

7. Communications

7.1 2010 – Going forward

Effective communication and a clear strategy are at the centre of the Scottish Bowel Screening Programme in order to ensure the programme is fully integrated in the health system, there is support from partners and service providers, and the uptake and impact of the programme can be maximised.

At the outset of the development of the national programme a Communications and Coverage Group was established. This set out a national communications strategy identifying the aims and objectives of the work needed to be undertaken to inform, communicate and publicise. The main focus of the strategy was to identify, implement and evaluate methods for raising awareness of the Scottish Bowel Screening Programme as it is rolled out across Scotland between 2007 - 2011.

A suite of campaign materials was developed and as each NHS Board launched the bowel screening programme in its area, these materials were used to support local awareness.

The development of materials and the communications strategy is informed by research undertaken to understand how people might engage with the programme and be encouraged to take the test.

A Communications Group, chaired by NHS Health Scotland, continues to oversee and advise communications activities to raise awareness of the national programme and encourage informed uptake of screening.

7.2 COMMUNICATION GOAL AND OBJECTIVES

Aim

The aim of the national communications strategy from the outset was to support activities undertaken by local NHS Health Boards to raise awareness of and maximise the uptake of the Scottish Bowel Screening Programme in Scotland during roll-out.

Now the roll-out is complete, the key objectives continue to be to:

- Increase awareness of bowel cancer in the Scottish population
- Identify audience and key stakeholders to ensure partnership working
- Provide targeted information on bowel screening, including the benefits and the risks, to support informed choice
- Promote the importance of early detection through screening
- Provide information on how easy it is to complete the test
- Support and integrate equality and diversity issues
- Develop/adapt and make available a wide range of communications resources and activities for reaching target groups and engaging partners
- Take account of evaluation and research work previously undertaken
- Evaluate and keep under review the effectiveness of efforts to raise awareness.

Main Key Message of communications activities:

The main key message remains:

- Bowel screening reduces deaths from bowel cancer

Supporting Key Messages

Beyond the central message, supporting key messages include:

- All men and women between the ages of 50 and 74 are being invited by post for bowel screening every two years
- The test is easy to do
- Early detection could save your life
- Bowel cancer is a common cancer
- Men have a 50% higher risk than women
- It is important to take the test every two years, even if you have had a negative result in the past
- You can call the National Bowel Screening Service Helpline (0800 0121 833) for more information about completing the test.

- Know the symptoms of bowel cancer, and if you have any concerns, seek consultation with your doctor as soon as possible.

7.3 COMMUNICATION ROLES

A number of partners play a specific role in delivering communications for this programme.

NHS Health Scotland:

- Developed communications strategy and supported annual roll-out of communications campaign with and for NHSScotland Health Boards
- Creates, develops, provides and distributes communications materials
- Undertakes ongoing monitoring and evaluation of content and updating of information materials
- Provides support to the national programme and NHSScotland Health Boards on communication activities
- Identifies national opportunities for raising awareness of the programme through national events and media
- Chairs Communications Group for the National Programme

National Services Division:

- Provides expertise on updating of information materials
- Provides funding for national information materials
- Informs and directs national communications needs.

Scottish Government:

- Provides funding to NSD to fund national communications activities
- Provides support and leadership in terms of Ministerial support for awareness raising.

Individual NHSScotland Health Boards:

- Undertakes local publicity to raise awareness of the programmes, identifying local opportunities to promote the programme and encourage uptake
- Increase knowledge of the programme amongst clinicians in primary and secondary care
- Identifies local priority groups to target and raise awareness
- Provides information about follow-up tests and treatment.

National Bowel Screening Centre for Scotland, NHS Tayside, Dundee:

- Updates information material circulated with the screening test kit
- Manages calls to the Scottish Bowel Screening Helpline (0800 0121 833)
- Provides intelligence and expertise on the information needs of those contacting the centre in order to inform the development of materials and communication messages.

NHS 24 / Helpline:

To ensure that calls to NHS 24 Helpline are dealt with efficiently, the NHS Helpline will provide the following:

- Information on the Scottish Bowel Screening Service, its eligible groups, the procedure for being involved and signposts to the specific Scottish Bowel Screening Helpline where appropriate
- Support in accessing translations and alternative formats of campaign material
- Information on signs and symptoms and route for referral to GP if caller has concerns
- General information and literature on bowel cancer and signpost to the Bowel Cancer UK helpline (0800 840 35 40) for more detailed information on bowel cancer.

