



The 2nd World
Non-Profit & Social
Marketing Conference

Japanese Social Marketing Success: Improving both cancer screening & ROI

Akio Yonekura
Marketing Director, Cancer Scan Co., Ltd.

Cancer+scan
ソーシャルマーケティングを医療に

P&G



+



HARVARD
SCHOOL OF
PUBLIC HEALTH

||

Cancer+scan
ソーシャルマーケティングを医療に

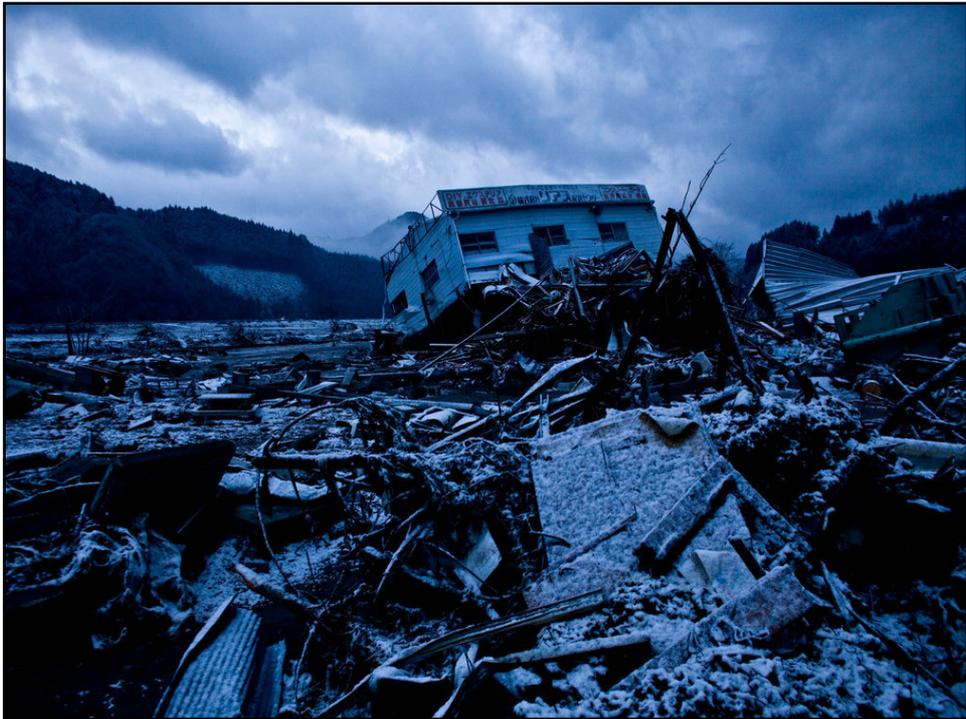
Cancer+scan
ソーシャルマーケティングを医療に

ROI 2 times

Cancer+scan
ソーシャルマーケティングを医療に

2011/3/11 14:46







9,000+ people
from 15+ countries





\$100M+ donation



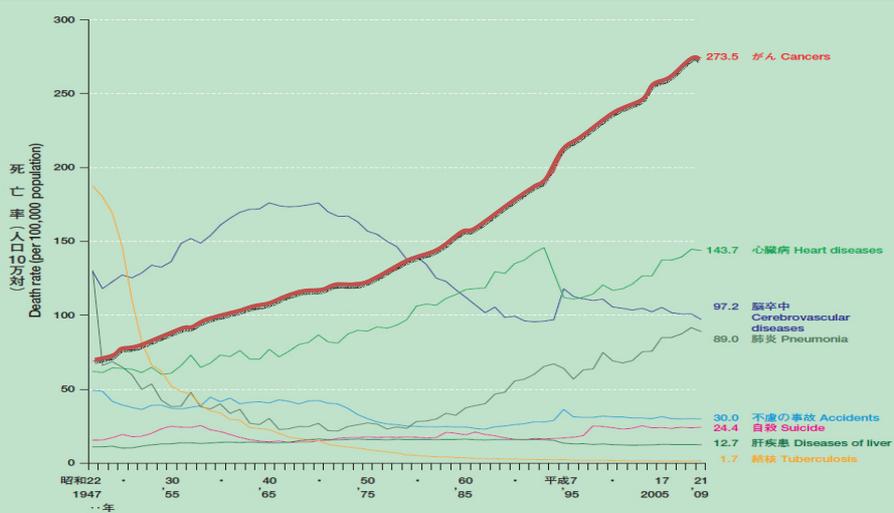
and prayers from all over the world

thank you

issue

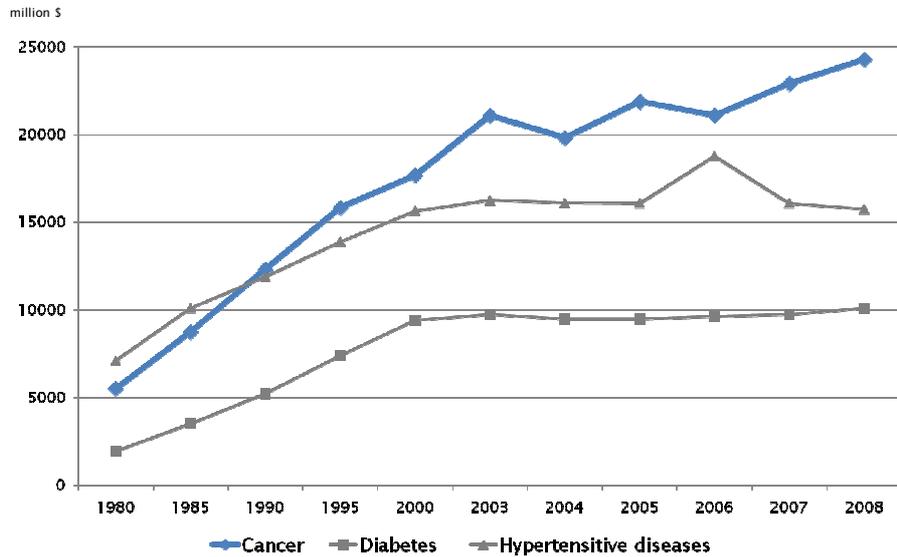
issue: cancer

