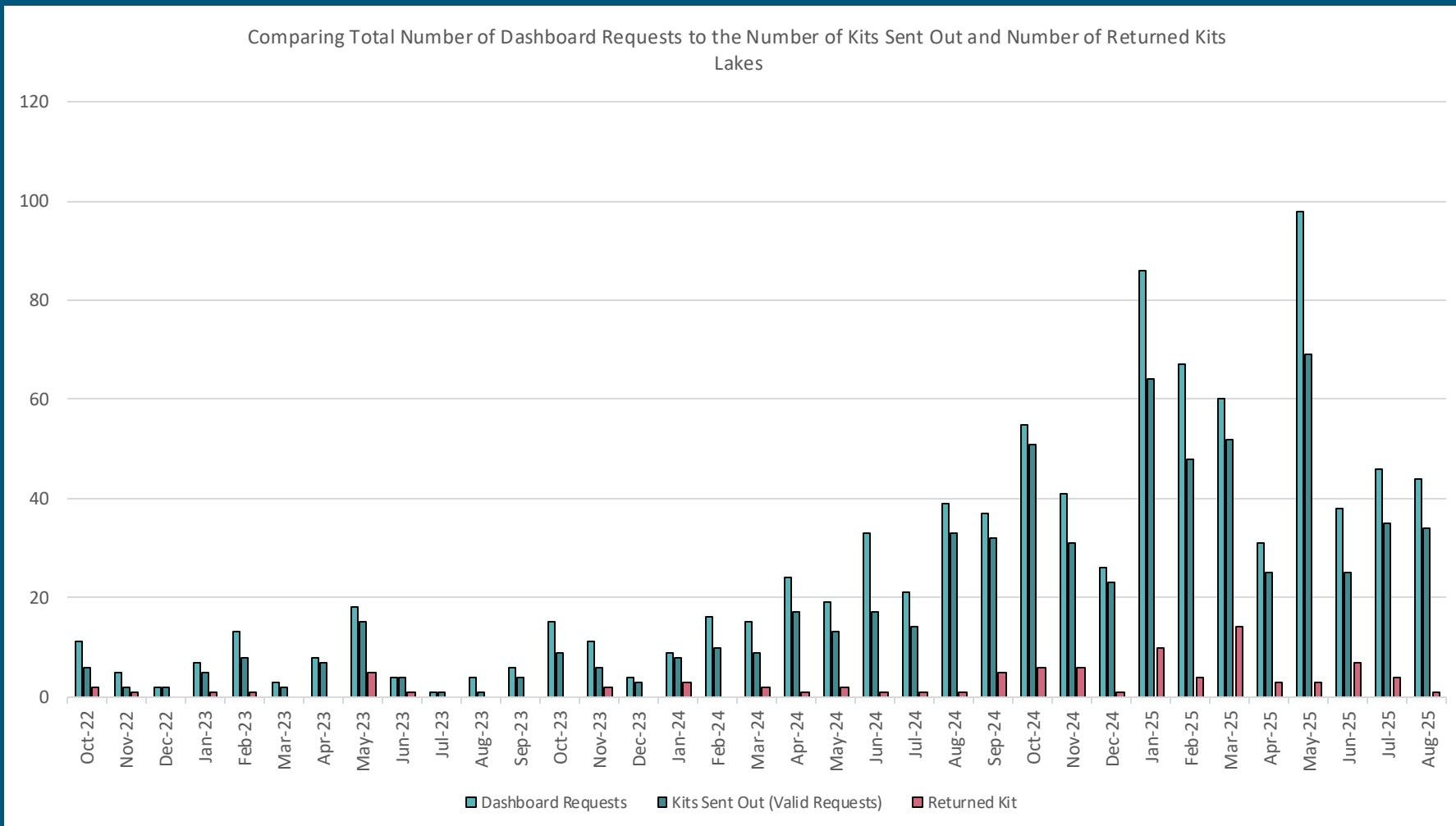


# LAKES HEALTH DISTRICT



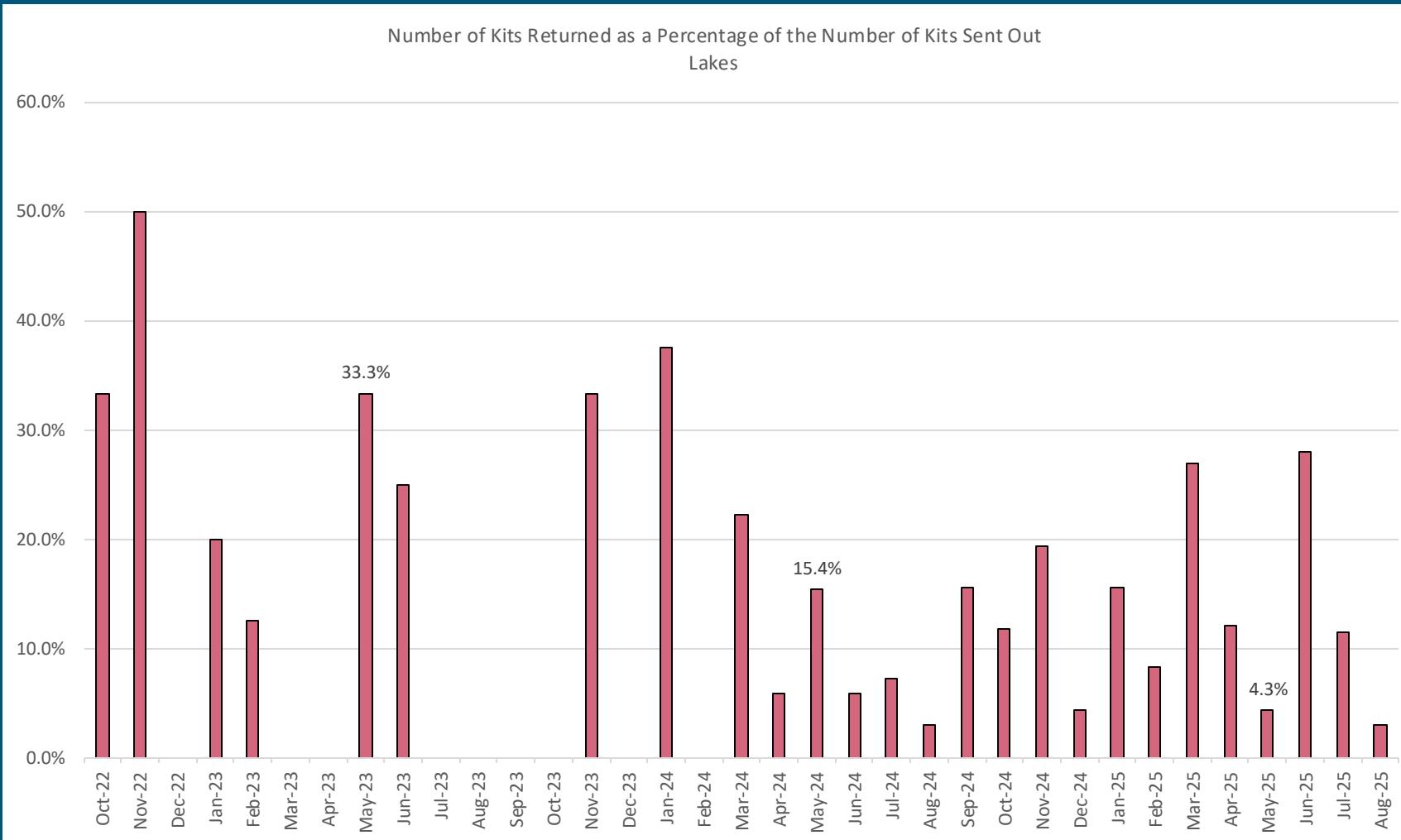
# LAKES HEALTH DISTRICT

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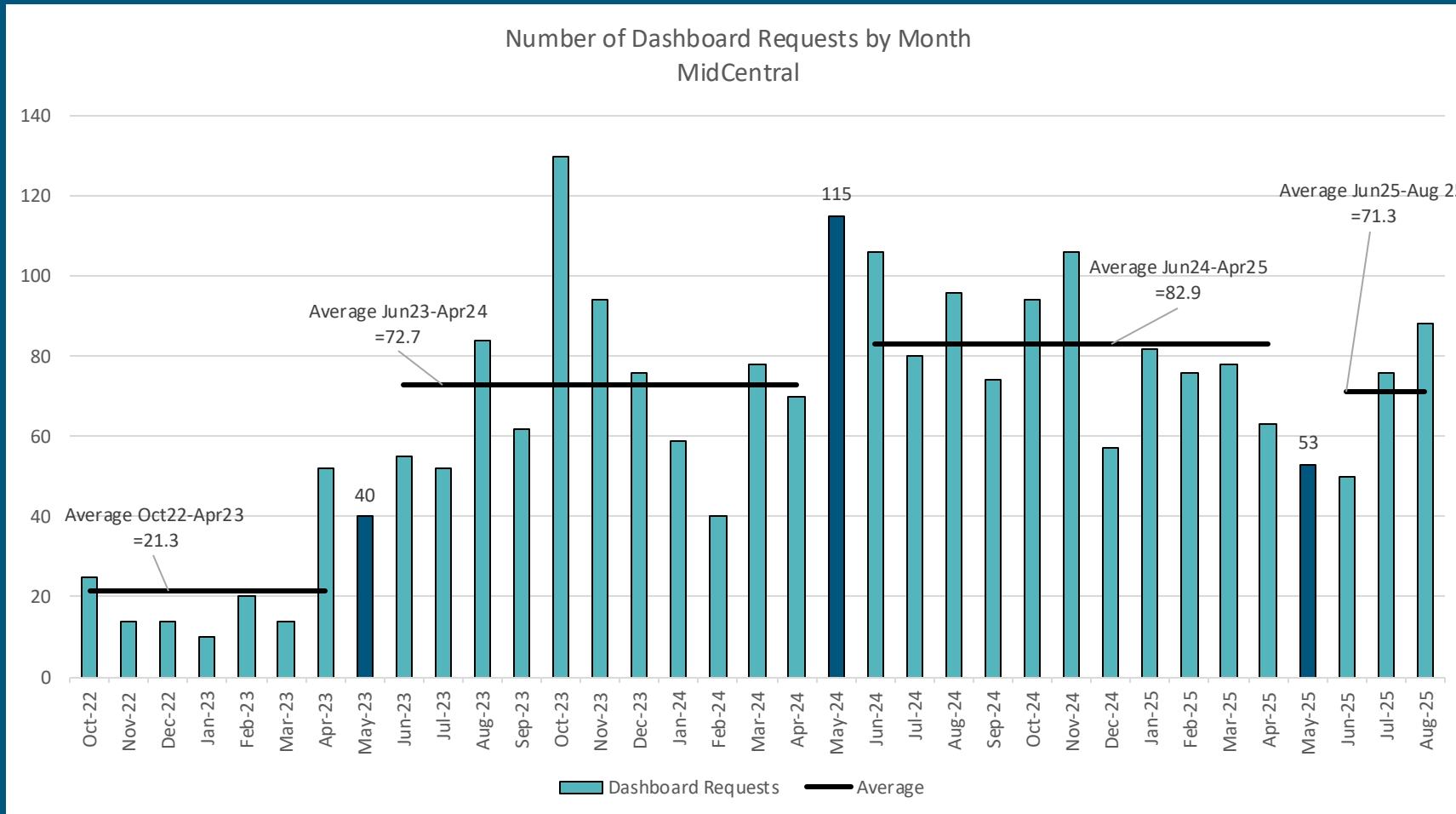


# LAKES HEALTH DISTRICT

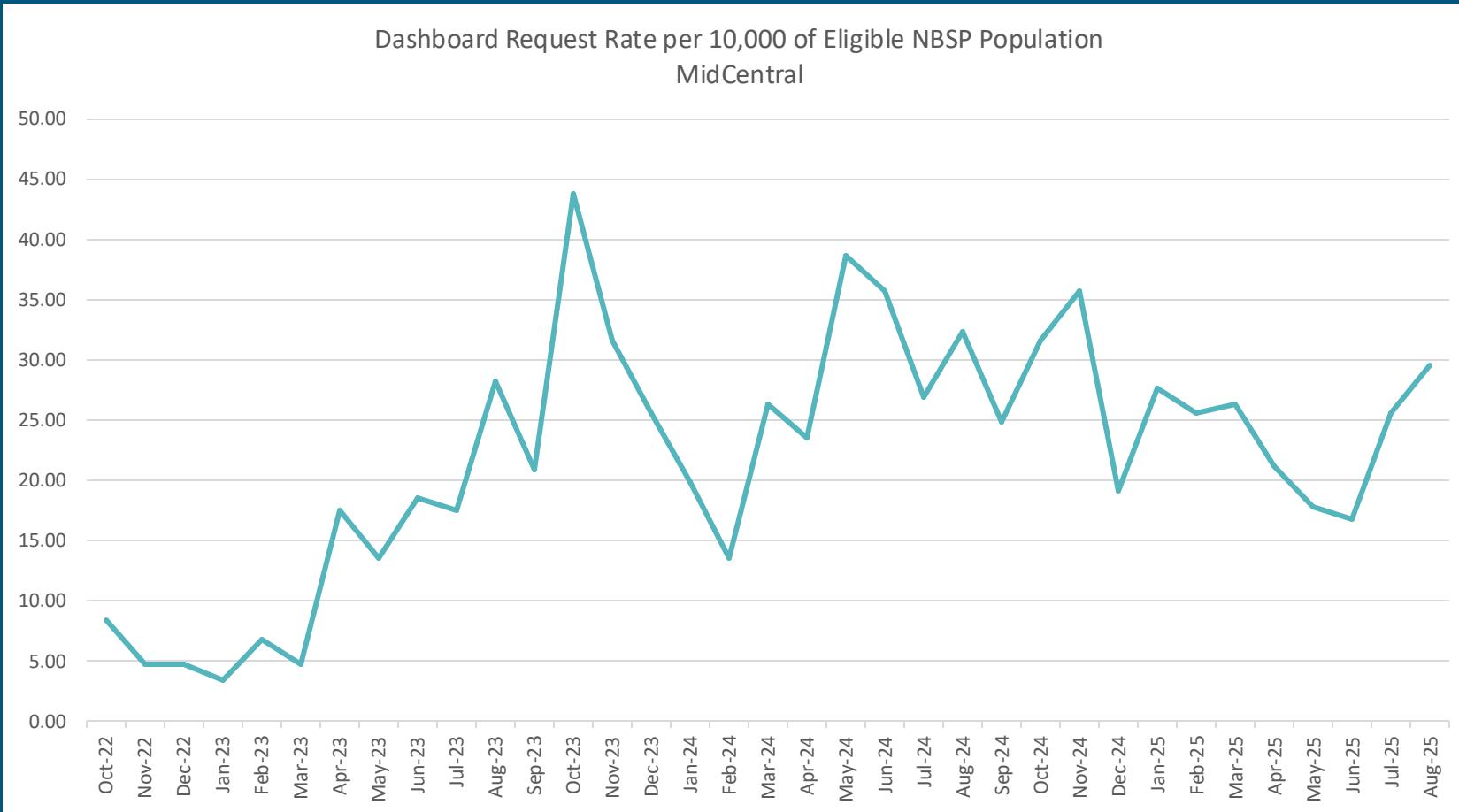
## Percentage of Kits Returned



# MIDCENTRAL HEALTH DISTRICT

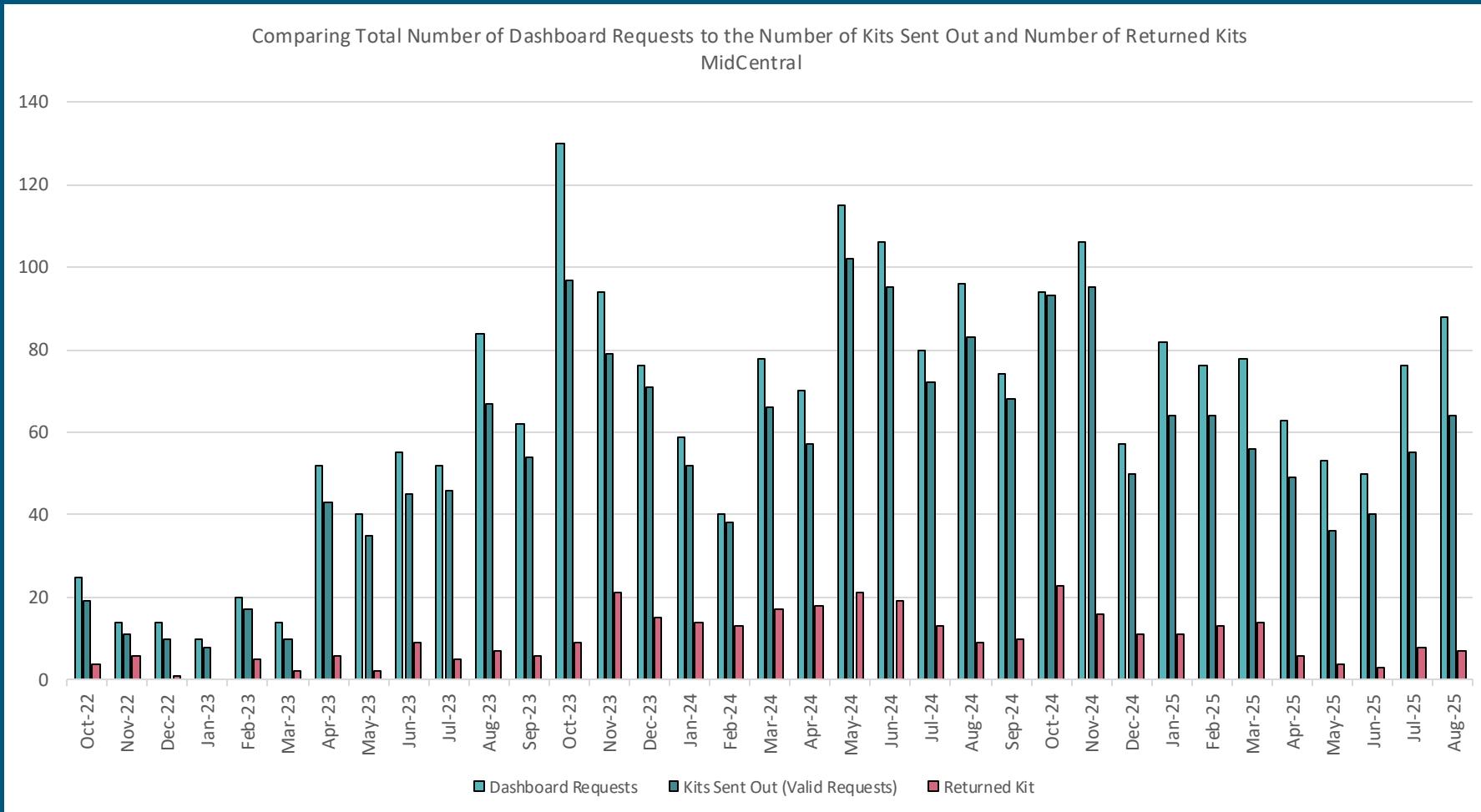


# MIDCENTRAL HEALTH DISTRICT



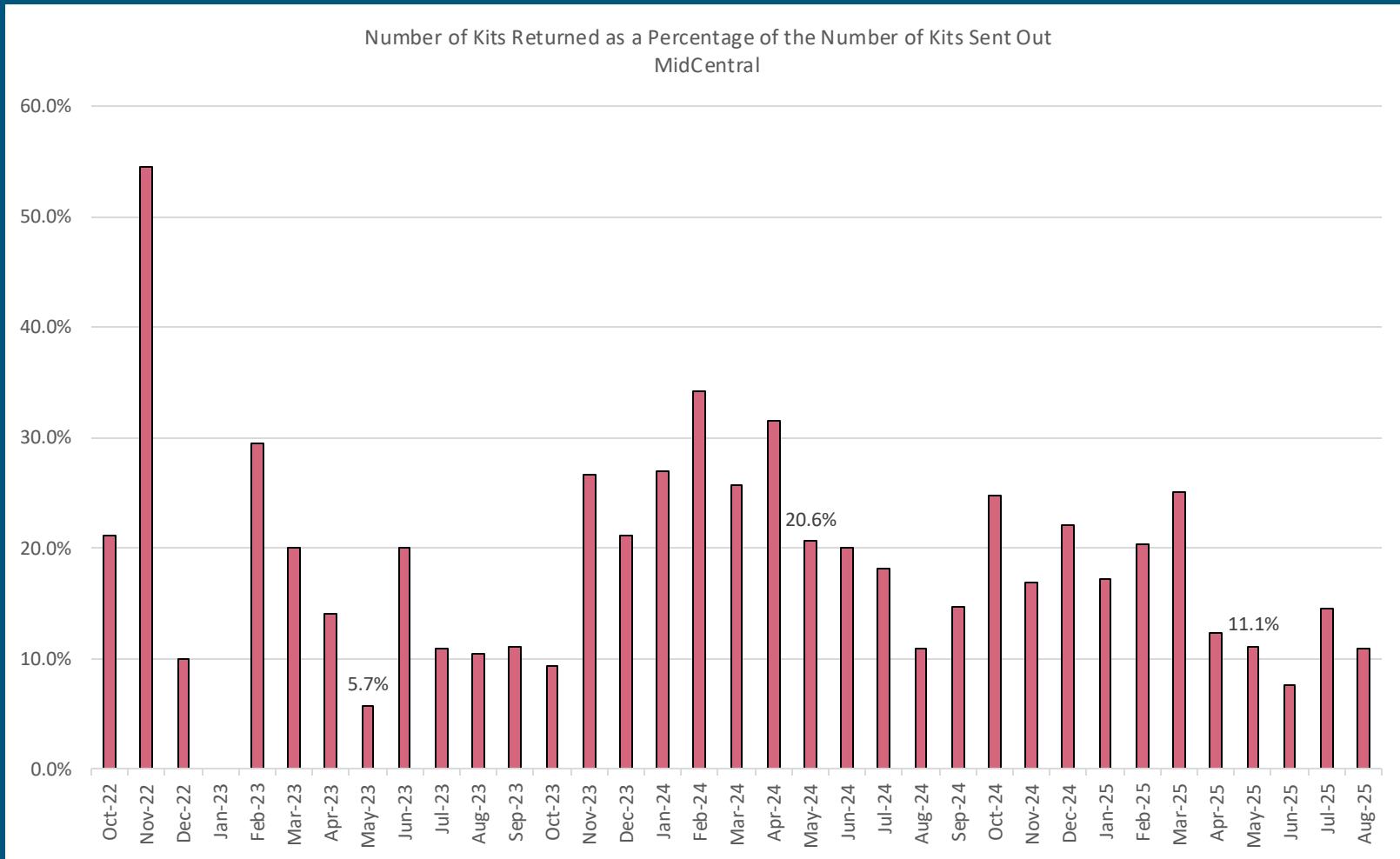
# MIDCENTRAL HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

