



If you've had blood in your poo or looser poo for the last 3 weeks, tell your doctor.

What could it be?

Some symptoms may be caused by other conditions, such as haemorrhoids (piles), which may still need treatment. But don't try to diagnose yourself. Go and see your doctor now to find out for sure.

Could it be cancer?

Blood in your poo or looser poo can be a sign of bowel cancer, which is why it's so important to see your doctor straight away. Early detection makes it easier to treat. Seeing your doctor could save your life.

Are there other symptoms of bowel cancer?

Blood in your poo or looser poo is a common sign of bowel cancer, but other symptoms include:

- a pain or lump in your tummy
- feeling more tired than usual for some time
- losing weight for no obvious reason

If you have any of these symptoms, see your GP as soon as possible. If you know anyone who has any of these symptoms, insist they see their doctor.



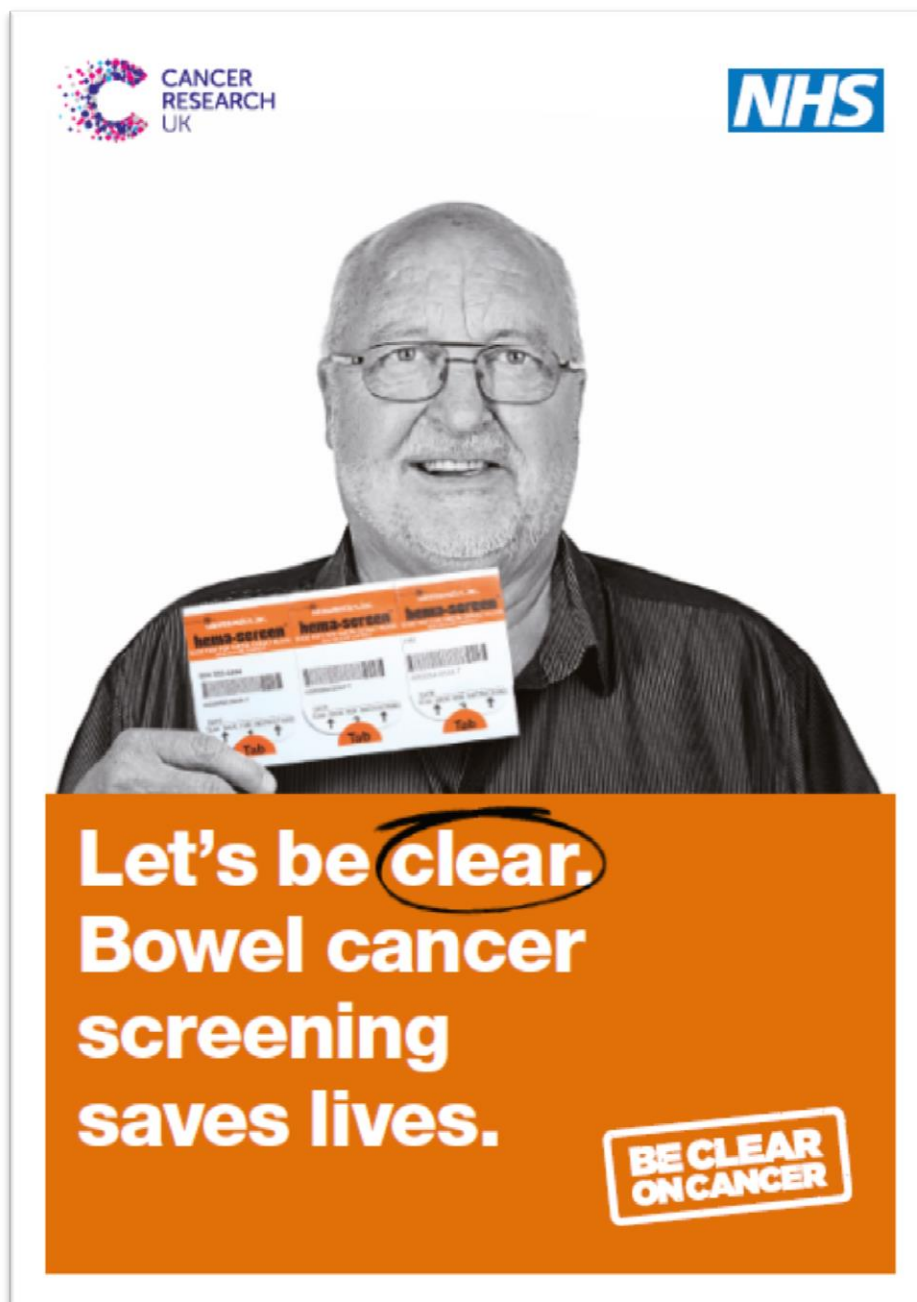
FIT Tests

Bowel cancer screening reduces bowel cancer mortality. Since bowel cancer screening began in the UK, it has made use of a certain type of faecal occult blood test - a guaiac-based test (gFOBT).

Now, the guaiac test is being replaced by a Faecal Immunochemical Test (FIT) test.

Advantages of the FIT test:

- One sample not three
- Sophisticated and reliable test that is sensitive to detecting blood in stool
- User friendly so more people likely to take part in the screening programme. This means we have the opportunity to detect more cancers and pre-cancers



The advertisement features a central image of an older man with glasses and a goatee, smiling and holding three FIT test kits. The kits are labeled 'hema-screen' and show instructions for use. In the top left corner is the Cancer Research UK logo, and in the top right corner is the NHS logo. The bottom half of the advertisement has an orange background with white text. The text reads: 'Let's be clear. Bowel cancer screening saves lives.' The word 'clear' is circled in black. In the bottom right corner, there is a white rectangular stamp with the text 'BE CLEAR ON CANCER' in black capital letters.

Let's be clear.
Bowel cancer
screening
saves lives.

**BE CLEAR
ON CANCER**