

Hearts urge supporters to do the cancer test!



HEARTS STARS URGE SUPPORTERS TO STRIKE BOWEL CANCER EARLY THROUGH SCREENING

Nine out of ten survive bowel cancer if it is detected early

Heart of Midlothian Football Club is urging its supporters to do the bowel screening test in a bid to detect the disease early.

The soccer stars are helping to raise awareness of bowel cancer as part of the Scottish Government's Detect Cancer Early campaign by encouraging fans between the ages of 50 and 74 in Edinburgh and the Lothians area to take the test.

Although almost 4,000 people are diagnosed with bowel cancer every year in Scotland, just over half (54.5 per cent) of those who are eligible to participate in the Scottish Bowel Screening Programme actually do the test.

Nine out of ten people survive bowel cancer if it's detected early and the best way to check for the hidden signs of bowel cancer is through screening. Currently, take-up of bowel screening in NHS Lothian is 52.4 per cent, so more people need to understand the benefits of participation in the programme, as it could save your life.

The new campaign includes a TV advert featuring the voice of Still Game star, Ford Kiernan, to highlight that bowel cancer is the third most common strain of the disease in Scotland. The campaign carries the message 'Bowel Cancer. Don't Take A Chance. Take The Test' to highlight the fact that bowel cancer is a 'hidden' cancer, because the early signs are often not

visible.

Marius Žaliūkas, Captain of Heart of Midlothian Football Club, said: “It’s shocking to hear that bowel cancer is the third most common cancer in Scotland but if it’s found at an early stage, the disease is treatable – nine out of ten people survive if it’s caught early.

“We need to break down some of the taboos around bowel cancer. We know it can be embarrassing to talk about but we want to urge our supporters and local people who are over 50 to take the bowel cancer screening test as soon as they receive it through the post as it could save your life.”

While the Screening Programme remains the best way to detect bowel cancer you should never ignore changes to your health. Local people are advised to make an appointment with their GP if they spot any unusual or persistent changes to their bowel movements, even in between screenings.

For information on the screening programme, contact the Scottish Bowel Screening Helpline on 0800 0121 833 or visit www.bowelscreeningtest.org

