



## Inflatable Bowel

### Case Study The Big Bowel Event

For Bowel Cancer Awareness Month 2016, London Cancer organised an event outside Euston Station Square Gardens. The 'Big Bowel' event is part of an effort to raise awareness of bowel cancer signs, symptoms and screening. People who came to the event walked through the giant inflatable colon and learnt how cancer develops. Volunteers helped direct guests to the information table to get important information before walking through the inflatable bowel. Volunteers also handed out and collected scratch cards from the public to get an idea of how many people attended the event as well as a better understanding of the public's knowledge of bowel cancer.

#### The key facts and messages of the day

- Bowel cancer is the UK's second biggest cancer killer – every half an hour someone dies of the disease
- In the UK around 41,000 people are diagnosed with bowel cancer each year
- Bowel cancer is the fourth most common cancer in the UK
- Bowel cancer affects both men and women
- If diagnosed early, more than 90% of bowel cancer cases can be treated successfully
- Five year survival rates for bowel cancer have doubled over the last 40 years
- The majority (95%) of bowel cancer cases occur in people over 50, but it can affect anyone of any age
- Your lifetime risk of developing bowel cancer is 1 in 16. For men it's 1 in 14 and for women 1 in 19

*(Beating Bowel Cancer 2016)*

The day was supported by ambassadors from a number of Health Awareness Organisations such as: Tottenham Hotspur Foundation, UCL, Bowel Cancer UK, Shadow Women's Centre and Community Health Advisors.

Overall the day was deemed a great success, even the health advisor nearly lost her voice at around 3oclock due to the amount of people who wanted to experience the journey through the inflatable colon!

“With thanks to Sarah Hate and her team for a successful, if not windy day.”