

Cancer Research UK

Improving early detection of bowel cancer – a social marketing pilot in partnership with NHS Derby City

Daniel Ramsay
Marketing Manager
Cancer Research UK

Together we will beat cancer



Why did we do this?

1. Trial a social marketing approach
2. Learn more about types of materials and messages that can be effective in early detection of Bowel Cancer
3. Develop greater understanding of how to evaluate impact
4. Provide well evaluated results for wider dissemination
5. Work closely with Derby PCT



Background and Objectives

CRUK partnered with Derby City PCT to run a **social marketing pilot** in a number of deprived wards in Derby City, focusing on **early detection of bowel cancer** – the third most common cancer in the UK.

Objectives:

- to **increase bowel cancer symptom awareness** in Derby amongst 50+ age group, and promote the importance of early detection
- to **encourage early presentation** of symptoms to a GP
- to **actively engage** with local residents (**men aged 50+**) and healthcare professionals (in particular GPs)
- to **inform the understanding** of CRUK, Derby City PCT and other bowel cancer stakeholders
- to develop a **campaign framework** that could be used as a future model



Our approach

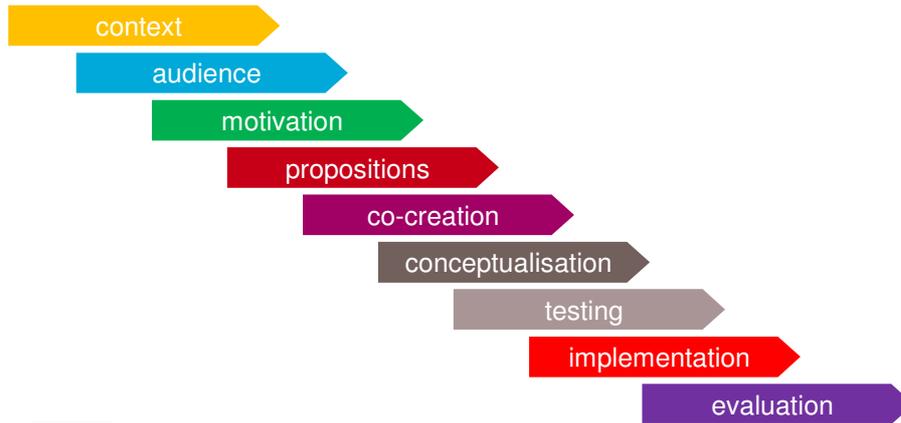
9 key steps designed to:

- ensure action is **rooted in insight**
- enable **co-creation** with stakeholders and target audience
- make the most of **existing insight** and achieve **maximum value** from the budget available
- deliver targeted **local activity that resonates** with the target audience
- provide solid foundations for **replication**

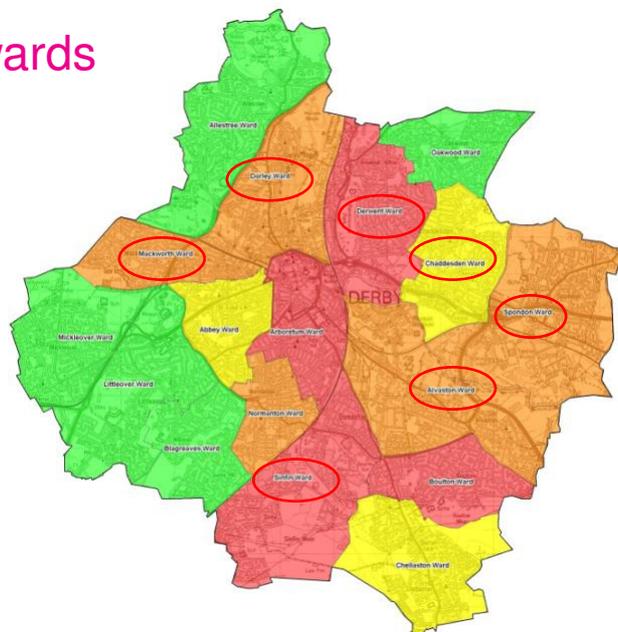


Our approach

9 key steps



Key wards



LEGEND
Ward Boundary
DASR/100000 Persons
133.7 to 155.5 (4)
124.4 to 133.7 (5)
111.7 to 124.4 (3)
80.6 to 111.7 (5)



Identifying the audience

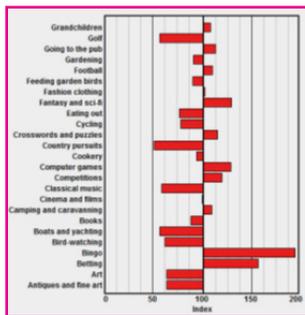
- Used **hospital admissions data** in order to identify those most 'at risk'
- **individual occasions** recorded across 2007/2009
- Focused on wards identified by Derby PCT
Sinfin, Alvaston, Boulton, Derwent, Mackworth, Darley and Chaddesden