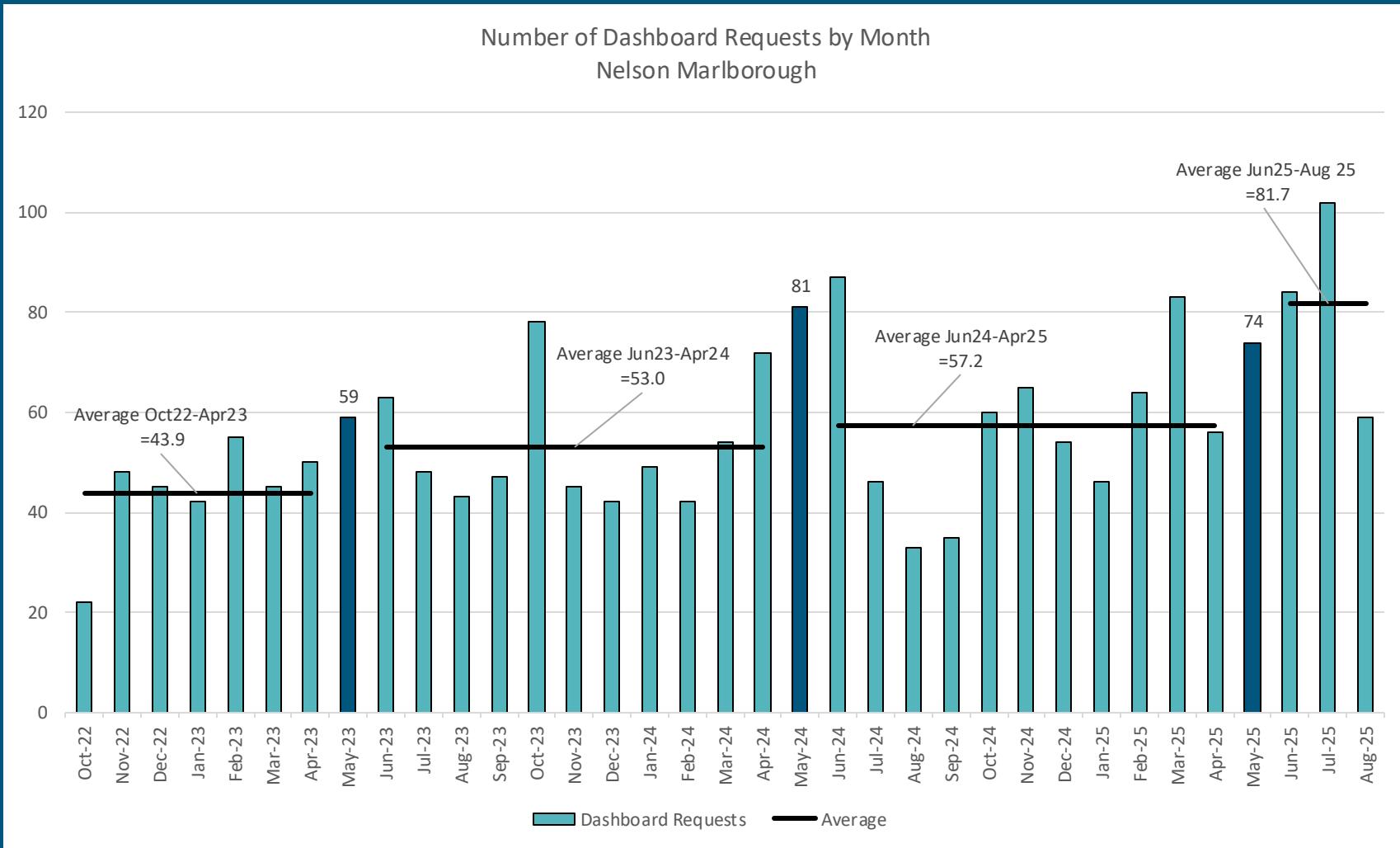


# MIDCENTRAL HEALTH DISTRICT

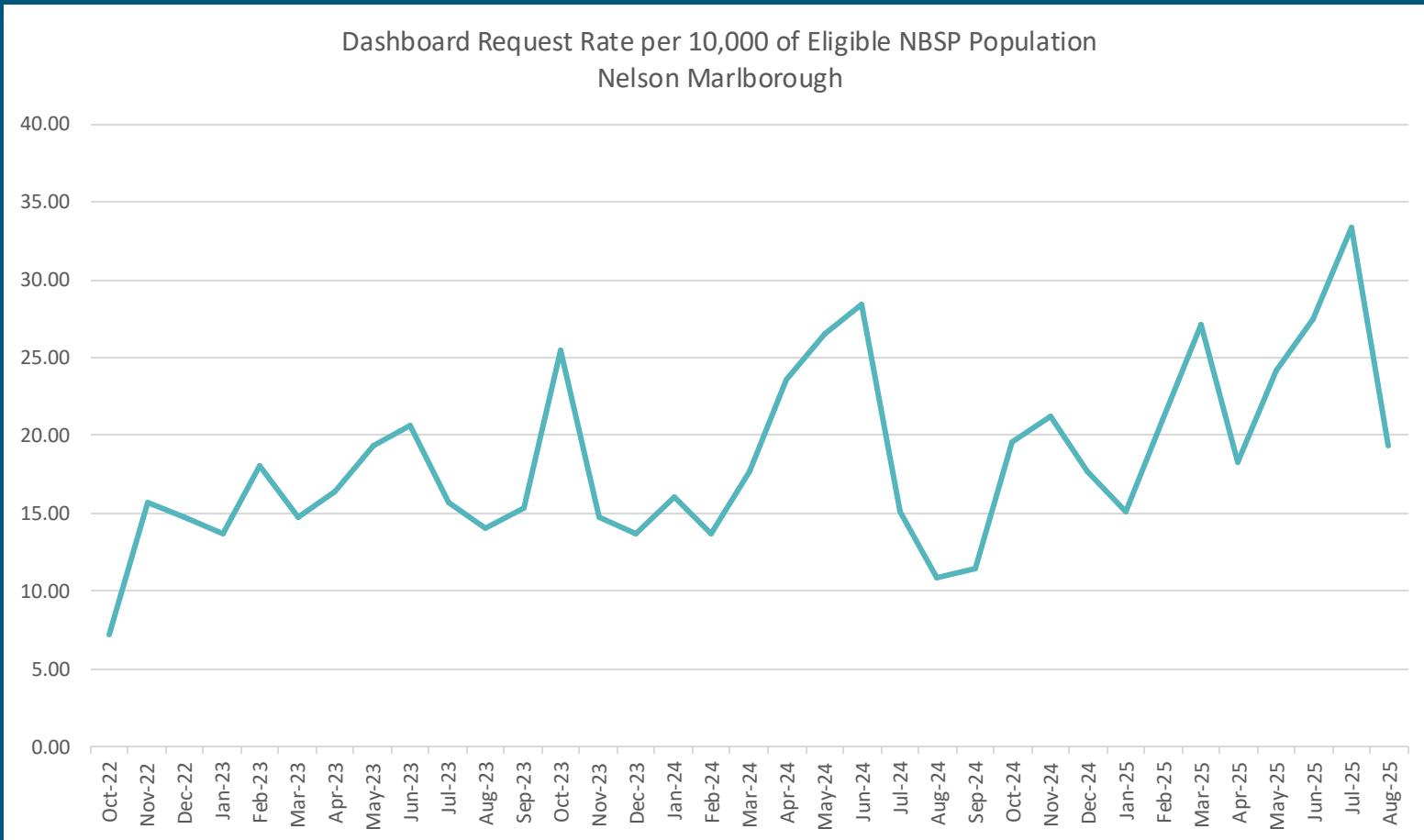
## Percentage of Kits Returned



# NELSON MARLBOROUGH HEALTH DISTRICT

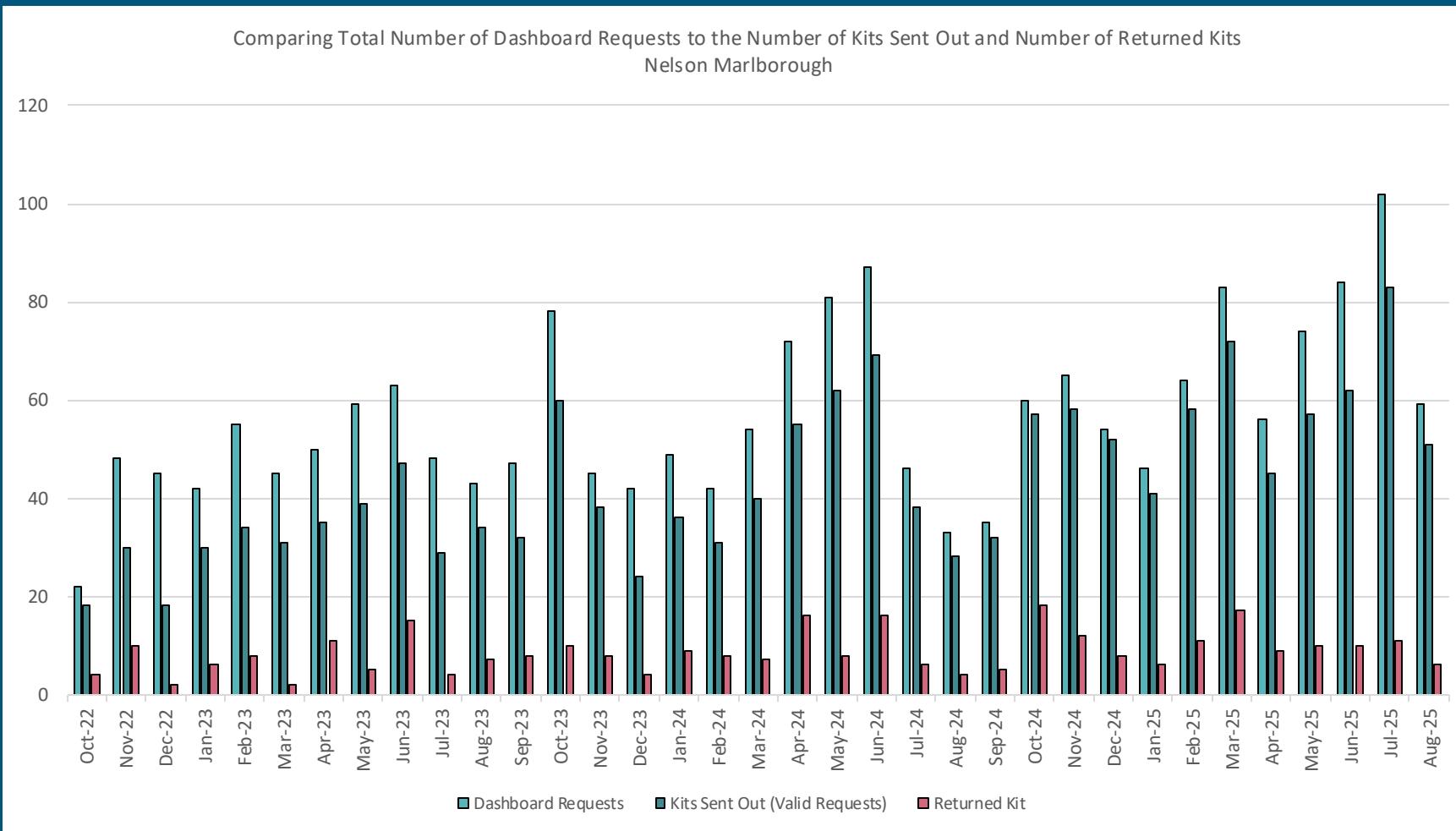


# NELSON MARLBOROUGH HEALTH DISTRICT



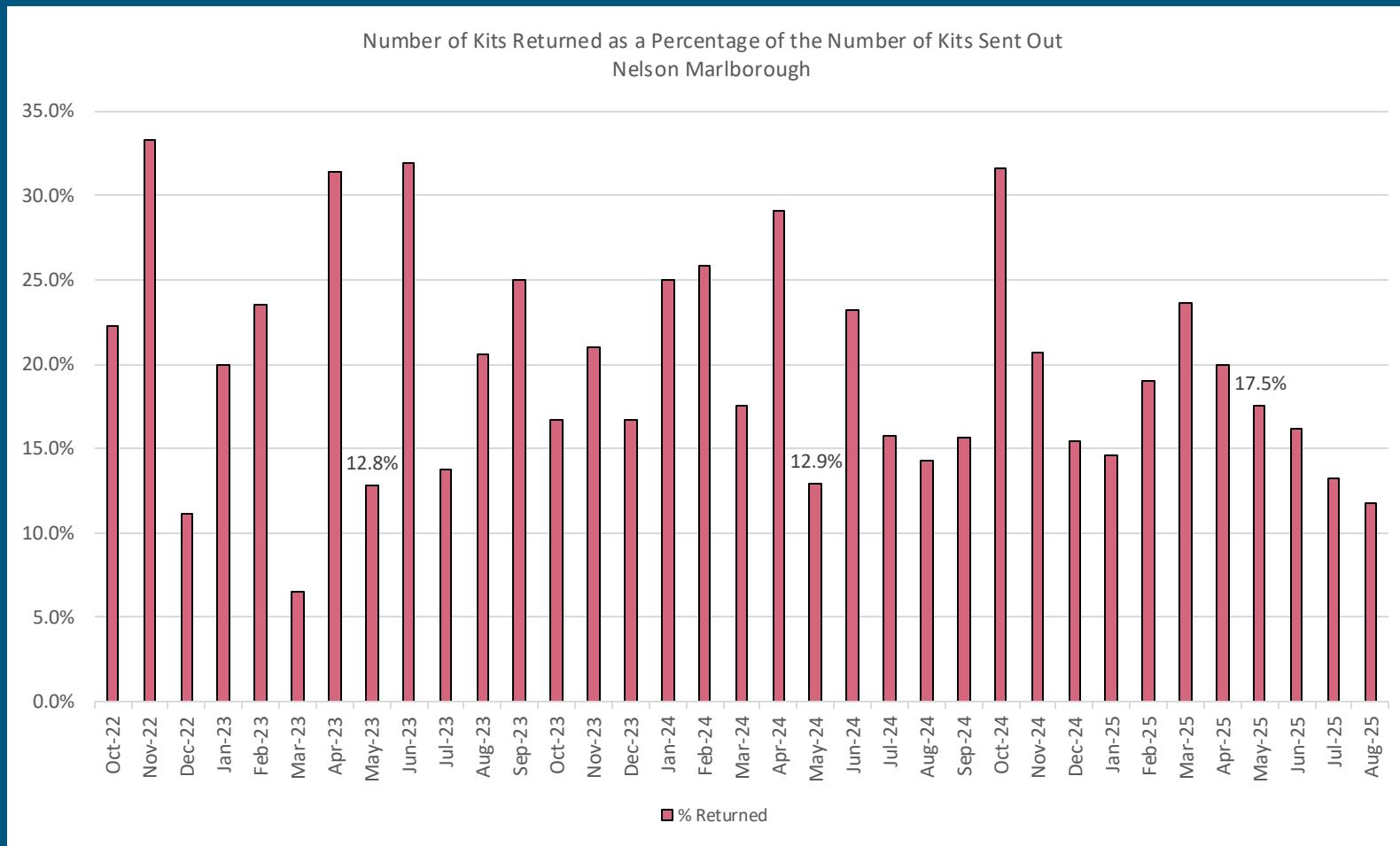
# NELSON MARLBOROUGH HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

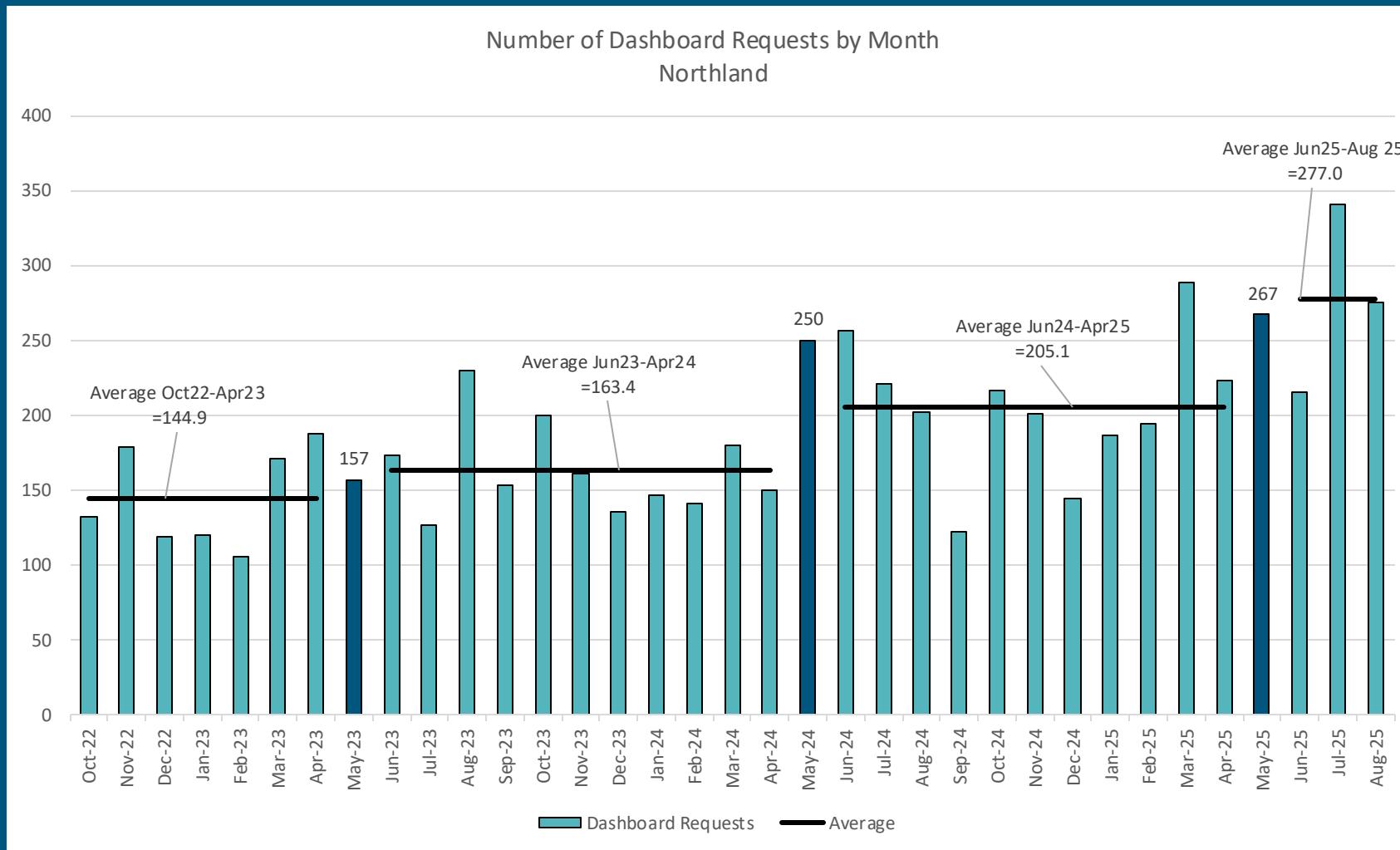


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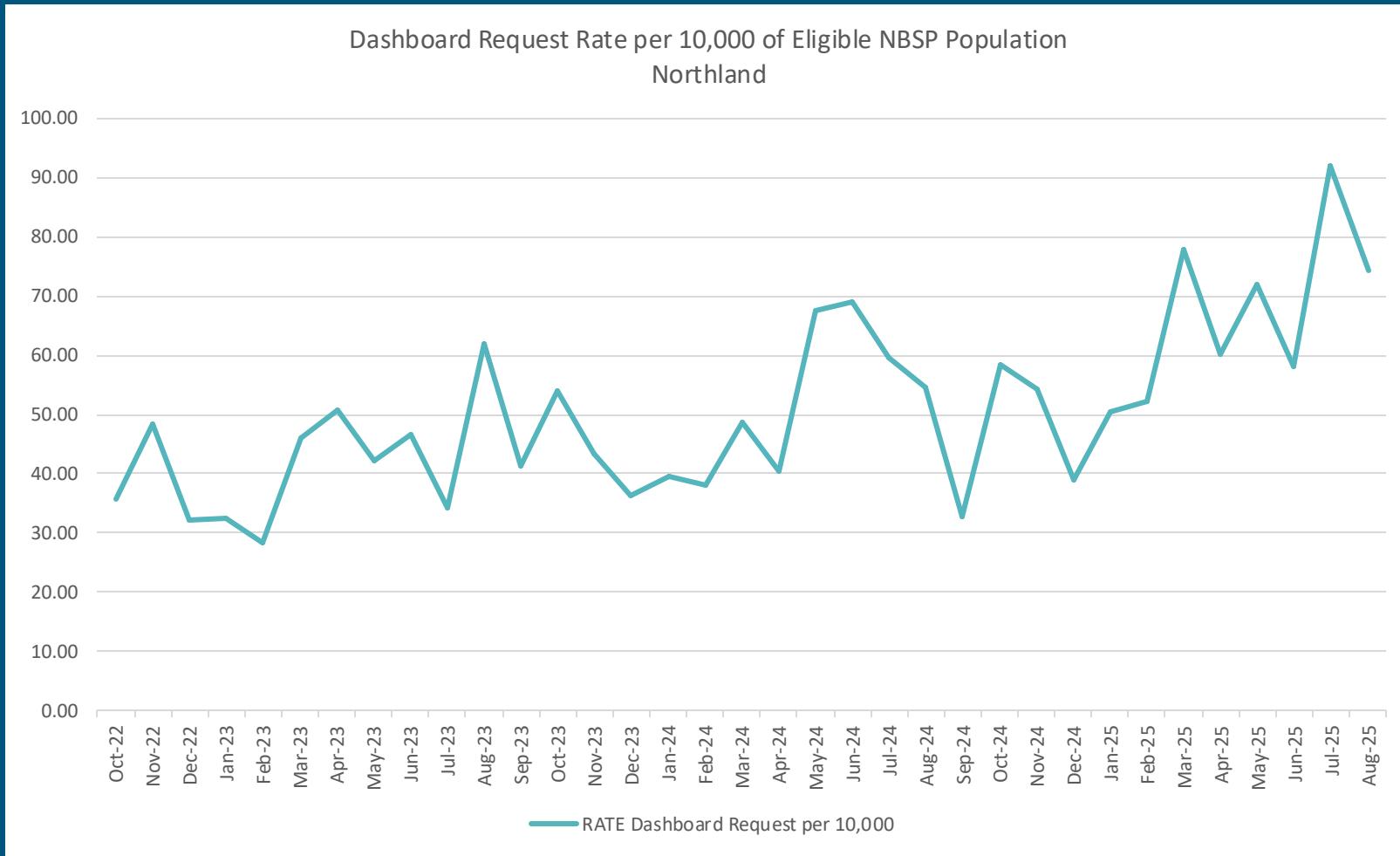
## Percentage of Kits Returned



