

MEDIA RELEASE

The Big Bowel is coming to Albury!

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The Albury community will be able to step inside a giant inflatable replica of the human colon when Bowel Cancer Australia's Big Bowel visits Queen Elizabeth II Square on Friday 23 June, as part of Bowel Cancer Awareness Month.

The interactive journey through The Big Bowel – which is 7m long and 2.6m high – provides a unique way of learning about bowel cancer and how it can be prevented.

Murray PHN has partnered with Bowel Cancer Australia and the Hume Regional Integrated Cancer Service to host the free event to raise awareness about bowel cancer prevention and screening.

Bowel cancer is a cancer of the colon and the rectum. In the North East of Victoria, bowel cancer accounts for the second-highest number of cases of cancer identified each year.

Murray PHN North East Regional Manager, Richard McClelland, said The Big Bowel was another way of getting the message out to the community that bowel cancer was “beatable and treatable”.

“Screening can detect bowel cancer at its earliest stages, when treatment is 90 per cent successful,” Mr McClelland said.

“While people over the age of 50 are encouraged to take part in the free National Bowel Cancer Screening Program, only 38 per cent of eligible Victorians take it up,” he said.

The Big Bowel's three-dimensional interior features giant polyps, early stage and advanced stage bowel cancer, as well as colitis and Crohn's Disease.

“A person can read all the guide books there are, but there's nothing quite like a visit to bring a place to life,” said Julien Wiggins, Bowel Cancer Australia CEO.

“That's not just the case for places like Uluru and the Great Barrier Reef; it's also true for Bowel Cancer Australia's incredible Big Bowel,” Mr Wiggins said.

Fiona Radford, a bowel care nurse with Bowel Cancer Australia, said recent research indicates knowledge about every aspect of bowel health improves following the interactive experience.

“Providing important health information and encouraging bowel cancer prevention and screening, a tour of the Big Bowel benefits all visitors, showing them in a memorable way that bowel cancer is treatable and beatable when detected early,” she said.

Contact details

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