

Phase 2 implementation report

Norfolk

Prepared by Corporate Culture on behalf of Anglia Cancer Network

November 2010



CONTENTS

1. Executive summary	Page 3
2. Norfolk summary	Page 4
3. Full report	Page 8
3.1 Background and context – Phase 1 and 2	Page 8
3.2 Geographical focus	Page 8
3.3 Audiences	Page 8
3.4 Timeframes	Page 9
3.5 Campaign framework	Page 9
3.6 Learnings and recommendations	Page 14

Executive summary

In October 2010 Corporate Culture was commissioned by Anglia Cancer Network to deliver a social marketing campaign in specified rural locations across Bedfordshire, Cambridgeshire, Norfolk and Suffolk to raise awareness of skin cancer among men aged 50+, and encourage early presentation at the GP. The campaign comprised mobile outdoor media, hit squad grass roots activity, press advertising, PR and community engagement. Formal evaluation is currently underway to assess awareness of the campaign and propensity to act across the targeted areas. The achievements were as follows:

Hit squad activity

Hit squads reached a total of over 2000 residents in the four regions across 14 days in October and distributed over 6,000 campaign resources in total including posters, stickers and postcards to target audiences and key community venues.

AdVan activity

AdVan activity took place in a total of over 200 key community locations in the four regions across fourteen days of activity in October.

PR approach

Despite a primary focus on print and radio, the story was picked up by the BBC and featured on their Look East program, which ran on BBC 1. Press kits were distributed to nine local radio stations, thirty-seven press publications, and seven online media outlets with media uptake of the story strong across all three media channels.

Press placement

Eighteen targeted press placements across the four regions reached total readership numbers of over 540,000 readers. Broken down to male readers aged 50+, who represent one quarter of the combined readership of all the newspapers, the press advertising is thought to have reached a minimum of 137,171 males aged 50+ in the campaign period.

Community engagement

A total of over 70 key community contacts were identified across the four regions and calls were made to each contact to introduce the campaign and engage support. Following this, a pack was sent out to each of the contacts containing an introductory letter and a set of campaign materials for them to distribute through their existing network channels.

Norfolk summary

Outlined below are phase 2 implementations details specific to the campaign roll out in the Cambridgeshire locations of Wisbech and Whittlesey across October 2010.

Hit squad and AdVan activity

Two days of hit squad and advan activity took place in Hunstanton on the following dates:

- Saturday 9th of October
- Friday 22nd October

AdVan activity was focused on supporting the hit squads in the town centre but included 'free drives' around key locations and residential areas in Hunstanton to maximise visibility of campaign messaging.

Both the hit squad and advan teams reported that Hunstanton is a great location due to the fact it is a large seaside town with high numbers of residents who are aged 50+. Overall, they reported that retailers were happy to take posters and postcards in particular and they had a particularly successful day on Saturday 9th due to good weather conditions and high pedestrian footfall.

Key areas of activity include the following locations listed below. Those highlighted were particularly supportive of the campaign and/or yielded high numbers of the target audience.

- **Sea front**
- **Town centre**
- **Caravan sites**
- Heros Cards
- Shoe Save
- Ladbrokes
- Conservative Club
- Mobility 2000
- Whitleys
- Enrichttays
- **Sainsburys**
- **Wards Garden Centre**
- **Post office/garden centre**
- **Golf club shop**
- Derek John Hairdresser
- Making Waves (Goldilocks)
- Jack's Barbers
- The Lodge
- The Marine
- The Wash and Tope
- Waterside Location
- Bus shelter
- Library
- **Pet store**
- **Theatre**
- **Ancient Marina pub**

Anecdotal feedback from conversations with target audiences in Hunstanton:

"Generally, wives and partners agree that it is them that can and should encourage male family members to visit the GP and get their moles checked."

“Many commented on how graphic the mole image was and that it make them think but they didn’t like to look at it.”

“One man has had a mole on his back removed because his wife had noticed it and told him to get it checked out.”

“One man’s response was ‘will definitely be checking moles now. It’s an ugly image but it gets the message across.”

“A number of people commented on the AdVan and although they thought the image is too graphic, they felt it needed to be to remind you to get anything checked that you are suspicious of.”