# NORTHLAND HEALTH DISTRICT

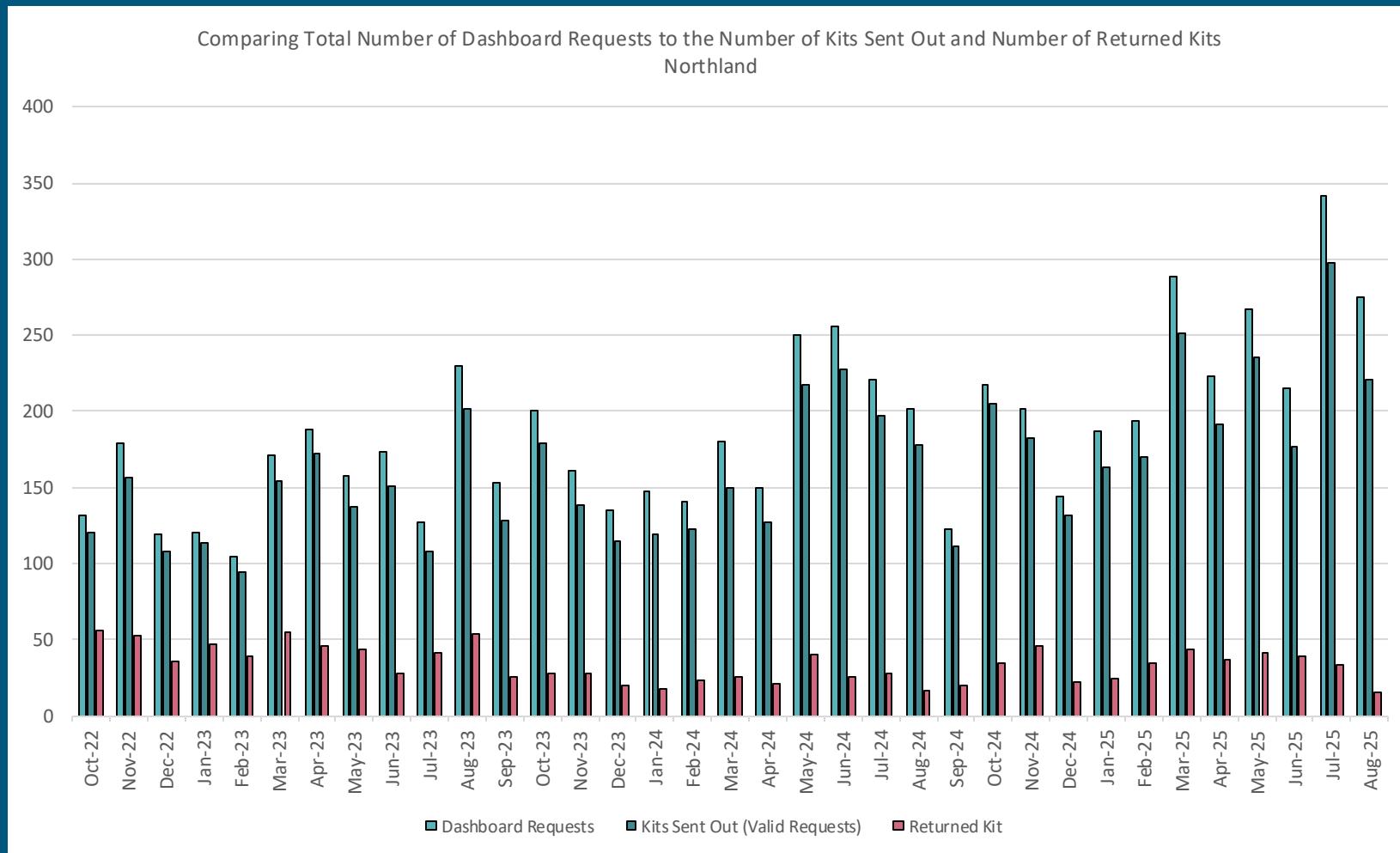


# NORTHLAND HEALTH DISTRICT



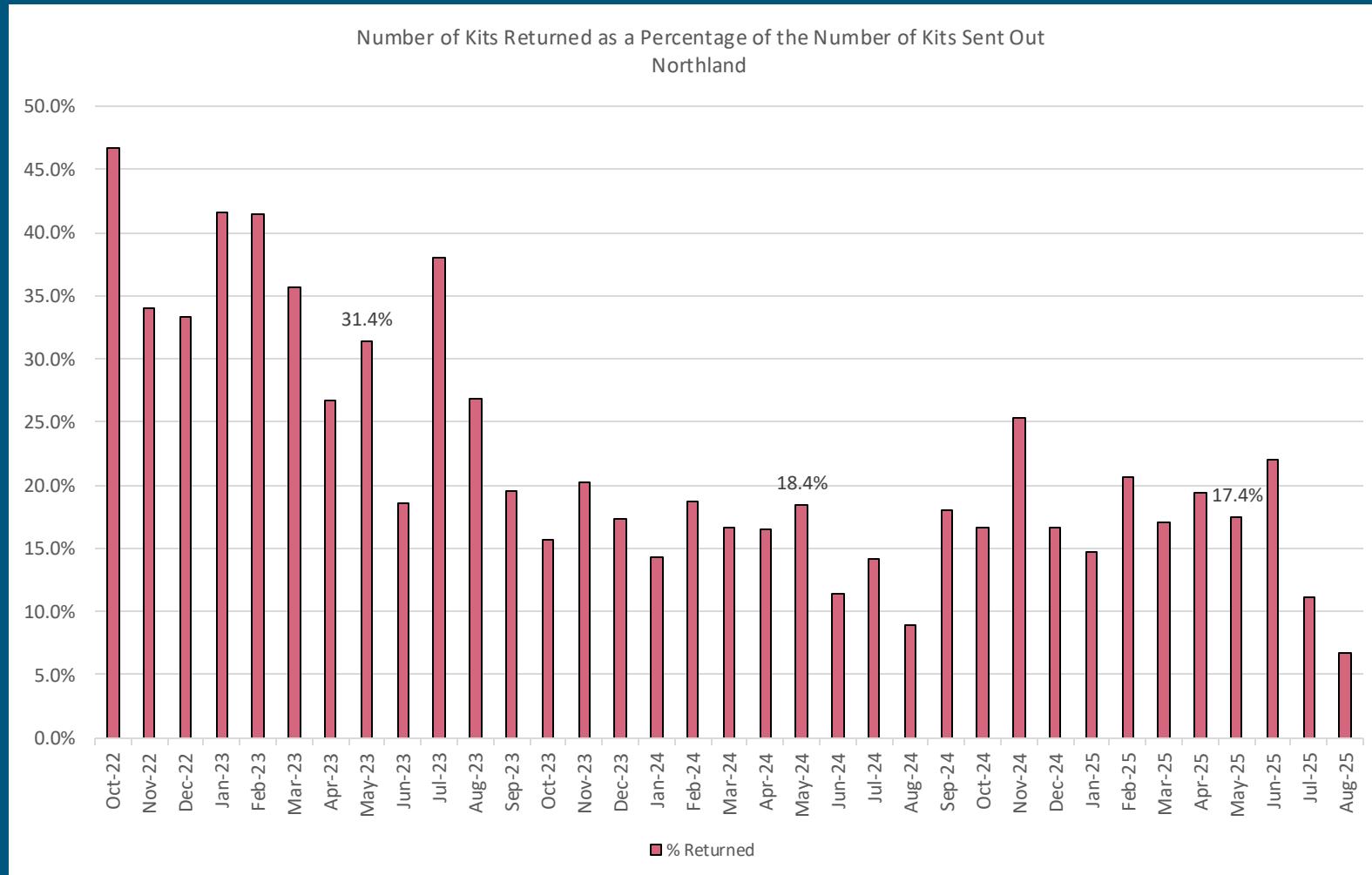
# NORTHLAND HEALTH DISTRICT

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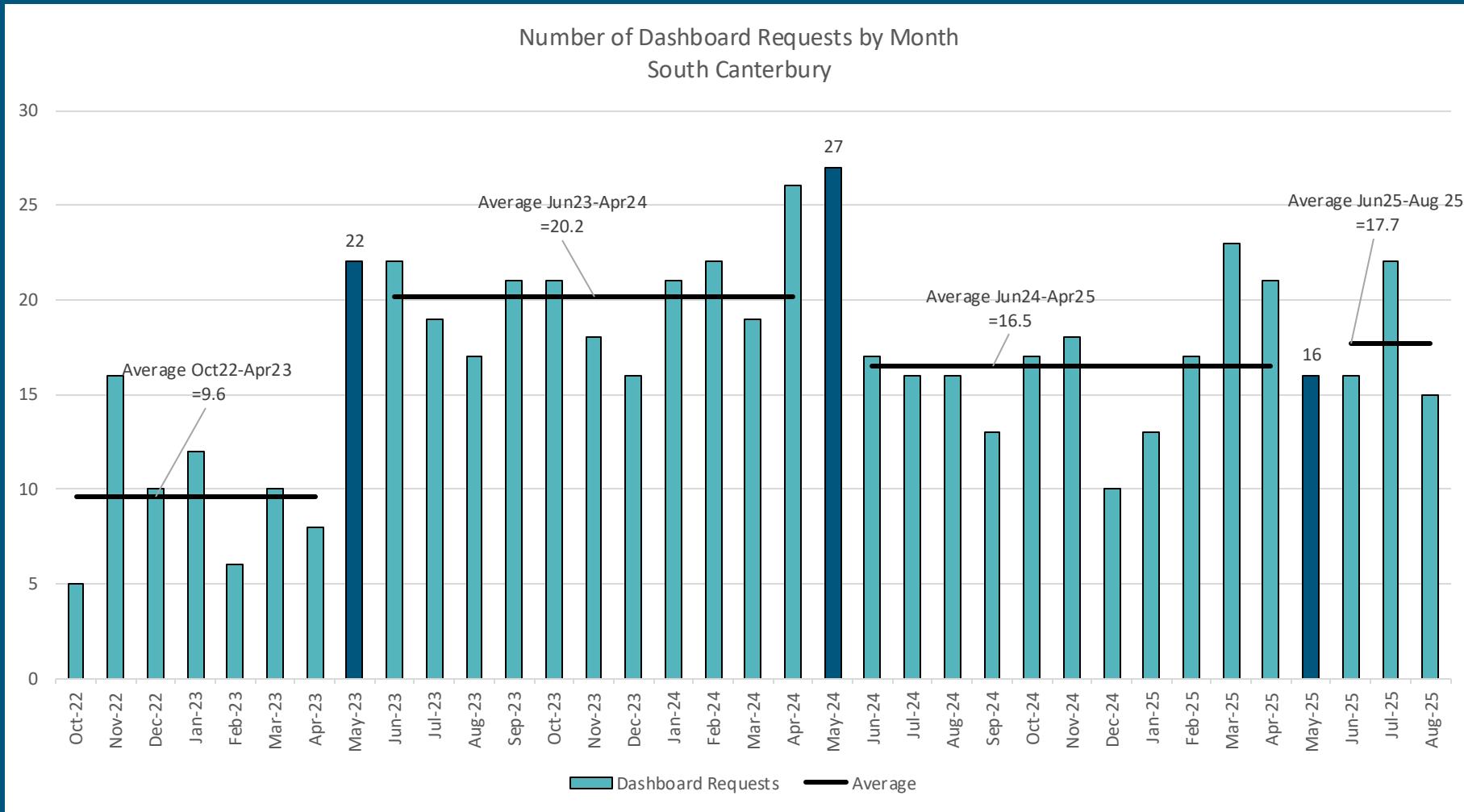


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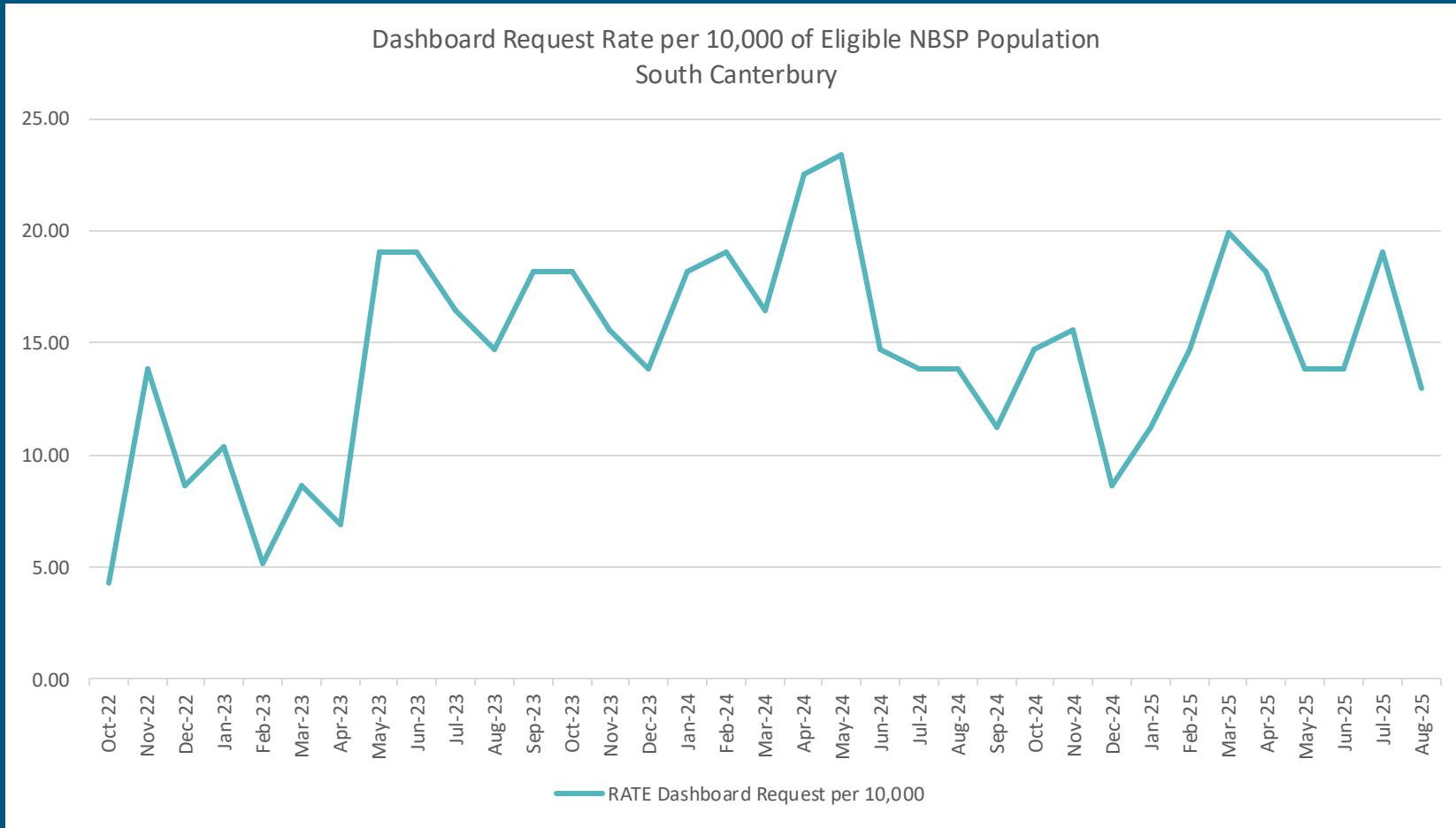
## Percentage of Kits Returned



# SOUTH CANTERBURY HEALTH DISTRICT

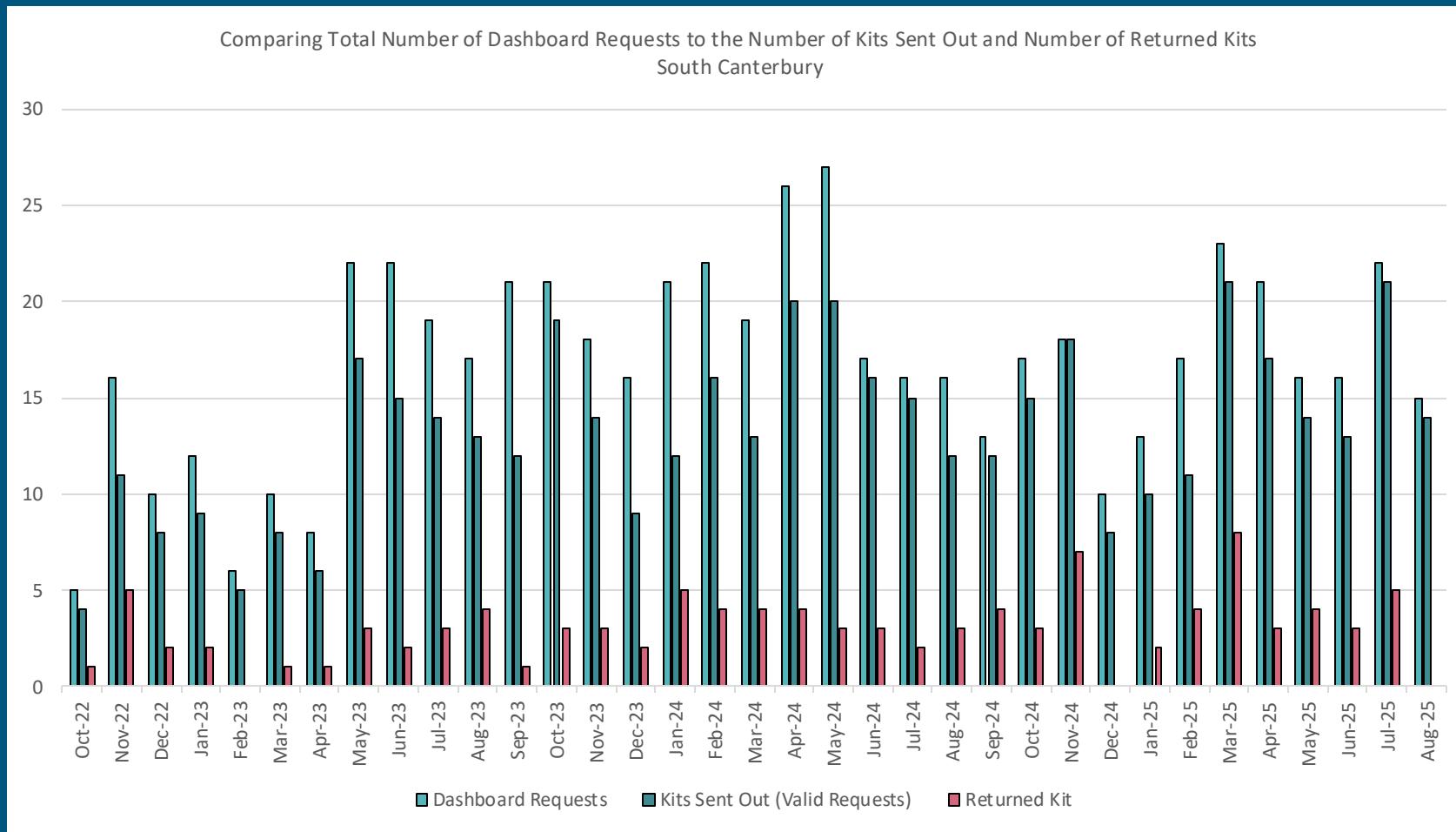


# SOUTH CANTERBURY HEALTH DISTRICT



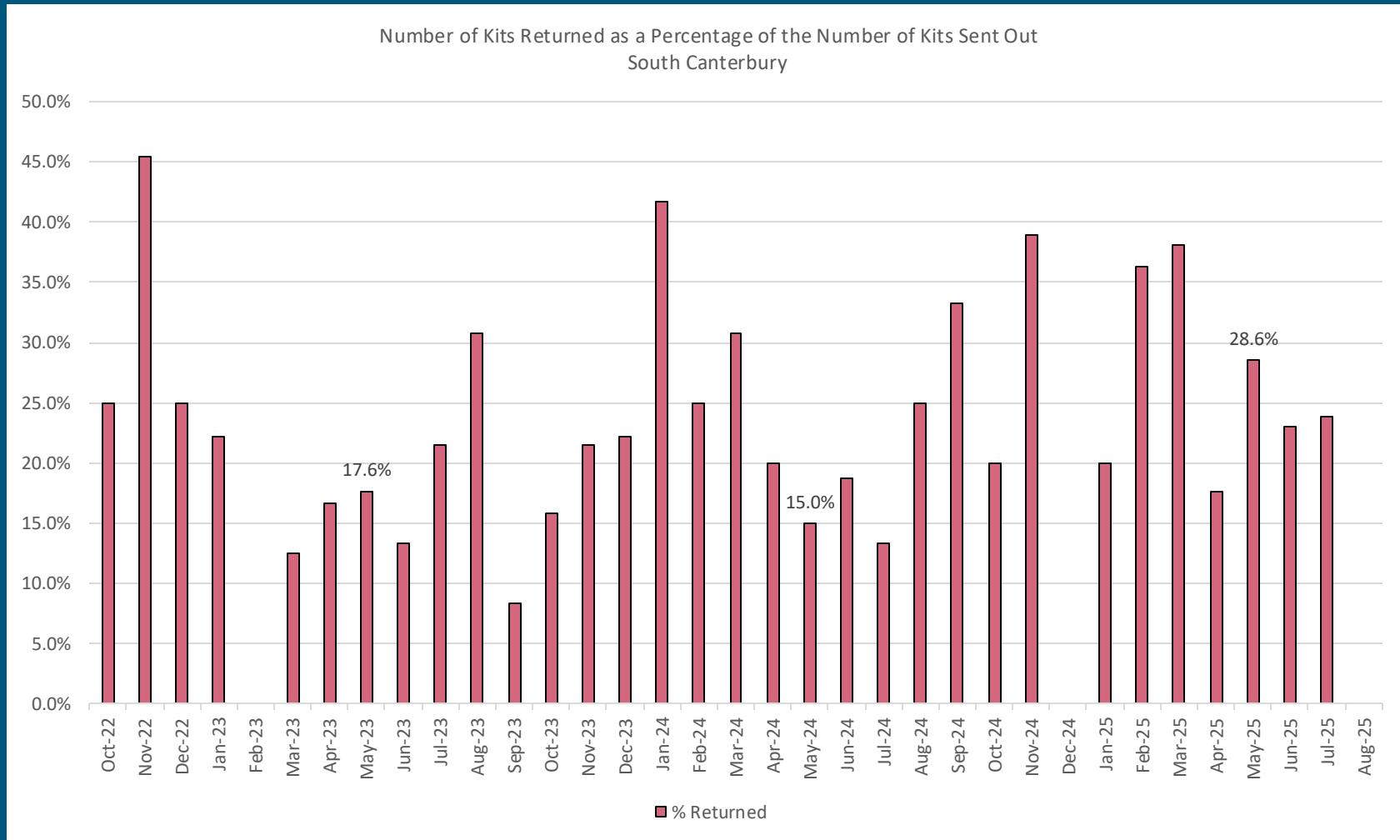
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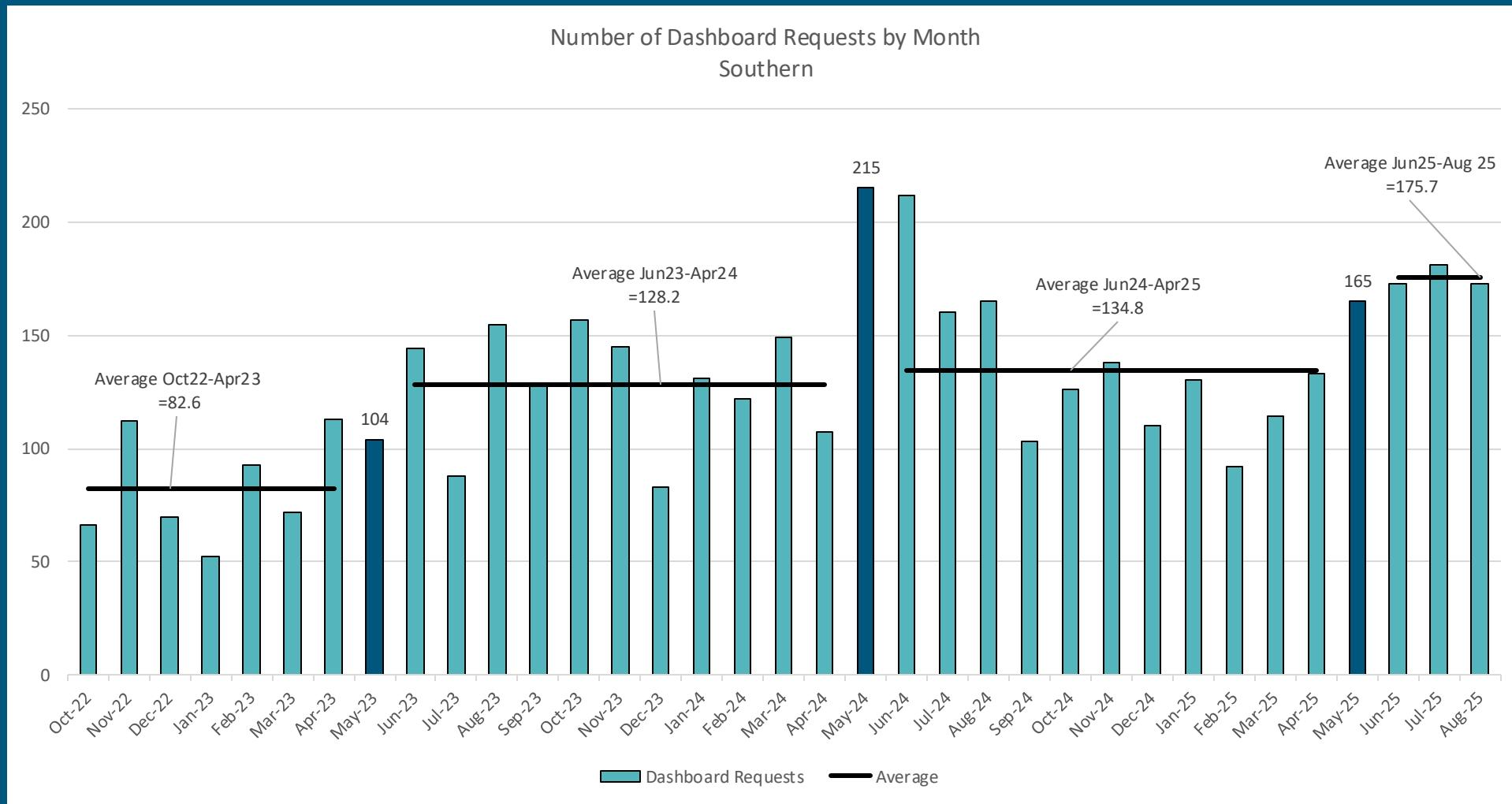


