

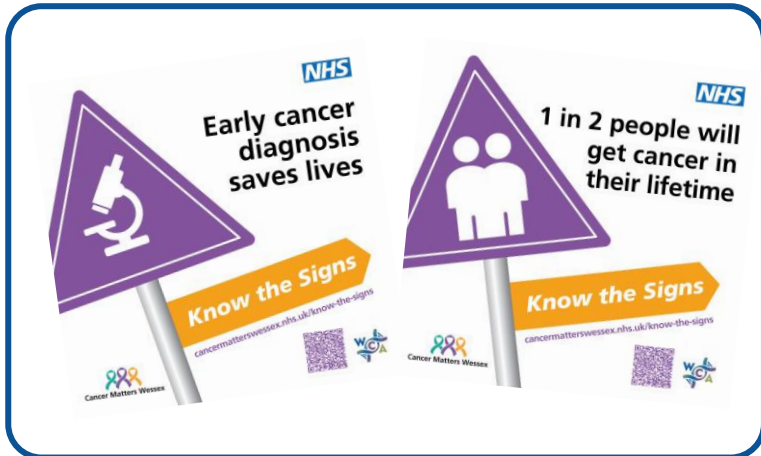


Know the Signs Cancer Awareness Campaign

Evaluation
January 2025



Know the Signs – at a glance



Innovations
Working with communities directly to support them to design and share messages that are more likely to work with them. Using online and offline advertising simultaneously in target areas.

Key Performance Stats

Number of views of Know the Signs webpage	2,000
Campaign reach – static campaign	1,590,000
Campaign reach – social media	41,794
Community events attended	14
Minoritised ethnic groups engaged	17
Communities Against Cancer applications	12

Objectives
Raise awareness of the signs and symptoms of cancer and survivability if diagnosed early

Target Audience:
Men over 50, racially minoritised communities, areas of multiple deprivation (Southampton, Havant, Gosport, Weymouth, Boscombe)

Policy and wider impact
Increasing early diagnosis is a key objective of the Cancer Alliance in line with nationally mandated targets. There are a range of reasons for later diagnosis for the target audience but one is believed to be lower awareness of signs and symptoms of cancer and of the importance/benefits of early diagnosis. This work seeks to raise awareness in a targeted manner as well as contribute to our early diagnosis objectives. It also provides an opportunity to create a dialogue with health excluded communities to benefit our wider work including insight gathering on barriers to fair care.



Strategy and Objectives

Objectives

Problem or behaviour

Some groups of people experience later diagnosis and poorer outcomes as a result. We wanted to target these groups with simple cancer awareness messages that were more tailored to their needs

Policy objective

Reduce inequalities in cancer care with a specific focus on encouraging/supporting people to speak to their GP practice if something doesn't feel right for them

Comms objective

Work with communities and in target areas using a range of comms approaches to raise awareness of cancer signs and symptoms and early diagnosis

Audience Insight.

National evidence shows people from racially minoritised backgrounds and people from more deprived populations are more likely to be diagnosed at a later stage.

<https://news.cancerresearchuk.org/2023/11/23/health-inequalities-early-cancer-diagnosis/>

Females have a higher proportion of cancers diagnosed at S1 and 2 <https://digital.nhs.uk/data-and-information/publications/statistical/cancer-registration-statistics/england-2019/females-have-higher-proportion-of-cancers-diagnosed-at-stages-1-and-2>

COM-B: *Capability, Opportunity & Motivation*

Capability: Poorer understanding of health generally, low awareness of cancer signs and symptoms



Increase [physical/psychological] capability by linking to clear information on signs and symptoms with a call to action (speak to your GP surgery)

Opportunity: challenges with getting GP appointments, income deprivation, language barriers



Increase [social/psychological] opportunity by working with groups and GPs to share awareness raising messages

Motivation: Fear of cancer, knowledge of importance of early diagnosis



Increase [automatic/reflective] motivation by helping people understand that cancer is treatable and curable, particularly if caught early

Strategy

Targeted groups based on evidence of later diagnosis, the strategy was to focus on and offline promotion and engagement across key communities of geography and identity, aiming to maximise opportunities to see the campaign imagery and engage with the information being shared online, in communities and through the Macmillan A-Z cards. Alongside targeted activity, all GP surgeries were engaged, with bespoke communication packs shared and utilised enabling cross Wessex coverage.