no.1 cause of death in Japan since 1981



Source: Vital Statistics in Japan - The latest trends - Vital and Health Statistics Division, Statistics and Information Department, Minister's Secretariat, Ministry of Health, Labour and Welfare

medical expenditure 5 times since 1980



Source: Estimation of national medical care expenditure in Japan, Statistics and Information Dept. Minister's Secretariat, Ministry of Health, Labour and Welfare

solution

$$\frac{1}{3}$$

$\frac{1}{3}$ of all cancer deaths can be prevented by **cancer screening**

solution: cancer screening

Goal: 50% by 2012

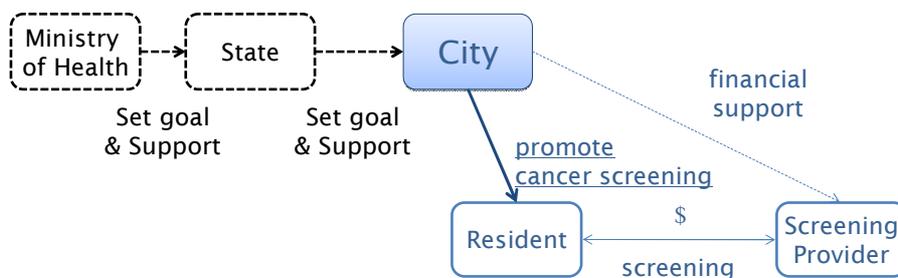
1981 Cancer became the leading cause of death

