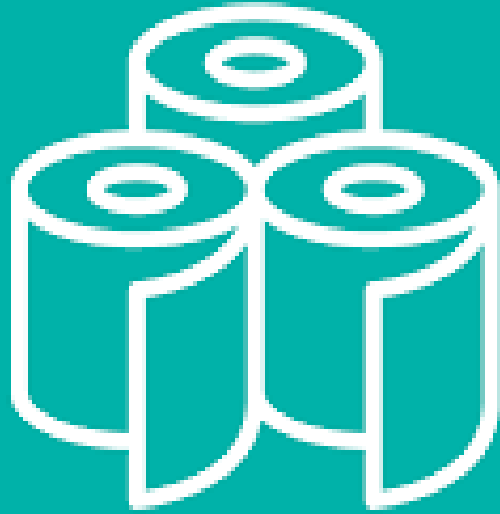










#GetOnARoll Campaign

Help us
#GetOnARoll



Know the symptoms of bowel cancer



-  Bleeding from your bottom
-  Blood in your poo
-  A change in how often you poo, or regularly having diarrhoea or constipation
-  Losing weight but you're not sure why
-  Feeling very tired all the time but you're not sure why
-  A pain or lump in your tummy

If you have any of these symptoms, talk to your GP and ask about an at-home test.

Why is #GetOnARoll important?

March 2022: **45%** of people couldn't name a single symptom of bowel cancer

Fewer than **4 in 10 people** are diagnosed in the early stages

Early diagnosis saves lives

Where did #GetOnARoll begin?



M&S employee and Bowel Cancer UK supporter Cara Hoofe



Bowel cancer symptoms on M&S own-brand toilet roll



Sainsbury's



ASDA



#GetOnARoll's Impact

1. Reach. By February 2023:

- **38%** of the public said they saw the campaign
- The % of people who could name a symptom of bowel cancer had jumped by **7%**

2. £2.3M Andrex Partnership

3. Longevity

4. Awards

5. Legacy



Why do I wish I'd thought of #GetOnARoll?

1. The idea started and grew through Bowel Cancer UK's community
2. It was an awareness campaign at its heart, but also a massive fundraising opportunity
3. The ability for the campaign to grow and adapt



"Hi Gemma and IWITOT attendees. My message to you all today is this: It only takes one person, one idea to spark an entire movement. You might be sitting there thinking 'I'm only one person', but Cara goes to show that doesn't matter in the slightest. You can all be the change."

Megan Marsden, Senior Strategic Partnerships Manager at Bowel Cancer UK

Thank you