# SOUTH CANTERBURY HEALTH DISTRICT

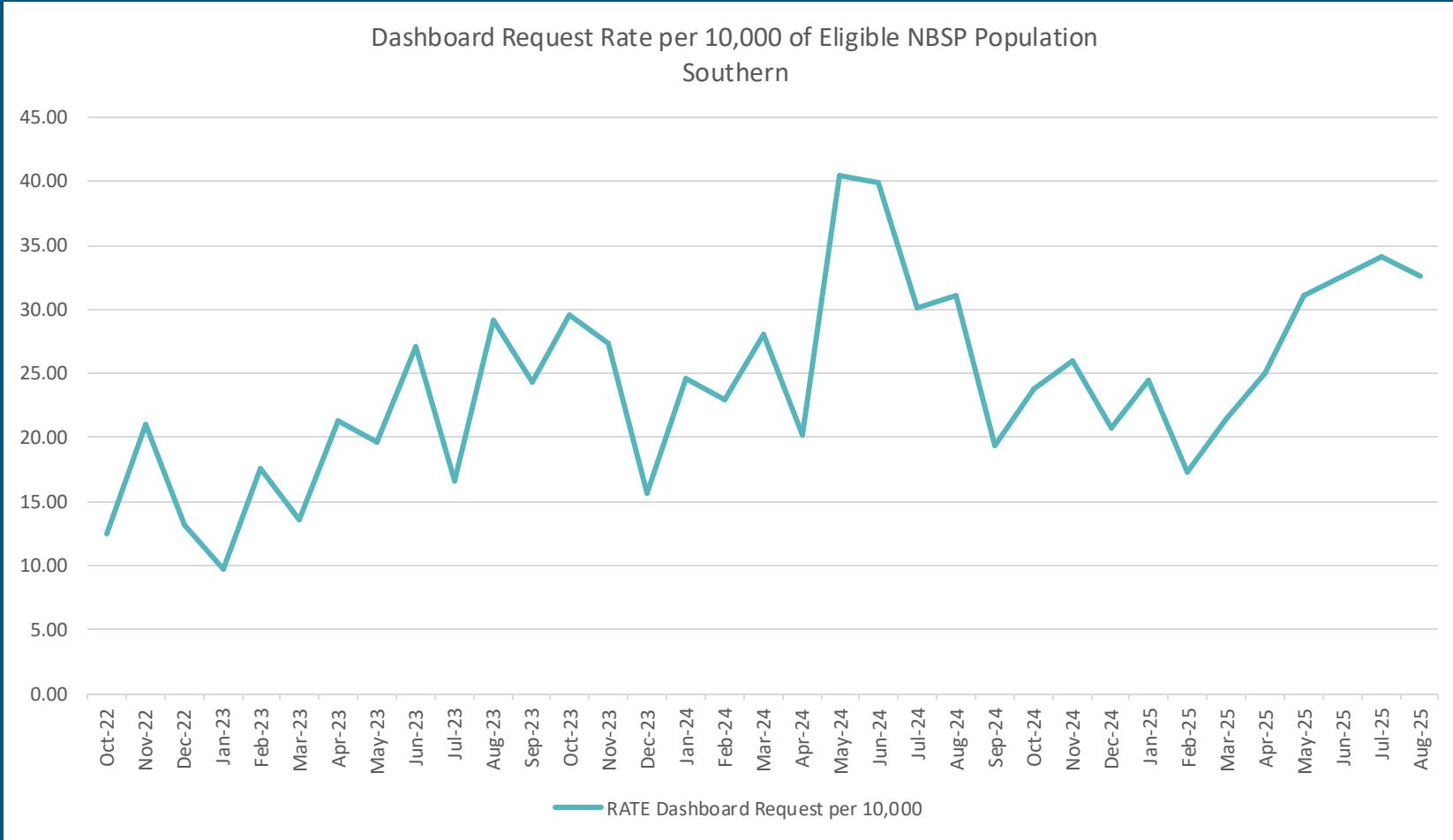
## Percentage of Kits Returned



# SOUTHERN HEALTH DISTRICT

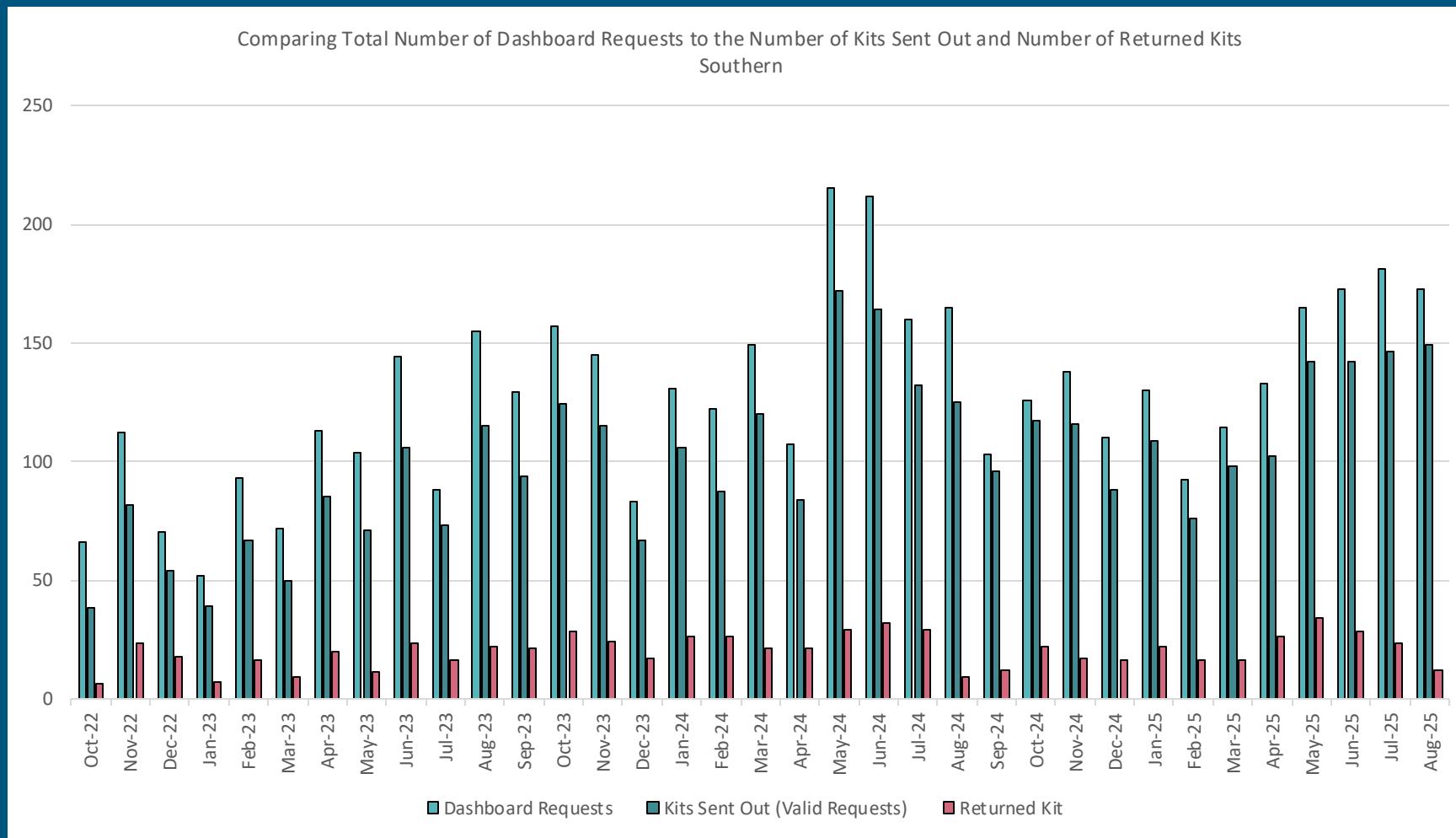


# SOUTHERN HEALTH DISTRICT



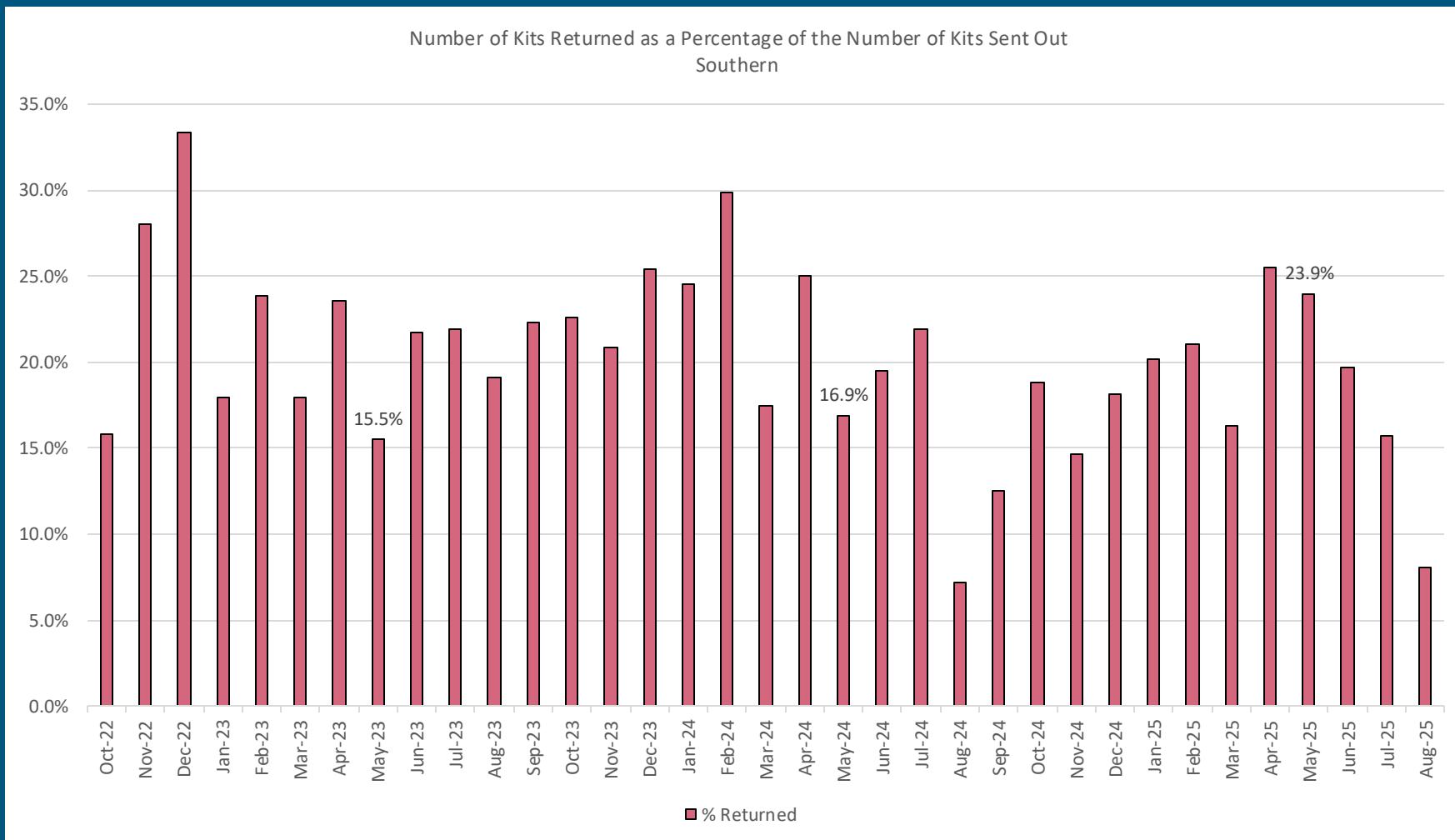
# SOUTHERN HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

