

Marketing Society Star Awards 2015

PR category (3.7)

Consolidated PR and The Scottish Government

Don't get scared, get checked



Overview

Over the past three years, this behavioural change campaign has saved lives.

Saved lives by reassuring people that cancer can be beaten, when detected early.

Empowering them to take part in screening and get checked early if they have concerns.

The Scottish Government's £30 million Detect Cancer Early (DCE) programme, launched in February 2012, aims to increase the proportion of people diagnosed and treated in the first stage of breast, bowel and lung cancer by 25% by the end of 2015.

Breast, lung and bowel represent the three most common cancers in Scotland, responsible for, on average, over 6,500 deaths per year.

Whilst each tumour strand warrants its own distinct PR programme, all activity is housed firmly within the overall DCE umbrella, with the unifying call-to-action of **'don't get scared, get checked'**.

PR provided the required rally cry for early detection with coverage appearing every second day during the whole of 2014.

Who are we trying to reach?

PR, along with other marketing disciplines, is aimed at a core audience of Scots aged over 45 with a C2DE bias; generally those who are most at risk of cancer and least likely to participate in available screening programmes.

From research, we know that the majority of this audience hold a defeatist attitude when it comes to cancer.

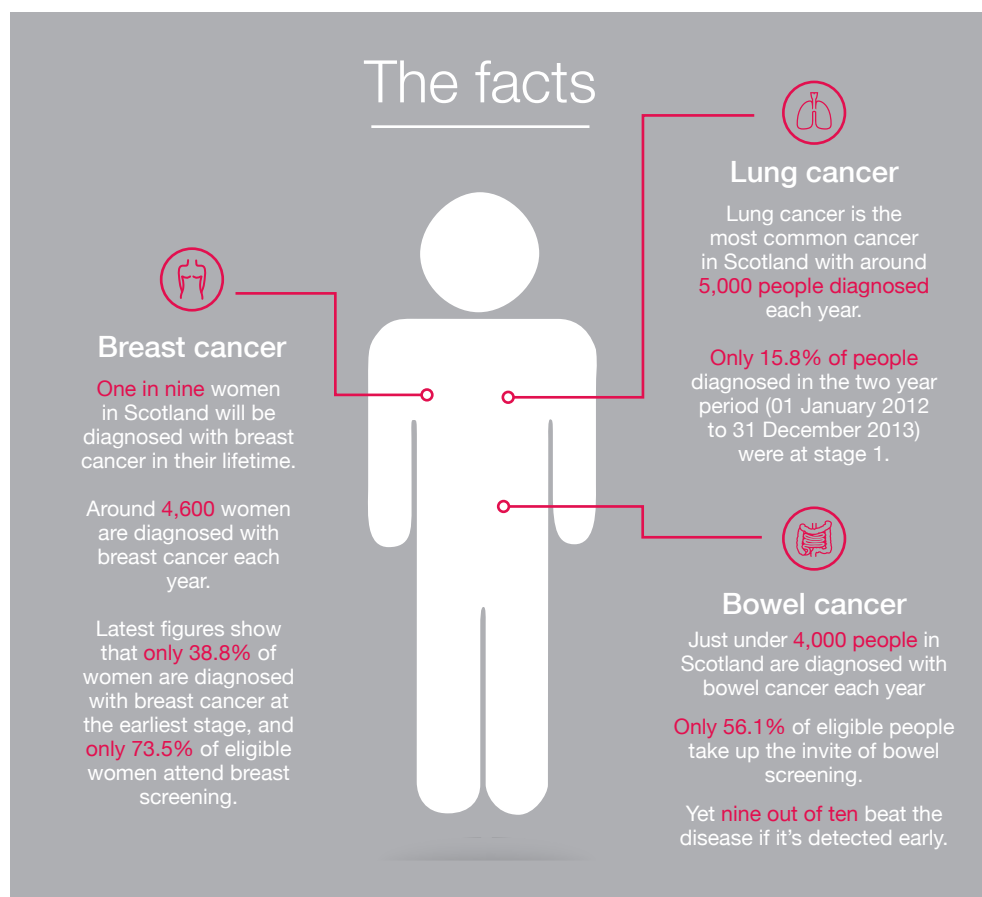
Within our overall audience, each tumour-specific campaign has its own audience nuances. Given their low uptake of bowel screening, men are the priority for bowel cancer, lung is largely focused on all adults 55+ DE, and breast targets women aged 45+ from deprived areas.

What are we trying to achieve?

Our single overarching aim is to build belief that cancer can be beaten, when detected early.

There are three core objectives that run throughout the individual tumour strands:

- Increase awareness that early detection saves lives
 - Reinforce the value and importance of screening
 - Empower people to visit their GP with concerns/attend screening
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Strategic planning

Cancer is an all-too prevalent media story, with stories from 'suffering' to hospital waiting times appearing daily.

Within this cluttered, often negative environment, how do you reach an audience with a positive early detection message when they actively deflect health messages, think cancer is a death sentence, procrastinate about seeing their GP and ignore screening invites?

We needed to normalise the subject and speak to this hard-to-reach audience in a way that struck a chord.

With three core objectives and three different tumour types aimed at a similar audience, we developed one uniting approach:

'Using influencers to build optimism'

This carved out a clear role for PR within the marketing mix while allowing us to support the call-to-action delivered by other disciplines.

Our influencers were:

- **Celebrities** that were picked for their over 45, C2DE audience appeal
- **Health stakeholders** from GPs to cancer surgeons. Reinforcing the '*I want to see you if you have any worries*' message
- **People who'd received an early diagnosis**, providing a story that resonated with the target audience
- **Friends and family** to play a key role in 'nudging' older friends/family members to take action

After weeks of recruiting, we were ready to unleash our collective voice of optimism.