1984 Comprehensive 10-year Strategy for Cancer Control

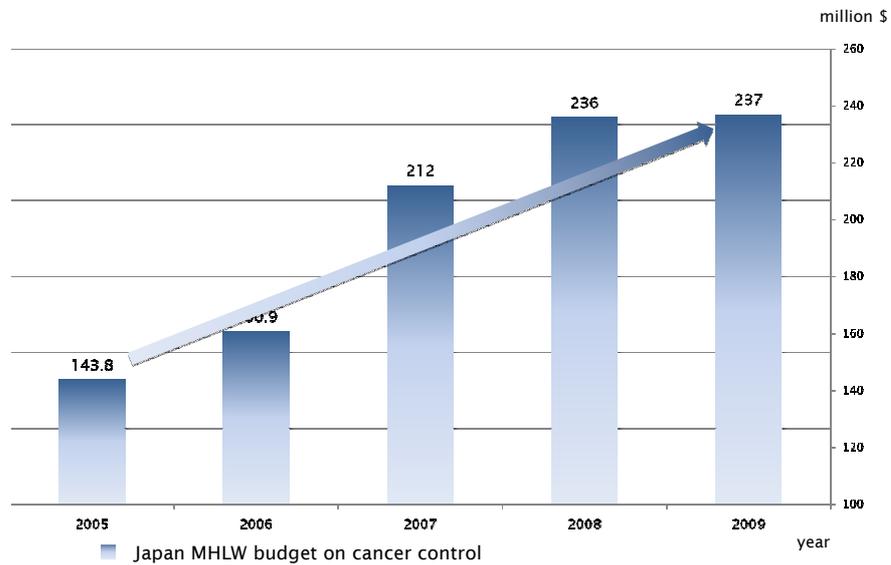
2007 Cancer Control Act

Basic Plan to Promote Cancer Control Program

-> officially set screening goal: 50% by 2012



MH aggressively increased budget



Source: MHLW Budget Report '09, Statistics and Information Department, Minister's Secretariat, Ministry of Health, Labour and Welfare

Pink Ribbon Campaign got active

Pink Ribbon Campaign



cities followed

2年に1度は
子宮がん・乳がん検診を！

平成21年度子宮がん検診・乳がん検診のご案内

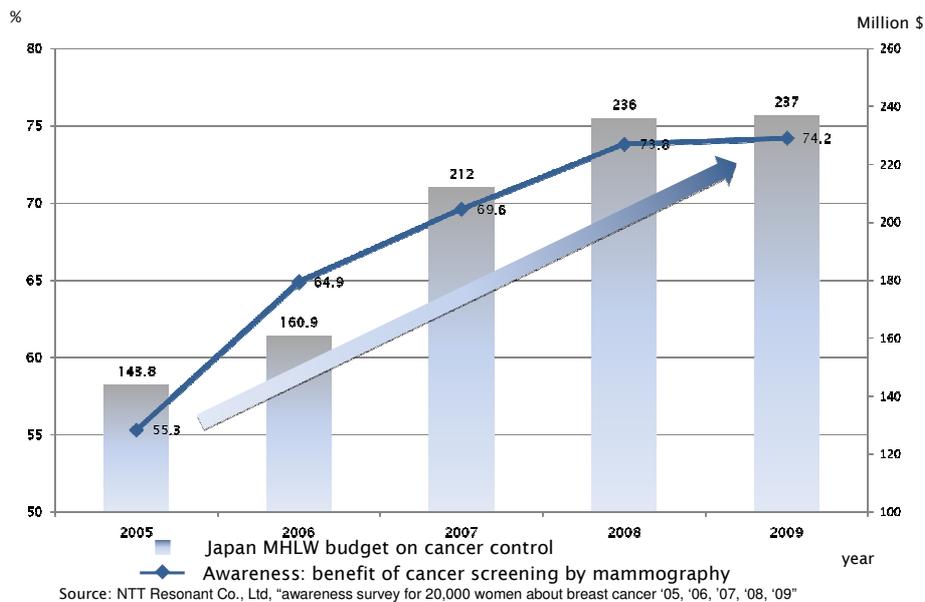
立川市では、女性市民の自己対症に子宮がん検診及び乳がん検診を行っています。
がんの発生率を段階別が一律としており、年齢に検診でわかる年齢や回数も少なく済みまし、健康
増進することができます。ぜひこの機会に検診にお越しください。

子宮がん検診	乳がん検診
対象 満20歳以上の女性（10年以内検診） 検診期間 平成21年度10月1日～12月31日	対象 満40歳以上の女性（検診期間） 検診期間 平成21年度10月1日～12月31日
検診方法 子宮頸がん検診（HPV検査） 検診費用 検診費用は無料です。	検診方法 乳房触診・乳房超音波検査 検診費用 検診費用は無料です。
検診場所 立川市健康推進課 成人健診係	検診場所 立川市健康推進課 成人健診係

