



Anglia Cancer Network

An Evaluation of the 'Be Clear on Cancer' Campaign

Bedfordshire PCT

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Social Market Research (SMR)

www.socialmarketresearch.co.uk

Executive Summary

In June 2011, the Anglia Cancer Network commissioned Social Market Research (www.socialmarketresearch.co.uk) to conduct an evaluation of the 'Be Clear on Cancer' campaign. The evaluation focused on measuring changes in awareness of bowel, breast and lung cancer among the over 50 population in the Network's PCTs. The evaluation also sought to measure recall of the campaign and to establish which campaign elements have been most effective.

This report presents the findings from the evaluation which was based on four elements: a survey of 2470 adults¹ aged over 50 living in the Network region; telephone interviews (n=10) with key stakeholders; a survey of pharmacists (n=100) in the region; and, a review of campaign activity data.

Key findings from the survey of adults are presented at Network region level as well as for the Bedfordshire PCT area. Note that results at PCT level are based on unweighted data whereas the results at Network region level are based on weighted data.

The 'Be Clear on Cancer Campaign' (Activity Profile)

The campaign focused on a primary target audience of residents aged over 50 living in the Network region. This equates to approximately 994,000 people. The key features of the campaign were:

A launch event

- Health Secretary, Andrew Lansley, was the guest speaker at the launch event, which was attended by around 60 key stakeholders on 19 May 2011.

Signature events

- Seven signature events were organised throughout the region with more than 100,000 information cards on the signs and symptoms of bowel, breast and lung cancer distributed. At these events in-depth conversations were conducted with over 6,200 people, allowing discussion of the reasons for the campaign, the importance of being aware of the symptoms and to visit GPs with any cancer concerns.

Local and performance events

- 49 events were organised in the region attracting a combined footfall of 179,690 people. At these local events a total of 7,548 face-to-face

¹ Note that the Norfolk sample is based on interviews with 394 adults aged over 50

engagements took place with the target audience, with 7,273 over 50s reached through band performances at the performance events.

Stakeholder engagement

- Of the 174 stakeholder groups contacted, the campaign engaged with 65 groups representing approximately 5,220 over 50s.

Engagement with pharmacies

- 478 pharmacies were contacted reaching approximately 186,420 over 50s over a five-day period.

Media activity

- 73 pieces of media coverage (i.e. broadcast, print, online etc) were secured with a reach of approximately 3 million members of the public. A total of 11 broadcast and newspaper interviews were conducted, with ITV Anglia running a whole piece on detecting cancer early and BBC Radio Bedfordshire holding a cancer awareness day based around the 'Be Clear on Cancer' campaign. A range of media covered the campaign from local newspapers, radio and TV, to Suffolk Magazine, a county-wide glossy lifestyle magazine.

Campaign collateral outputs

- A total of 137,133 symptom cards (bowel, breast and lung cancer) were distributed at the seven signature events, the performance and local events and through stakeholder engagement. In addition, 1,813 posters were distributed as part of the 49 performance and local events, with these posters viewed approximately 1,227,478 times by people visiting the toilets of pubs, bars and shopping centres across Anglia which combined have a footfall of 849,072.

Performance against output targets

- An extensive invitee list for the launch event was developed which included over 500 people and organisations. Against an original target of 100, over 60 key stakeholders attended.
- The target set for engagements with over 50s (directly at events or via stakeholder activity) was 129,000. Approximately 206,461 such engagements were secured during the campaign through stakeholder outreach and local and performance events.
- On top of the above figure of 206,461, in-depth conversations were conducted with 6,200 people at the seven signature events.
- The target was to reach 100,000 residents through media relations, with the campaign reaching over 3 million.

Campaign Exposure

Findings from the Survey

Note that in the following paragraphs the figures are presented for the Bedfordshire PCT area with the corresponding figures for the whole of the Anglia Cancer Network region presented in **bold italics**.

The evaluation has found that within Bedfordshire 61% **[55%]** of the target group could recall at least one element of the 'Be Clear on Cancer' campaign. Approximately four out of ten (39%) **[37%]** residents in Bedfordshire could recall the campaign posters with relatively lower levels of recall for the other campaign elements: campaign events, 30% **[22%]**; campaign logo, 24% **[19%]**; information cards on bowel, breast and lung cancer, 15% **[9%]**; the campaign song, 7% **[5%]**; and, 1% **[3%]** engaging with campaign staff and volunteers at campaign events).