And with the latest health statistics at our fingertips, we set out specifically to target media titles in areas with high deprivation and low screening uptake.

Getting the show on the road

We were quick out of the blocks in January 2014.

With 80,000 Scots turning 50 over the year, popular sport pundit Scott Hastings (about to hit 50 himself) urged them to return their home screening kits.

Hot on the heels came our 'Lassies with Lungs tactic'. As lung cancer rates in women have almost doubled in Scotland over the past 40 years, we recruited a team of high profile women who rely on their lungs for their profession to shout out our message.

Our noisy celebrities included Judy Murray, Olympic Gold medallist Dr Katherine Grainger CBE, racing driver Susie Wolff, singer Nina Nesbitt, and Former X Factor vocal coach Yvie Burnett who lost her father to the disease.



Spring activity included kicking off Bowel Cancer Awareness month with Nudge Day (#NudgeDay) - a national day of action - rallying Scots to 'nudge' eligible relatives to take part in the national bowel screening programme. No better time to push the 'Poo Song', a witty ditty designed to encourage a younger audience to talk to their older friends/family about taking the test.

Meanwhile, football clubs in areas of deprivation, such as St Johnstone and St Mirren, supported our bowel cancer drive, with aspirational players urging supporters to take the test as nine out of ten people beat it when detected early.





ASDA employee, Linda Anderson (62) launched our 'Walk of Fame' in Breast Cancer Awareness Month. Diagnosed with breast cancer seven years ago after a routine mammogram, she was proud to become one of our inaugural Screen Stars, encouraging other women to find out more about the benefits of screening.

Screen Stars quickly proved to be a highly effective, eye-catching and low cost tactic attracting the attention of picture editors around the country, as more and more ladies from areas with low breast screening uptake signed up to back the cause.





Our attention then turned to persistent coughs, as we urged Scots who've been coughing for three weeks or more to visit their doctor with the potential sign of lung cancer. We recruited GPs from across Scotland, putting them at the heart of our activity.

In November, our launch photocall in a busy shopping street in Glasgow– where the incidence of lung cancer is high - spelt it out loud and clear.

The focal point of optimism was a flagship event at The Surgeon's Hall in February 2015, marking the third anniversary of Detect Cancer Early and showing Scots the improvements that have been made around early detection to date.





Take a look at this short video produced by our digital team which brings the campaign's successes to life (tissues at the ready...) https://www.youtube.com/watch?v=IIOJGc0_QO4

Throughout 2014, countless human interest features and articles were placed in national and local media titles, sharing early diagnosis stories and counteracting more negative media comment.

Also, reaching out to far-flung communities across Scotland, we provided PR firepower for field marketing activity in deprived areas from Shettleston to Stenhousemuir. All told, we supported over 100 events across the year.



Measuring success

Behavioural change isn't an overnight fix and it will be many months (indeed years) till we can truly measure the fruits of our labours, but the robust evaluation to date is heartening.

In media relations terms alone, we generated 190 editorial pieces with a PR value of £782,688, representing a campaign ROI of 12:1. (Source: Mediaproof)

Key early detection message penetration in the coverage was bang on the money:

- 76% of lung cancer editorial highlighted that it's easier to treat when detected early
- 78% of bowel cancer mentions stressed the importance of returning home screening kits
- 50% of breast cancer coverage reinforced the message that you're more likely to survive if treated early

Social media amplified PR activity, driving attendance at events and sharing real-life stories. Facebook likes increased by 96% since 1st January 2014 (rising from 2983 to 5851).



The relentless flow of coverage and social media noise has also contributed to the following:

- An 8.7 per cent increase in returned bowel cancer home screening tests following a four-week burst in Oct-Nov 2014.
 - 80.6% increase in bowel screening replacement kits requested each month, and, on average, 4300 more bowel screening kits are returned each month since DCE launched.*
 - Over 96,000 views of the Poo Song to date
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And with watertight text response evaluation, we know that around 100 women texted to make or reschedule an appointment for breast screening directly as a result of PR activity, confined to low uptake areas in the West and South East of Scotland.

Our three-year event (Feb 18) triggered some stunning broadcast coverage including 18 minutes of interviews on STV lunchtime news, STV News at 6 and Scotland Tonight. (equivalent commercial value - £88,288)

Fronted by Shona Robison and actress Elaine C Smith, star of the Government's breast cancer advertising campaign, the event attracted 80 patients, clinicians and supporters.

Within 72 hours, the supporting video attracted over 400 views.

Over the course of the year we engaged with over 350 celebrities, health stakeholders, and people who'd been screened, all with a positive story to tell about early detection.

Importantly, new attitudinal research shows that we are building belief that cancer can be beaten:

- Strong disagreement in the statement 'You can't survive cancer so what's the point in worrying about the early signs and symptoms of it' has jumped from 39% to 55%.*
- Similarly, disagreement in 'There's not much doctors can really do for cancer' has increased significantly from 76% to 83%.**

A cause for optimism, if ever there was.



"Before DCE the topic of bowel cancer was a hard thing to raise. Since the campaign people are openly talking to us, asking questions and telling us about their experiences. It's helped normalise what was an otherwise difficult topic."

- Emma Anderson, Bowel Cancer UK

* Comparing pre-campaign period (monthly average Feb 2012 – Jan 2013) to the latest data (monthly average Jan 2014 – Dec 2014)

** (TNS Research, comparing attitudes in Dec 2011 to January 2015. 2011 data: 935 adults aged 40+ in the C1C2DE social grades interviewed face-to-face, in-home throughout Scotland between 29th November and 19th December 2011. 2015 data: 500 adults aged 40+ in the C1C2DE social grades interviewed online from 27th – 23rd January 2015)