Partners in the voluntary sector:

- Work in partnership with all interested parties in order to maximise national uptake of the Scottish Bowel Screening Programme
- Help to publicise and promote the Scottish Bowel Screening Programme and its key messages
- Provides information and literature on bowel cancer via the Bowel Cancer Advisory Service
- Provides feedback and input for current and future Bowel Screening information, literature and material.

7.4 COMMUNICATIONS ACTIVITIES AND RESOURCES

7.4.1 Reaching the target audience

The Scottish Bowel Screening Campaign has two main target groups, public and professional.

The general public eligible for the programme are:

- men between the ages of 50-74 years
- women between the ages of 50-74 years

This includes specific sub-groups which evidence suggests are experiencing differential uptake:

- deprived communities
- ethnic minority communities
- people with disabilities
- travellers and homeless people

The professional groups include key health professionals and key staff in the community/voluntary sector – working in or providing information about the screening programme

The communications strategy was developed to support the successful delivery of the programme and implementation of the roll-out included the need for information materials.

7.4.2 Sources of information to support uptake and raise awareness:

A suite of materials and resources have been developed for the national programme and can be used locally and across Scotland.

The use of branding helps people to identify with a service, its place, its authenticity and its purpose. The national programme now has an established brand so that there is a consistent a look and feel which runs across all resources. In line with the Scottish Government's brand guidelines, all materials also carry the Healthier Scotland logo.

- **Posters**

Awareness raising posters for the public and for use by professionals in surgeries, hospitals and community settings.

- **General information leaflet**

Translations of all public information leaflets and booklets are available online to download as PDF in 9 key languages as well as English:

- Urdu
- Bengali
- Hindi
- Spanish
- French
- Polish
- Russian
- Lithuanian
- Chinese [Traditional]

We are happy to consider requests for translations in other alternative languages and formats. Please contact the NHS Health Scotland Publications team at alternative.formats@health.scot.nhs.uk or telephone 0131 536 5500.

- **Support materials**

Information materials are provided with the invitation letter and test kit when this is sent out to those eligible for the programme. This includes: *Know the facts*, a leaflet aimed to introduce the screening programme and the test itself; and two *Step by step instruction* leaflets for the initial FOBt Test and for the repeat FIT test.

See accessing resources below to get hold of on-line or hard copies.

- **DVD**

A DVD has been developed to assist healthcare professionals to deliver key information about the programme and help explain the bowel screening test. It promotes informed uptake by providing a clear and practical guide on how to perform the screening test.

This DVD can be used in a variety of settings, including community groups and in one-to-one patient consultations. It has subtitles and voiceover options in:

- English
- British Sign Language (BSL)
- Polish
- Urdu
- Sylheti
- Punjabi
- Chinese (Cantonese with traditional Chinese subtitles)

It is available as a DVD or can be viewed online and can be downloaded from: <http://www.healthscotland.com/topics/health/screening/bowel.aspx>, the Bowel Screening Programme website <http://www.bowelscreening.scot.nhs.uk/> at: <http://www.bowelscreening.scot.nhs.uk/index.php/bsdvdas> as well as on YouTube at: <http://www.youtube.com/user/NHSHealthScotland> and on www.signtube.com

All of the materials above are available for NHSScotland Health Boards to use and supplies can be requested from local Health Promotion departments and NHS Health Scotland. **See section on accessing resources below.**

- **Website**

A dedicated Scottish Bowel Screening Programme website was created for those seeking more information about the programme. This is hosted by NHSScotland National Services Scotland:
<http://www.bowelscreening.scot.nhs.uk/>

- **Helpline**

There is also a National Bowel Screening Freephone Helpline (**0800 0121 833**) which is run by the Scottish Bowel Screening Centre in Dundee. The staff here are able to answer queries from the public and give more information about how to complete the test and help them to re-order a test kit.

7.5 THE NATIONAL PROGRAMME AND LOCAL NHS BOARDS WORKING TOGETHER

What the national programme can do to support NHS Health Boards

In order to ensure the messages delivered are as effective and consistent as possible, it's important to build upon the communications work undertaken to date and brand awareness established.

Support and advice on communications activities can be obtained from NHS Health Scotland which manages the national communications strategy and delivers national communications for the Programme. The Communications team can be reached on 0131 536 5500.

Materials and artwork are also available as detailed in the sections below.

What does the national programme need from NHS Health Boards?