Considered:

1. admission volumes **by ward**
2. admission volumes by **MOSAIC type** – across **Derby**
3. admission volumes by **MOSAIC type** – in the **key wards**
4. **top MOSAIC types** across both the key wards and the total Derby population
5. **recommended target groups** for this project
6. focusing on those types with an older profile



Final pen portrait – 50+ men



watching sport on TV is a favourite pastime "I like spending most of my leisure time at home"

"I don't like to show my own feelings"



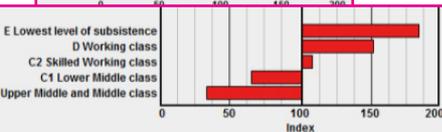
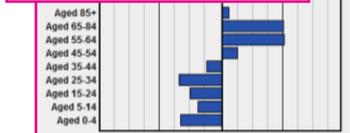
"I think health foods are only bought by fanatics"

"there's little I can do to change my life"



49% are overweight but are generally trying to be healthy

highly traditional – "real men don't cry"



Gaining insight

1. Learning from others

- **Merseyside and Cheshire Cancer Network** – awareness and early detection of bowel cancer (50+ males)
- **Sandwell PCT** – uptake of bowel cancer screening (60+ males)
- **Improvement Foundation / DH** – promoting earlier presentation of cancer symptoms (bowel, breast, lung)
- **DH Prostate Cancer Advisory Group** – prostate awareness qualitative research
- **Doncaster PCT** – Early Lung Cancer Intervention
- **Prevent Cancer Foundation** – Dialogue for Action in Colorectal Cancer Screening
- **Men's Health Forum** – Bowel Cancer Screening

2. Identifying key motivators/barriers to behaviour

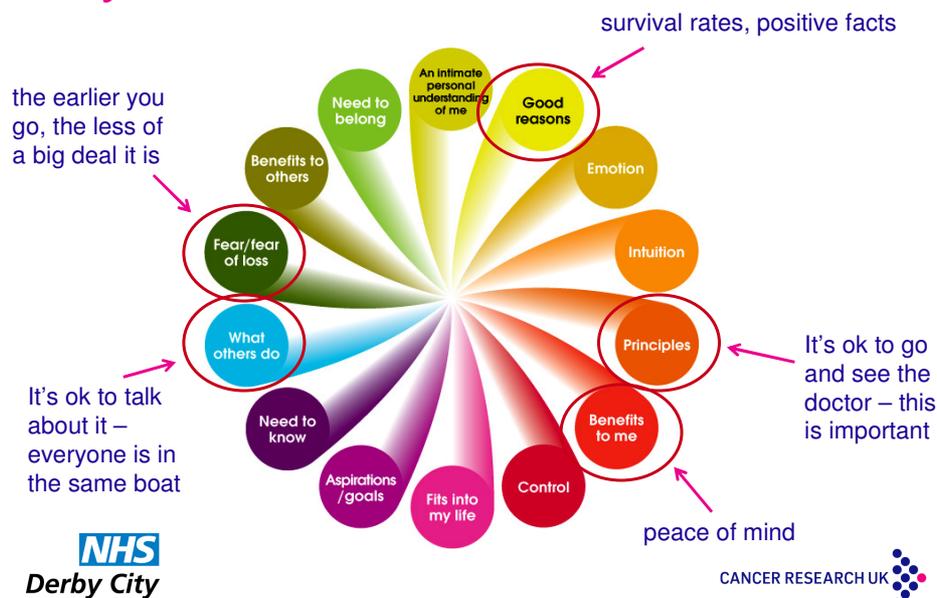
- Peace of mind, survival rates etc.

3. Testing visual themes with focus groups of target audience

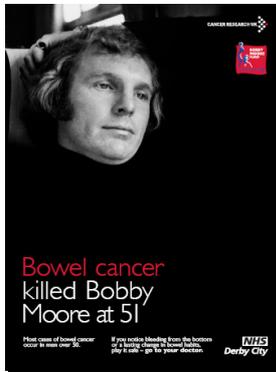
- Male, 50+, C2DE



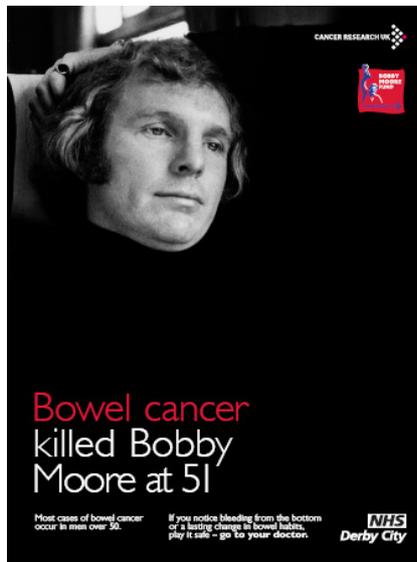
Key motivators



Concepts for testing



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Testing

- Communicates bowel cancer as a serious disease
- Likelihood of self-check
- Communicates 'important to check for blood in your stools'
- Communicates 'important to see doctor if change in toilet habits' well