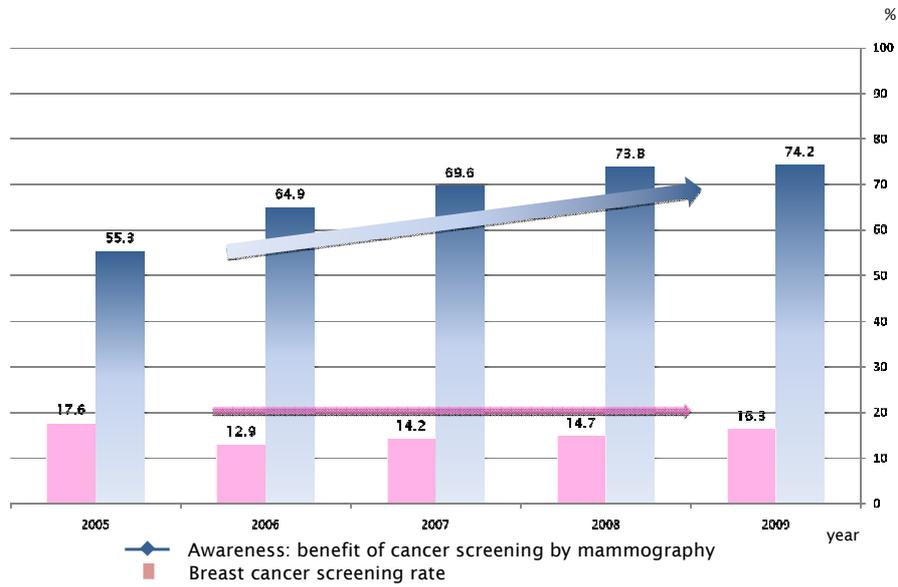
How to make an appointment
(send a postcard.
Call to ask questions.)

立川市健康推進課 成人健診係 ☎527-3272

awareness followed



action didn't follow



Source: Regional health/ Elderly Health Project Report, Statistics and Information Department, Minister's Secretariat, Ministry of Health, Labour and Welfare

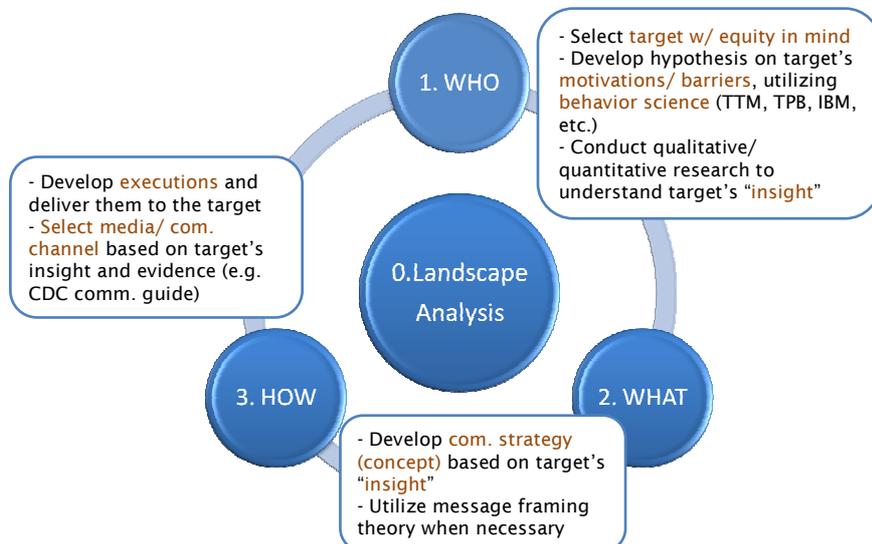
?

how can we improve
cancer screening
with cost-efficiency?

Cancer Scan's way

Cancer+scan
ソーシャルマーケティングを武器に

P&G marketing + scientific evidence

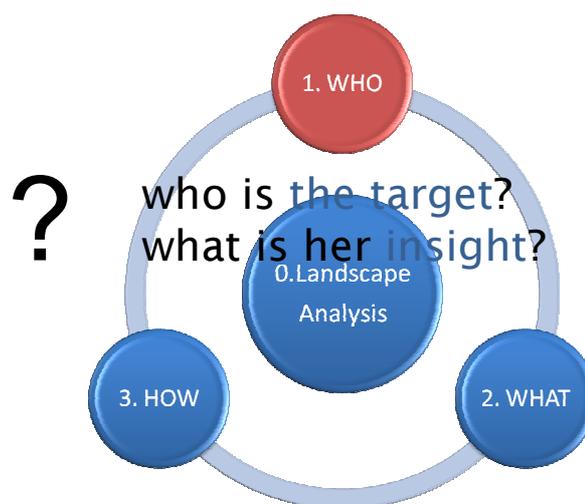


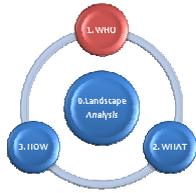
Trial Intervention in Tokyo - breast cancer -

Trial Intervention Outline

- Goal: Achieve 50% breast cancer screening rate
- Project duration: Jul '09 ~ Mar '10
(after the city sent out 1st invitation)
- Team consisting of:
Tokyo state govern. officials, City officials,
Japan National Cancer Center Prof. and [Cancer Scan](#)
- Breast cancer screening rate: approx. 30 ~ 40%

