



NATIONAL BOWEL CANCER SCREENING PROGRAM

Multicultural Media Kit 2024

Delivered by
Cultural Perspectives



Australian Government
Department of Health and Aged Care



Campaign Overview

- Bowel cancer is Australia's second biggest cancer killer.
- The risk of bowel cancer increases with age and can often develop without any symptoms or any family history. Therefore, regular screening is important.
- The National Bowel Cancer Screening Program (NBCSP) is a free, simple test that can be done at home.
- Starting 1 July 2024, the Australian Government has lowered the eligibility for testing.
 - People aged 45 to 49 can request their first bowel cancer screening kit by submitting the [webform](#) or calling [1800 627 701](tel:1800627701).
 - People aged 50 to 74 will continue to receive a bowel cancer screening kit in the mail every 2 years.
- The overarching goal of the 2024 campaign is to help save lives by increasing early-stage bowel cancer detection and prevention through increased participation in the National Bowel Cancer Screening Program.



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Why bowel screening is important

- Bowel cancer can have no symptoms or family history, so it is important to screen for bowel cancer, even if you feel healthy.
- What is bowel cancer?
 - In a healthy bowel, old cells are constantly replaced by new cells. When normal cells grow uncontrollably, they develop into a small abnormal growth, this small growth is called a polyp. Many polyps are harmless, but some can grow into cancer. Very small amounts of blood can leak from these growths and pass into your faeces (poo).
 - These tiny amounts of blood are not noticeable just by looking – that's where screening comes in.
- The bowel screening test is an immunochemical faecal occult blood test (iFOBT) that can detect tiny amounts of blood in your poo that may be a sign of bowel cancer.
- The good news is that if found early, over 90% of bowel cancers can be successfully treated.
- Taking part in bowel cancer screening gives you the best chance of a long and healthy life with your family.



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Campaign languages & key messages

The campaign is focused at three important CALD communities - **Arabic, Mandarin And Cantonese.**

Key messages: Arabic

- Bowel cancer is Australia's second biggest cancer killer.
- Can have no symptoms or family history.
- If detected early, 90% of bowel cancers can be successfully treated.
- The bowel cancer screening test is a free and easy way to detect early signs of bowel cancer for people aged 45-74 and could save your life.
- For a long and healthy life with your family, screening for bowel cancer is important, so get to it.
- You can speak to your GP or health professional about the National Bowel Cancer Screening Program or find information at bowelcancer.org.au/arabic

Key messages: Mandarin & Cantonese

- Bowel cancer is Australia's second biggest cancer killer.
- Can have no symptoms or family history.
- If detected early, 90% of bowel cancers can be successfully treated.
- You can speak to your GP or health professional about the National Bowel Cancer Screening Program or find more information in your language at bowelcancer.org.au/chinese or bowelcancer.org.au/traditional-chinese.
- The at home bowel cancer screening test kit is simple and easy to use and could save your life.
- Recommended message: The screening test is provided for free.

These messages reflect research about the unique needs of Arabic speaking and Chinese communities in Australia when it comes to bowel screening, as well as data that suggests people within Arabic, Mandarin and Cantonese-speaking communities may screen at lower rates than the national average.



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Role of CALD media?

- As key conduits and influencers within your community you can play a vital role in promoting the critical health messages.
- As a trusted voice you can provide updates on the new eligibility requirements for NBCSP and help more community members screen for the early signs of bowel cancer. If detected early more than 90% of cases can be successfully treated.
- You can help save lives by motivating community members to get tested, understand how the test works, and participate in the National Bowel Cancer Screening Program.



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Resources

A variety of bespoke resources have been created for the CALD community to help them understand the campaign and make an informed decision of taking the bowel screening test. These resources include:

- Official In-language microsite
- TVC video (30 secs & 15 secs)
- Instructional animation video
- Posters
- CALD Case studies narrative experiences
- CALD Healthcare Professionals available for interviews and story quotes
- Factsheet
- Brochures
- Digital – Social Tiles & web banner
- Radio/Audio grabs