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Implementation – three core elements

GP/Oncologist engagement

High impact awareness raising

high impact outdoor media, PR launch and media relations

Grass roots engagement to create a conviction of the need to act
face to face engagement in key locations across the target wards

Distribution of retainable information to facilitate behaviour change
tapping into existing networks and groups

Campaign ran for one month in February 2010 in 7 key
wards identified at outset



GP engagement

- initial contact via GP Cancer Lead
- follow up call to Practice Manager
 1. GP briefing
 2. support campaign in surgery
 3. data provision



PR

- Local case study in Derby Evening Telegraph
- 2 x Radio interviews – Dr Jodie Moffat, and Dr Andrew Goddard (Consultant GI) on BBC Radio Derby
- Derby City FC – hit squads and advance present on match day, and news story on www.dcfc.co.uk

Challenges:

- Locally relevant stats
- Support



Warning could save your life



Media

strategy:

- generate awareness, support grass roots activity
- geographic targeting – ward level
- men over 50 lower socioeconomic groups

options:

- 6 sheets in targeted locations, e.g. Bookies, pubs
- advances
- bus routes
- healthcare settings – GP surgeries

challenges:

- Not all wards had 6 sheet sites
- Combining behavioural and geographical targeting
- Staying within the 7 wards – press



Media

media selection:

- 6 sheets – 30 sites within wards
- Advans – 2 x 4 weeks, Fri and Sat, coinciding with the Derby City Council elections
- Press – 1 Wrap, full page ad, strips

coverage:

outdoor: 60% @ 12 OTS against our 50 plus men in derby
(excluding advan as this format is not possible to calculate)



www.spotcancerearly.com/bowel

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SPOT CANCER EARLY

Signs and symptoms

Cancer symptom videos

- ▶ **Bowel cancer**
 - Transcript
 - Case study - Roland Hutchinson
- Breast cancer
- Lung cancer
- Mouth cancer
- Check your skin
- Check your testicles
- Other types of cancer
- Seeing the doctor
- Screening
- How do we know?
- NAEDI

Spot bowel cancer early

Bowel cancer is the third most common cancer in the UK after breast and lung cancer. Almost 100 people in this country are diagnosed with the disease every day.

Bowel cancer will affect 1 in 16 men in their lifetime, with most cases occurring in men over the age of 50, as in the case of Bobby Moore who died from bowel cancer at the age of 51.

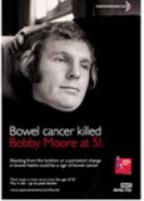
But if caught at an early stage, nine out of ten cases of bowel cancer can be treated successfully.

Ronald Hutchinson from Derby was diagnosed with bowel cancer 10 years ago after reporting his symptoms to the Doctor. Read his [story](#).

Signs of bowel cancer

Look out for:

- bleeding from the back passage without a reason
- a persistent change in your bowel habit towards looser or more frequent bowel motions
- bloating, swelling, pain or an unexplained lump in the tummy
- tiredness or feeling pale



Grass roots engagement

- **two elements** to grass roots engagement
 - **hit squad** activity to distribute materials and engage target public in key locations
 - a **series of events** to generate peer-to-peer conversation and ensure quality interaction
- **event options considered** included:
 - comedy events
 - barber-shop road show
 - race night
- although some debate around alignment with Bobby Moore theme, **comedy events were selected as best fit** for campaign philosophy and audience

Hit squad activity

- **distribution of materials and face to face engagement** of target public across the 7 wards, in:
 - pubs
 - social clubs
 - DIY stores
 - barbers
 - local shops
 - Derby County FC
- **beer mats and posters** to raise awareness
- **z-cards** for people to take away, retain and share



Hit squad activity

good

- locations worked really well – lots of target audience
- Derby County FC was a great venue
- venue staff were all very supportive
- shops take z-cards at the cash desk
- whoopee cushions were great
- creative was high impact – people approached of their own accord and it led to good quality conversation
- z-cards were great for those less willing to engage
- pubs and bars achieved great interaction
- hit squad were able to easily engage men



challenges and opportunities

- confusion about testing (50 to 60?)
- feedback on creative not being 'tactful' enough
- conversations were sometimes challenging
- many women wanted to talk to us also and asked why the campaign was only aimed at men

recommendation: support hit squad activity with the presence of a health care professional and / or an authoritative voice from CRUK

recommendation: ensure you have info / stats for women and also use them to distribute information to husbands, fathers etc