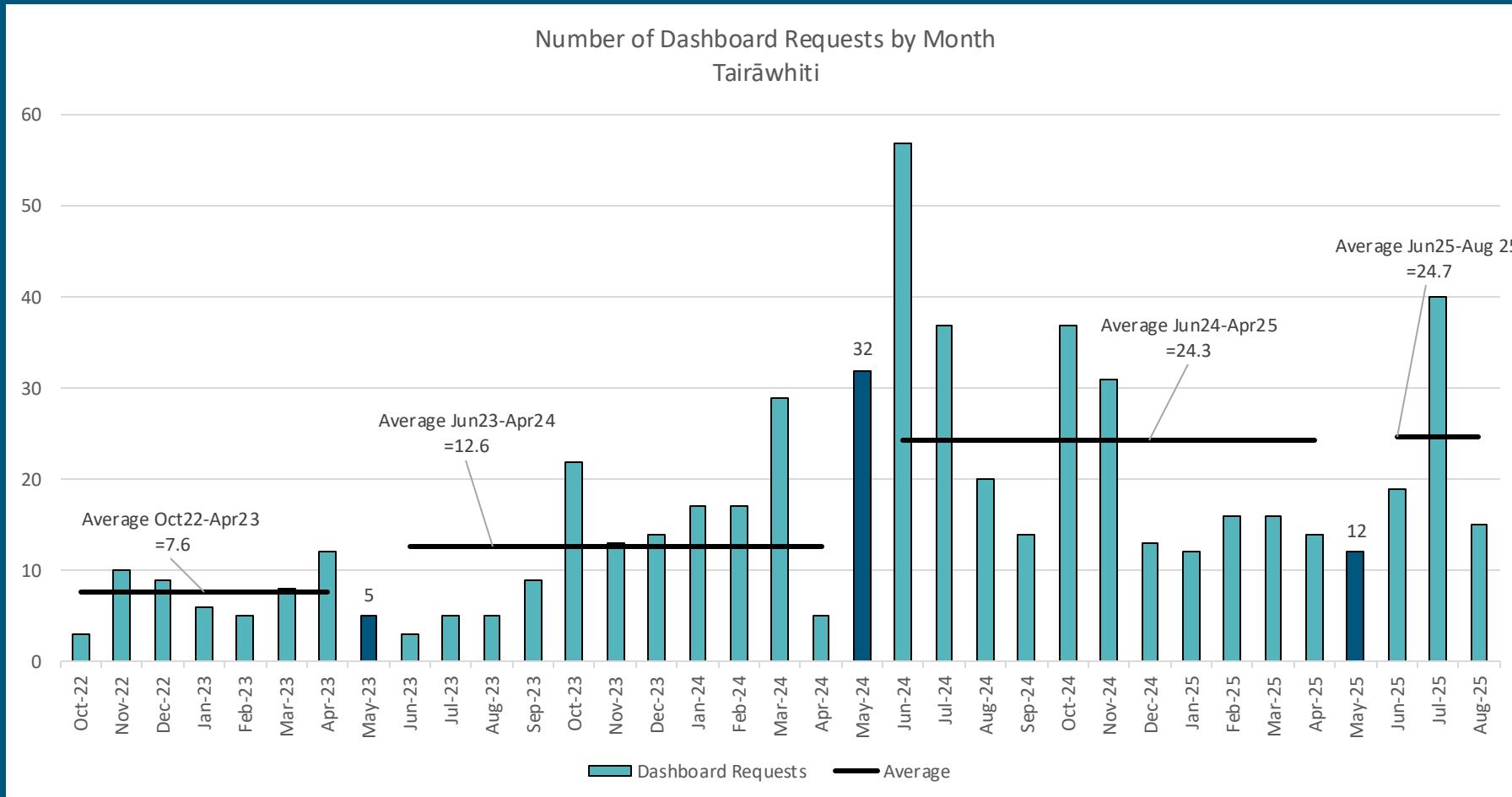


# SOUTHERN HEALTH DISTRICT

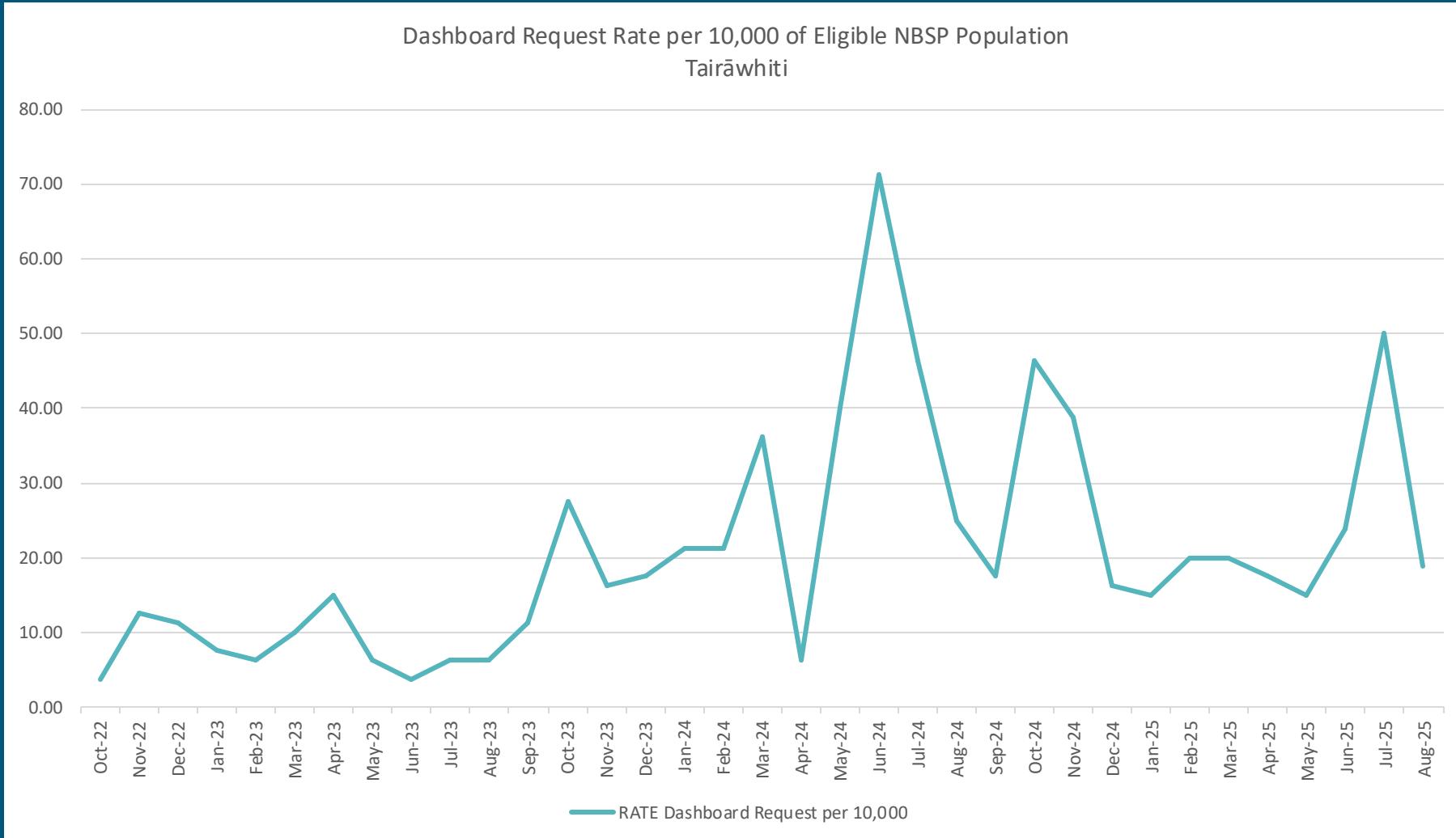
## Percentage of Kits Returned



# TAIRĀWHITI HEALTH DISTRICT

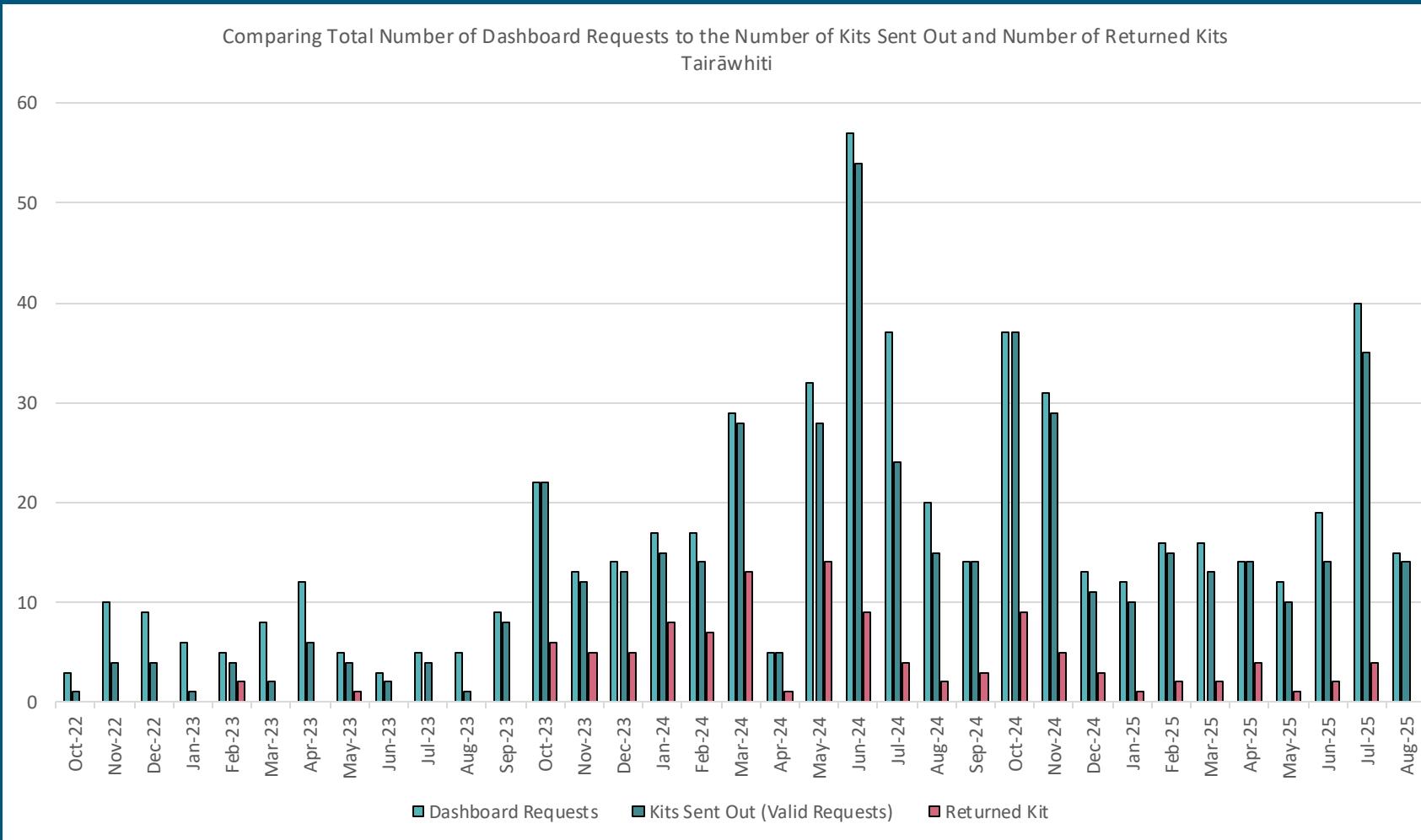


# TAIRĀWHITI HEALTH DISTRICT



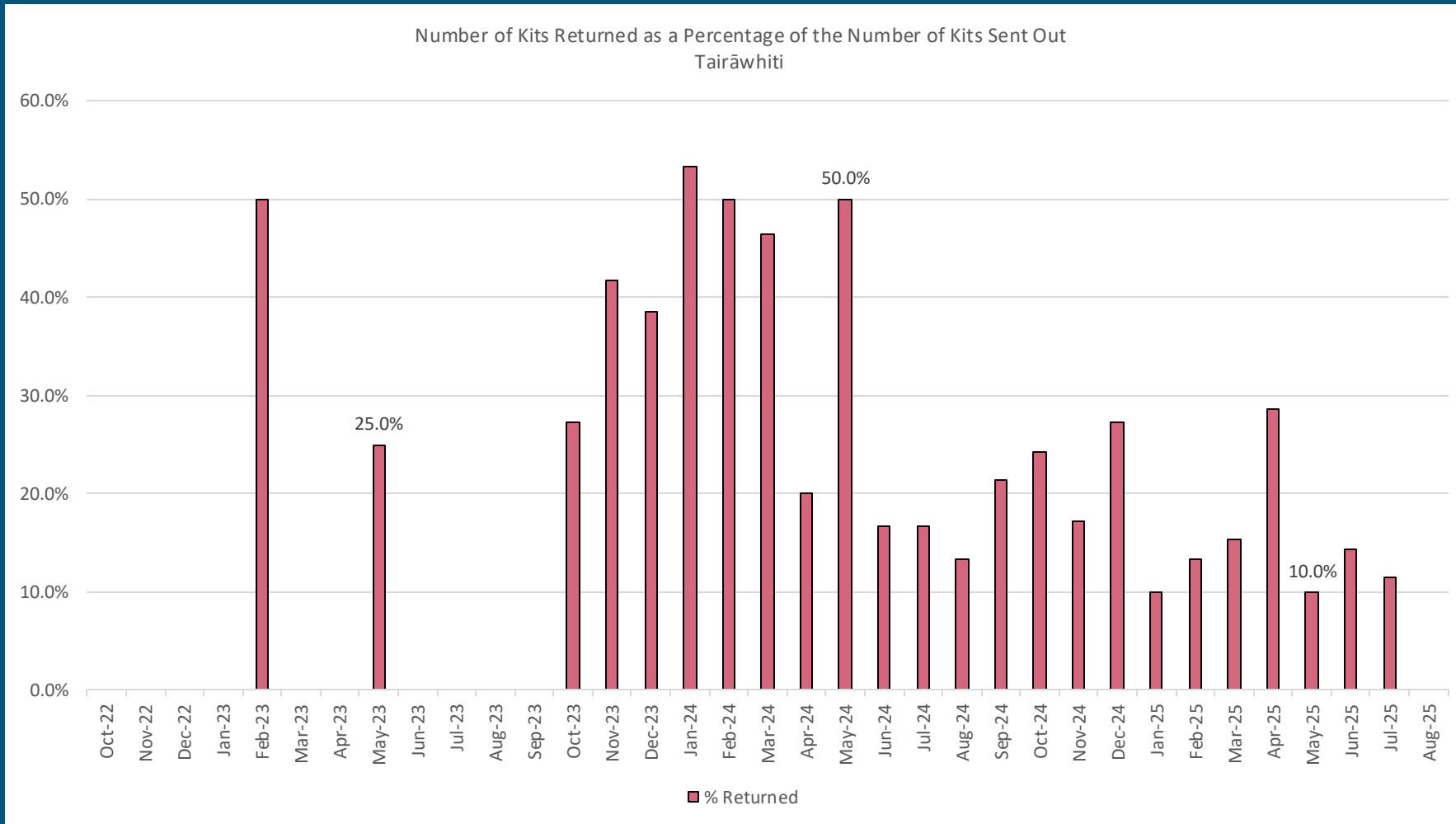
# TAIRĀWHITI HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

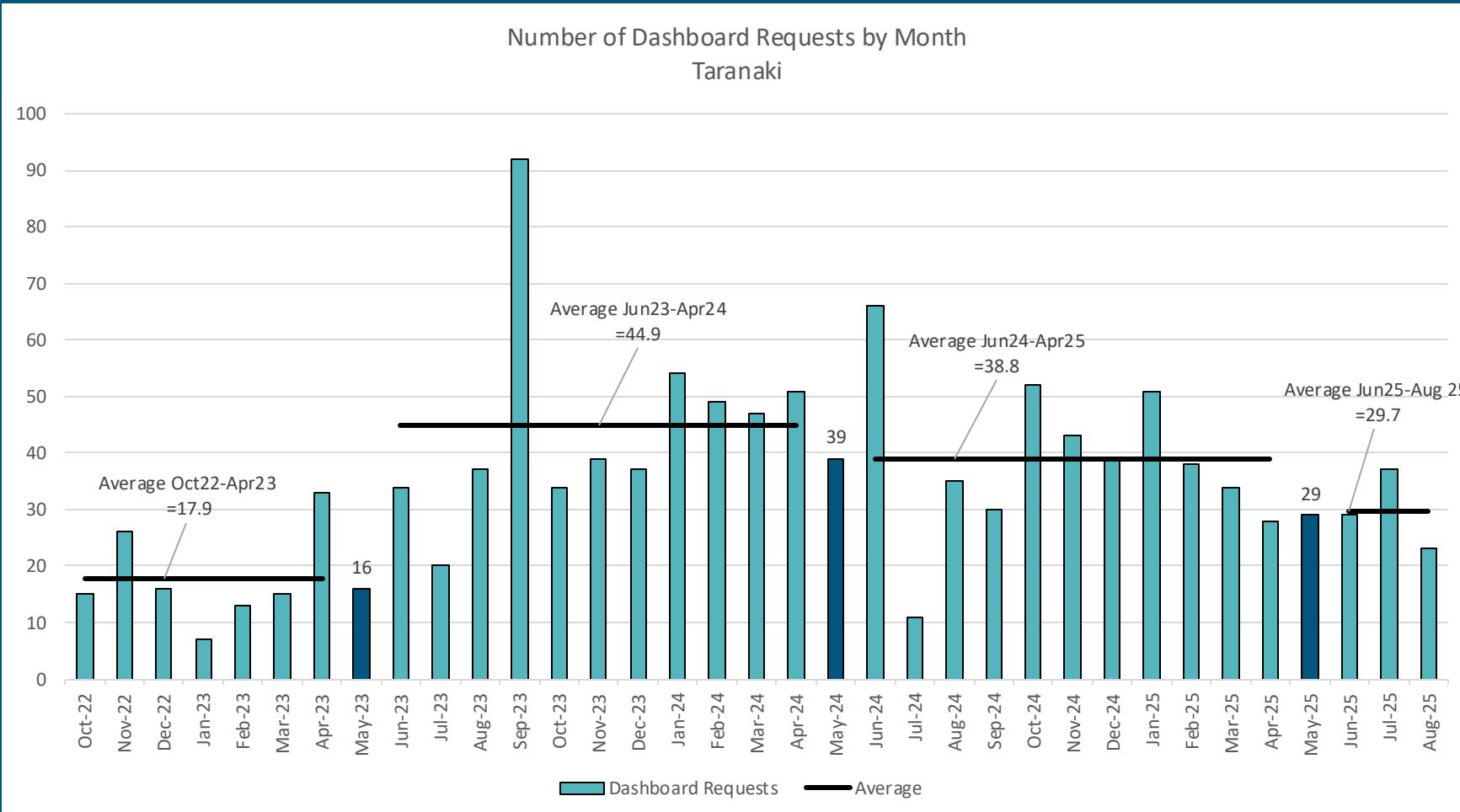


# TAIRĀWHITI HEALTH DISTRICT

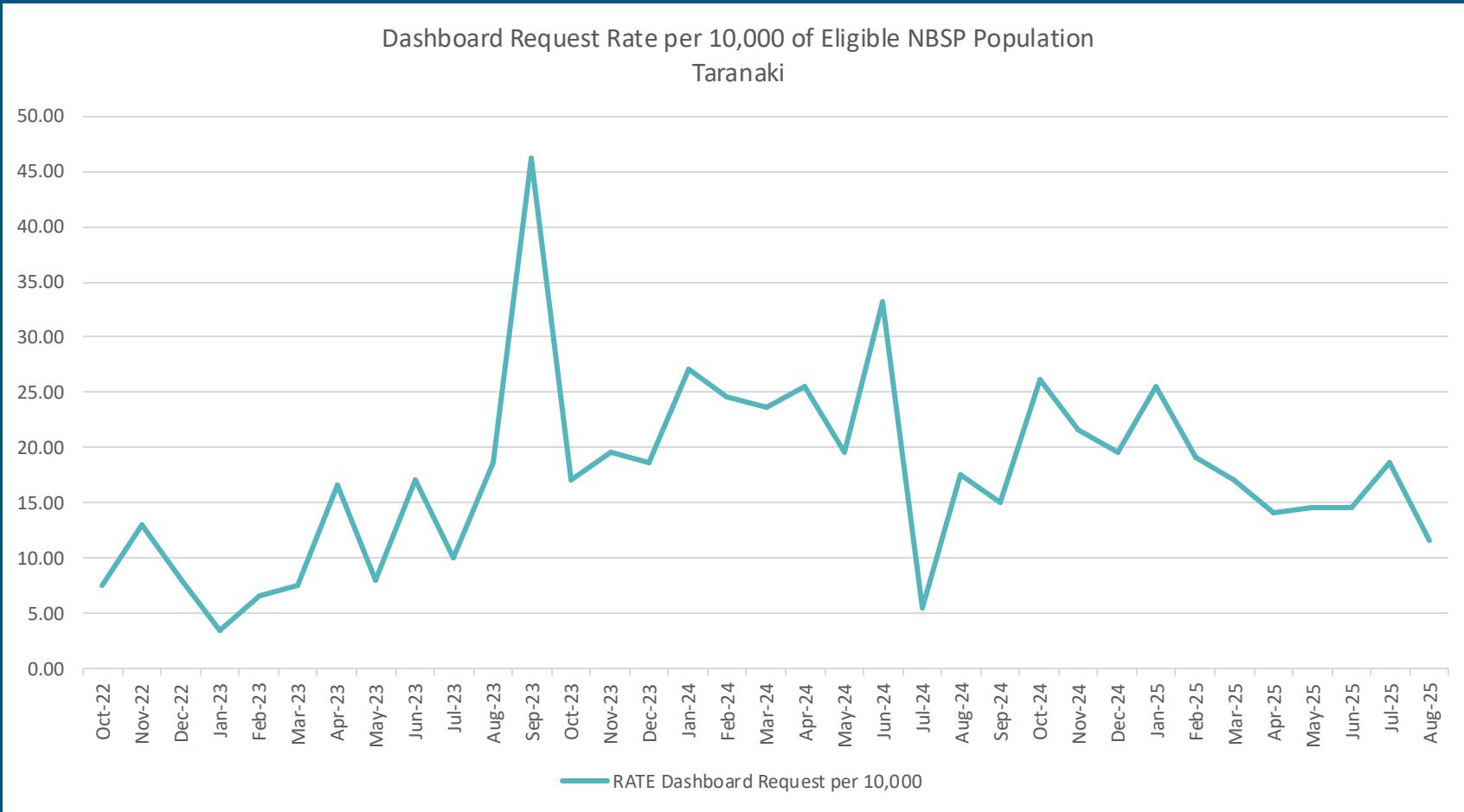
## Percentage of Kits Returned



# TARANAKI HEALTH DISTRICT

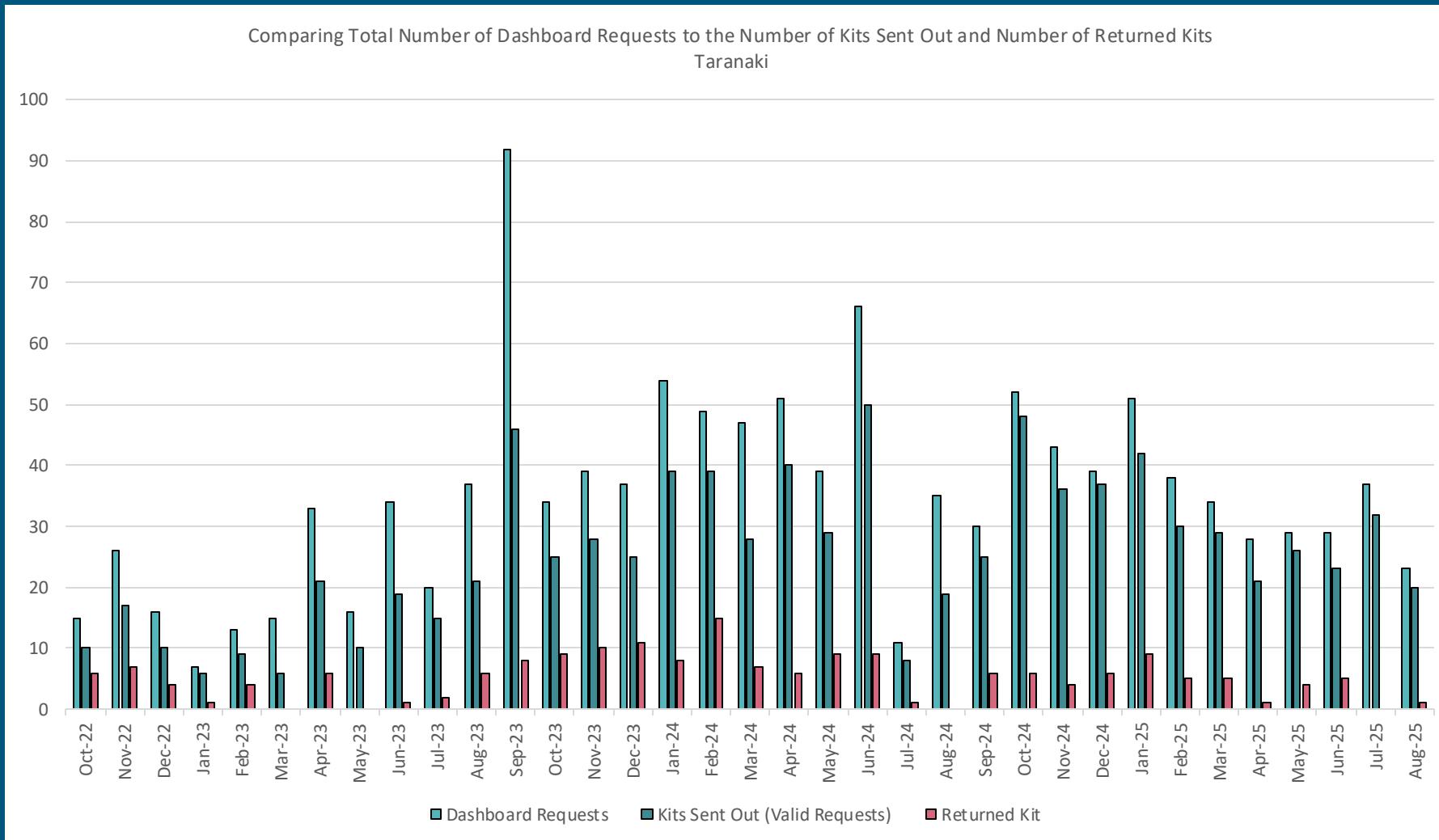


# TARANAKI HEALTH DISTRICT



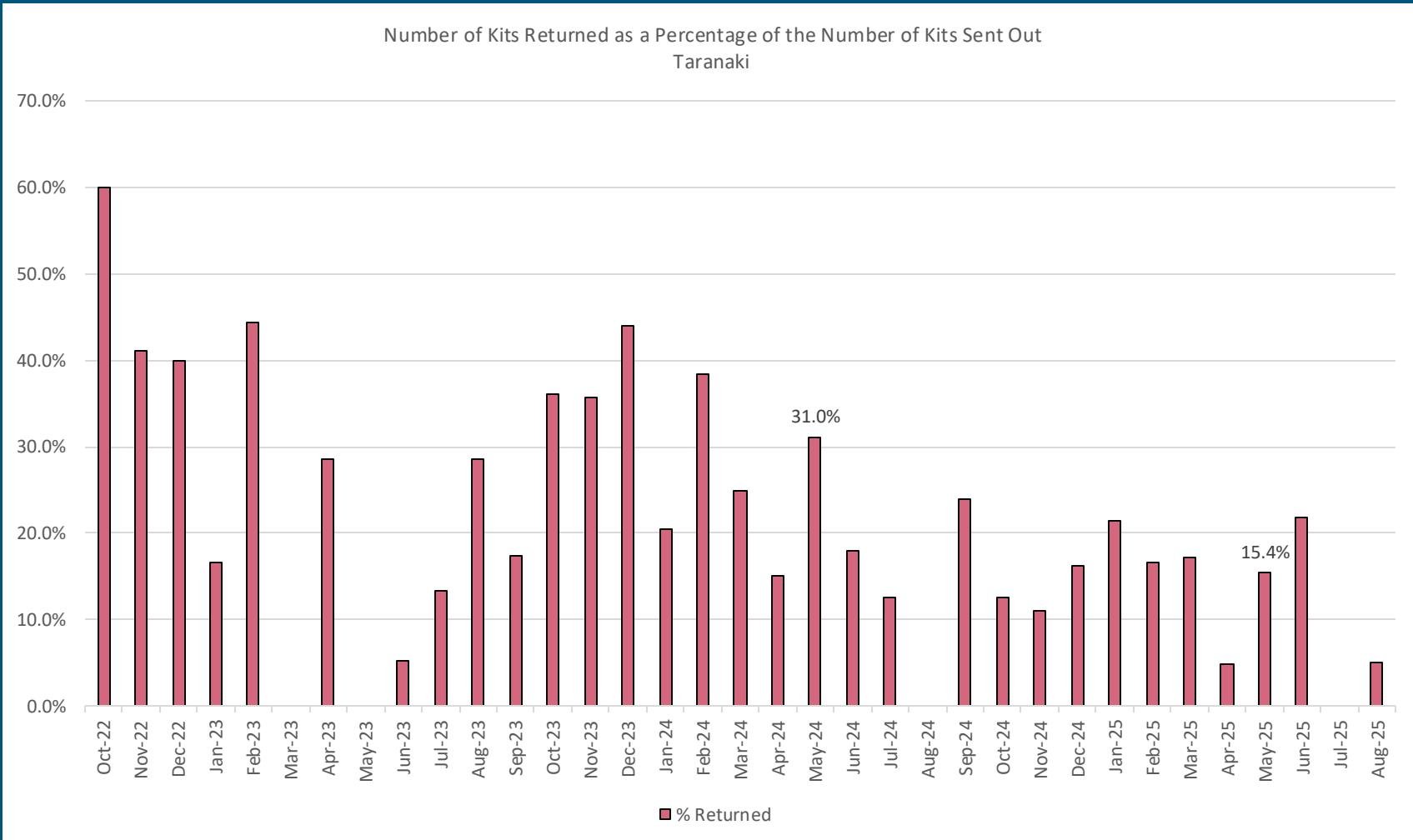
# TARANAKI HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

