Japanese Social Marketing Success: Improving both cancer screening & ROI

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ROI 2 times
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, Ministry’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
$\frac{1}{3}$ 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

Source: Pink Ribbon Campaign, Smile Walk 2011
cities followed

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

Awareness: benefit of cancer screening by mammography

Source: NTT Resonant Co., Ltd, “awareness survey for 20,000 women about breast cancer ’05, ’06, ’07, ’08, ’09”
action didn’t follow

<table>
<thead>
<tr>
<th>Year</th>
<th>Awareness: benefit of cancer screening by mammography</th>
<th>Breast cancer screening rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>17.8%</td>
<td>15.3%</td>
</tr>
<tr>
<td>2006</td>
<td>12.0%</td>
<td>64.0%</td>
</tr>
<tr>
<td>2007</td>
<td>14.2%</td>
<td>65.0%</td>
</tr>
<tr>
<td>2008</td>
<td>14.7%</td>
<td>76.8%</td>
</tr>
<tr>
<td>2009</td>
<td>18.6%</td>
<td>76.2%</td>
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</tbody>
</table>

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
P&G marketing + scientific evidence

1. WHO
- Select target w/ equity in mind
- Develop hypothesis on target’s motivations/ barriers, utilizing behavior science (TTM, TPB, IBM, etc.)
- Conduct qualitative/ quantitative research to understand target’s "insight"

2. WHAT
- Develop executions and deliver them to the target
- Select media/ com. channel based on target’s insight and evidence (e.g. CDC comm. guide)

3. HOW
- Develop com. strategy (concept) based on target’s "insight"
- Utilize message framing theory when necessary

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 is the target?
• what is her insight?
• 0. Landscape Analysis

• 1. WHO
• 2. WHAT
• 3. HOW
WHO: target understanding

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

[Diagram showing the relationship between Taker and Non-taker with Prejudice and barrier]
1. **Quantitative Research**  
(n=8,000, age 51-59)

**Reality**

1. Pre-contemplation Stage
2. Contemplation Stage
3. Preparation/Action Stage

**Non-taker**

**Taker**

**Maintenance Stage**

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

"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..."

"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..."

"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

1. WHO
2. WHAT
3. HOW

Landscape Analysis

WHAT is the right message based on her insight?

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

I am just fine. Don’t worry.

I am so scared...

Not so sure where to start.

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

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

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

Pre-contem.

Contemp.

Prep/ Action
HOW: execution development

what is the right execution and media to deliver it?

1. WHO
2. WHAT
3. HOW

brutal information environment

Internet and cell phone penetration accelerated in Japan

99.2% of information is not received

HOW: execution development

CDC Community Guide 2008: Evidence on effectiveness of intervention methods

<table>
<thead>
<tr>
<th>Intervention Methods</th>
<th>Breast Cancer Scr. (MM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call System by provider ¹)</td>
<td>☻</td>
</tr>
<tr>
<td>Incentive (alone)</td>
<td>☻</td>
</tr>
<tr>
<td>Mass Media Campaign (alone)</td>
<td>☻</td>
</tr>
<tr>
<td>Mass Education</td>
<td>☻</td>
</tr>
<tr>
<td>1-on-1 Education</td>
<td>☻</td>
</tr>
<tr>
<td>Monetary Burden Reduction</td>
<td>☻</td>
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</tbody>
</table>

1) call system to remind of cancer screening dates, etc.
2) broacher to explain cancer screening (importance, how to take it, etc.)

HOW: execution development

2nd most trustable info source

**HOW: execution development**

**send customized leaflets (invitation)**

City + Cancer Scan

Prep/Action

Contemp.

Residents

**Prep/Action**

**Contemp.**

Pre-contemp.

**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

Benefit: You can cure breast cancer!
Let's go to MM!

Removing a barrier: This is how screening goes.

Don’t worry too much about breast cancer & screening.
“I am so scared...”

Severity: No. 1 cause of cancer death for Japanese female in 40’s

Brest cancer is everyone’s issue of life or death.
“I am just fine. Don’t worry.”
Result: amazing

Result: screening rate tripled

P2Y Non-taker (Female, 51-59)

Intervention w/ customized message

Control w/ city's message

Prep/ Action (A)
Contemp. (B)
Pre-contemp. (C)
Result: $/screen-taker halved

P2Y Non-taker
(Female, 51-59)

Intervention w/ customized message

Control w/ city’s message

cost to bring 1 person
to breast cancer screening

1/2 times

Cancer+scan

3 times

1/2 time

# of cancer screening taker

$ per cancer screening taker
Total (in 3 years)
Intervened: 57,508
screening taker: 4,731
thank you