

Generic early diagnosis campaign in Warrington

Project Aim

To help people overcome the barriers to early presentation if they experience unusual changes to their health.

Campaign Objectives

- To promote positive attitudes towards early presentation/diagnosis amongst the audience
- To increase intention to present with/seek advice for symptoms potentially indicative of cancer and actual presentations
- To help our audience overcome, or at least confront, their fear of cancer

Target audience

- Over 50s in lower (C2DE) socio economic groups

Campaign activity

The campaign went live on 19th March and ran for four weeks in the three most deprived Wards in Warrington.

Activity in the campaign area:

- Ivan PCT/ Cancer Network community outreach vehicle supported the campaign for 10 days
- CRUK Roadshow team supported the campaign for 6 days
- Door drop in campaign area to target audience using bought data (comprised of a personalised letter M/F versions and Spot Cancer Early leaflet)
- Outdoor advertising
- Local engagement materials which were used in community spaces
- Local PR
- Promotion through CRUK channels (LEAD managers, emails to home workers in the area and social media)
- An event at Warrington Wolves Rugby club on a match day
- Press advertising / advertorials in 3 local press (which went out across the whole of Warrington)

Evaluation – main campaign findings

Sample: 500 pre and 500 post quantitative surveys completed.

- **Recall of any cancer communication or advertising increased from 60% pre-stage to 68% post stage.**
- Recall of direct mail increased post campaign from 10% to 16%
- Recall of local press increased post campaign increased 3% to 8%
- Recall of poster/billboards *increased* post campaign increased 3% to 12%
- There was no significant impact of recall of ads on phone kiosks, seeing the campaign via community outreach (CAR & Ivan) or at a local event.

Quotes from observational research on Roadshow days:

“It’s nice to see the people looking so well and enjoying life again. It makes you a bit more hopeful doesn’t it?”

- **There was significant unprompted recall of the key campaign messages**
 - Awareness of bowel cancer went **down** from 71% to 46%
 - Importance of early detection went from 43% to 54%

- Visit GP if unusual / persistent change went from 31% to 40%
- Signs of other cancers went up 14% to 21%
- **High awareness of the campaign in target wards with 52% people recalling the poster and 51% recalling the press advert and 28% the leaflet.**

Attitudinal findings

- CTA: A significant **shift in propensity to visit GP** post stage. This rose from 83% to 89% in campaign area
- Emotional barriers: Respondents in Warrington reported a **reduction in being too scared** as a barrier from 21% to 16%, but reported **an increase in worry** 33% to 39%
- Increase in those **believing 'more likely to survive cancer now than 40 years ago'** increased from 75% to 84% and **'cancer diagnosis more likely to be treatable'** rose from 72% to 80%

Direct mail (based on telephone interviews with 70 respondents)

- **44% of people (unprompted) read all or most of the DM, 37% read some and 19% glanced through it.**
- Three fifths spontaneously identified one of the key campaign messages.
- Three fifths of those interviewed spontaneously identified one of the key campaign messages communicated by the direct mail: be aware of symptoms. A quarter identified 'go to the doctor' and the importance of early diagnosis as campaign messages.
- Prompted recall of the campaign messages about the importance of early detection and the need to visit the GP rose to 100%.

Qualitative feedback:

- **Positive tone of the creative** was very much appreciated
"She looks really well and happy with life. It looks like she has a rucksack on her back, so she could be going walking, so it shows you can be fit afterwards".
- **The 'good news story' about survival rates increasing** also achieved impact
"This really hit me [the headline]. It's just over 40 years ago my dad died of cancer. Maybe if he had got it now he might have survived it. It was quite a personal message for me here".
- There was evidence that the **leaflet was being shared amongst family and kept**
"We [husband and wife] got our letters on the same day so we read them together".

Conclusions

- Overall, disaggregating spontaneous recall of specific BCOC and CRUK campaign activity is difficult
- However, there are significant post-campaign increases in recall of local press and DM activity
- The **local, human interest case study approach engaged** – key ingredient to campaign success
- The survival angle hooked the audience
- Although campaign has a generic message, it is **specific in terms of localness**
- The choice of media was appropriate for the target audience, local press reinforced by the direct mail