

# NBSP Primary Care promotion

## May 2025

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Project support Health and Research Collaborative (HARC) [www.harc.org.nz](http://www.harc.org.nz)

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## Goals for 2025

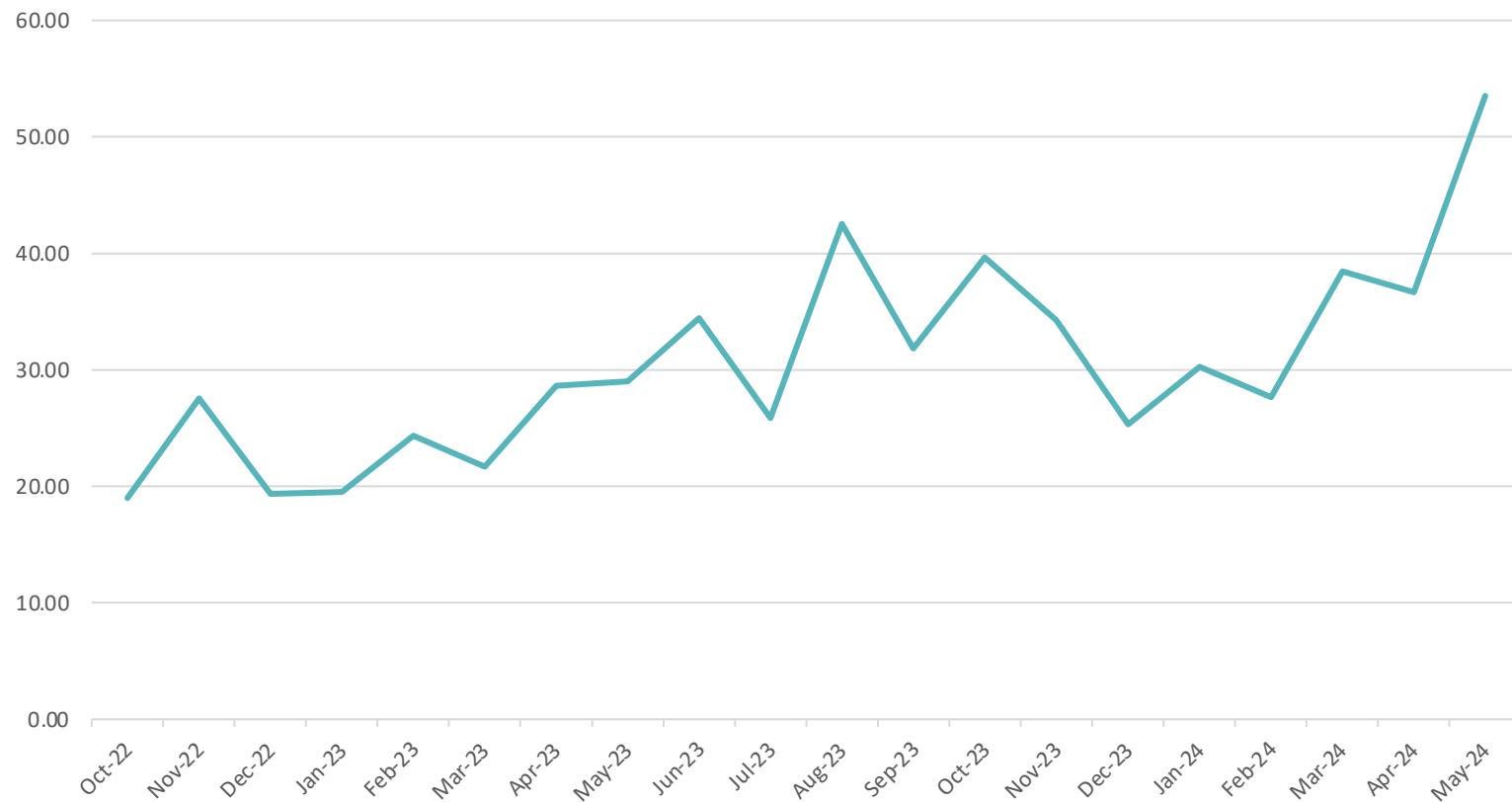
- 1) Increase number of all practices registered and especially VLCA
- 2) Increase FIT kit requests via new prompts
  - reception desktop card
  - trifold clinican desktop card
  - demonstration kits (updated)
- 3) Increase kit return rates