Planning & Design

- Worked with target groups to understand barriers, enablers and preferred messages and approaches
- Spoke to construction workers and racially minoritised communities in a series of face to face and online meetings
- Feedback on campaign meant it was a general cancer awareness campaign rather than cancer site specific
- Lower health literacy of target audience required straightforward messages with a clear call to action
- Campaign images were changed and chosen through working with groups on what resonated with them
- Statistics were added following feedback, reflecting positivity and survivorship
- Produced 3 different messages to enable communities to identify those that resonated most with their community
- People were signposted to the Cancer Matters Wessex webpage for more information or given a signs and symptoms 'A-Z card' from Macmillan





Planning & Delivery



Implementation

Social Media

- Organic and paid advertising on Facebook
- Dedicated webpages
- Online awareness survey in later stages
- LinkedIn and X engagement

Static Assets

- Street poster sites in target communities
- Bus side advertising on key routes
- Posters shared with community venues and GPs
- Leaflet holders and Macmillan Signs and Symptoms z-cards

Radio/TV

- Greatest Hits radio supported launch, running hourly news item on first day
- That's TV interview

Community engagement/ events

- MOUs with Dorset Race Equality Council and Action Hampshire to engage
- Dorset Race Equality Council led cancer awareness and engagement workshops with racially minoritised communities that led to further engagement
- 17 Dorset based racially minoritised community groups reached with campaign materials or were directly involved in supporting the campaign
- Worked with Latin American and Ukrainian communities to translate and share materials
- Attended 14 community events to raise awareness
- Action Hampshire supported 12 Communities Against Cancer grant applications and are still working with communities to record awareness raising messages led by community leaders and apply for grants

Health Care Engagement

- Comprehensive communications circulated to GP surgeries to enable local promotion across Wessex
- Pharmacy communications pack
- 50,000 pharmacy bags printed with messaging for Isle of Wight
- Social media posts shared by many local health organisations including PCNs, ICBs and Hospital Trusts



Know the Signs - Statistics

Static Advertising

- 18 x bus supersides across Weymouth and Southampton 4 weeks – total reach: 341,050; total impressions: 491,440
- 6 x bus lower rears across Southampton 4 weeks – reach: 159,370; impressions: 251,520
- 5 x bus lower rears across Weymouth 4 weeks – reach 72,310; impressions: 126,190
- 10 x bus supersides across Bournemouth 4 weeks – reach: 113,080; impressions: 203,544
- 7 x phone box kiosks 4 weeks – reach: 98,310; impressions: 141,200
- 5 x phone box kiosks 6 weeks – reach: 125,290; impressions: 174,820
- 13 x phone box kiosks 2 weeks – reach: 189,820; impressions: 408,870
- 1 x kiosk 2 weeks - reach 13,800; impressions: 19,400
- Posters were shared in shopping centres (Sovereign Shopping Centre in Boscombe, Fareham Shopping Centre and Marlands Shopping Centre reaching an estimated 427,000 people during the campaign)
- 25,000 printed pharmacy bags distributed to 10 pharmacies on the Isle of Wight
- Posters and leaflet holders requested by 21 email requests for various HIOW PCNs and resources shared with Dorset Practices via the ICB. More than 50 posters given out at the GP TARGET event in Southampton.



TV and Radio

That's TV monthly viewing figures for October were approximately 4,000 (<https://www.barb.co.uk/monthly-viewing/>) Overall, Greatest Hits Radio South Coast has 446,000 weekly listeners on 105.2FM and DAB, with 46,000 in Dorset East (105.8FM) and 58,000 listeners in Dorset West (Dorchester, Weymouth, Bridport and Shaftsbury).

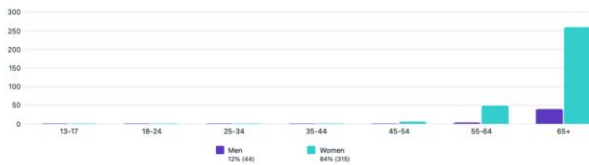


Know the Signs – Statistics

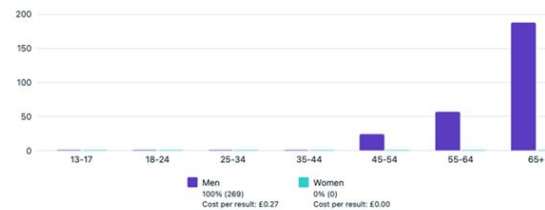
Web and Social Media

- Following publication in September, the Know the Signs page was the second highest viewed page on the Cancer Matters Wessex website for the period of the campaign, with over 2000 views, contributing to sizable increases in views of screening information pages which were linked from the main Know the Signs page. The Keeping well page, which was also linked from the campaign page, had three times as many page views as the same period the year before.
- On Facebook, the campaign reached 13,474 people, 19,024 impressions and 261 interactions, increasing followers by 39%, boosted ads reached a further 28,323 people
- On LinkedIn we reached 4,065 people with 313 engagements. Followers increased by 20% during the campaign.
- Spanish translated campaign video was viewed 208 times and was shared by the Mexican Embassy

Facebook ad with engagement and age and gender distribution



Facebook ad with engagement and age and gender distribution





Outcomes & Impact

The campaign was designed to tackle the issues of capability, opportunity and motivation in seeking early diagnosis of cancer. Initial view seeking showed lower levels of understanding of cancer, why early diagnosis matters and what signs and symptoms to look out for generally. The target audience is a 'healthy' one – so most of the people reached will not have any signs/symptoms but we hope by running this campaign, we are helping people to engage with key information messages about their health, specifically: early diagnosis matters, cancer is common but also survivable and if something doesn't feel right, in your body, you should speak to your GP surgery. These messages proved simple and effective in development.

