Creative Cancer Awareness

Helping people with learning disabilities understand bowel health, bowel cancer screening and when to ask for help.



Why this project?

People with learning disabilities face barriers to accessible cancer information, screening and early diagnosis. The 2025 Gloucestershire pilot tested whether creative activities could make bowel health easier to understand and discuss.

Who was involved?

People with learning disabilities, carers and staff together with: Artlift, Inclusion Gloucestershire, Gloucestershire Health and Care NHS Trust, Gloucestershire Integrated Care Board.

Creative co-design

3 workshops: 2 in the Forest of Dean & 1 in Gloucester

Listen
Experts by Experience helped to design the programme

Create
Clay, collages & Easy Read tools

Talk
Safe discussions with the team

What changed?

- **95%** Enjoyed the workshops
- **90%** Found it easier to talk about poo & cancer
- **91%** Left knowing more
- **68%** said they would tell a doctor or nurse about blood in their poo

Key learning

- Creative, hands-on learning helped people join in and remember messages.
- Carers are a vital part of supporting screening and early help.
- Trust and links with health professionals grew.
- More focus needed on exercise, unhealthy food & FIT test support.
- Longer follow-up is needed to measure changes in screening uptake.

Know what is normal for you. If something changes or does not feel right, tell a carer, doctor or nurse.

Request information about reasonable adjustments from your local healthcare team

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