The national programme needs information from NHS Health Boards in order to inform key national stakeholders, co-ordinate activities and consider any implications or opportunities for the programme across Scotland.

The national programme and Health Boards can really benefit from shared learning and information. When undertaking local activities the national programme communications team would want to be notified of:

- Local planned, proactive marketing and/or media relations work
- Local reactive media relations and the nature of the enquiry/ies from the media

And would ask that they are

- Passed on any marketing/media/advertising/partnership opportunities brought to local boards which the board is not able to undertake but the national programme might be able to consider.

7.5.1 NHSScotland Boards and communications activities

There are many communications activities which can be, and are being, undertaken by NHSScotland Health Boards.

The national programme works to support local delivery and this local awareness raising. Communications activities which have been undertaken by Health Boards on a local level include:

- Local radio advertising and interviews
- Local media relations and press partnerships
- Inserts in NHS payslips
- Engagement and partnership with local community and voluntary groups
- Road shows and stalls at local events (football matches, Agriculture shows)
- Convenience and Outdoor advertising
- Distributing a locally produced DVD

The national programme continues to provide support in terms of branding, materials and advice and ideas. Images, artwork files and logos are available on a disc for use on locally produced materials and these can be obtained from the communications team on – 0131 536 5500.

- **Print Advertising - the local press**

Local papers talk to the reader on a personal level, and it is also an effective medium at imparting detailed information. Local papers also have a tendency to be more receptive to carrying editorial pieces.

There are well over 300 local Scottish newspapers. Local newspapers are very well read among some of the deprived groups identified. Local newspapers also have a longer 'shelf' life than daily papers, as they are usually only printed once a week.

Many area Health Boards through their Communication departments and/or Health Promotion departments have taken out local advertising and continue to consider this option for raising awareness.

- **Media Relations**

As many health professionals know, media coverage of health issues can help to inform the public and encourage action such as going for screening or contacting the health service.

Many area Health Boards through their Communication departments have undertaken activity to raise awareness of the bowel screening programme through local media coverage. This has included issuing press releases and

undertaking interview on the launch of the bowel screening programme in their local area; releasing local statistics on the uptake of the programme; realising local statistics on the incidence of bowel cancer; stories featuring individuals who have benefited from screening, and so on.

Using statistics, cases studies and resources including the Bowel Screening leaflet, posters and the Bowel Screening website, Health Boards can continue to raise awareness of the programme through local print, radio, TV and on-line media.

Bowel Cancer Awareness month (established by Bowel Cancer UK) is **April**. This affords a useful 'hook' every year for driving attention to the programme and how those eligible can look after their health.

For photocalls, pull-up/pop-up advertising banners are available on loan from the national programme (insert contact details).

- **Radio Advertising**

Local radio is a trusted source of information and, similar to local press, can have a community focus. Radio, by comparison to other media, can be more intimate with radio listening often being a more individual experience between station and listener.

Local radio can be local commercial radio stations; local/regional opt-outs of BBC Radio Scotland such as BBC Radio Borders or BBC Radio Highland; and community radio (very local stations, often staffed by volunteers and operating right at the heart of communities).

Those eligible for the programme will be listeners or AM, FM or DAB station output. Each station is able to supply information on their audience reach – how many listeners, the age/gender etc. breakdown of their listenership. Targeting advertising at the right group of listeners can be very effective.

- **Ambient /convenience advertising**

Other forms of advertising include posters at bus stops, washroom panels, branded credit card size information cards, beer mats, panels and/or screens at football/sporting grounds and so on.

A previous bowel cancer campaign by BCAP found that washroom panels and beer mats worked well in raising awareness amongst the older males in a C2DE demographic particularly.

Such advertising opportunities can be taken up locally by Health Boards and national branding can be used for this with consent from the national programme.

- **Online advertising**

With campaigns where there is a lot of information to communicate or the subject matter is fairly complex, people often want to seek further information/research in their own time.

The Bowel Screening Programme website is easy for the public to access if and when they use search engines to search for 'bowel screening Scotland', 'bowel screening' or 'bowel cancer Scotland'. A simple message is to 'google' bowel screening and follow the link to the Scottish Bowel Screening Programme.

In exploring opportunities to raise awareness locally it is worth considering online and/or the online sites of local media, companies and organisations. For example, if undertaking advertising on a local radio station there may also be an opportunity through the stations website too as a package, or say through advertising with a local football club.

