

Skin Cancer Statistics (2)

- Annual treatment cost in England alone is in excess of £190 million.
- More Britons die of melanoma each year than in Australia which has 4x UK rate of skin cancer diagnosis.
- Difference due to earlier detection and higher levels of awareness of effective sun protection strategies in Australia.



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Lessons from other markets

- Mass media campaigns, coupled with interventions targeted at specific population segments have significantly reduced sunburn rates

BUT

- need to repeat and reinforce messages

AND

- UK budget limits mass media activity.



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Cancer Research UK: SunSmart

- Targeted youth-focused activity, intensive Press and PR programme supported by targeted distribution of flyers, posters and postcards.
- Local professionals (LAs, PCTs, community nurses, school teachers and health promotion workers) encouraged to incorporate sun protection initiatives into their work.
- Focus on primary, including educational activity and promotion of sun protection policies.

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Low awareness among general population

- Prompted awareness was 17.5% in 2009.
- Key messages are not be reaching the general population as quickly as mass media-supported interventions would permit.
- Segmentation analysis attempts to guide sun protective messages to specific segments of the population where behaviour resulting in sunburn is occurring.

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Segmentation

- Segmentation originates from market research.
- Based on the analysis of survey data using cluster analysis techniques i.e.
 - dividing the target population into clearly defined, and mutually exclusive subgroups with particular emphasis on factors that influence behaviours.
- Different communication options can be identified.
 - less wastage than if one standard intervention is used to cover all segments.



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Methodology

- Cancer Research UK- sponsored telephone survey.
- 5,034 people aged 16+ years.
- 46% male and 54% female.
- Survey conducted during August – early September 2009.



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Slide 10

- A2** When we provided feedback on the draft segmentation paper we asked for it to be explained why 'activity participating in when sunburnt' was used as the basis for the split.
Will this be commented on?

Adam, 07/04/2011

Slide 11

A3 In our feedback in the paper draft we asked for more explanation on how the strategy follows on from the segment - e.g why would a focus on self-efficacy and social norms be effective here?
Will this be commented on?

Adam, 07/04/2011

Segment 2 Possible Strategies

- Strategies could integrate activity with travel agents, airlines, hotel chains etc.
- Place information on websites and provide practical tips and information with airline tickets and hotel reservations.
- Joint activity with commercial sunscreen manufacturers regarding integration of appropriate messages within their cross-country marketing communications.
- Domestically, multi-component interventions specifically targeting swimming pools such as the USA “Pool Cool” intervention.



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Segment 3 – Out and About

- Largest segments (36.2%), dominated by female members (72%).
- Highest proportion of 55-64 (20%), 65+ (11%), possibly due to the more sedentary type of activities.
- Over 60% of this segment sunburnt in UK.
- 60% of those reported that it had occurred within last 4 weeks.
- Sunburn while ‘walking around shopping’, in the park and in the garden.
- 60% reported duration of exposure as 2+ hours.
- Poor knowledge / use of sun protection.



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Segment 3 Possible Strategies

- Clear educational need as regard to the strength of the UK sun .
- Strategies could include signage in retail premises such as pharmacy windows and Tourist Information Centres.
- Potential for collaborative promotional activity both with retailers and commercial sunscreen manufacturers.

Reaching this segment is current focus for SunSmart campaign – e.g. through partnership with Superdrug



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Segment 4 – Sun seekers

- Third largest of the four segments (22.6%).
- Dominated by female members (68%).
- Highest proportion of 16-24 yrs (20%).
- Over 80% reported being sunburnt while abroad.
- Less than 50% of those reporting that it had occurred within last 4 weeks.
- All sunburnt by deliberately sunbathing.
- Approximately 70% reporting that their duration of exposure was 2+ hours.



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Segment 4 Possible Strategies

- Probably hardest segment to change behaviours.
- Involves endeavouring to influence social norms - messages that conflict with perceived norms are likely to be disregarded.
- Messages countering sun protection strategies regularly shown in consumer media - glamorising sun tans / sunbeds and showing celebrities with poor sun-protective behaviours.
- Appearance-based interventions appear to be more effective.

SunSmart has used these findings for targeted experiential activity



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A battle of Images?

Example from Ackerman, J.(2007) The Great Sunlight standoff. Psychology Today, 40 (6), 96 - 102



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