Comedy events

- 7 stand-up comedy performances by Northern comedian Greg Cook in:
 - Chaddesden Lace Club (30)
 - Rolls Royce Social Club (200)
 - Royal British Legion Darley Abbey (35)
 - Royal British Legion Allenton & District (70)
 - Chaddesden Park Social Club (120)
 - Alvaston & Crewton Men's Social Club (100)
- support of hit squads to recruit audience, set-up room and engage men in conversation
- branded pull-up banners
- branded whoopee cushion giveaways
- pre-event promotion posters, empty-belly for clubs to complete



Comedy events

good

- comedy went down a storm – people were shouting for more
- using a regional comedian was vital
- ready-made crowds
- content was pitched perfectly
- generally crowd sizes were good and lots of target audience
- locations did vary but comedian was great at tailoring his act
- venues were very supportive and bent over backwards to help us
- crowd competition was introduced and increased engagement / participation



challenges and opportunities

- Sinfyn Moor Social Club was closed and Rolls Royce Social club had low turnout, and had to be rescheduled
- other activities are often being run
- many wanted to fundraise
- decisions are made by 'committee'
- pull-ups conflicted with tone of comedy

recommendation: schedule around 6 months in advance and increase publicity

recommendation: if resource allows, reccy venues and engage face to face so you understand size, crowd type etc.

recommendation: piggy back where possible

recommendation: place pull-up banners away from stage



Community engagement

campaign resources and briefing document sent to:

- neighbourhood forums in all 7 wards (part of Derby Community Safety Partnership)
- GP surgeries
- pharmacies
- libraries – drop in event held at Derby City Library with local health promotion nurse
- sports clubs e.g. Derbyshire County Cricket Ground
- Derby over 50s forum
- Derby LINK – local involvement network



Evaluation

- **Audience research**

- 300 pre and post face to face surveys (600 in total)
- surveys based on Bowel CAM – adjusted to capture awareness of campaign, as well as symptom knowledge, and intent to visit GP

- **GP Consultations**

- 3 months prior, during, and 3 months post
- Comparing to same period 2009
 - Rectal bleeding (painful and painless)
 - Change of bowel habit
 - Abdominal mass

- **Referrals**

- 3 months prior, during, and 3 months post
- Same period 2009

- **Screening Uptake**



Results – Audience Research

	Pre wave	Post wave
Impact		
Recall of bowel cancer communications	26% spontaneous (28%)	42% spontaneous (25%)
Recall of campaign branding	16% spontaneous (11%)	27% spontaneous (12%)
Communication		
Warning signs – blood/bleeding	47% spontaneous (44%)	65% spontaneous (40%)
Warning signs – blood in stools	17 % spontaneous (15%)	33% spontaneous (14%)
Bleeding from back passage	9% spontaneous (9%)	21% spontaneous (10%)
Change in bowel movements	5% spontaneous (4%)	13% spontaneous (5%)
Main message – symptom awareness	6% spontaneous (3%)	26% spontaneous (0%)
Personal concern	18% very concerned (21%)	25% very concerned (16%)
Age association	14% very common among 50+ men (21%)	25% very common among 50+ men (19%)
Importance of early diagnosis	73% rate extremely important (76%)	82% rate extremely important (71%)
Confidence noticing symptoms	32% very confident (23%)	46% very confident (27%)



GP consultation data

5 surgeries, from 5 different wards, provided data on bowel cancer symptom consultations (out of 8 initially contacted):

- during campaign – 4 consultations
- same period in 2009 – 5 consultations
- 3 months prior to campaign – 21 consultations
- 3 months after campaign – 14 consultations* * only based on 4 surgeries

small quantities – difficult to review shifts in gender, age etc

- possible from a wider pool of data e.g. 6 months pre and post campaign period, as opposed to 3**

Referral data (2 WWR)

- breakdown of age and gender of referrals for GP practises in 7 wards during campaign period (and in 2009):

	2009	2010
Female age	66.2 (44-88)	68.0 (54-83)
Male age	78.1 (55-90)	56.6 (40-64)
Male/female	6:8	8:7

- apparent shift in gender and male age (age shift is a mean as opposed to median so we can't rule out the possibility that a small number of additional young referrals have biased the results)
- appears as though campaign has had an impact. **But**, no lasting shifts

Accessing screening data currently

Summary

- overall good results given weight of media
- campaign elevated perceptions of seriousness and raised concern about the disease
- increased awareness of core symptoms translated into greater confidence and likelihood to visit GP
- secondary care data illustrates an increase in appropriate referrals in target wards during campaign, but no lasting impact
- activity could have impacted on GPs (more likely to refer appropriately) and on patients (more confident to seek referral) but no impact on consultations

Questions?