COM-B: Capability, Opportunity & Motivation

Capability: Poorer understanding of health generally, low awareness of cancer signs and symptoms	→	Static asset messages reached around 1.5million people in target areas, social media reached around 42,000, leading to increased traffic to CMW webpages. Over 1700 signs and symptoms z-cards distributed.
Opportunity: challenges with getting GP appointments, income deprivation, language barriers	→	Partnerships with racially minoritised groups led to 2 translations being completed during the campaign period with a more in production. Information was also shared with approximately 3000 people on closed community Whatsapp groups with more than 10,000 people being reached in this way. As a result of the engagement, 12 community organisations applied for Communities Against Cancer helping with the campaign sustainability and longer-term relationships.
Motivation: Fear of cancer, knowledge of importance of early diagnosis	→	Campaign message changed to show survivability of cancer and impact of early diagnosis; additional information shared during community events

"It's really important to be persistent, if you don't feel right, you know your body, make sure you speak to your GP surgery about it" (cancer survivor at an awareness event with minority ethnic women)

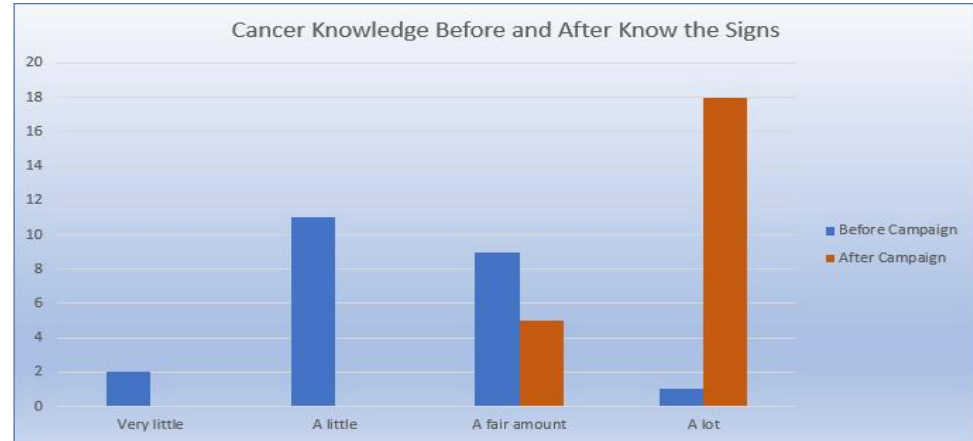
"It is good to campaign in Spanish and thus reach more Spanish and Latin American communities as... there is a lack of trust in these communities at times" (survey respondent)

"Dissemination is very important to be able to raise awareness among more people" (survey respondent)



Outcomes & Impact

Towards the end of the campaign, we ran a short survey to help us understand the impact of the campaign. We received 24 responses showing increases in knowledge about the signs and symptoms of cancer. Prior to the campaign, 60% of respondents said they knew very little or a little about cancer signs and symptoms, reducing to 34% after seeing the campaign. While this is a snapshot of people who saw or engaged with the campaign, it shows the effectiveness of the materials and approach adopted.



The survey also asked people the main thing they had learnt from the campaign and what they would do differently as a result. Comments included *"that a timely exam can save your life"*, *"that self examination is very important to be able to be aware of any changes in case they occur"*, *"not to be afraid to speak up"*, *"speak to your Dr if symptoms are worrying or last more than a week or two, nine times out of ten probably not cancer"*.

In terms of what people will do differently, people said they would *"set myself regular reminders to check my breasts, moles etc and attend screening appointments"*. *Will aim to make healthier choices around food and increase my levels of activity. Ill encourage friends and family to do the same"*, *"try to eat more fibre"*, *"get my moles and warts checked"*

Fast Track Referrals

The campaign aimed to increase knowledge of cancer signs and symptoms, provide clear 'call to action' information and was aimed at a predominantly healthy population. The hope is that by being consistent with messages about knowing your body and seeking help early, we will support earlier diagnosis in the future. However, analysis of fast track referrals during the October to December campaign period showed an increase of 625 referrals compared to the same period last year, some of which may have resulted from higher awareness in the community related to the campaign.



Lessons learned

- GP Practice engagement was the best of any campaign we have had – we believe this is related to clear linkage to a GP Local Incentive Scheme, talks and webinars during the launch period
- Assets are not one-time use so cost savings for future campaigns can be realised and these resources are useful for future engagement events
- Working with community groups was really effective but it needs a long lead in time, not over the summer to get even more people involved. The legacy of the project in improved relationships cannot be underestimated for future work.
- Get a survey/feedback tool circulated earlier to help gather impact data
- The biggest costs related to static advertising. While this theoretically reached a lot of people, assessing impact of social media was much more straightforward and very significantly cheaper