PR approach

The tailored press release below was written with specific facts relevant to Norfolk in order to increase the likelihood that local media would pick up on the story. PR activity was focused on print and radio primarily. Media outlets approached included:

Broadcast

Radio Norwich 999 – used
BBC Radio Norfolk
Future Radio – used
Heart FM – used

Print

Anglia Advertiser series
Diss Express
Eastern Daily Press – used
Great Yarmouth Advertiser
Great Yarmouth Mercury – used
Let’s Talk mag
Norwich County Weeklies
Norwich Evening News
Town and Country News
Lynn News

Online

BBC Radio Norfolk
BBC Norfolk East
Norfolk Matters

Norfolk press release

Skin cancer – get checked out

A new health campaign has been launched, after figures revealed that Norfolk has the highest rate of melanoma, the most dangerous form of skin cancer, in Anglia.

The statistics also show that Anglia as a region has a higher rate of skin cancer than England as a whole.

Anglia Cancer Network is now urging anybody who has noticed a new or existing mole which is changing size, shape or colour to get themselves checked out for this potentially lethal but curable condition.

Dr Rory Harvey, Medical Director of the Network, said: "These statistics show that melanoma skin cancer is a very real danger in Anglia. Melanoma skin cancer kills, and we want to get the message across that this is a disease which can be prevented and if caught early can be cured. If you have any doubts at all, see your doctor - a few minutes spent getting yourself checked out now could prevent a life-threatening illness.

"Skin cancer can affect anyone, but more deaths occur in men than women, as well as those who spend a lot of time in the sun either for work or pleasure. Men over 50 sometimes don't realise the danger of exposure to the sun on holiday or in the garden and so don't protect themselves with appropriate clothing and suncream. If that applies to you check for some of the tell tale signs this campaign will highlight and go to your GP with any concerns as soon as you can."

There are around 542 cases of malignant melanoma each year in Anglia, with Norfolk seeing the highest rates. Skin cancers are commonly associated with excessive amounts of sun exposure and with burning, both on holiday and at home. Outdoor workers are also particularly at risk from two other types of skin cancer, squamous cell and basal cell carcinoma – outdoor workers are exposed to 400x the amount of ultraviolet radiation compared with office workers.

Men over 50 are particularly encouraged to check themselves out, and seek follow up advice if needed.

In a national context, malignant melanoma rates in Britain have quadrupled over the last 30 years – due largely, experts believe, to cultural and lifestyle changes.

Mr Marc Moncrieff, Consultant Plastic Surgeon at Norfolk and Norwich University Hospital NHS Trust, says: "To some extent the people who are being diagnosed now are the people who went away on holiday a lot in the 70s and 80s, with little awareness of the harm exposure could cause. There is also risk associated with an active lifestyle, even in retirement, where people are out in the sun a lot, gardening, walking, playing or watching sports. Outdoor workers are also at risk."

"Men, especially those over 50, are far less likely to get these things checked. They don't want to make a fuss or waste anybody's time, and tell themselves it's nothing. In fact, it's often only their wives insisting they come that makes them take action at all."

His colleague Dr Jennifer Garioch, Consultant Dermatologist, adds: "The message we are keen to get across is about prevention and early detection. We're not asking people to be paranoid, but be sensible – cover up, wear hats, avoid the sun at its strongest and use protection. And if you do think there is something wrong, get it looked at straight away. Caught early, skin cancer is highly curable. Anglia has a high proportion of retired people, as well as outdoor workers, which goes some way to explaining why there is more skin cancer here than elsewhere."

Anglia Cancer Network is sending its special 'Hit Squads' into targeted areas within Norfolk and the East Anglia region. Eye-catching ad vans will bear the clear message that men need to get skin changes checked out, and their Hit Squad teams will be on hand to chat to passers-by, using posters, postcards and stickers to heighten awareness of skin cancer and what to do about it.

Within Norfolk, the Hit Squads have already visited Hunstanton, and will be returning on October 22.

Also attached is a symptom checker, a visual of skin cancer, pictures of the packs being produced to promote the campaign, a photo of Rory Harvey, and a first-hand account case study and photo of skin cancer sufferer Mike Lamb, from Norwich.

For more information, go to www.skincancerkills.org or to www.angliacancernetwork.nhs.uk.