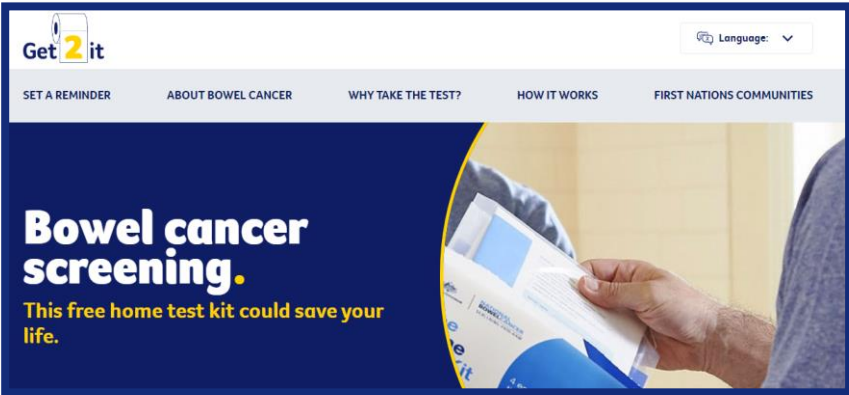
***Clickable links are available on each resource page below, to view and download respective files
Alternatively, you can check also check the [campaign hub](#) for all the resources.***



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Microsite



Click on the individual language tags for links to download the videos for respective languages.



Arabic



Traditional Chinese



Simplified Chinese

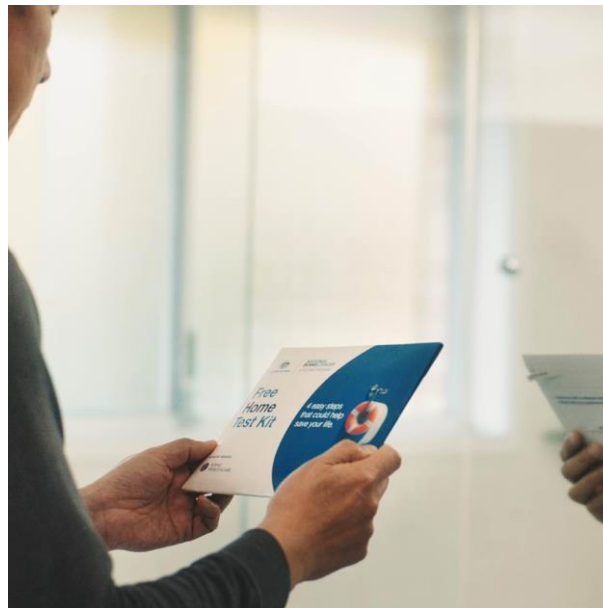


TVC (30 secs)

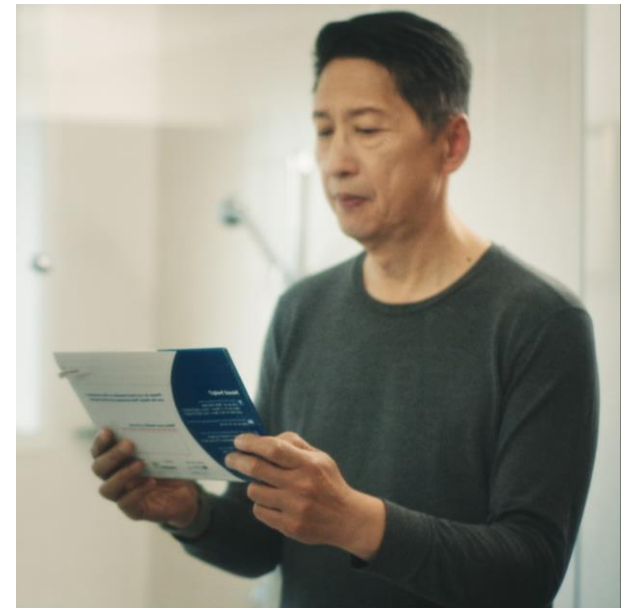
Click on the individual language tags for links to download the videos for respective languages.



[Arabic](#)



[Mandarin](#)



[Cantonese](#)