Campaign Exposure and Positive Actions

Findings from the Survey

Approximately four out of ten (41%) **[35%]** respondents exposed to the campaign reported engaging in at least one positive action as a result of their exposure (e.g. thought about or actually went to see their GP about the symptoms of bowel, breast or lung cancer, self checked for symptoms of bowel, breast or lung cancer, sought more information etc). This equates to 25% **[19%]** of respondents in the Bedfordshire PCT area.

Although relatively fewer respondents had talked with campaign staff or volunteers, 75% **[69%]** of this group reported positive health actions as a result compared with 43% **[36%]** reporting positive health actions as a result of seeing the posters with a similar pattern reported by those exposed to the campaign symptom cards (53%) **[39%]**. Positive health actions were reported by 44% **[36%]** of those exposed to campaign events, with the same outcome reported by those exposed to the campaign song (45%) **[26%]**.

Findings from the Telephone Interviews with Key Stakeholders

The above results resonate with the findings from the in-depth telephone interviews with key stakeholders (n=10) who reported that 'meaningful conversations with people at the roadshows' and 'actively engaging with the public' were, for them, among the most rewarding aspects of the campaign:

- ***"The first Saturday and Sunday of the road show, they [The campaign team] had 'meaningful conversations' with more than 900 people. They worked very hard... I thought the roadshows were excellent."***

- *"The road shows ... I met lots and lots and lots of people, and that was a very rewarding experience; dealing with people face-to-face."*

In addition, key stakeholders perceived specific beneficial intangibles had been created or strengthened as direct result of the campaign. These were:

"After this campaign is finished, I hope people are more aware and they will be able to discuss the symptoms more with friends, colleagues, neighbours. It's a very good thing that Anglia [Cancer Network] has decided to launch its campaign ... I'm sure at the end of the day [people] will have not so much invasive treatment because they have detected the early symptoms / early signs, and a lot of people will recover ... whereas most of the people that I've known are terminal because it's been covered so long. Now I hope that, through this campaign, lives will be spared because they've had early awareness, early treatment."

- Greater awareness of the warning signs and increased prospects for survival;
- Increased willingness on the part of the general public to talk about cancer and these cancers specifically;
- A perception that patients and carers felt affirmed and supported by this regional initiative;
- Greater commitment to partnership working with Anglia Cancer Network; and,
- Increased confidence that leaders were taking a strategic, not sporadic, approach.

There was still a view that the biggest tangible legacy from the campaign was the materials:

"I would think the biggest legacy is there must be hundreds of thousands of these little [symptom] cards floating around in desks, bureaux all over the place, in people's pockets etc, and those will carry on. One day, someone will put their hand in that pocket perhaps and say, 'Oh, what's this?', and it will remember [remind] them [... and in doing so] ...perhaps [help them] avoid a terrible fate."

It was clear that stakeholders had plans to disseminate these further beyond the duration of this campaign.

Awareness of the Signs and Symptoms of Cancer Compared with 2010

Findings from the Survey

A key objective of the evaluation was to assess whether or not there had been any uplift in awareness of the signs and symptoms of cancer among the campaign target audience (i.e. those aged over 50).

Using the Network's Cancer Awareness Measure (CAM) survey carried out in 2010 as a comparison, shows that within the Bedfordshire PCT area

unprompted awareness of the following signs and symptoms of cancer, among the target population, have increased: unexplained bleeding (up from 15% to 57%); unexplained pain (up from 21% to 39%); a change in bowel / bladder habits (up from 5% to 15%); a cough or hoarseness (up from 10% to 30%); loss of appetite (up from 6% to 28%); nausea or sickness (up from 5% to 13%); and, difficulty swallowing (up from 6% to 20%). There was also an increase in the level of unprompted recall of a lump or swelling as a sign or symptom of cancer (up from 51% in 2010 to 70% in the current survey).

When unprompted recall of various signs and symptoms of cancer was analysed by campaign exposure, the findings show higher levels of recall for the following symptoms among those exposed to the campaign, with these differences statistically significant: unexplained bleeding (63% vs. 47%); a change in bowel / bladder habits (19% vs. 8%); and, loss of appetite (31% vs. 22%).

