

NBSP Primary Care promotion May 2025

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Goals for 2025

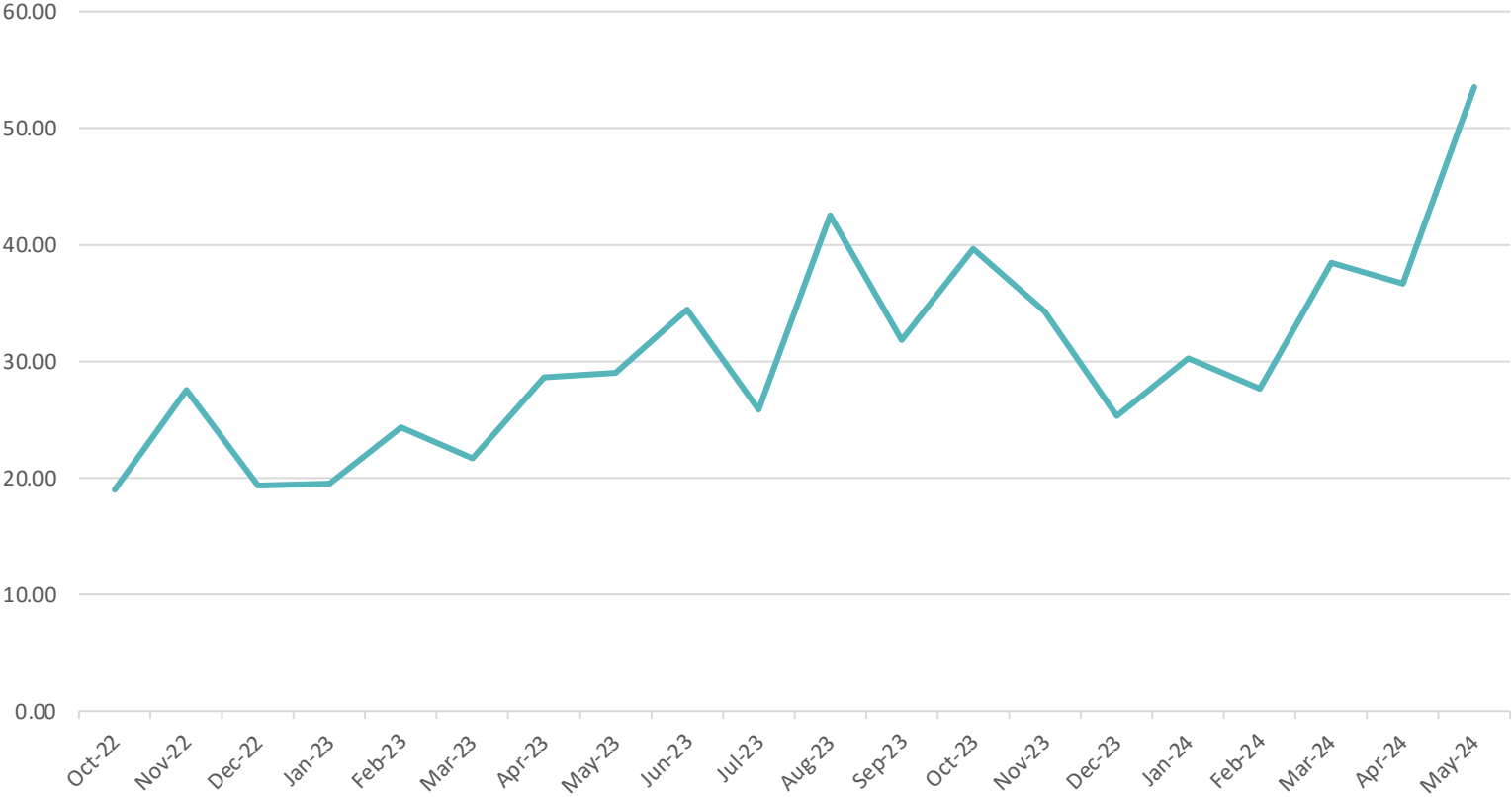
- 1) Increase number of all practices registered and especially VLCA
- 2) Increase FIT kit requests via new prompts
 - reception desktop card
 - trifold clinician desktop card
 - demonstration kits (updated)
- 3) Increase kit return rates