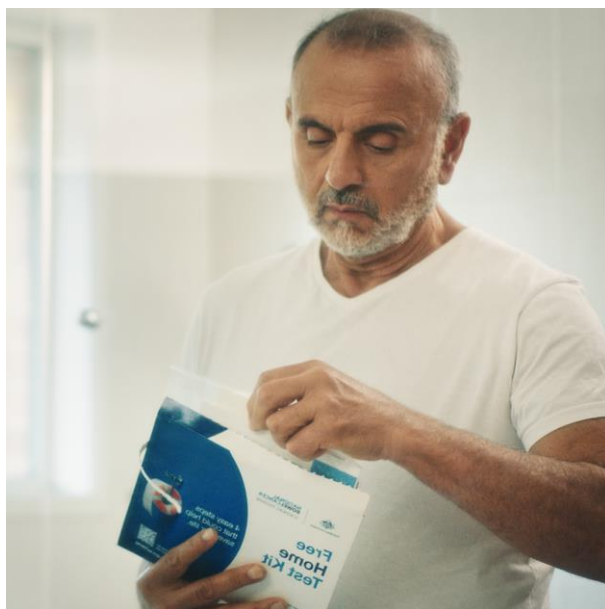


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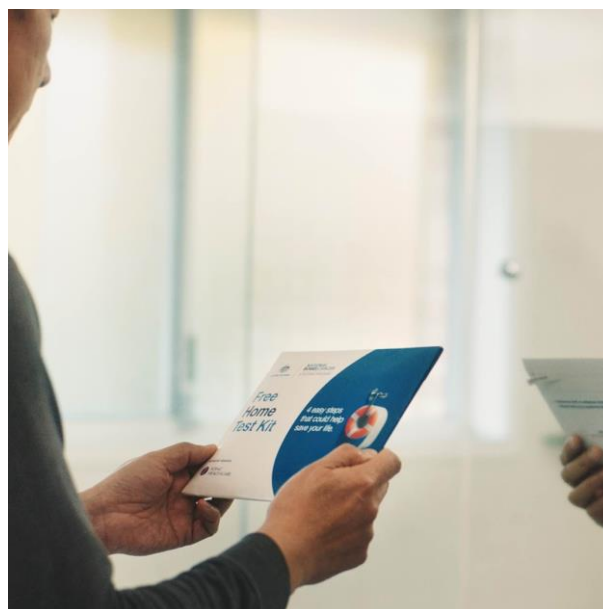


TVC (15 secs)

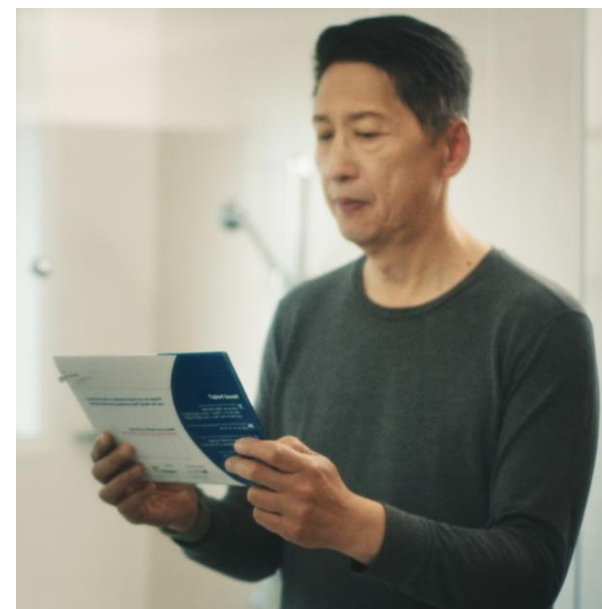
Click on the individual language tags for links to download the videos for respective languages.



[Arabic](#)



[Mandarin](#)



[Cantonese](#)



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Instructional videos

Click on the individual language tags for links to download the videos for respective languages.



[Arabic](#)



[Mandarin](#)



[Cantonese](#)



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Posters

Click on the language tags to download the respective language posters.



Arabic



Simplified Chinese



Traditional Chinese



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Brochures

Click on the language tags to download the respective language posters.

Arabic

للمزيد من المعلومات
للحصول على معلومات بلغتك، نقبل برزارة
bowelcancer.org.au/arabic
وطلب مجموعة الأدوات مرة أخرى، نقبل برزارة الموقع
على bowelcancer.org.au أو اسح رمز الاستجابة السريعة
(QR).

الفحص الكشفي للأمعاء

Free Home Test Kit

يمكن فحص الأمعاء عن بُعد عبر طبي الخفايا في الأمعاء، يسمى اسأل الزائد لخميا، وهو كأي أكبر سبب لولفة بالسرفان في أستراليا.

يمكن علاج 90% من الحالات نجاح عندما يتم اكتشافه في مرحلة مبكرة. ومثلت من خلال فحص كشفي بسيط ومحلي يمكن من أربع خطوات الفحص الكشفي تجربة في المنزل أن اكتشافه المبكرا المبكرة سرطان الأمعاء، وهذا يمكن أن يثقل حياتك.

قم بإجراء الفحص التعيين حرة طوية متمتقا بالصحة مع عائلتك.

ولتحدث إلى شخص بلغتك، اتصل بالرقم 13 14 50
لطلب مترجم شفهي وطلب الخط الساخن لمجموعة أدوات
الفحص الكشفي للأمعاء.

