

## Minister Little celebrates launch at Tauranga Hospital



It was a double celebration in Tauranga on 10 June when about 70 people gathered for the official launch of the NBSP in Bay of Plenty and to celebrate the completion of the national roll out. Te Pare ō Toi led the official opening, which was warm and a call to action for priority population which includes Māori, Pacific peoples and people who reside in higher areas of deprivation.

Te Whatu Ora Hauora a Toi Bay of Plenty Clinical Lead, Dr Alex Lampen-Smith (pictured with Dr Susan Parry and Health Minister Andrew Little) said the Bay of Plenty team had worked very hard to get the programme over the line and she was immensely proud and excited for the local community which was now benefitting from bowel screening.

Our eligible population is approximately 40,000 and 40 or 50 cancers a year are expected to be detected in the first year of the programme.

## Hauora a Toi Bay of Plenty numbers

As of Monday 12 July

**FIT kits sent – 4,500**

**FIT kits returned – 1,124**

**Positive results – 48**

**Colonoscopies – 6**

**Cancers detected – 1**

The 33/48 positive people have either had their colonoscopies or are booked for their colonoscopies.

We are due to open a second permanent NBSP list in Whakatane on 14 July and a third permanent list in Tauranga late August.

## National media campaign – information for Primary Care

A new communications campaign has been launched to encourage people to participate. The campaign's focus is on encouraging participation by Māori and Pacific people. Look out for the social media and television activity! The TV advert is a vibrant, positive promotion that features Hone getting a bowel screening kit in the middle of his 60th birthday party. Within the campaign information there is some specific information for Primary Care – you can read that [here](#).

## Hauora a Toi Bay of Plenty NBSP staff

Ngā mihi māhana

Kaumātua, Whānau,  
Hauora Services, GP's,  
Nurses, Social Services,  
and our Kai Tautoko/  
champions

E ngā mana By our power

E ngā reo By our voices

E ngā waka By our canoes

Nau mai haere mai,  
Welcome

Whakatau mai Acknowledging you

Me to tautoko and your support

o te tātari whēkau for the bowel screening

o to tatou hapori of our community

Ko Mātaatua, Te Arawa me Horouta ngā waka

Ko Maungapōhatu, Pūtauaki, Ngongotaha me Manawaru  
ngā maunga

Ko Ohinemataroa, Kaituna, me Turanganui ngā awa

Ko Tūhoe, Ngāti Awa, Ngāti Pīkiao, Tūhourangi me  
Rongowhākāta ngā iwi

Ko Chrissy Paul ahau, Kia ora koutou

I am the Te Tatari Whēkau Kaihautū/National Bowel Screening Programme Navigator. I am keen to develop ways to get the bowel screening message out together. Please contact me for information and support, our tea are happy to come and speak to you or a group.

## Hauora days

If you or your team are interested in promoting the National Bowel Screening Programme let us know. We are keen to get out there and work with you! Drop us a line.