A similar pattern of response is evident when prompted awareness of various signs and symptoms of cancer is compared between 2010 and the current survey, with awareness of the following symptoms increasing: an unexplained lump / swelling (up from 89% to 98%); unexplained bleeding (up from 76% to 97%); unexplained pain (up from 72% to 88%); persistent cough or hoarseness (up from 65% to 82%); a persistent change in bowel or bladder habits (up from 78% to 93%); persistent difficulty swallowing (up from 68% to 84%); a change in the appearance of a mole (up from 82% to 93%); a sore that doesn't heal (up from 65% to 76%); and, unexplained weight loss (up from 75% to 92%);

Awareness of the Signs and Symptoms of Bowel, Breast and Lung Cancer

The survey also examined both prompted and unprompted awareness of the signs and symptoms associated with each of the three specific types of cancer that the campaign focused on.

In relation to bowel cancer, unprompted awareness of five out of seven key symptoms was higher among those exposed to the campaign in Bedfordshire: unexplained bleeding; unexplained pain; poo that is looser than usual; blood in poo; and, pain in your back passage). With regard to three of these symptoms the difference is statistically significant (unexplained bleeding; poo that is looser than usual; and, pain in your back passage).

When prompted awareness of bowel cancer symptoms was considered, the survey found that awareness of two of the symptoms was higher in Bedfordshire (poo that is looser than usual; and, blood in poo).

With respect to the different campaign elements, the survey shows at the Network region level strong associations between unprompted awareness of bowel cancer symptoms and posters and symptoms cards.

With regard to lung cancer, unprompted awareness among those exposed to the campaign in Bedfordshire was found to be higher in relation to the symptoms of persistent coughing that doesn't go away for 3 weeks, persistent pain in your chest or shoulder, and persistent breathlessness. The difference is statistically significant in relation to the symptom of a persistent cough lasting longer than 3 weeks.

When prompted awareness of lung cancer symptoms was considered, there was little difference for Bedfordshire between the CAM survey conducted in 2010 and the current survey.

At the Network region level, the campaign posters appear to have been particularly effective in relation to promoting awareness of all symptoms of lung cancer with the same holding true for exposure to the campaign via campaign events.

For breast cancer the campaign measured unprompted awareness of four key symptoms, with recall higher for three of the symptoms among those exposed to the campaign in Bedfordshire (a lump or swelling; changes to your nipples; and, any changes to your breasts which are unusual).

In relation to prompted awareness of breast cancer symptoms, those exposed to the campaign recorded significantly higher levels of awareness of skin changes in your breasts and any unusual changes in your breasts which are unusual to you.

At a Network regional level exposure to the campaign posters, as well as engaging with campaign staff, show positive associations with unprompted awareness of breast cancer symptoms.

Other Key Survey Findings

The survey also found that those exposed to the 'Be Clear on Cancer' campaign in Bedfordshire were more likely to say that they had recently talked about the subject of bowel, breast or lung cancer with friends or family (46 vs. 22%). Those exposed to the campaign in Bedfordshire were more likely to say that they would be confident in noticing a sign or symptom of breast cancer (69% vs. 66%). Also between 2010 and the current survey, those exposed to the campaign in Bedfordshire were more likely to say that they would contact their GP within a week if they noticed a sign or symptom which they thought might be cancer (63% vs. 57%).

Findings from the Telephone Interviews with Key Stakeholders

The majority of those interviewed considered that the work the campaign had done on raising general awareness, provoking thought, breaking the silence on the subject of cancer and stimulating, and trying to stimulate, discussion about the symptoms, how to cope / survive etc had all been valuable since these

were considered to be vital precursors (i.e. for 'pre-contemplators'²) to health-seeking behaviour:

"I think this [the campaign] has a very basic impact actually. [An] actual awareness ... I think some people suffer coughs and suffer conditions, and they put it off and put it off, and I think for them to see these cards and be spoken to about the signs and symptoms of cancer – the posters etc – I think if that just makes them think, 'Well, perhaps I should visit my GP and get this checked out', then that is what it's all about. I think that's the most important thing."

Survey of Pharmacies (Network Region Level)

The evidence from survey of pharmacies within the Anglia Cancer Network region shows that the campaign had a relatively high level of reach among this stakeholder group, with more than half (53%) aware of the campaign and a similar number displaying the campaign materials. Among those who did display the materials 35% reported a positive impact on customers (e.g. pharmacy staff talking to customers about the symptoms of the different cancers, customers asking for advice and information on the symptoms etc), with 32% of these pharmacies reporting positive impacts relating to the posters and 25% positive impacts as a result of the campaign symptoms cards.

