why are we here?

We are here to show how sharing resources and using a proven intervention framework has increased the number of older men recognising and acting on the early signs of skin cancer.

background and objectives

- High skin cancer mortality amongst males aged 50+
- Pilot early detection campaign in Merseyside and Cheshire in 2009 aimed to
  - raise awareness of the signs of melanoma and the importance of early detection in men aged 50 +
  - encourage men to check skin for suspicious moles/lesions/skin changes and visit their GP
  - develop an awareness campaign framework that can be used as a model for similar local campaigns
  - monitor performance and evaluate the impact of activity
our approach

- Understand the context: Review evidence and identify learning
- Understand the audience: Lifestyle and demographic profiles to aid local targeting
- Understand behaviour: Focus groups to understand motivators and messages to drive early presentation
- Implement: Use mix of methods and channels to engage
- Evaluate: Monitor impact using pre and post quant survey, impact data
- Roll out: Share learning, repeat proven framework

key principles

- Collaborate widely
- Share insight and resources
- Measure impact
- Improve continually
- Show cost efficiency
- Save lives
collaborating

- Merseyside and Cheshire Cancer Network
  - 2009 - initial pilot
  - 2010 - rolled out across network
- NHS
- Number & Yorkshire Coast Cancer Network
  - 2010 – adopted following testing
- NHS
- Anglia Cancer Network
  - 2010 – adopted in 7 areas
- NHS
- Dorset Cancer Network
  - 2011 – measuring impact of 3 approaches

sharing insight and resources

- local planning guide includes all materials needed to run the intervention:
  - summary of evidence
  - insights from research
  - the implementation framework
  - artwork files for all core collateral on CD
evidence shows

- Around 100,000 cases of skin cancer a year
- Malignant melanoma incidence has quadrupled since the 1970s to over 11,700 UK cases a year (2008) – set to rise to 15,500 cases in 15 years
- More skin cancer deaths in the UK than in Australia
- In 2008 around 2,500 people in the UK died from skin cancer.

- Melanoma kills more men than women even though more women are diagnosed with the disease
- Male incidence rates are set to increase steeply

who are they?

History of sunburn  Outdoor hobbies  Outdoor workers

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what do they think about skin cancer?

- **Low concern** – not top of mind and no understanding of the potential for mortality
- Awareness that unusual moles are the key sign, but low understanding of detail
- **Little or no skin checking** by the men themselves or with/for partners
- Several examples of men “living with” potentially dangerous skin marks without having them checked
- **Unwillingness to bother** the GP for fear of “crying wolf” leading to men presenting possible signs “on the way out” following consultations about other issues

“I've got a few on me. I put block on...I've had it about fifteen years now son.”

“Probably just minor skin growths that can be whipped off easily.”

what are the drivers of behaviour?

<table>
<thead>
<tr>
<th>preferred behaviour: (present with symptoms early)</th>
<th>competitive behaviour: (ignore symptoms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>increases chance of successful treatment and survival</td>
<td>it's easier just to get on with life</td>
</tr>
<tr>
<td>reassurance and peace of mind</td>
<td>can continue to live in blissful ignorance</td>
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<tr>
<td>my family/loved ones want me to go/will stop nagging</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>benefits</th>
<th>barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of knowledge of symptoms</td>
<td>I know deep down something isn’t right</td>
</tr>
<tr>
<td>Don’t understand potential seriousness</td>
<td>I don’t want to cause suffering to those around me</td>
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<tr>
<td>Don’t want to waste doctors time – too trivial</td>
<td></td>
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<tr>
<td>Hard to get an appointment</td>
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<tr>
<td>I’m too busy/don’t have enough time</td>
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<tr>
<td>Fear and fatalism</td>
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</table>
what will motivate them to act?