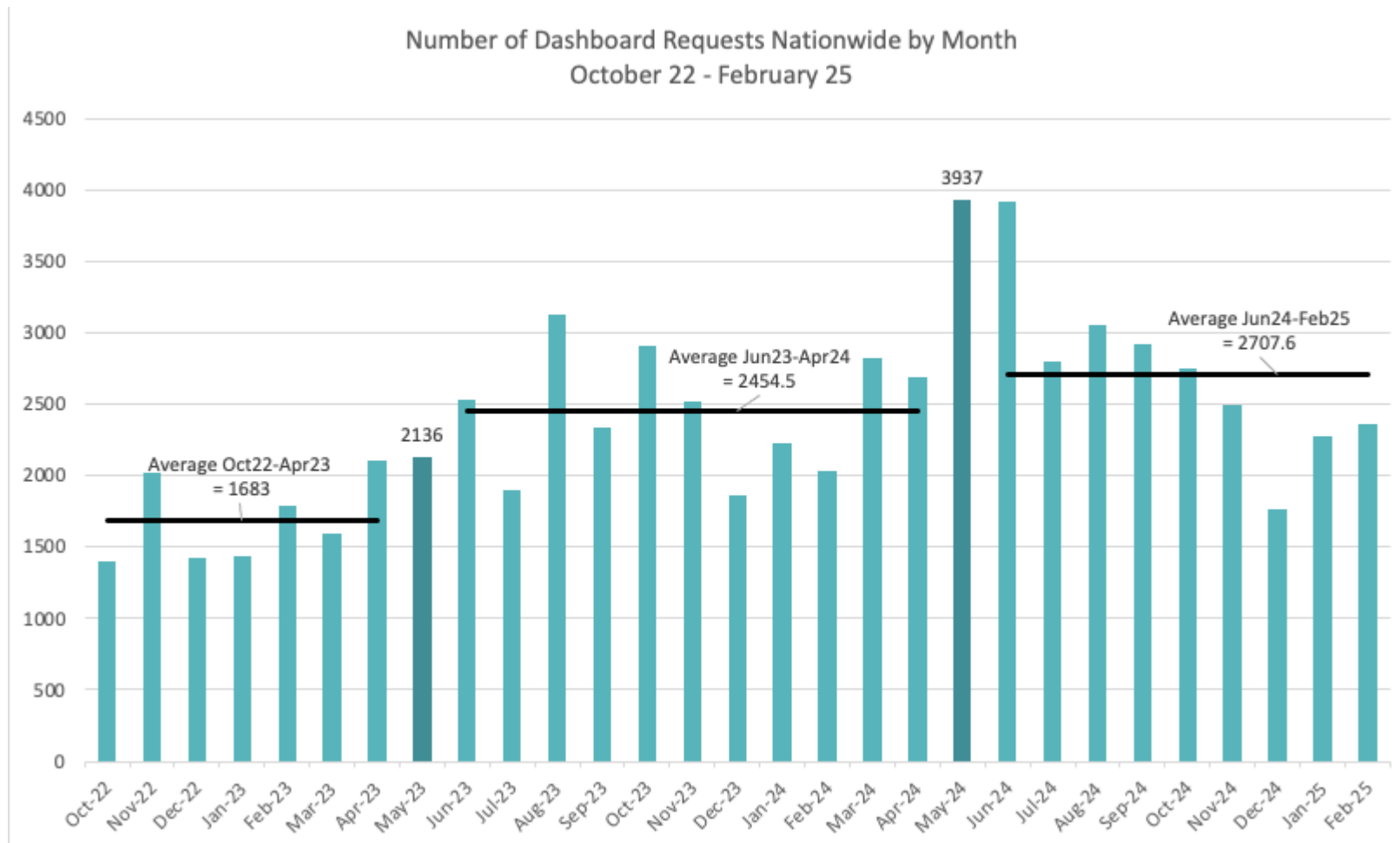
Refresh from 2024

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
<p>Primary care desk stand</p> <p>3 versions:</p> <ul style="list-style-type: none"> • For districts with age 60-74 • For Tairāwhiti and MidCentral pilot districts • For Waikato pilot district 	 <p>A primary care desk stand with a green background. It features a man in a white shirt and a woman in a red shirt. Text includes 'Kia ora!', 'Are you 60 to 74 years of age?', 'Ask your doctor or nurse about the bowel screening test.', and 'This simple test could save your life.' Logos for Te Whānau Ora and Health Education are at the bottom.</p>	<p>Whole bowel screening sample kit</p>	 <p>A whole bowel screening sample kit, showing a green and white box with 'Kia ora' branding and a small booklet.</p>
<p>'You've got this' poster</p> <p>3 versions:</p> <ul style="list-style-type: none"> • For districts with age 60-74 • For Tairāwhiti and MidCentral pilot districts • For Waikato pilot district 	 <p>A 'You've got this' poster with a green background. It features several people's faces. Text includes 'Bowel screening is easy', 'You've got this!', 'Free - Do it at home', and 'It's as simple as this: 1. Get your test kit. 2. Fill it with stool. 3. Put it in the envelope. 4. Post it back to us. 5. We'll do the rest.' Logos for Te Whānau Ora and Health Education are at the bottom.</p>	<p>Tube with attached info card</p>	 <p>A tube with an attached info card, showing a green and white box with 'Kia ora' branding and a small booklet.</p>
<p>Bowel screening trifold card (formerly the flipchart)</p>	 <p>A bowel screening trifold card with a green background. It features a man in a white shirt and a woman in a red shirt. Text includes 'Have you done your bowel screening test?' and 'Te Whānau Ora'. Logos for Te Whānau Ora and Health Education are at the bottom.</p>		

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.



Have you done your bowel screening test?

www.timetobowelscreen.nz



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

Te Kāwanatanga o Aotearoa
New Zealand Government

Time to screen
National Bowel Screening Programme

Health New Zealand
Te Whaitu Ora

March 2025_HE XXX

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

Information will be at :

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