



Go Racing In Yorkshire

The Racing Together Community Award

Proudly partnered by



Objectives



Bowel cancer is the 4th most common type of cancer. Screening can help prevent bowel cancer or find it at an early stage when it's easier to treat.

It is prevalent in the older population and a screening kit is available to anyone aged 54 to 74. The programme is being extended to eventually include everyone aged 50 to 53.

Testing kits are automatically sent to people in the relevant age range who are registered with a GP. Therefore, the main objective was to use racing as a vehicle to promote the importance of the bowel screening testing kits to the racegoers. In general, the demographic of midweek racegoers matches the target market of those who are sent the screening kits, thus providing a platform for the NHS representatives to engage with racegoers.

We wanted to reach at least 10,000 racegoers across the year with the message to use the bowel cancer screening kits.

Delivery



The aim was to have one bowel cancer screening programme raceday per month, so twelve throughout the year and we are currently on track to achieve that. We have nine courses, three dual purpose and six flat only which meant we can rotate between them throughout the year.

Working with the racecourses, we used their databases to select race meetings that would match the demographic of those who receive the screening kits (50-73, male and female). Largely, midweek afternoon meetings were chosen as racegoers tended to fit this data. It was also an opportunity to fit in with relevant themed days, for example the team were at Pontefract on their OAP free day, because this was the perfect fit.

To date there have been two NHS trust representatives in attendance at each meeting with information and give aways – pens are key as racegoers always need them! It provides a great way to start a conversation.

They have had a sponsored race at each meeting called ‘The Bowel Cancer Screening Saves Lives.....’ along with a racecard advert and big screen advert.

An interview with the raceday presenter provides an opportunity to alert racegoers to their presence, why they are there and the importance of the screening programme.

The BCSP racedays have made up a major part of the Yorkshire Beacon activity in 2024. While GRIY have taken the lead in organising this it has allowed the racecourses to support the initiative and add to it in their own ways with pre and post event social media. It has also given the beacon a focus for the year and enabled the racecourses to unite and work together on major theme.

Results



At the time of submission we are eight months into the project and have attended eight race meetings, with four more scheduled for the rest of the year.

To date we have seen 14,962 racegoers, with the largest number coming from Pontefract's OAP free day.

The on-course activity has provoked discussion and awareness amongst the racegoers. They have been able to ask questions to qualified practitioners in attendance and this activity will save someone's life.

The legacy of the work so far is in the form of engagement and discussion and there is an appetite to do more.

We have already taken the decision to extend the partnership and in addition to the 12 racedays planned for next year, growing it collectively under the GRIY banner, individual partnerships are also growing as the South Yorkshire NHS trust team are working directly with Doncaster racecourse. The programme has extended to include 50-52 year olds where uptake has been poor so that will be our focus. We will include a dedicated page on the GRIY website and look for additional PR pieces which is an area the NHS struggles with, but racing can be the vehicle for.

There has been useful learning from each of the courses in how to make the most of this opportunity which has been shared as the events have gone on and allowed new partnerships to form and grow between the racecourses and their local NHS trusts.

Supporting Information (max 1 slide)

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'It has been a pleasure to work alongside Go Racing over the past 9 months. We have been able to gain exposure and publicity to the demographic of Bowel Cancer Screening that we so desperately need in order to improve cancer outcomes amongst our screening centres population.

The health promotion in relation to the uptake of the FIT test kits is something we are starting to audit and we continue to recognise improvement within the local areas.

It has proven to be a great asset to have a representative at the racecourses to meet potential participants alleviating their concerns and answering questions. Go Racing In Yorkshire has made the whole process run smoothly and efficiently, welcoming the BCSP staff members to the racecourses and allowing them to engage with the events.

We are incredibly grateful for all the support and how easy you have made our partnership- we are looking forward to what we can achieve together in 2025!"

Lydia Brown
Specialist Screening Practitioner (Harrogate, Leeds & York Screening Centre)

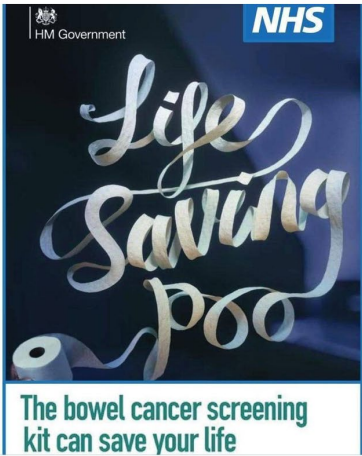
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Post

 **Redcar Racecourse**
@Redcarracing

Tomorrow we'll be joined by the team from NHS Bowl Cancer screening. Lives are saved when cancers are caught early & the bowel cancer screening programme for those aged 54 helps to spot signs of bowel cancer sooner, & potentially save thousands of lives.
nhs.uk/bowl-screening



Post your reply



Flat Turf, Handicap, Class 6
Runners: 8 £3,664 Time: 1m 38:28 (118s slow)
Going: Good

 **REPLAY**  **FULL RACE**  **CLOSING STAGES**

 **RACE ANALYSIS** 

TOTE RETURNS 

1st  **5⁸ Stratocracy IRE**
Wgt: 9st 7lb SP: 12/1
Jky: Clifford Lee Trn: Kevin Frost
Pressed leader on outer, ridden over 1f out, led inside final furlong, kept on (tchd 11/1)