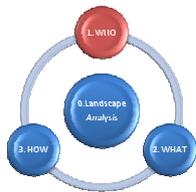
WHO: target understanding





WHO: target understanding

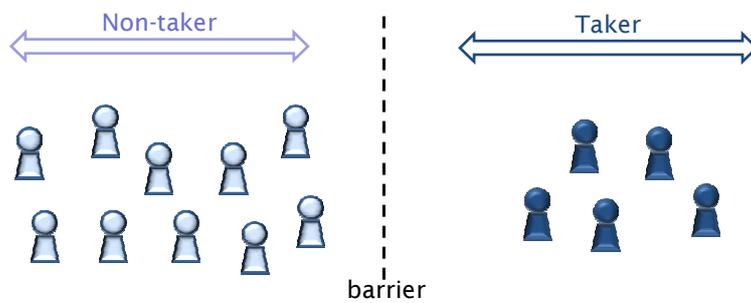
1. Quantitative Research (n=8,000, age 51-59)

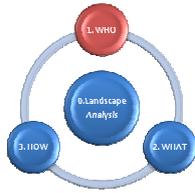


WHO: target understanding

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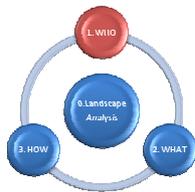
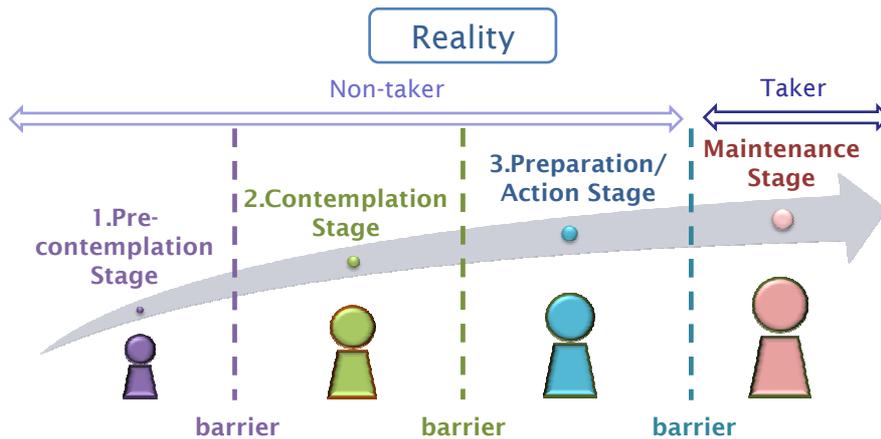
Prejudice





WHO: target understanding

1. Quantitative Research (n=8,000, age 51-59)



WHO: target understanding

2. Qualitative Research (n=20, age 51-59)

Pre-contem.



"I am just fine. Don't worry."
 「I know breast cancer is a big thing these days. But it's not my issue. I am very healthy. I haven't been hospitalized or anything. I'll consider screening when I become unhealthy.」

Contemp.



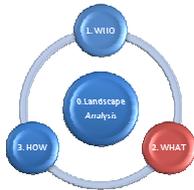
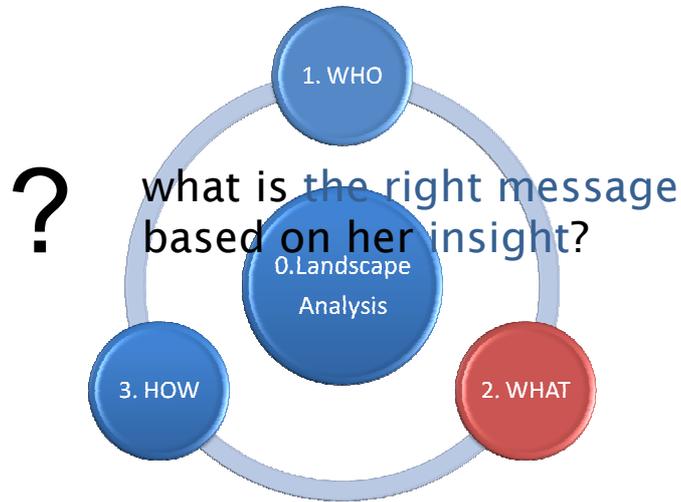
"I am so scared..."
 「I've heard of the importance of screening and probably I'd better go, right? But what if cancer is detected? What am I gonna do? I am so scared.」

Prep/ Action



"Not so sure where to start"
 「I know the severity of breast cancer and importance of screening, and know I need to go now. But I am not so sure where to start. Sorry, I'm lazy.」

WHAT: message development



WHAT: message development

Pre-contem.



