

Mark Drakeford AC / AM  
Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol  
Minister for Health and Social Services



Llywodraeth Cymru  
Welsh Government

Eich cyf / Your ref: WAQ68496  
Ein cyf / Our ref: MB/MD/1375/15

Andrew RT Davies AM  
National Assembly for Wales  
Cardiff Bay  
Cardiff  
CF99 1NA

[Andrewrt.davies@assembly.wales](mailto:Andrewrt.davies@assembly.wales)

9 April 2015

Dear Andrew,

In response to your question WAQ68496 - "Will the Minister provide details of any publicity campaigns in place to increase the uptake of bowel screening?"; Bowel Screening Wales (BSW) is currently working with Cancer Research UK (CRUK) on a pilot bowel cancer screening social marketing campaign across Wales, aimed at increasing uptake of bowel screening among those eligible. Separately, outdoor and press advertising on the importance of bowel cancer screening is also being trialled in Aneurin Bevan and Cardiff and Vale University Health Board areas.

Best wishes,

Mark

Mark Drakeford AC / AM  
Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol  
Minister for Health and Social Services