

Bowel screening FREE RESOURCES TO GET BEHIND ITI



Over 90% of bowel cancers can be successfully treated if found early.

Bowel screening

GET BEHIND ITS



RESOURCES

- Promotional campaign video
- Frequently asked questions
- <u>Digital fact sheet</u>
- Social media assets + copy
- A4 posters
- Website/newsletter banner
- **Email signature**
- Newsletter copy

Clickable links available on each resource page to view and download respective files.

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Promotional campaign video

Featuring Dr Andrew Rochford

Download the English subtitled version here.

Download the non subtitled version here.

*Additional languages available on request.



The NBCSP is an Australian Government Program.

Bowel screening

GET BEHIND IT!



Frequently asked questions

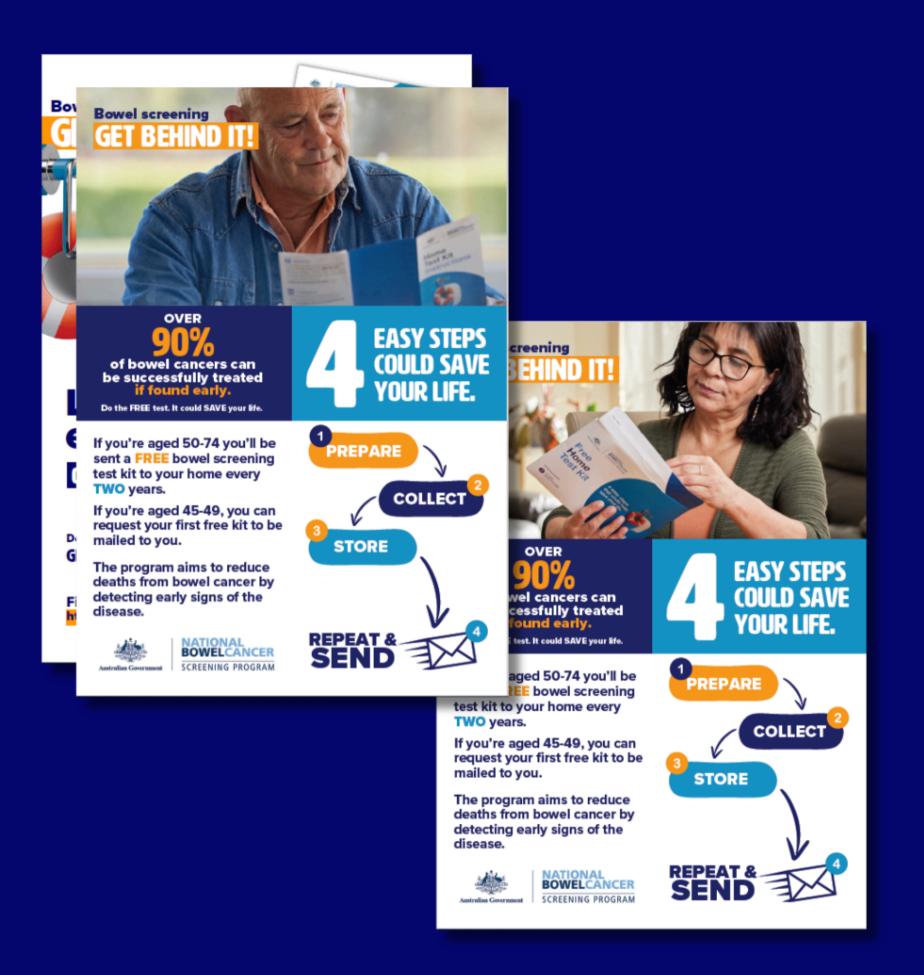
Download the FAQ's here.

The NBCSP is an Australian Government Program.

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Digital fact sheet

Download the fact sheets here.



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Social media assets



Download the asset here.

Suggested social media copy

Have you or a loved one received your free home test kit in the mail?

We are partnering with the Australian Government to raise awareness about the National Bowel Cancer Screening Program and increase participation rates across the country.

Don't delay completing your free test kit. It could SAVE your life.