- **Roadshows**

Roadshows can be a very effective form of field marketing. Having stands/stalls/displays/mobile advertising units at community days, fetes/fairs, shopping centres, festivals, agricultural markets, sporting events, etc. where those eligible for screening and their loved ones might attend can be a very good way of raising awareness. Leaflets, showing the DVD on a screen, having people to ask questions of at the event can help people to become more familiar with the programme and its benefits so that they recognise the invitation to participate when they receive it in the post.

- **TV**

Television can be a very effective way to raise general awareness of a programme or service across the population.

The 50-74 age group does include lots of TV viewers. Picking the right timing and programmes to advertise around could reach those eligible for the programme and their loved ones and friends.

National television advertising is not being undertaken by the programme at this stage while the full national programme is bedding in. However, it is possible to advertise locally and during 2009 NHS Greater Glasgow and Clyde advertised across the West of Scotland transmitter areas through STV using a campaign developed using the national programme brand.

7.6 ACCESSING RESOURCES

7.6.1 For healthcare professionals:

The ***Bowel Screening Information Pack for Healthcare Professionals*** is available at: <http://www.healthscotland.com/documents/2065.aspx> This resource folder for healthcare professionals contains pages on: taking part in the Bowel Screening Programme; the FOBt test; the screening pathway; the National Bowel Screening Centre; what NHS Boards need to know and general information on bowel cancer in Scotland. Hard copies can be obtained from your local health promotion department or from nhs.healthscotland-publications@nhs.net.

The Information Sheet on ***Bowel Cancer in Scotland*** is part of the ***Bowel Screening Information Pack for Healthcare Professionals*** and is also available separately at: <http://www.healthscotland.com/uploads/documents/11728-BowelCancerInScotland.pdf> or in hard copy from nhs.healthscotland-publications@nhs.net

The Information Sheet on the test, results and screening pathway – ***FOBt Positive: What Happens Next*** - is part of the ***Bowel Screening Information Pack for Healthcare Professionals*** and is also available separately at: <http://www.healthscotland.com/uploads/documents/11728-FOBtPositiveWhatHappensNext-TheScreeningPathway.pdf> or in hard copy from: nhs.healthscotland-publications@nhs.net

The Information Sheet on the Bowel Screening Centre pathway – The **Scottish Bowel Screening Centre: What Each NHS Board Can Expect** - is part of the *Bowel Screening Information Pack for Healthcare Professionals* and is also available separately at:

<http://www.healthscotland.com/uploads/documents/11728-ScottishBowelScreeningCentre-WhatEachNHSBoardCanExpect.pdf> or in hard copy from: nhs.healthscotland-publications@nhs.net

The Information Sheet on the screening pathway and the role of the national Centre, the Health Board and the individual – **Taking Part in Bowel Screening** - is part of the *Bowel Screening Information Pack for Healthcare Professionals* and is also available separately at:

http://www.healthscotland.com/uploads/documents/11728-TakingPartInBowelScreening-FOBT_Pathway.pdf or in hard copy from: nhs.healthscotland-publications@nhs.net

7.6.2 For those eligible for the screening programme:

The **Bowel Screening: Step-by-Step instructions booklet for repeat test** for completing a repeat of the bowel screening programme at home is available at: <http://www.healthscotland.com/documents/3326.aspx> or in hard copy from: nhs.healthscotland-publications@nhs.net. The booklet is produced in English and nine other languages.

The **Bowel Screening: Know the Facts** booklet which explains the programme and why it's important to take part is available at: <http://www.healthscotland.com/documents/2064.aspx> or in hard copy from: nhs.healthscotland-publications@nhs.net. The booklet is produced in English and nine other languages.

The **Bowel Screening: Step-by-Step Instructions** booklet which contains step-by-step instructions or completing a bowel screening test at home is available at: <http://www.healthscotland.com/documents/2061.aspx> or in hard copy from: nhs.healthscotland-publications@nhs.net. The booklet is produced in English and nine other languages.

7.6.3 Marketing materials for use with the public:

A public information leaflet on bowel screening in Scotland is available at: <http://www.healthscotland.com/uploads/documents/9564-BowelScreeningLeaflet.pdf> or in hard copy from: nhs.healthscotland-publications@nhs.net.

Three posters to raise awareness of the bowel screening programme in Scotland are available to download at: <http://www.healthscotland.com/documents/2066.aspx> or in hard copy from: nhs.healthscotland-publications@nhs.net.