"I am just fine. Don't worry."



Brest cancer is everyone's issue of life or death.

Contemp.



"I am so scared..."



Don't worry too much about breast cancer & screening.

Prep/ Action

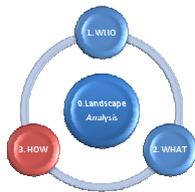
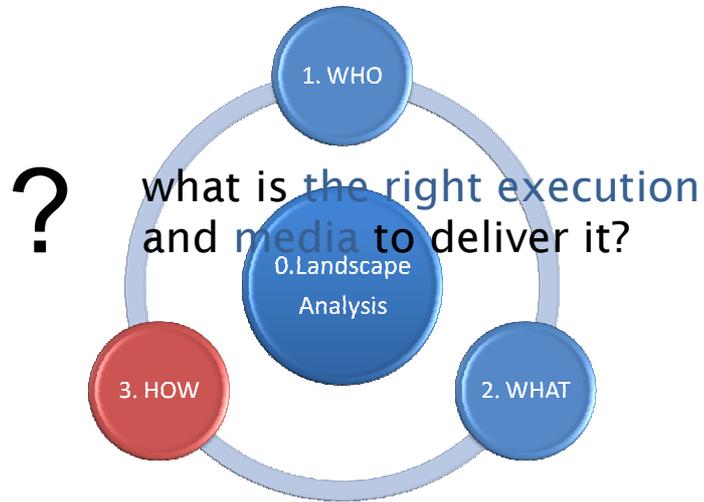


"Not so sure where to start."



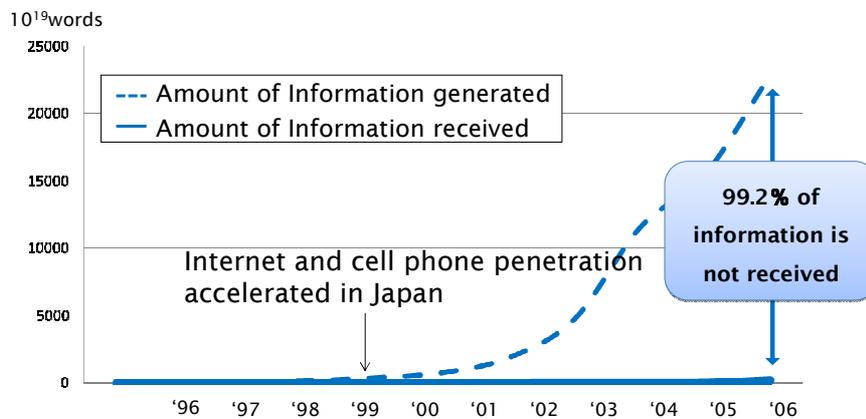
A-to-Z of how to take screening in your city

HOW: execution development

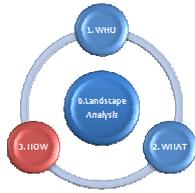


HOW: execution development

brutal information environment



Source : Ministry of Internal Affairs and Communications. (2006). Census of information distribution.



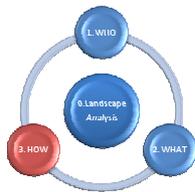
HOW: execution development

CDC Community Guide 2008: Evidence on effectiveness of intervention methods

Intervention Methods	Breast Cancer Scr. (MM)
Call System by provider ¹⁾	😊
Small Media ²⁾	😊
Incentive (alone)	-
Mass Media Campaign (alone)	-
Mass Education	-
1-on-1 Education	😊
Monetary Burden Reduction	😊