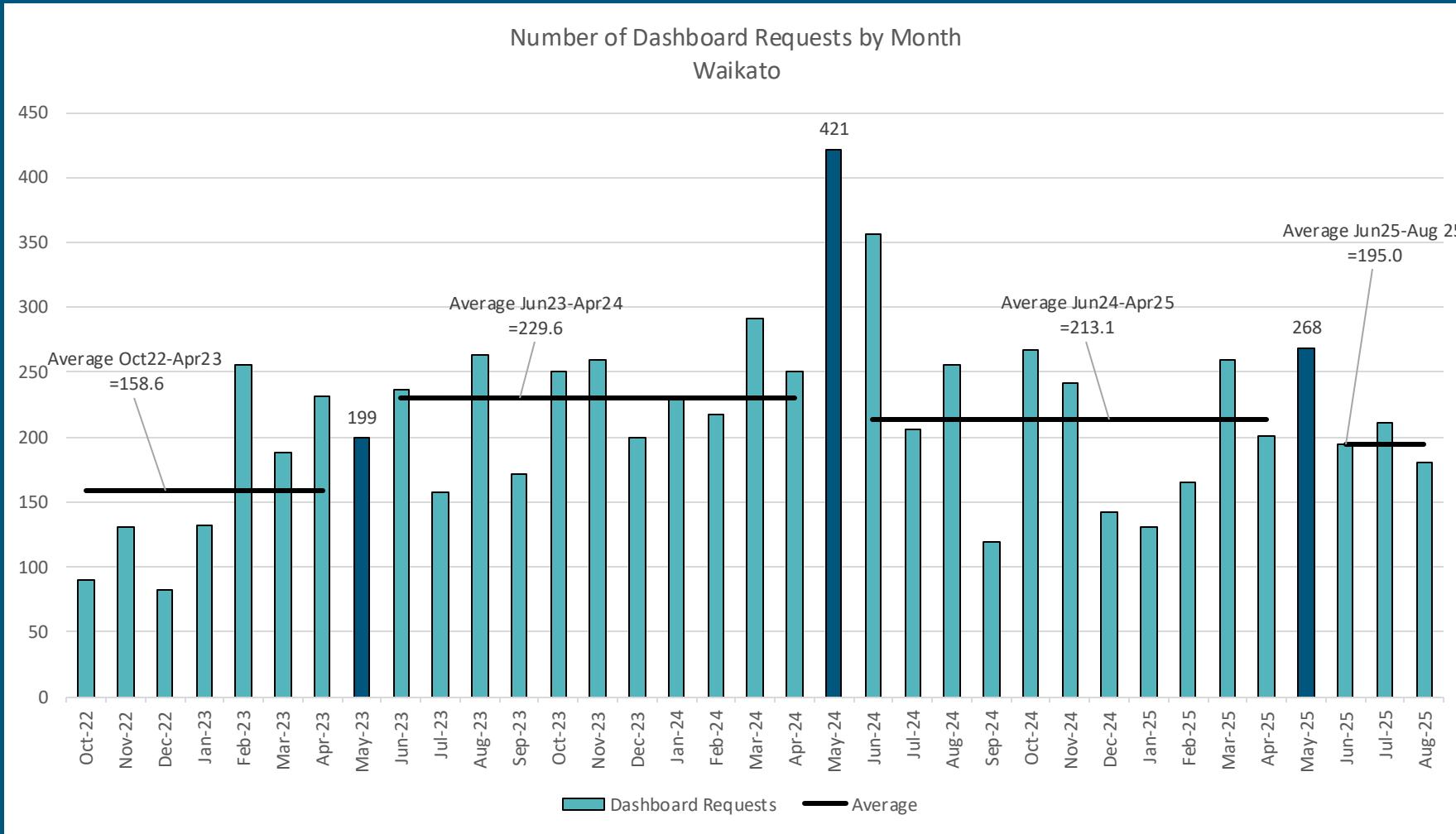


# TARANAKI HEALTH DISTRICT

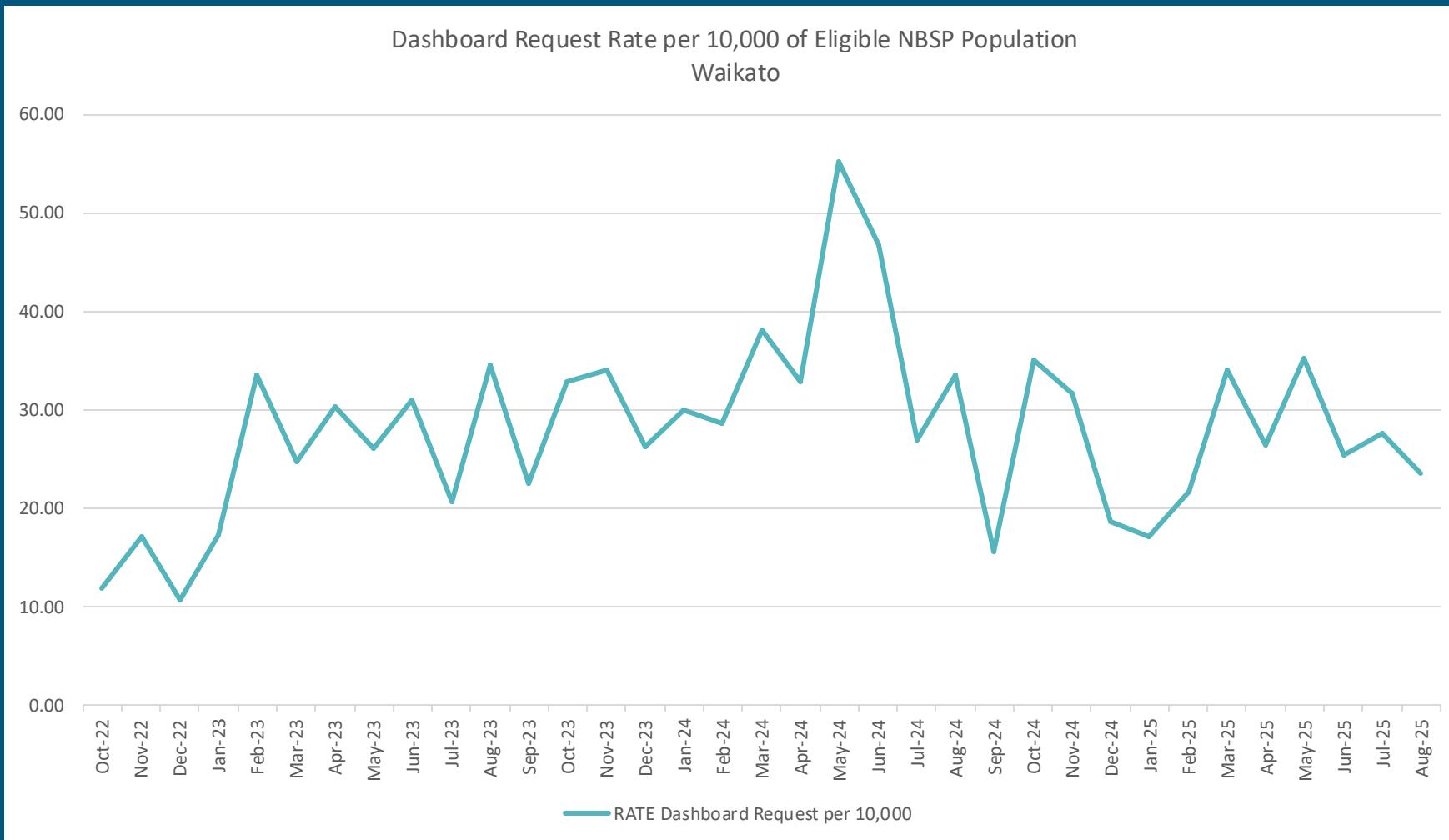
## Percentage of Kits Returned



# WAIKATO HEALTH DISTRICT

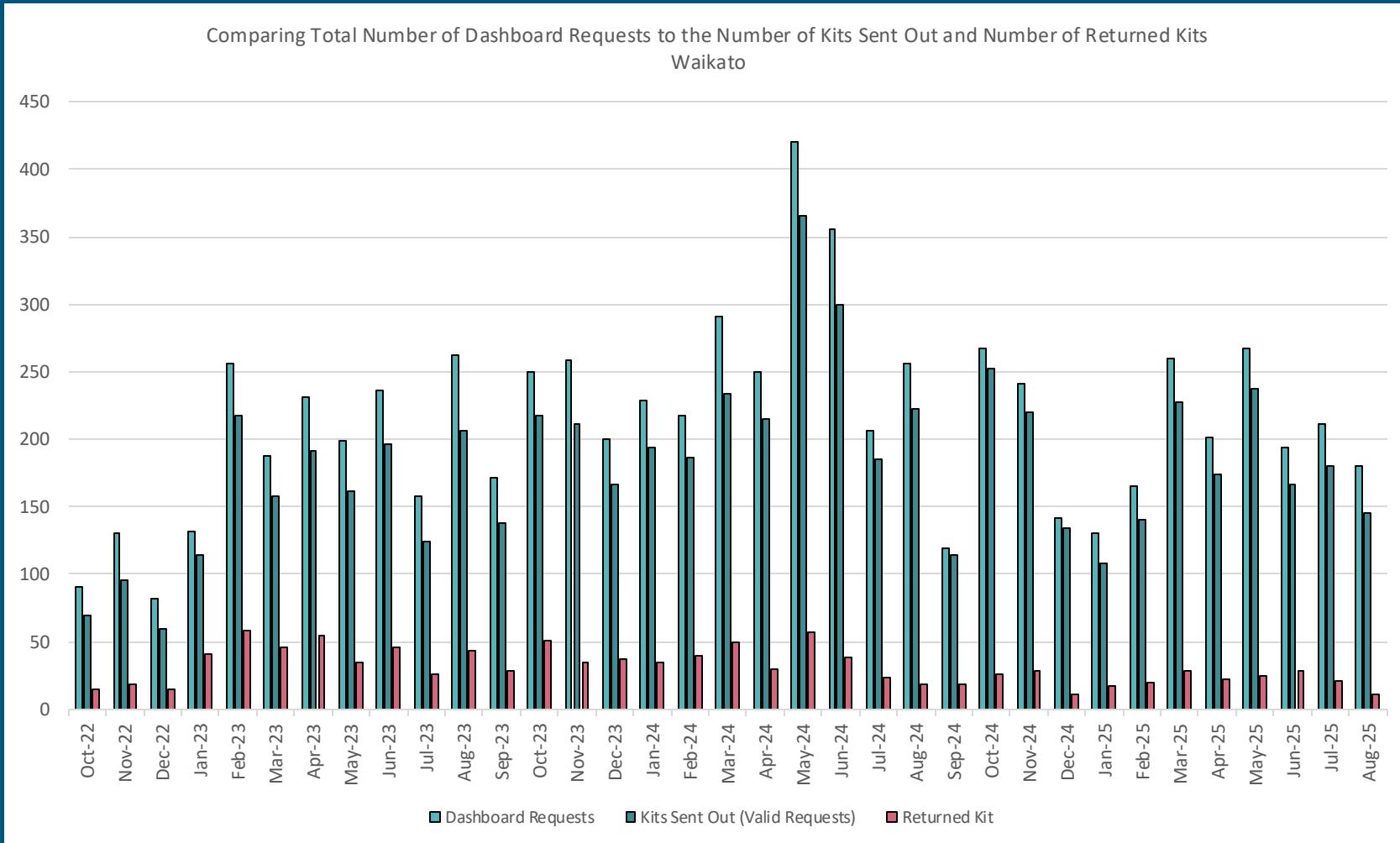


# WAIKATO HEALTH DISTRICT



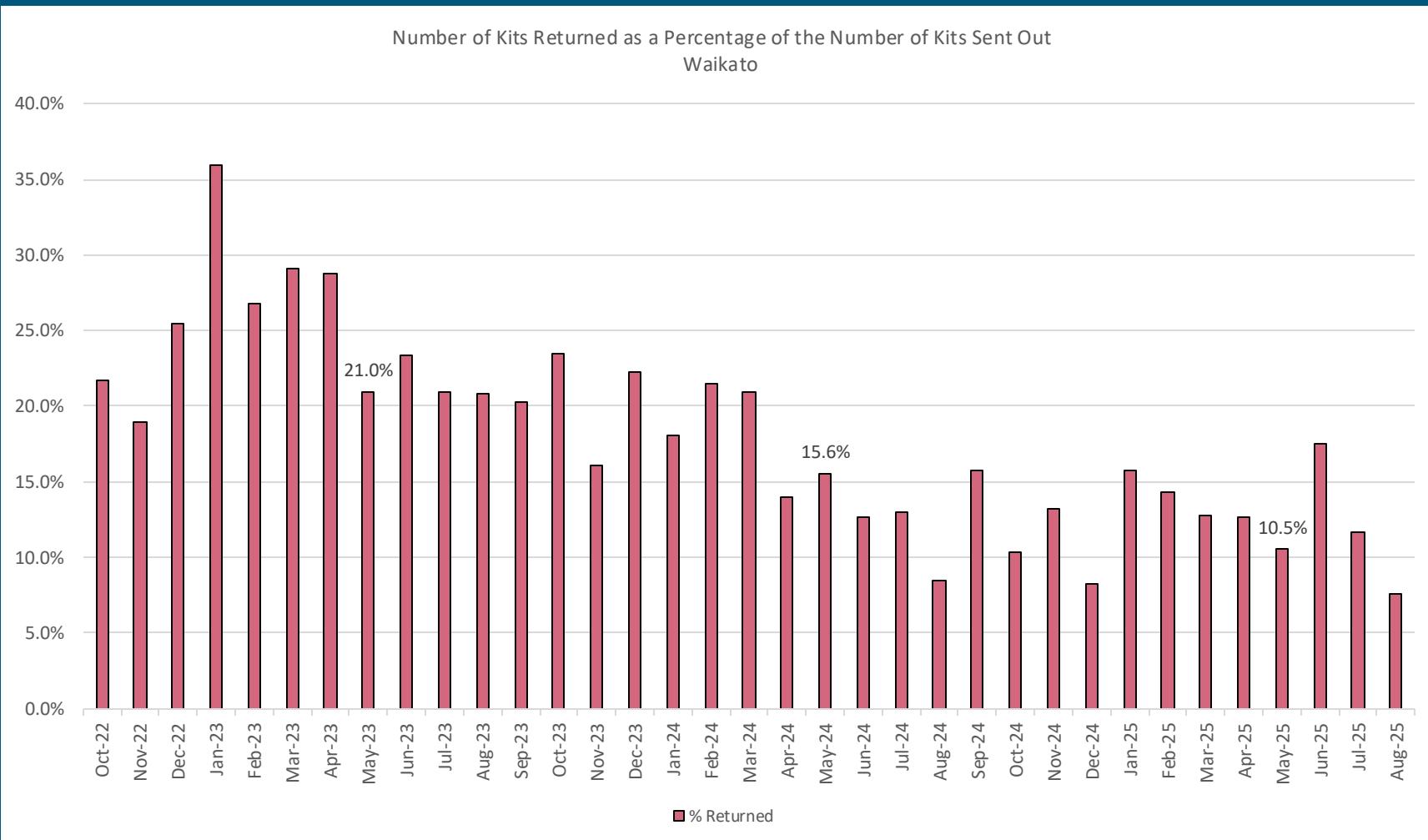
# WAIKATO HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

