

**New-look bowel screening kit  
Communications pack  
March 2023**

This pack has various communications materials to support the nationwide roll out of the new-look bowel screening test kit. Nationally, the NBSP will communicate the change through Royal NZ College of GP channels, Te Whatu Ora social media channels, the National Screening Unit website, and the bowel screening sector update.

This pack contains:

- Key messages
- Messages for the public
- Messages for primary/community care
- Reactive media release
- Visuals of the new kit. Visuals can also be downloaded from the bowel screening Uview site. Please contact Lizzie Price ([liz.price@health.govt.nz](mailto:liz.price@health.govt.nz)) if you would like to be registered to use the site.

## Messages for primary/community care

[For districts to use with general practices, community health care services etc]

### New-look bowel screening kit being introduced

The bowel screening test kit sent to people participating in the National Bowel Screening Programme has been redesigned and will replace the current kit from March 2023.

The new-look kit:

- has simplified language, increased font size, and the inclusion of a te reo greeting (Kia ora)
- is visually more engaging for Māori and Pacific populations
- has clearer and simpler instructions for using the kit and returning the sample.

Other changes include:

- adding a QR code that takes people to [videos about how to do the kit](#), available in te reo Māori and Pacific languages (this will be on the kits from April/May)
- making [instructions on using the kit](#) available in te reo Māori and Pacific languages, on the Time to Screen website.

The redesigned kit was tested in the Whanganui and MidCentral districts in the second half of 2022, with positive feedback.

The new-look kit will continue to be sent to people in the Whanganui and MidCentral districts. It will begin to be sent to National Bowel Screening Programme participants in all other districts from March 2023 replacing the current kit.

Note that the old version of the kit can still be used – people should do the test and send it back as usual.

### ***What does the redesigned kit look like?***

The redesigned kit will arrive in the envelope below, and carries the same design and colours. The second visual includes other components of the new kit.





**Do I need to do anything to support the introduction of the new kit?**

If you have existing collateral that has images of the old kit, those images will need to be replaced. Please contact [emma.bell@southernhb.govt.nz](mailto:emma.bell@southernhb.govt.nz) if you would like visuals of the new kit.

Otherwise, there is nothing you need to do. This is simply to let you know that people will begin receiving a bowel screening kit with a new look.

**Why have the changes been made?**

Following feedback that Māori and Pacific peoples found the current bowel screening test kit packaging unappealing, research was undertaken in 2020<sup>1</sup>, and new designs were developed and tested with priority audiences. A preferred new design was selected.

<sup>1</sup> Quigley & Watts. 2020. *Research on the National Bowel Screening Kit Report for Homecare Medical and the Ministry of Health*. January 2020.  
Homecare Medical. 2020. *National Bowel Screening Programme Kit Redesign Recommendations*. Prepared for the National Coordination Centre Steering Group

### ***Promoting bowel screening in primary care***

Please encourage your eligible patients to take part in bowel screening. Messages from general practice and community healthcare services are key in encouraging people to complete and send back their bowel screening kit.

The National Bowel Screening Programme is available free to people 60 to 74. In some districts, Māori and Pacific peoples can take part from the age of 50 (this is being progressively introduced across the country in the second half of 2023).

People receive bowel screening kits through the post every two years, around the time of their birthday. The bowel screening test is done at home, and the sample posted back to the lab. People are advised of their results. A positive result is most likely to result in a colonoscopy being performed, which is also free.

Since it began being rolled out over five years ago, the bowel screening programme has detected cancers in about 1800 New Zealanders. About a third of these cancers have been early stage and treatable. People who are diagnosed with early-stage bowel cancer, and who receive treatment early, have a 90 percent chance of long-term survival.