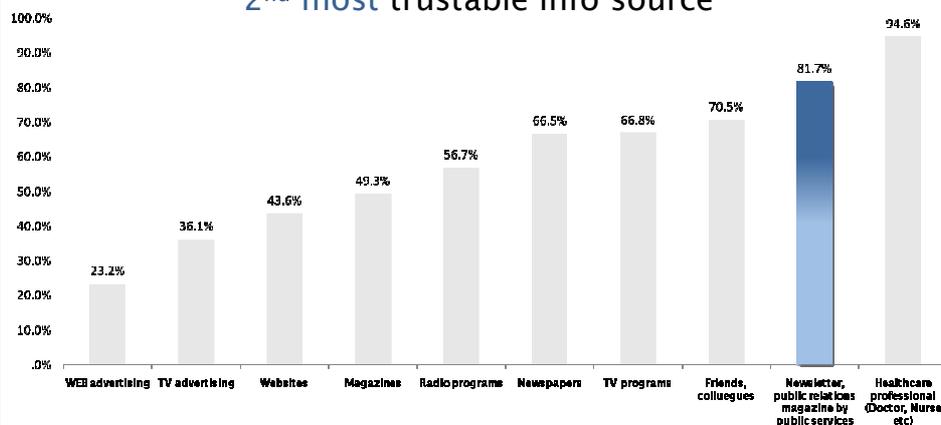
1) call system to remind of cancer screening dates, etc.

2) brochure to explain cancer/ screening (importance, how to take it, etc.)

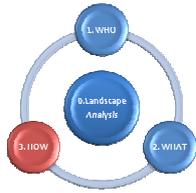


HOW: execution development

2nd most trustable info source



Source: Ministry of Health, Labour and Welfare, Nationwide survey for target segmentation of Japanese Healthy People 21. 2009:



HOW: execution development

send customized leaflets (invitation)



HOW: execution development

Prep/ Action



"Not so sure where to start"

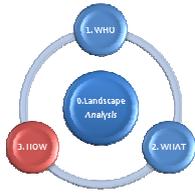


A-to-Z of how to take screening in your city

Removing monetary barrier

1. Susceptibility
2. Severity
3. Benefit

How to make an appointment



HOW: execution development

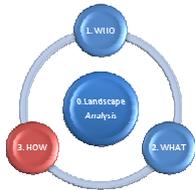
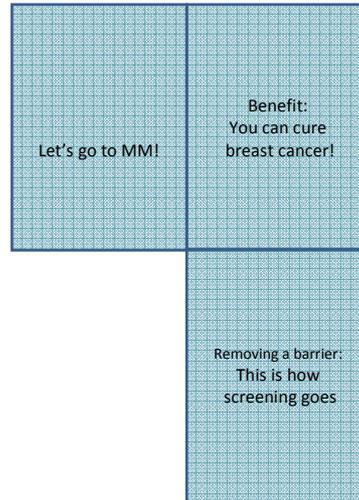
Contemp.



"I am so scared..."



Don't worry too much about breast cancer & screening.



HOW: execution development

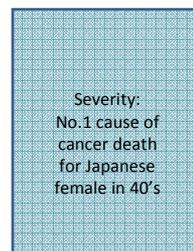
Pre-contem.



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Brest cancer is everyone's issue of life or death.



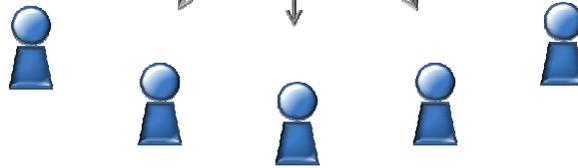
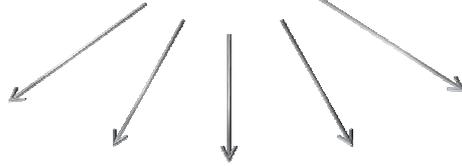


HOW: execution

City + Cancer Scan



questionnaire



Residents

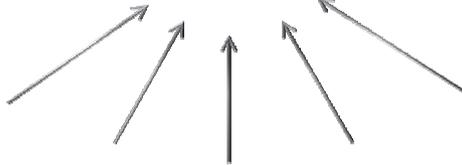


HOW: execution

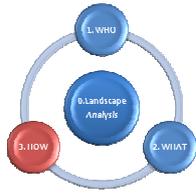
City + CancerScan



reply



Residents



HOW: execution

City + CancerScan



develop database

Prep/ Action



Prep/ Action



Contemp.



Contemp.



Pre-contemp.



Residents



HOW: execution

City + CancerScan



send leaflets



Control group



Prep/ Action



Prep/ Action



Contemp.



Contemp.