Points for Consideration in Future Campaigns

A final dimension of this evaluation was to identify ways that the Anglia Cancer Network might improve its campaigns in future. The in-depth telephone interviews with key stakeholders highlighted a number of points that Anglia Cancer Network may wish to consider. These were:

- **Be Aware Of Motivation** - There appear to be a range of factors that motivate stakeholders to become involved in disseminating the campaign messages. Understanding these factors may assist in identifying further possible stakeholders in future. The factors SMR identified were:
 - Having a clear role for health promotion messages;
 - Perceiving the campaign messages to have value;
 - The materials being 'packaged' and ready and easy to use.
 - Having direct or indirect experience of cancer; and,
 - Having a history of working in partnership with Anglia Cancer Network.

- **'Reach' Through Stakeholders** - Different stakeholders were able to 'reach' specific (niche) client groups that Anglia Cancer Network may have been less able to reach alone. Matching stakeholders with target client groups is therefore likely to continue to be of importance in future campaigns. In addition, some stakeholders clearly had more capacity and know how to disseminate the messages of the campaign to larger audiences than others. Again, when considering stakeholders to link with in future, this too would be

² Reference: Trans-theoretical model of change

a factor. Finally, it was clear that some stakeholders adopted an 'active' approach to disseminating the messages whilst others were 'passive'. Again, the stakeholder's likely approach would be worthy of consideration in future campaigns.

- **Have Long Term Campaign Plans** - There was a widespread view amongst stakeholders of the value of the campaign and a strong desire for a similar campaign (e.g. on different cancers) in the future. The general belief appeared to be that longer term campaigns would be even more effective than short term ones.
- **Engage And Empower Stakeholders** - There was a widespread desire to notify stakeholders as early as possible about a campaign, to engage them from the outset and to keep them informed about progress as it proceeds. As part of this, there was a specific request to give consideration to the implications of seeking to convey messages to culturally and linguistically diverse communities. There was also a suggestion that providing cancer awareness training to stakeholders had given them knowledge, skills and confidence to better convey the campaign messages. This aspect too may merit consideration in future campaigns.
- **Practical Points** - Three practical points for improvement were suggested by stakeholders:
 - Provide laminated posters;
 - Provide holders for the cards; and,
 - Sign post the general public to the 'NHS Choices' web site.
- **Promotional Points** - Eight possible ways to enhance promotion of the campaign messages were suggested:
 - Ensure that information is provided in key locations;
 - List the events on the posters;
 - Maximise local media;
 - Maximise social networks;
 - Use TV and 'the soaps';
 - Investigate how different audiences are best reached;
 - Use hospital corridors; and,
 - Actively 'stand alongside' key stakeholders at their major events.
- **Consider Provision Of Further Resources & Support** – e.g. a resource centre and / or access to other healthy living materials.
- **Consider The Timing Of Specific Elements** - There were two aspects here. The first was the desire for certain aspects of the campaign to follow closely on from one another - to reinforce a message. The second was in relation to the time of year e.g. some clubs that stakeholders wished to link with to share the campaign messages are 'stood down' for the summer months.

Conclusions

The evidence from this evaluation estimates that the majority (approximately 550,00 people) of those aged over 50 living in the Anglia Cancer Network region have been exposed to the 'Be Clear on Cancer' campaign, with each of the campaign output targets met. The evaluation has found that among the campaign target group, and with few exceptions, there has been an increase in awareness of the specific signs and symptoms of bowel, breast and lung cancer. Moreover, the evaluation has found a positive association between exposure to the 'Be Clear on Cancer' campaign and awareness of the specific symptoms associated with each of the cancers. Finally, the evaluation sought to identify which campaign elements were most effective with the evidence suggesting that although the campaign posters had the greatest reach, a greater proportion of those exposed to campaign staff and volunteers reported doing something positive as a result of this engagement. Taken collectively, on the various indicators used to measure campaign effectiveness, the 'Be Clear on Cancer' campaign has had a significant impact. In the medium term it is hoped that the positive findings from this evaluation will translate to more members of the target population presenting earlier if they suspect a sign or symptom of bowel, breast or lung cancer.