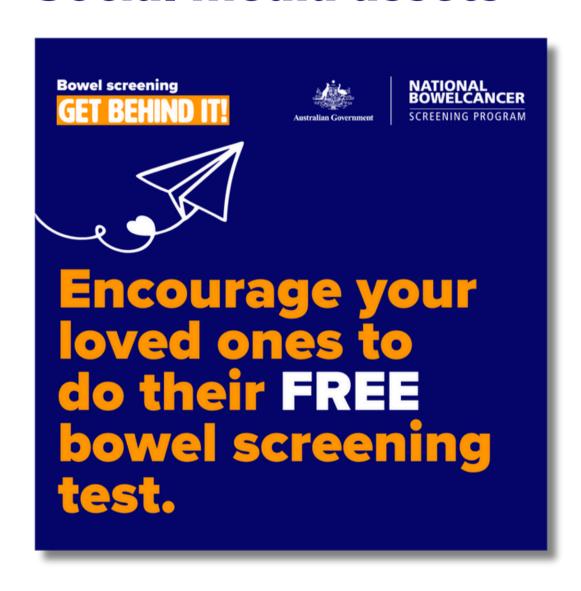
Visit the link in our bio for information on the program.

#BowelCancerScreening #EarlyDetectionSavesLives #NationalBowelCancerScreeningProgram #NBCSP #GetScreened #BowelCancer #BowelCancerAwareness #BowelScreeningSavesLives

Note: Link in bio is www.health.gov.au/nbcsp

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Social media assets



Suggested social media copy

The Australian Government's National Bowel Cancer Program sends a free at home bowel cancer screening kit every two years to Australian's aged 50-74. As of July 1, 45-49 year old Australians are able to register to order a kit and join the program.

The program aims to reduce deaths from bowel cancer by detecting early signs of the disease.

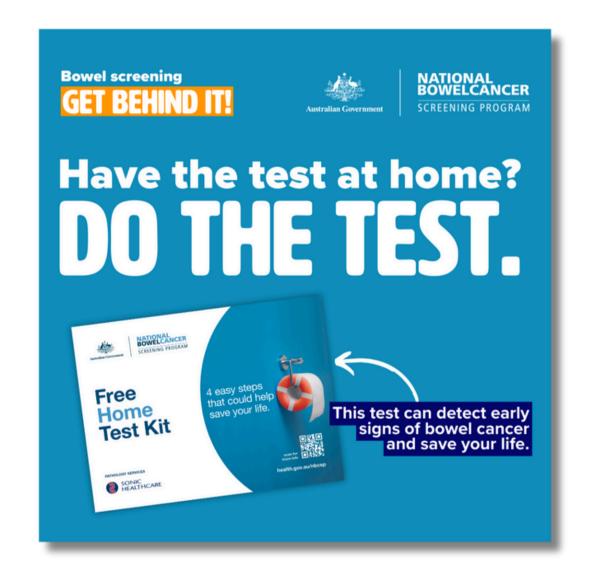
Check in with your loved ones and encourage them to DO their free test.

#BowelCancerScreening #EarlyDetectionSavesLives #NationalBowelCancerScreeningProgram #NBCSP #GetScreened #BowelCancer #BowelCancerAwareness #BowelScreeningSavesLives

Download the asset here.

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Social media assets



Download the asset here.

Suggested social media copy

Have this FREE test at home?

We are partnering with the Australian Government to raise awareness about the National Bowel Cancer Screening Program and increase participation rates across the country.

If you have the test at home, do the test.

For more information about the program, visit the link in our bio.

#BowelCancerScreening #EarlyDetectionSavesLives #NationalBowelCancerScreeningProgram #NBCSP #GetScreened #BowelCancer #BowelCancerAwareness #BowelScreeningSavesLives

Note: Link in bio is www.health.gov.au/nbcsp

Bowel screening GET BEHIND TE

Social media assets



Download the asset here.

Suggested social media copy

Did you know over 90% of bowel cancers can be successfully treated if found early?

Do the FREE test. It could SAVE your life.

#BowelCancerScreening #EarlyDetectionSavesLives #NationalBowelCancerScreeningProgram #NBCSP #GetScreened #BowelCancer #BowelCancerAwareness #BowelScreeningSavesLives

Bowel screening

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A4 posters

Download the posters here.



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Newsletter copy

Download the newsletter copy here.

Website banner

Download the banners here.



Email signature

Download the email signature here.









GET BEHIND IT!

Thank you for getting behind it! Your support will help SAVE lives.

Don't forget to visit the NBCSP website for further information on this FREE life-saving program.

www.health.gov.au/nbcsp

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- Get behind it community roadshow
- health.gov.au/getbehindit
- events@thelkbagency.com.au