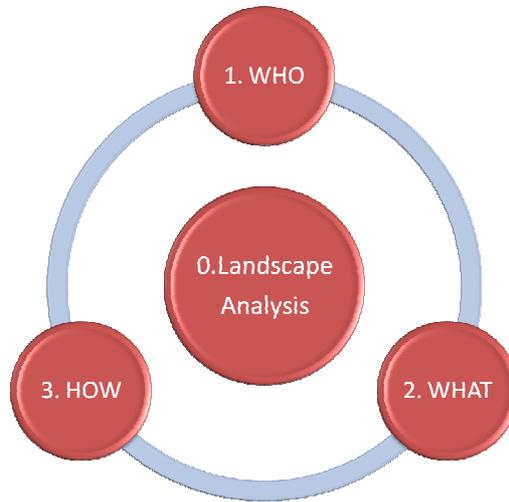
Pre-contemp.



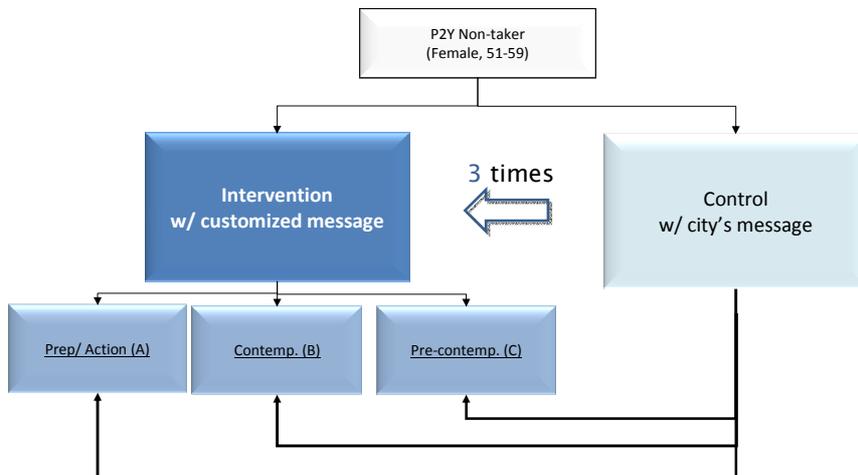
Residents



Result: amazing

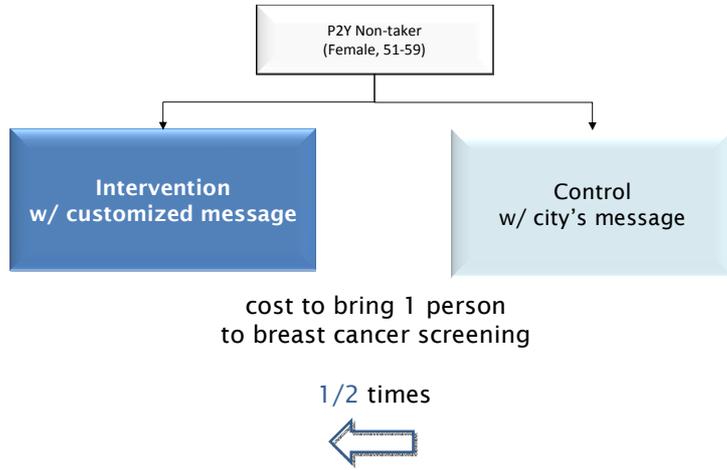


Result: screening rate tripled

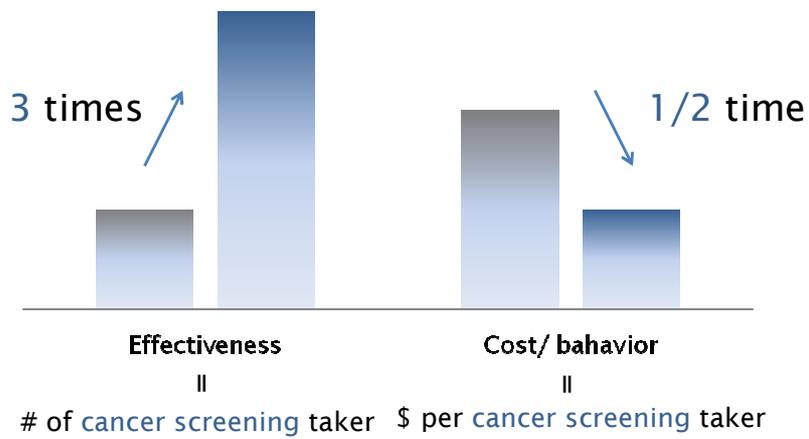




Result: \$/screen-taker halved



Cancer+scan
ソーシャルマーケティングを武器に



Cancer+scan
ソーシャルマーケティングを医療に

Cancer+scan
ソーシャルマーケティングを医療に

Total(in 3 years)
Intervened:57,508
screening taker:4,731



yo

jp

thank you