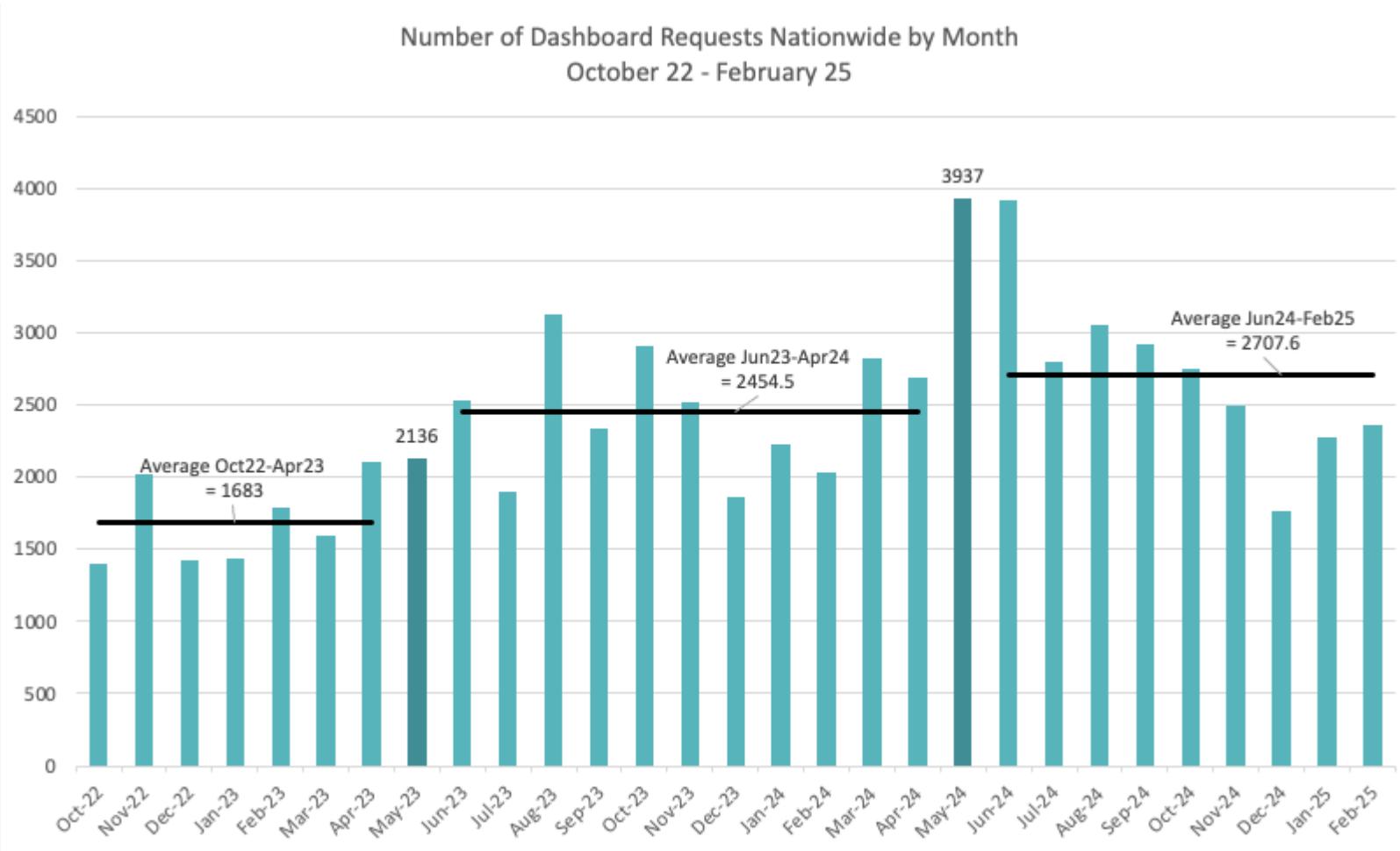
## ***Refresh from 2024***

### ***Participating practices***

- 1239 GP/primary care clinics in NZ
- 272 are Very Low Cost Access (VLCA) clinics (21.95%)
- 291 clinics enrolled in campaign
  - 34.9% of VLCA clinics enrolled
  - 20.2% of non-VLCA clinic enrolled