I know the signs to look for

Skin cancer can be fatal

most men felt they needed to be shocked out of complacency

“skin cancer kills more men than women” is new news and elevates perceptions of severity

appreciate direct, powerful imagery and symptom examples galore

preference for simple messages and execution – large fonts and lots of visuals

printed resources preferred to online

mobile skin checks very popular
the implementation framework

**PULL**

Healthcare professional engagement
Engage GP’s and pharmacists to gain commitment, equip them to support the campaign and establish processes

Awareness raising
Outdoor media, press, PR, direct mail to create noise

**PUSH**

Community engagement
Face to face grass roots outreach through hit squads in key locations, tapping into community networks to equip advocates

Make it easy to act
Face to face engagement through road-show with skin checks, retainable triggers and prompts to keep top of mind

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**checklist**

**Objectives**
increase early presentation with melanoma symptoms

**Behaviours**
check skin for changes and visit GP promptly

**Audiences**
males aged 50+ (and influencers)

**Motivations**
good reasons – I know it’s serious, what to look for and how to act

**Actions**
HCP engagement, community outreach, awareness raising, triggers and prompts to make it easy to act
awareness raising – PR

- significant interest in survivor stories
- featured on local TV news, press, radio, websites
engaging communities

making it easy to act – mobile skin checks

"great that you’re here, I've been meaning to go to the doctor for ages"

"I have got something, I need looked at, very convenient"
making it easy to act – triggers and prompts

Spot the signs
- If you notice any changes in a mole or mark on your skin, see your doctor.
- Changes in size, shape, and color of a mole or mark can be a sign of skin cancer.
- If you see any of these changes in a mole or mark, see your doctor right away.

Find it early
- Skin cancer is treatable, so the key is to find it early.
- If you notice any changes in moles or marks, see your doctor.
- If you have a mole or mark that changes, see your doctor right away.

measuring the cost effectiveness of different approaches

Purbeck locality will receive no activity and be used as a "control" to measure results.
engaging GP practices
- start early to gain commitment from the outset
- engage flexibly to meet their needs
- offer tools to prompt conversations and capture data (testing impact)

measuring impact
- communicates main messages clearly
- 88% say it provides useful information
- raises concern about skin cancer to 57% (+11%)
- increases symptom awareness in specific areas

you can die of skin cancer
- 5% 15% 45% 20%

skin cancer kills more men than women
- 1% 4% 40% 55%

Strongly agree Slightly agree Neither agree nor disagree Slightly disagree Strongly disagree

Source: MCCN Tracking 2009 – 2020 pre and post
Overall
Male
Female

women are strongly influenced

- Anglia roll out targeted females and males
- women more likely to agree that the intervention affected them both directly and as surrogate motivators for male partners

triggering action

In surveys immediately following the intervention, around half say they have taken action — most are checking skin and up to 1 in 10 had seen the GP

Anglia 2010

Q) Have you done any of the following since the skin cancer awareness campaign...? % YES

- Checked myself for signs and symptoms of skin cancer
- Checked my partner for signs and symptoms of skin cancer
- Seen a GP about a sign or symptom of skin cancer

Source: Anglia DJS Research 2010, post campaign all who have seen, n=xxx

MCCN pilot:

Source: Anglia DJS Research 2010, post campaign all who have seen, n=xxx
delivering efficiencies
- **sharing** knowledge and resources
- **saving** campaign development costs
- **understanding** the most cost effective approach for future
- **finding** skin cancer earlier improves clinical outcomes and will provide cost efficiencies in the long term
  - total cost of skin cancer is around £240 million, of which costs to the NHS represent 42%

saving lives
- "I had a mole removed from my hand, it wasn't cancer, but the doctor wasn't sure at first."
- "I saw my GP because I thought I had skin cancer, he checked and said I was OK and not to worry."
- "I had skin cancer on the nose. I was referred to the hospital and had an operation."
- "I was diagnosed with skin cancer and went to hospital and had it removed."
- "Basically a skin tag, but not a worry as it has gone."
- "It was a small piece taken out of my neck, it was benign."

Source: Anglia DJS Research 2010, post campaign all who have seen, xxxx
key question

“can you apply this model to the work you are doing?”

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Thank you

Belinda Miller
07770 - 498168
belinda.miller@corporateculture.co.uk

www.corporateculture.co.uk
www.socialmarketingacademy.co.uk

Caroline Cerny
020 3469 – 8396
caroline.cerny@cancer.org.uk

www.cancerresearchuk.org
www.cancerresearchuk.org