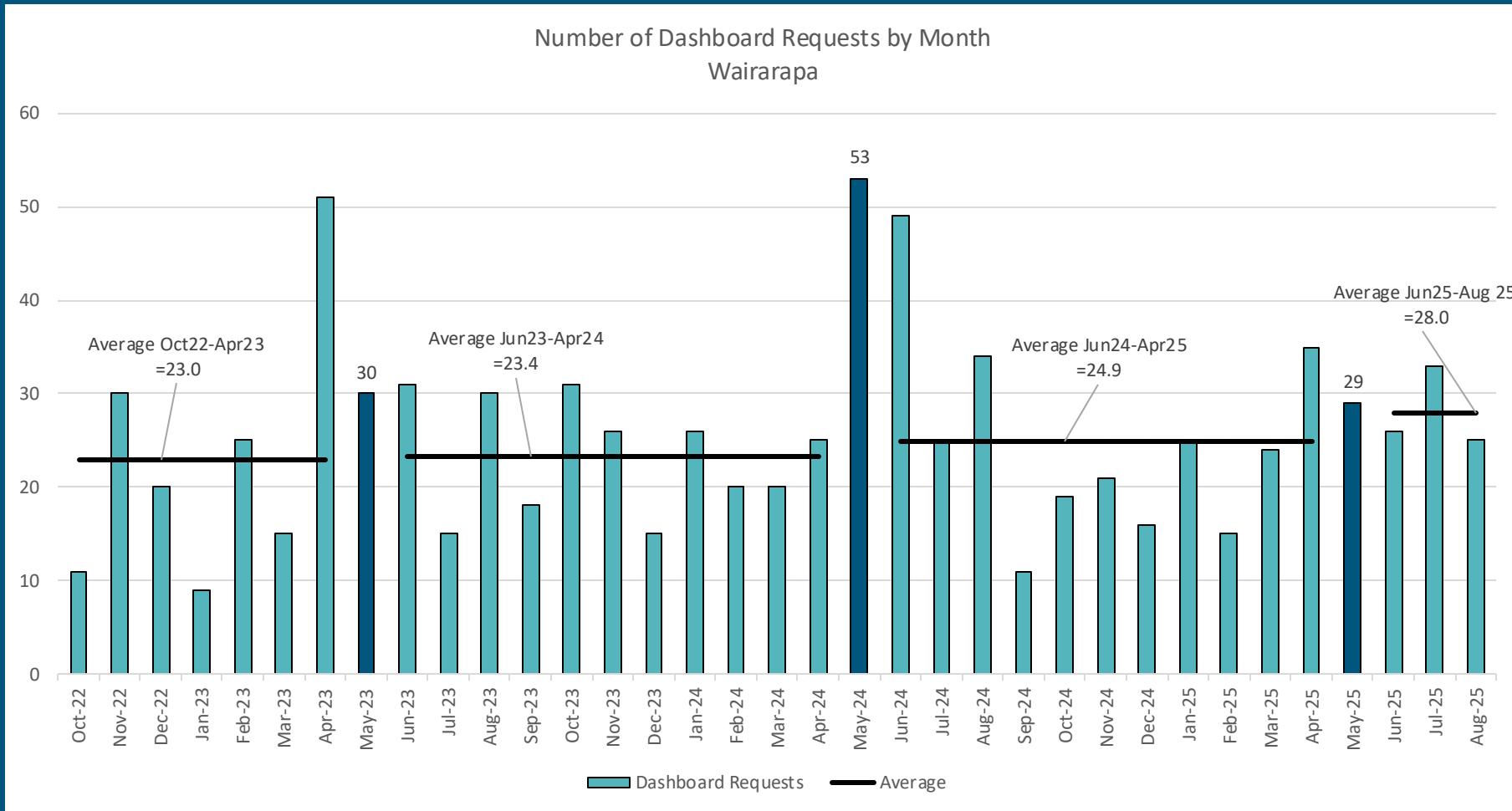


# WAIKATO HEALTH DISTRICT

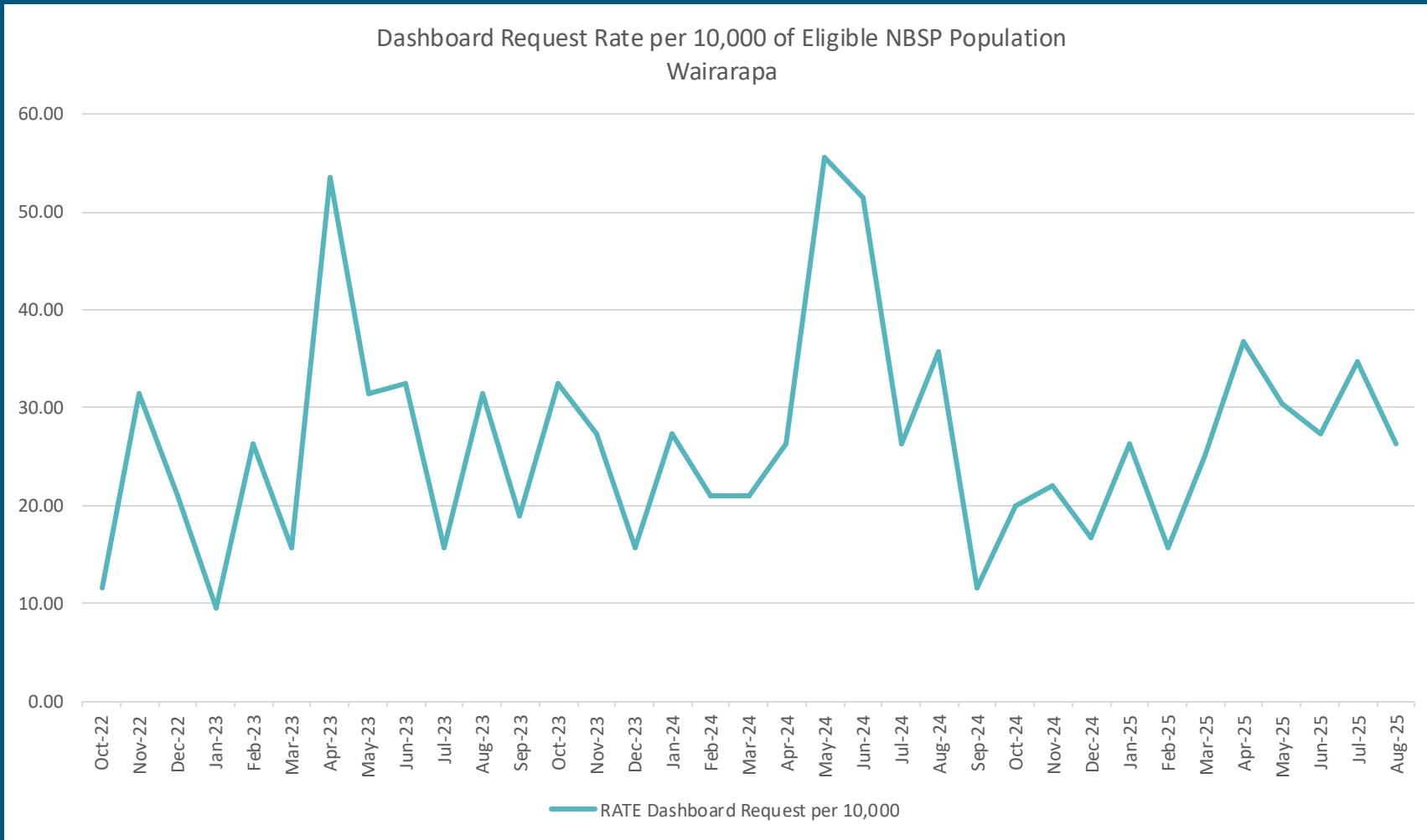
## Percentage of Kits Returned



# WAIRARAPA HEALTH DISTRICT

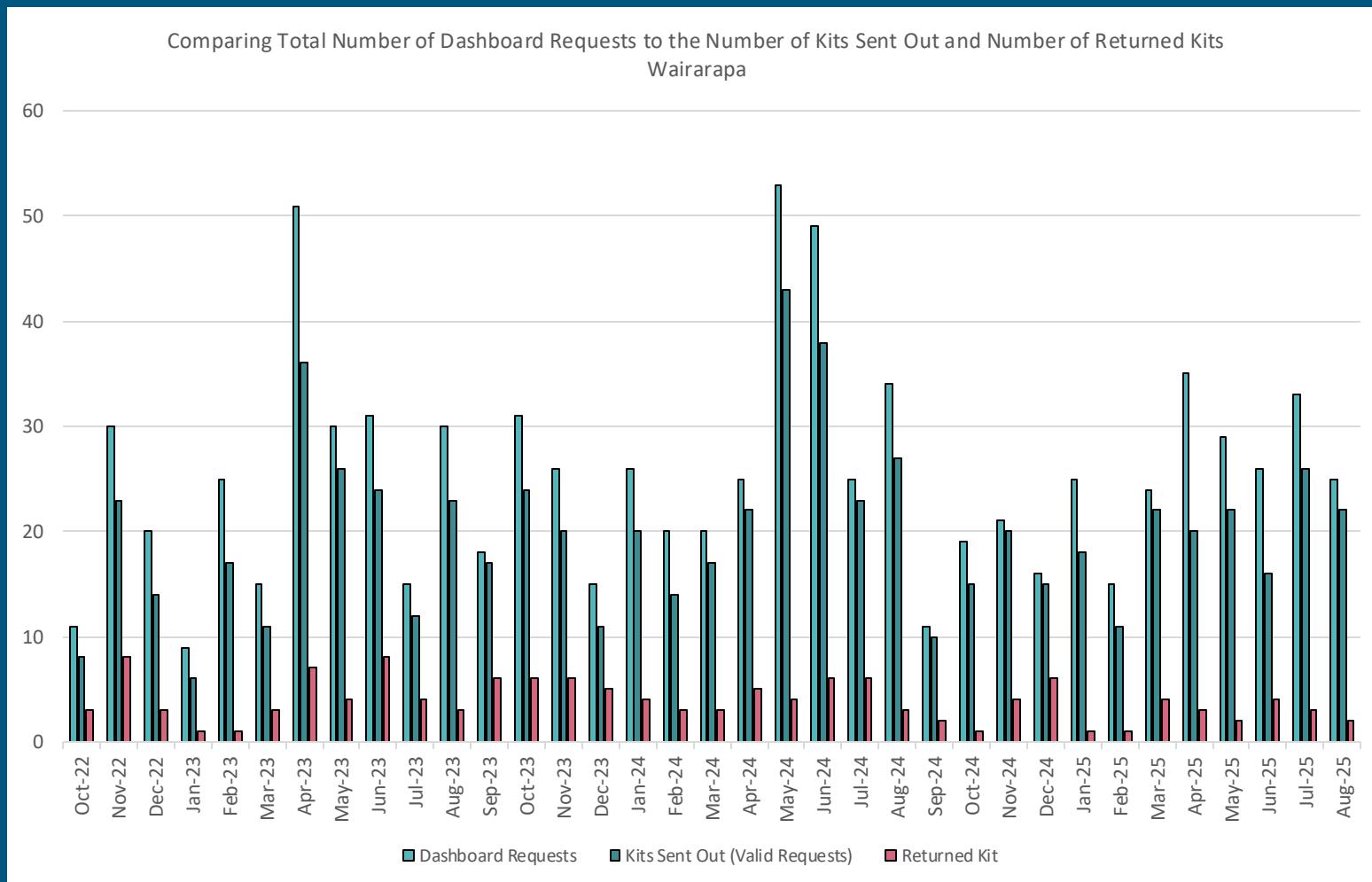


# WAIRARAPA HEALTH DISTRICT



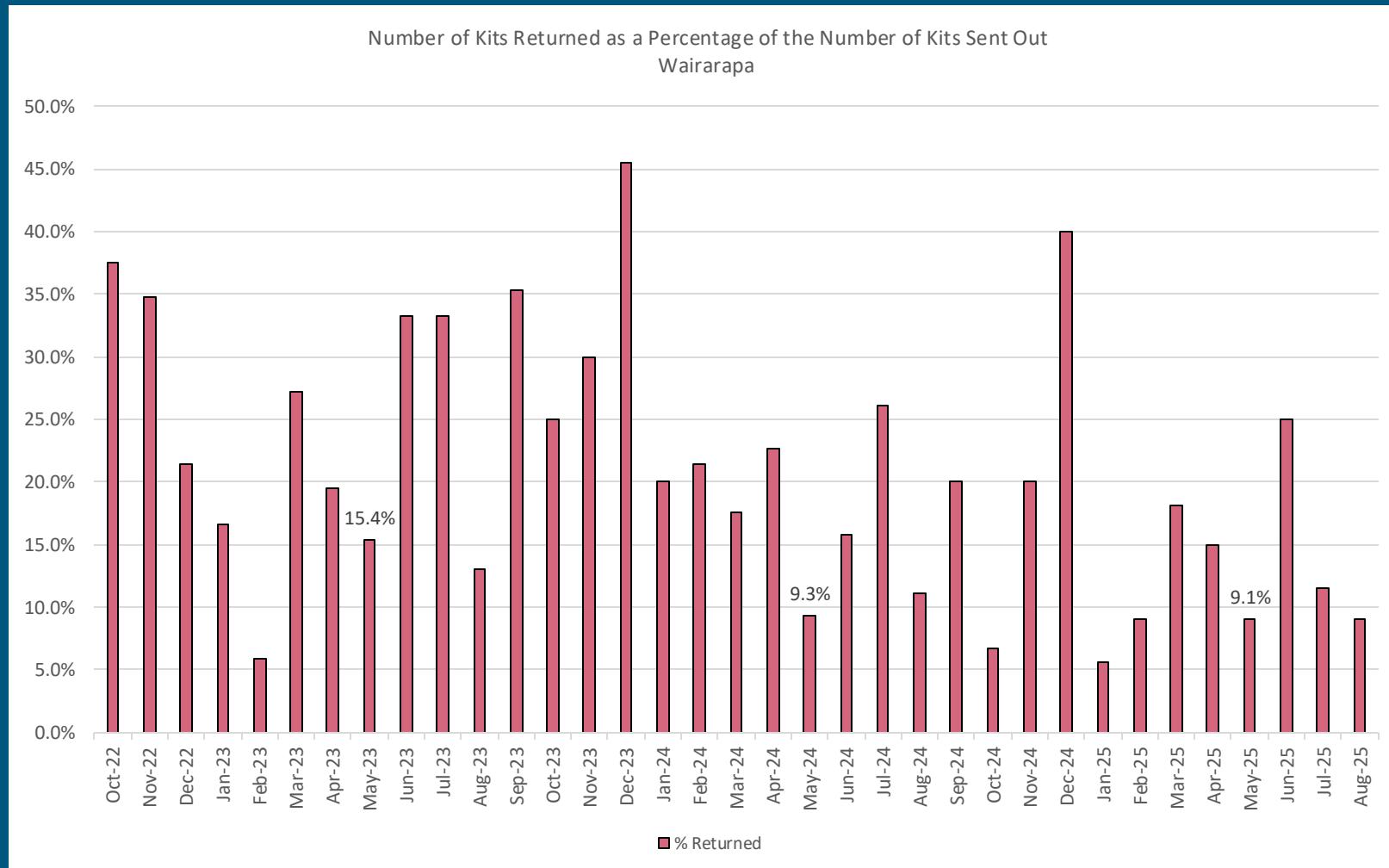
# WAIRARAPA HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

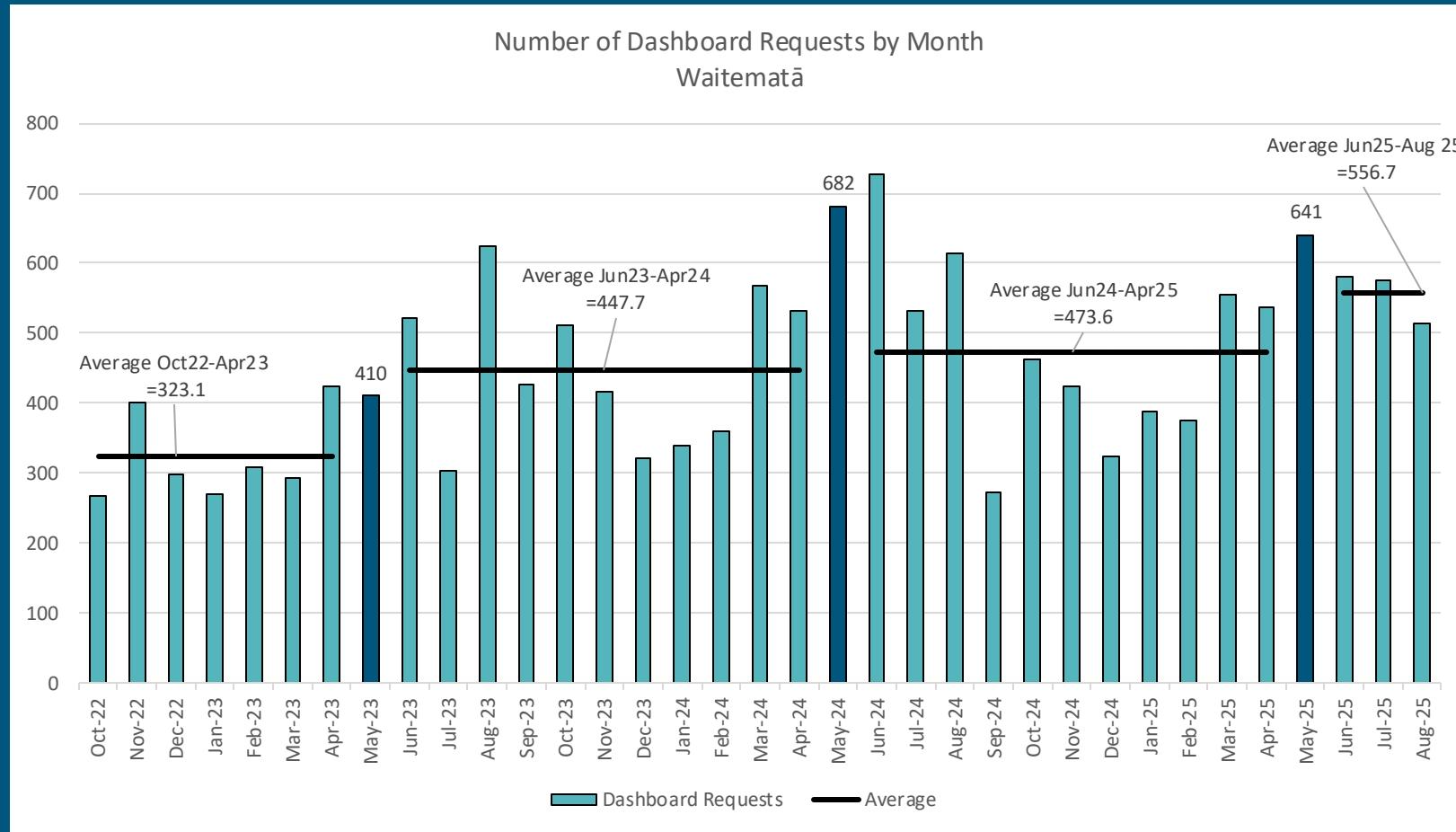


# WAIRARAPA HEALTH DISTRICT

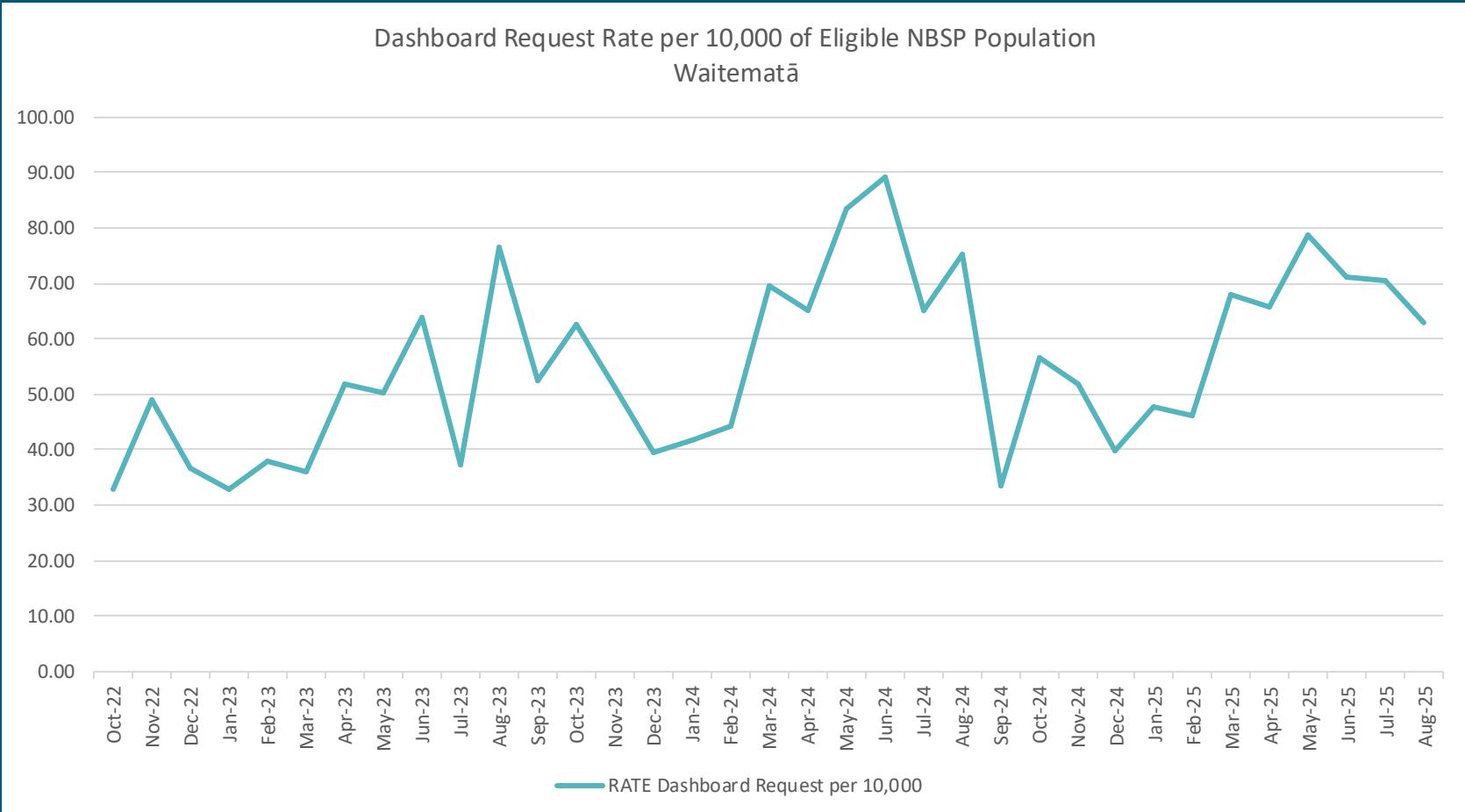
## Percentage of Kits Returned



# WAITEMATĀ HEALTH DISTRICT

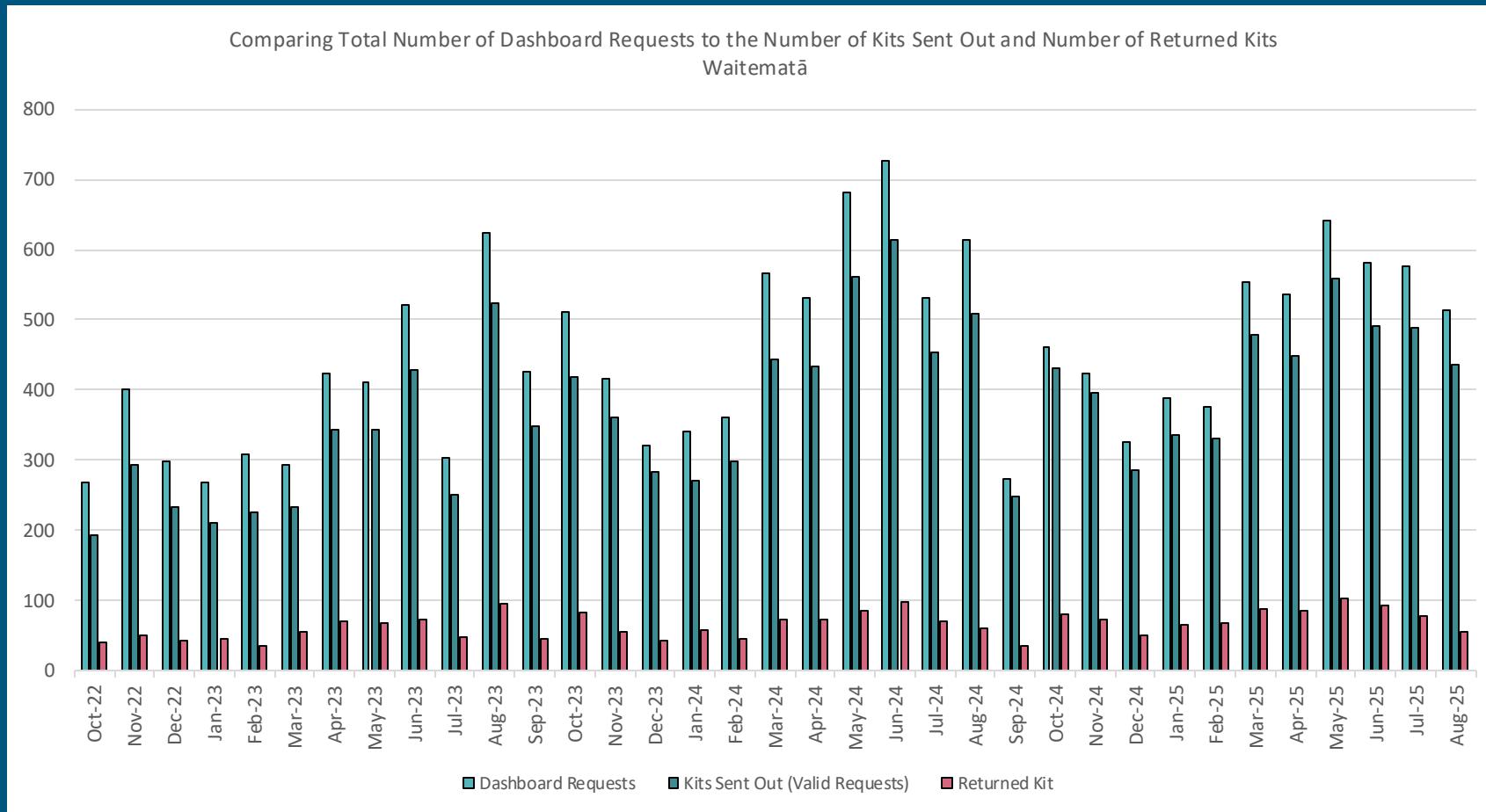


# WAITEMATĀ HEALTH DISTRICT



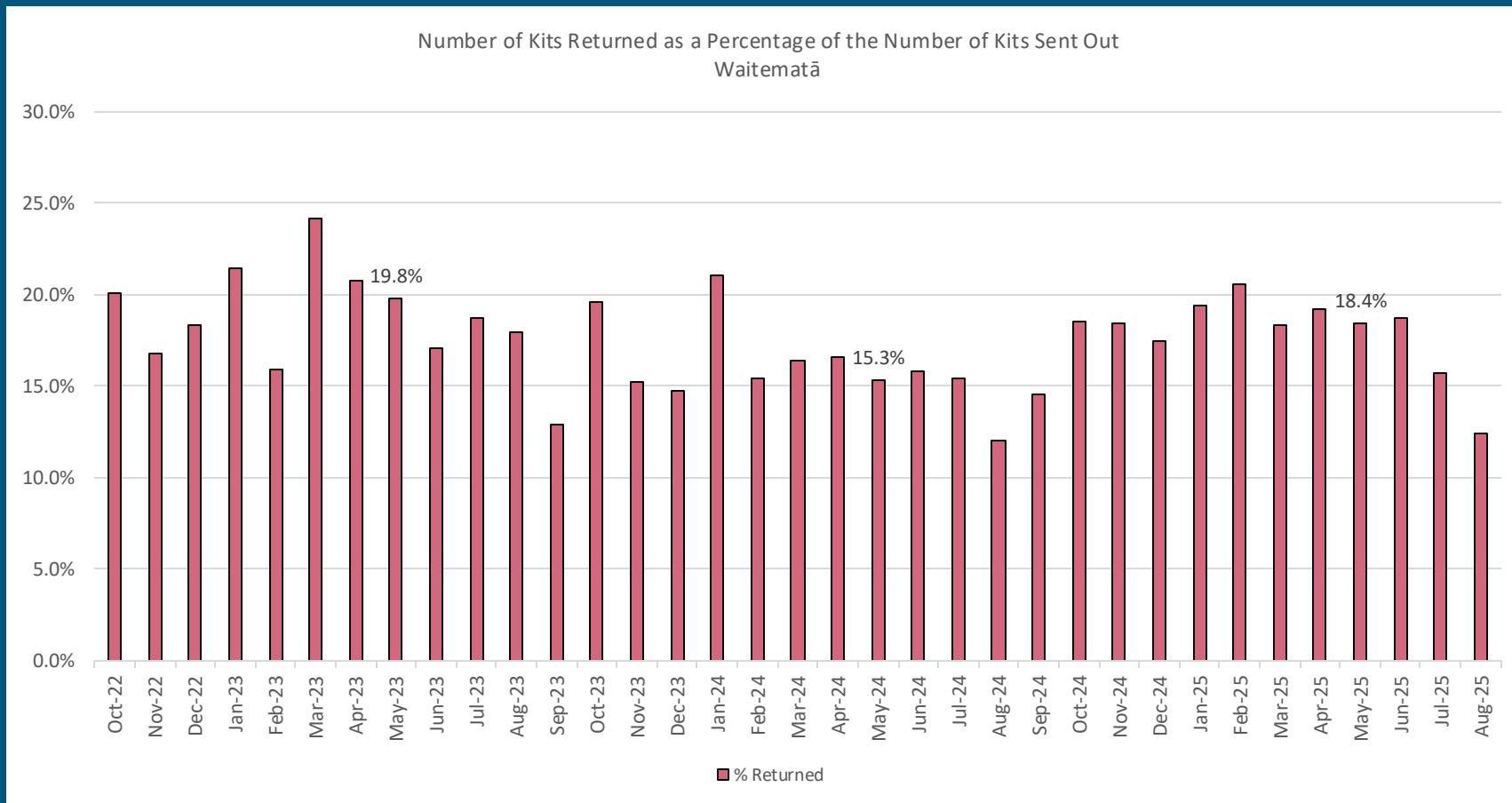
# WAITEMATĀ HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