Nationwide Dashboard Kit Request Rate per 10,000 of NBSP Population  
Oct 22 - May 24





<https://www.harc.org.nz/research-project/national-bowel-screening-programme-primary-care-campaign-may-2023-may-2024>

## Registering practices

### Options

- 1) Registration only - these practice can access resources
- 2) Survey – this group will get kit request rate feedback weekly
- 3) (requires registration practice name to equal tuku tool name)

Also morning tea competition

<https://www.surveymonkey.com/tobeconfirmed>

## Registration process includes advising required resources Options Central versus District ordering via Health Ed

Title	Visual	Title	Visual
Primary care desk stand 3 versions: <ul style="list-style-type: none"><li>• For districts with age 60-74</li><li>• For Tairawhiti and MidCentral pilot districts</li><li>• For Waikato pilot district</li></ul>		Whole bowel screening sample kit	
'You've got this' poster 3 versions: <ul style="list-style-type: none"><li>• For districts with age 60-74</li><li>• For Tairawhiti and MidCentral pilot districts</li><li>• For Waikato pilot district</li></ul>		Tube with attached info card	
Bowel screening trifold card (formerly the flipchart)			

What do we want clinicians to do?

Have a conversation with priority group patients who have not completed bowel screening

Use the desk top trifold to guide the conversation

**Opportunistic conversations:**  
GPs and practice nurses will be encouraged to initiate discussions about bowel screening during consultations to support informed decision-making.



A photograph of a man and a woman standing together. The man is on the left, wearing a light blue button-down shirt and glasses, holding a white test stick in his right hand and a small white card with a green logo in his left hand. The woman is on the right, wearing a red and white patterned top and a brown skirt, holding a small white card with a green logo in her right hand. They are both smiling. The background is a green circular graphic.

**Have you done your bowel screening test?**

[www.timetobowelscreen.nz](http://www.timetobowelscreen.nz)



• It's easy to do at home • It's free • Do it every two years

Te Kūwanatanga o Aotearoa  
New Zealand Government

Time to screen  
National Bowel Screening Programme

Health New Zealand  
Te Whatu Ora

March 2025\_HE XXX

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Fold card using the pre-made creases > peel tape cover from back of card > stick to this tab to make trifold.

**This simple test could save your life and is easy to do.**

**The test could save your life**

- The bowel screening test will find at least 7 out of 10 cancers that are present.
- Bowel cancers don't bleed all the time, so sometimes a cancer can be missed.
- Bowel cancer may also start to develop between screening tests, so it's important to be tested every two years.

**Doing the test**

Do the test as soon as possible after you get it.

- Collect a small sample of poo using the test stick.
- Scrape different parts of the surface of the poo, until the tip of the stick is well covered.
- Put the test stick into the sample tube.
- Place the sample tube in the zip-lock bag provided.
- Put the zip-lock bag, along with the signed and completed consent form, in the reply-paid envelope.
- Post it as soon as possible.

Keep the sample in a cool place until you post it.

You can scan the code for more information about how to do the test, including videos in different languages. [Note: Suggest check if the patient can access information and video via the QR code.]

## Improving test kit completion

FIT kit return rate is only 20%

- Need for targeted strategies to improve engagement – we are testing current options
- Personalised follow-up can increase participation – NCC contacts priority patients; some practices also provide follow-up
- Some practices have access to healthcare assistants, kaiāwhina, or outreach kaimahi. These roles can support patients with kit completion
- We will be collating information on this experience, with an observational report to follow
- If practices indicate interest at registration, we will communicate with them directly

For more information

Email: [bowelscreeningpromotion@harc.org.nz](mailto:bowelscreeningpromotion@harc.org.nz)

Information will be at :

<https://www.harc.org.nz/bowelscreeningpromotion>