الفحص الكشفي للأمعاء سريع وسهل ويمكن إجراؤه في المنزل. يوزع سرطان الأمعاء على الرجال والنساء على حد سواء، لذلك من المهم أن يقوم جميع البالغين 45 إلى 74 عامًا من العمر بإجراء الفحص.

يتضمن الفحص الكشفي لسرطان الأمعاء فحص الدم الخفي في البراز (FOBT) وفحص البصق يبحث عن وجود آثار لدم في البراز لا يمكن رؤيتها بالعين المجردة ويمكن أن تكون من دخلي الإصابة بسرطان الأمعاء.

إذا كنت دون 45 عامًا من العمر وتشارك مخلوق بشأن سرطان الأمعاء، تحدث إلى طبيبك العام.

Arabic

Chinese Simplified

了解詳情
获取更多中文资料信息可以浏览
bowelcancer.org.au/chinese。
要求重新为你寄送一份筛查包可以浏览
bowelcancer.org.au 或扫描下方二维码。

什么是肠癌？

肠癌是肠道中细胞生长出现异常引起的。这些异常增生物称为息肉，肠癌是澳大利亚第二大致死癌症。

肠癌如果能够及早发现，成功治愈率可以达到90%。通过简单且免费的居家肠癌筛查检测，你能够发现癌症早期征兆。这或许可以挽救你的生命。

为了你的健康和家庭美满，不要拖延，立即完成肠癌筛查检测。

如果你需要中文口译员协助沟通，可以首先致电 13 14 50，然后要求转接肠癌筛查包帮助热线 (Bowel Screening Test Kit Hotline)。

肠癌筛查十分简单，而且完全免费，你在家中就能完成。45-74岁年龄段的人士可以每隔两年获得一次免费的居家肠癌筛查。

肠癌筛查采用一种称为粪便潜血检查 (FOBT) 的简单方法。化验大便中是否有肉眼看不见的微量血。因为这是肠癌的征兆。

如果你怀疑自己可能有肠癌，即便年龄未满45岁，也应该向全科医生咨询。

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如果你怀疑自己可能有肠癌，即便年龄未满45岁，也应该向全科医生咨询。

Simplified Chinese

Chinese Traditional

瞭解詳情
如蒙獲得中文的資料，請瀏覽
bowelcancer.org.au/traditional-chinese。
要求重新寄送試包，請瀏覽
bowelcancer.org.au 或掃描以下的二維碼。

腸癌篩查測試

Free Home Test Kit

免費的腸癌篩查測試簡單易用，可以在家中完成。45-74歲的人士每兩年可以獲免費的居家測試。

糞便潛血測試 (FOBT) 是篩查腸癌的方法，檢測大便中是否有肉眼看不見的血跡。出現這些血跡可能是腸癌的徵兆。

如果你未滿 45 歲但擔心腸癌問題，應諮詢你的全科醫生。

要使用您的語言查詢，請致電 13 14 50 尋求傳譯員的協助，並要求接獲腸癌篩查測試包熱線。

腸癌是由長於腸道，一般稱為息肉的異常細胞引起的。這是澳洲第二大癌症殺手。如果及早發現，90% 的腸癌病例都可以成功治愈。透過簡單的免費居家腸癌篩查測試，您可以發現腸癌的早期跡象，從而挽救您的生命。

為了您的家人一起享受健康長壽的生活，立即做腸癌篩查測試。

Traditional Chinese



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Digital - social tiles (Traditional Chinese)

Click on the individual images to download the respective language tiles.

如果及早發現，
90%的腸癌都可以成功治愈。



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測試可能挽救你的生命



**NATIONAL
BOWELCANCER**
SCREENING PROGRAM

立即行動，完成免費的
腸癌篩查測試。



**NATIONAL
BOWELCANCER**
SCREENING PROGRAM



如果及早發現，90%的
腸癌都可以成功治愈。



**NATIONAL
BOWELCANCER**
SCREENING PROGRAM



如果及早發現，90%的
腸癌都可以成功治愈。



**NATIONAL
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Digital - social tiles (Simplified Chinese)

Click on the individual images to download the respective language tiles.

如能及早检测
发现, 肠癌治愈
率可达 90%



**NATIONAL
BOWELCANCER**
SCREENING PROGRAM

Free Home Test Kit
A easy steps that could help save your life.

肠癌筛查或许能够
挽救您的生命



**NATIONAL
BOWELCANCER**
SCREENING PROGRAM

如能及早检测发现,
肠癌治愈率可达 90%



**NATIONAL
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Digital – web banner (Simplified Chinese)



Size: 375 x 500



Size: 788 x 487



Size: 690 x 350



Size: 788 x 220

Check [link](#) to download the banner files.