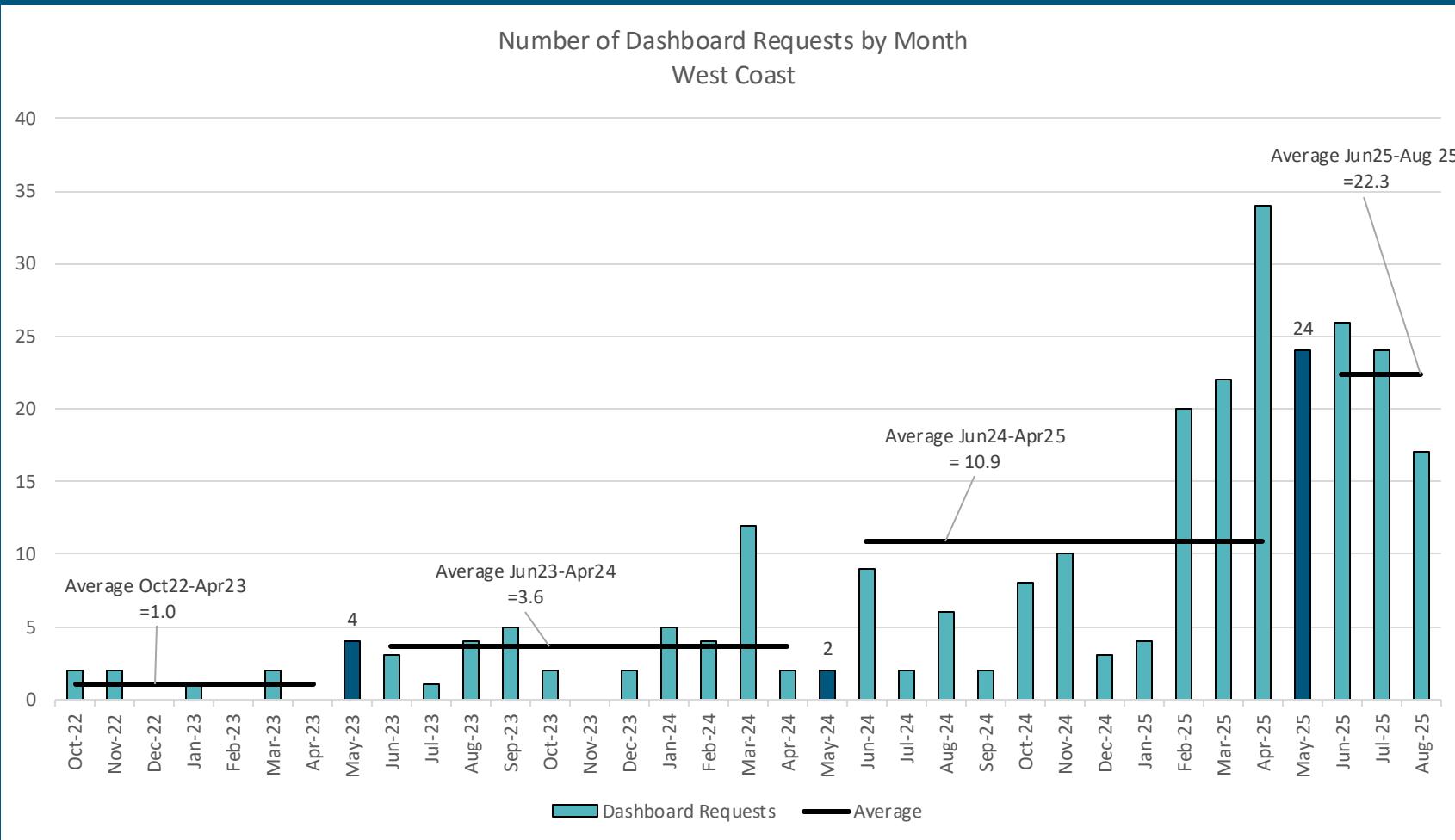


# WAITEMATĀ HEALTH DISTRICT

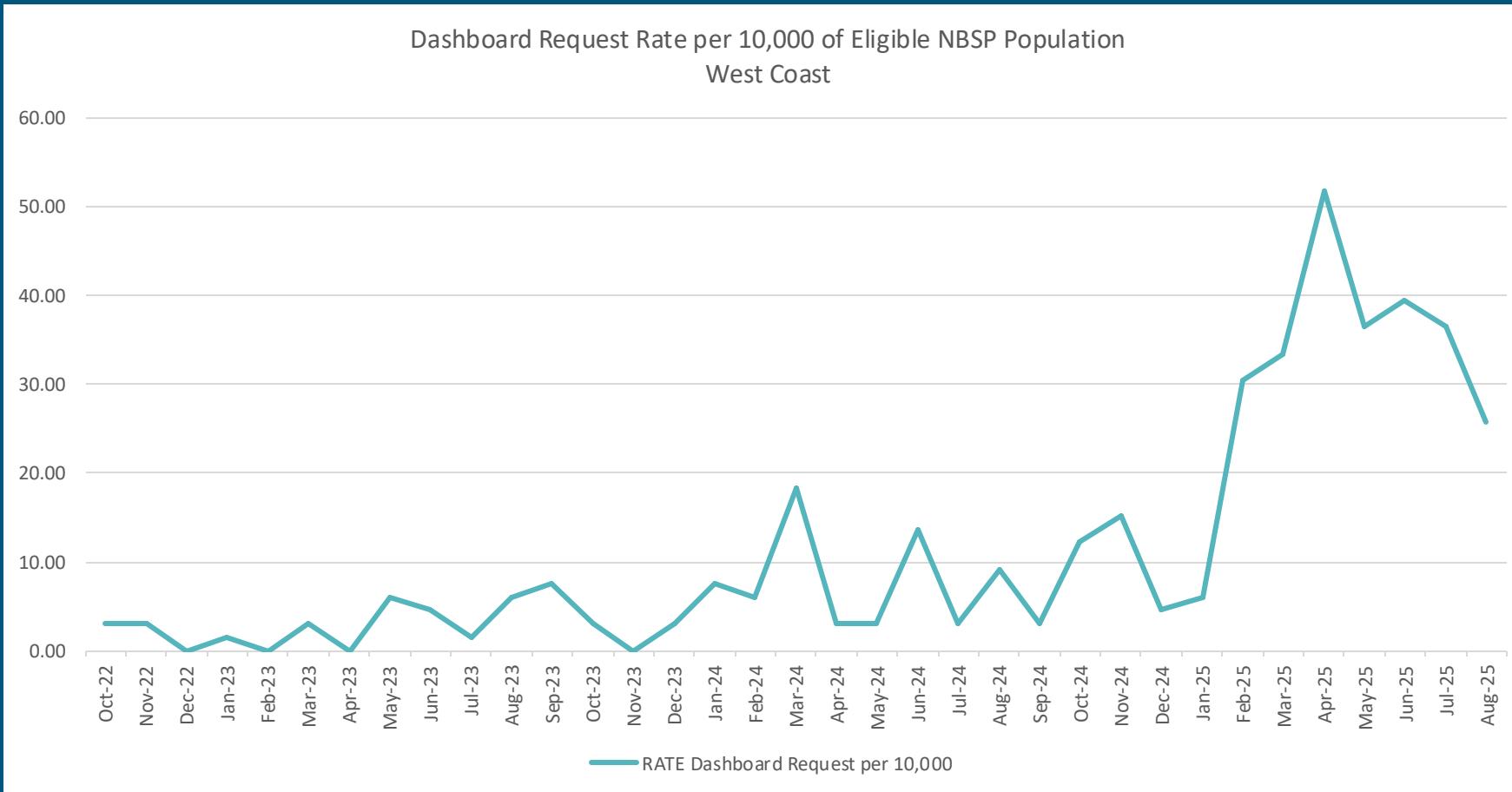
## Percentage of Kits Returned



# WEST COAST HEALTH DISTRICT

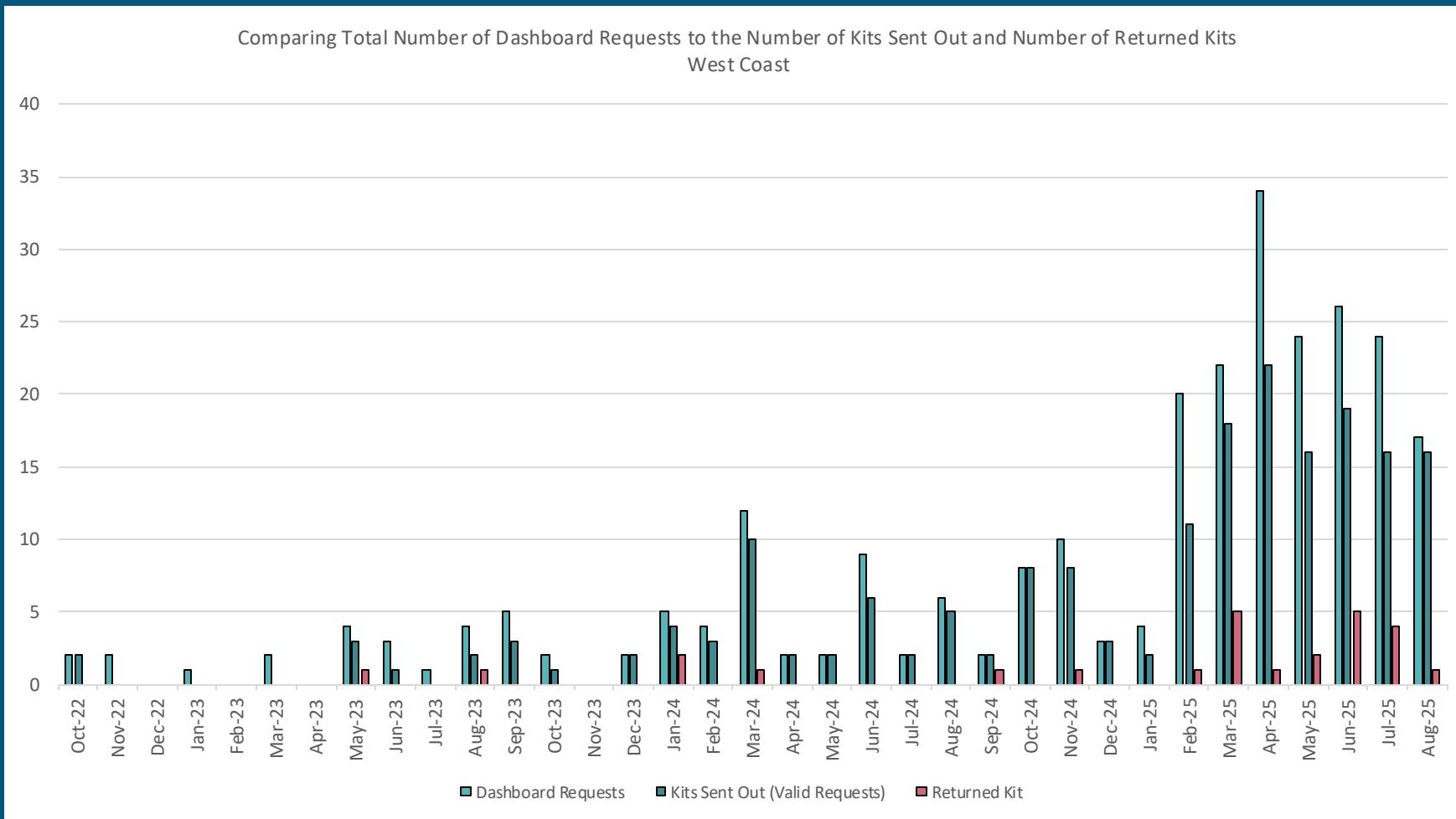


# WEST COAST HEALTH DISTRICT



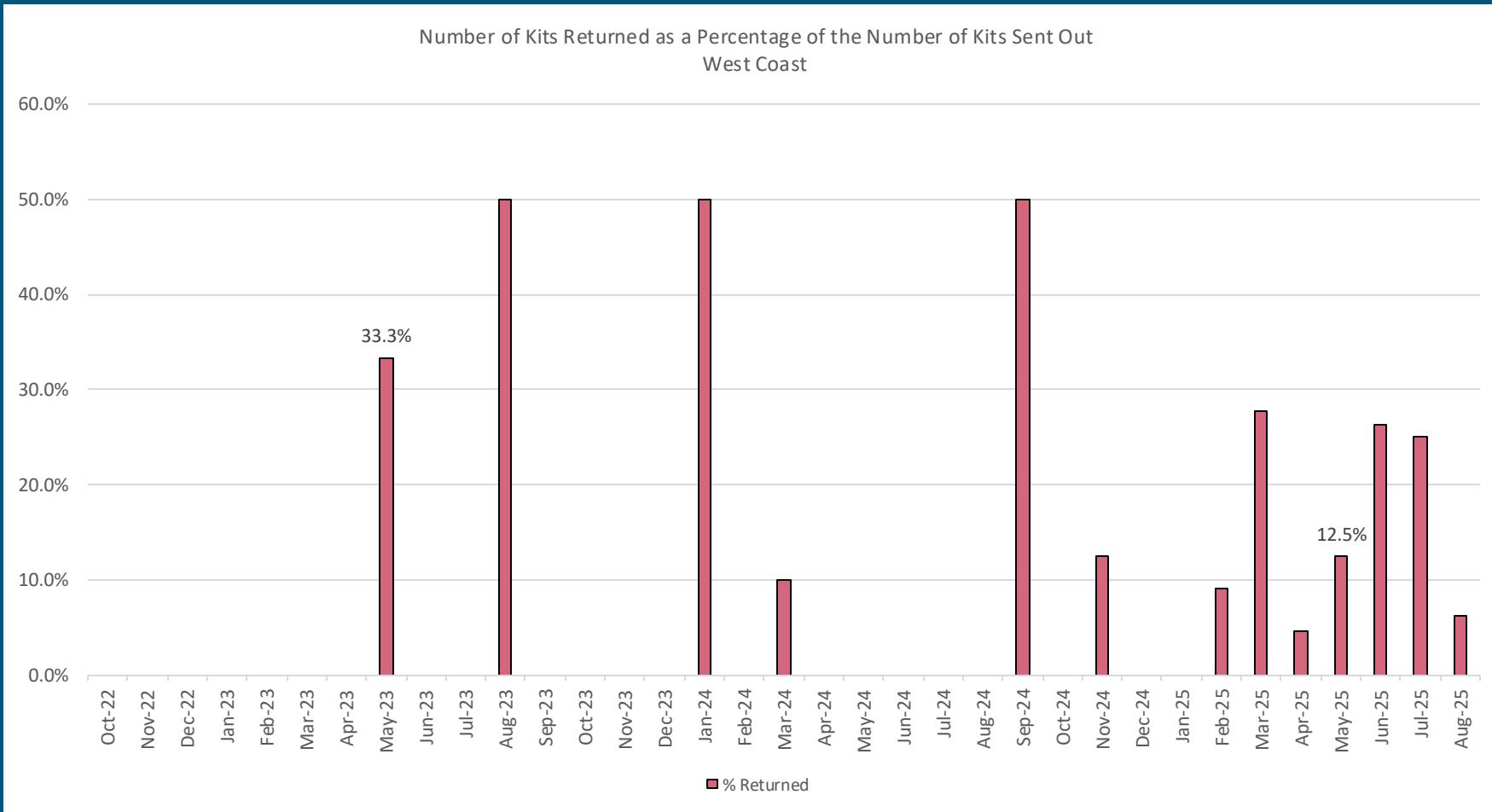
# WEST COAST HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns

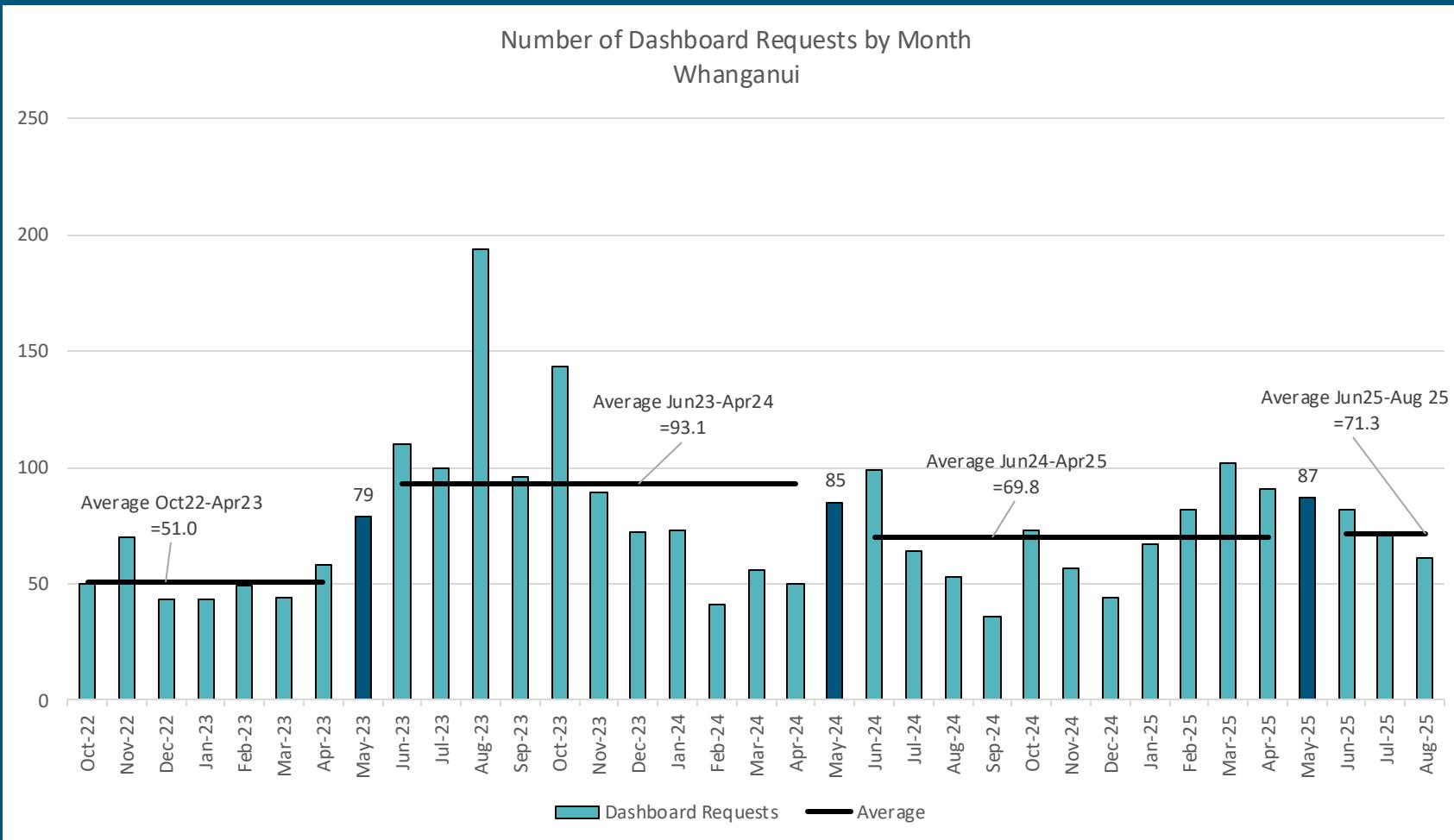


# WEST COAST HEALTH DISTRICT

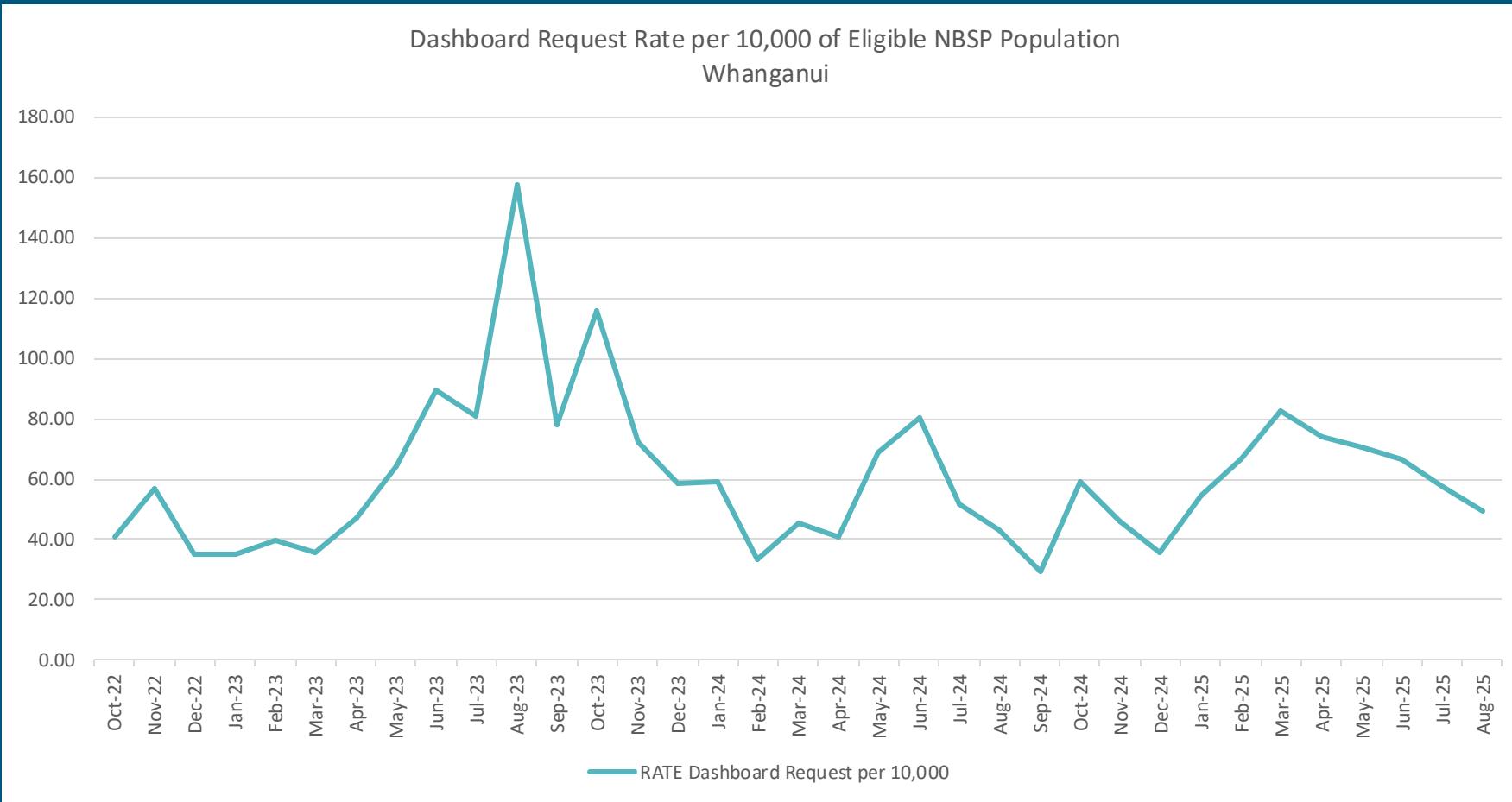
## Percentage of Kits Returned



# WHANGANUI HEALTH DISTRICT

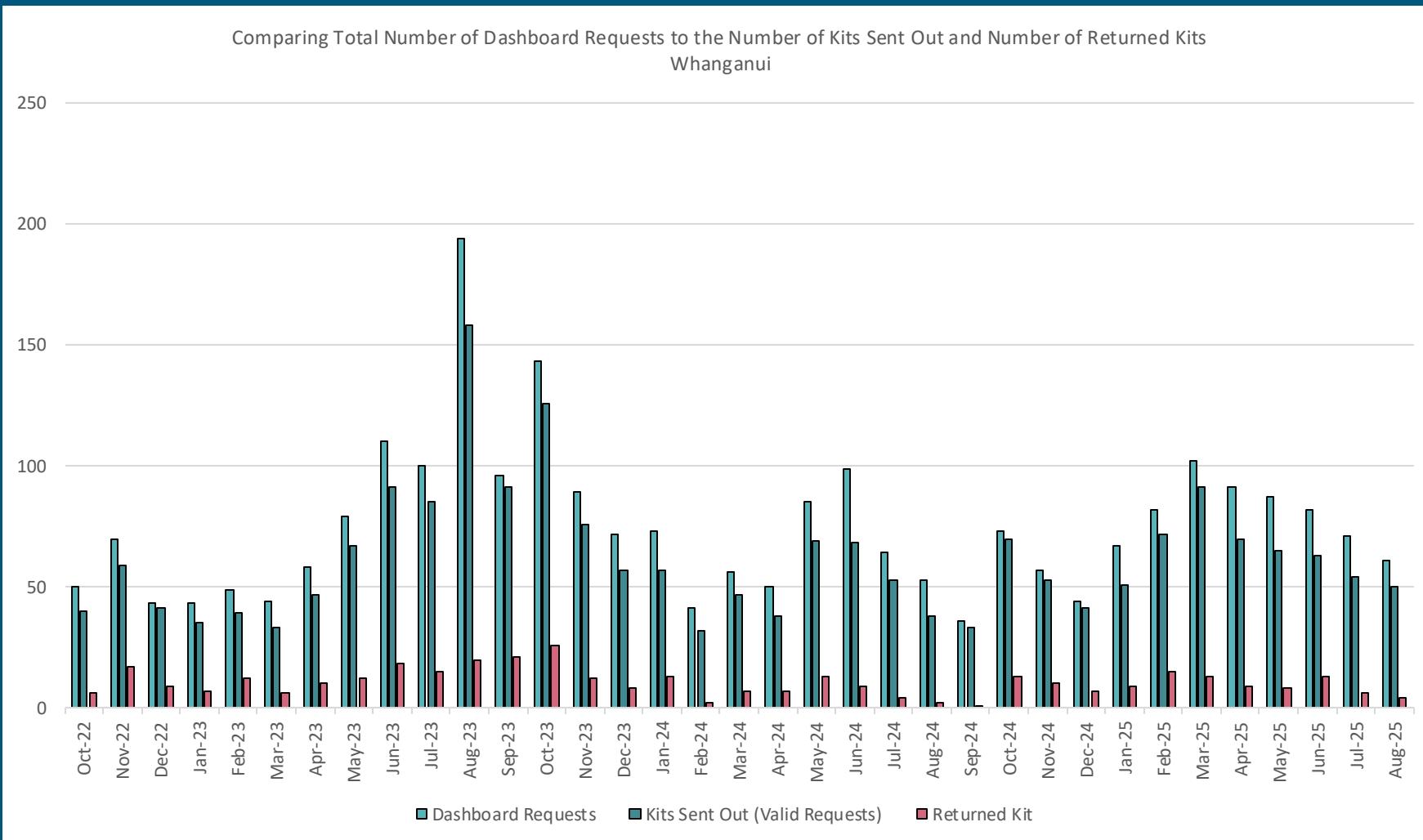


# WHANGANUI HEALTH DISTRICT



# WHANGANUI HEALTH DISTRICT

## Dashboard Requests, Kits Sent Out and Returns



# WHANGANUI HEALTH DISTRICT

## Percentage of Kits Returned