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Radio/Audio

Click on the individual language tags for links to download the videos for respective languages.

[Arabic](#)



[Mandarin](#)



[Cantonese](#)



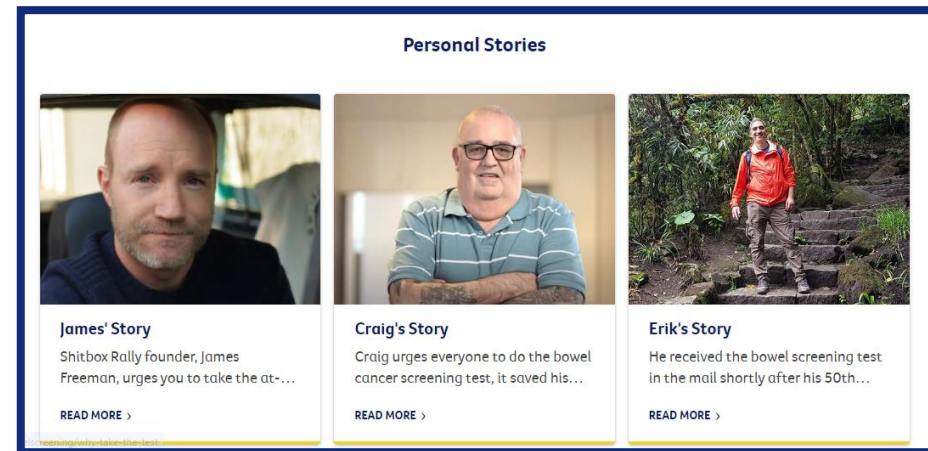
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Case study briefs

- CALD Case study quotes and full stories have been developed to help provide community members a lived perspective of bowel cancer testing and detection.
- These case studies will provide details of personal experiences for two aspects:
 - Positive experiences of individuals within 45-49 age group who opted to take the test.
 - Positive experiences of undergoing the bowel screening test.
 - Experiences of testing positive for bowel cancer and how taking the test helped in early detection.

Personal Stories



The screenshot displays a webpage titled 'Personal Stories' with three columns. Each column features a photo of a man, a title, a short bio, and a 'READ MORE >' link.

- James' Story:** Photo of James Freeman. Text: 'Shitbox Rally founder, James Freeman, urges you to take the at-...'. Link: 'READ MORE >'.
- Craig's Story:** Photo of Craig. Text: 'Craig urges everyone to do the bowel cancer screening test, it saved his...'. Link: 'READ MORE >'.
- Erik's Story:** Photo of Erik on a trail. Text: 'He received the bowel screening test in the mail shortly after his 50th...'. Link: 'READ MORE >'.



Healthcare professionals

Key Role:

- As multicultural healthcare professionals, they will be available to engage with audiences who primarily speak Arabic, Cantonese and Mandarin.
- They will play integral part in establishing a connection with the target audience in their native language, encouraging community members to do the bowel cancer screening test.
- They act as the CALD voice of the campaign, providing information, addressing concerns, and building trust within the communities.
- Healthcare professionals can be involved in the below activities.
 - Media release quotes.
 - In-language media interviews.
 - Case-study articles.



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Media narratives

We understand that given the tight schedules you work within, you may be a bit time-poor. To help you with creating stories about the campaign, we have put down a few narrative options for you to work with. This is not an exhaustive list, but just a suggestion for you to refer.

- Symptoms/No Symptoms, if eligible get tested - protect yourselves and your loved ones from Australia's 2nd biggest cancer killer.
- NBCSP - a free and simple way to be assured of your bowel health.
- Protect your loved ones - know about this important and free health service provided in Australia.
- Short informative/guided bulleted stories on bowel cancer:
 - 10 Things you didn't know about bowel cancer.
 - Did you know simple it is to get tested for bowel cancer.
- Using the available case studies and healthcare professionals for your stories.



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Campaign media contacts

For media enquiries please contact:

Cancer Council Australia

Email: media@cancer.org.au,

Call: (02) 8063 4109 (diverts to mobile)

or

Cultural Perspectives

Email: june@culper.com.au/ prithvi@culper.com.au,

Call: (02) 8585 1312

See Cancer Council's [website](#), [Facebook](#), [Twitter](#), and Instagram.



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Thank you!



For any queries, please contact
Cultural Perspectives Media Team
Call: 02 8585 1312 (Direct) / 02 8585 1313 (Switch)
Email: media@culper.com.au



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