Editor's Notes

Anglia Cancer Network co-ordinates the planning, commissioning and delivery of high quality cancer care to 2.63m people in Cambridgeshire, Great Yarmouth and Waveney, Norfolk, Peterborough,

Suffolk and Bedfordshire. It provides leadership and advice on cancer to a wide range of partners, including NHS trusts, cancer centres and Primary Care Trusts. It also provides a resource for cancer patients, friends and family, as well as information on cancers, treatments and support groups. You can find out more at www.angliacancernetwork.nhs.uk

The statistics quoted are drawn from UKCIS, Cancer Research UK and Ulster Cancer Foundation

Press placement

- Campaign advertising was purchased and displayed in the Lynn News (paid twice weekly - Friday). Reach and readership numbers are outlined in the full report below.

Community Engagement

Local community groups and networks in Hunstanton who were contacted and provided with campaign information and resources are listed below. 'Hot' contacts are those who were engaged by telephone, were keen to be involved and gave a verbal agreement to support the campaign. 'Cold' contacts: those who could not be reached by telephone in the timeframe but were left messages and sent a pack anyway.

Hunstanton	Hunstanton Civic Society	David Jones	Hot
Hunstanton	Conservative Club	Sandra Dafton	Hot
Hunstanton	United Services & Social Club	David Larkin	Hot
Hunstanton	Hunstanton Bowls Club		Cold
Hunstanton	Cliff Parade Bowls Club	Mr Basil Johnson	Cold
Hunstanton	Old Hunstanton Social Club	Secretary	Cold
Hunstanton	Hunstanton Gardener's Association	Canny Jones	Cold
Hunstanton	Royal Naval Association	Alf Phillips	Cold
Hunstanton	Rotary Club	David Hall	Cold

Full report

1. Background and context – Phase 1 and 2

In March to June of 2010 DJS Research completed a programme of research on behalf of Anglia Cancer Network, Cancer Research UK, and Humber and Yorkshire Coast Cancer Network to inform future skin cancer awareness campaigns. Anglia Cancer Network and the Humber and Yorkshire Coast Cancer Network were interested in evaluating whether the CRUK and Cheshire and Merseyside Cancer Network developed skin cancer awareness resources are appropriate and relevant for use in rural populations. The testing was designed to capture contextual insights into attitudes and behaviours, assess reactions to potential campaign materials, and generate ideas for distributing and targeting resources.

The core task of phase 2 (implementation) was to build on phase 1 research findings to deliver a comprehensive social marketing campaign to increase awareness of the symptoms and risks of skin cancer, and promote early detection and prevention among men aged 50+ in four Primary Care Trust (PCT) areas across Anglia. The specific objectives of phase 2 were:

1. Propose a set of materials and a robust field work methodology based on phase 1 findings
2. Work with CRUK to procure materials to be used
3. Conduct field work targeting primary and secondary audiences in specified locations
4. Provide results and recommendations to inform the design of similar future campaigns.

2. Geographical focus

Following phase 1, four of the six PCTs in Anglia named skin cancer awareness in men aged 50+ as a priority in 2010/11 and requested to take part in the next two phases.

These four PCTs were:

- NHS Bedfordshire
- NHS Cambridgeshire
- NHS Norfolk
- NHS Suffolk

The four PCTs chose the following locations to conduct phase 2 implementation:

- **Bedfordshire:** Shefford and Toddington
- **Cambridgeshire:** Wisbech and Whittlesey
- **Norfolk:** Hunstanton
- **Suffolk:** Saxmundham and Leiston

3. Audiences

The primary target audience was men aged 50+. In line with phase 1 research, as well as learnings from similar projects run in other areas, a secondary audience was also included; comprising the wives and partners of men aged 50+ as 'surrogate motivators'. The behaviours we sought were:

For men aged 50+ to:

- Increase symptom awareness
- Increase early detection: checking themselves regularly for symptoms
- Increase risk-modifying behaviour: acting early to get themselves checked out.

For the wives and partners of men aged 50+ to:

- Increase symptom awareness
- Increase risk-modifying behaviour: acting as 'motivators'

4. Timeframes

The campaign framework was developed in September 2010 and launched on 1st October 2010 for a period of three weeks. This was dictated by the number of areas to be targeted, available budget and a desire to deliver a good weight of activity and impact. A calendar of the campaign activity is attached in appendix A.

5. Campaign framework

The campaign involved three core tiers of activity, as follows:

1. Awareness raising
 - a. Advans
 - b. PR
 - c. Press advertising
2. Grass roots engagement through formal hit squads
3. Engaging existing networks and groups

Below you will find an overview of each strand of activity, including key details and achievements.

Tier 1 – awareness raising

Advans were used to display core campaign imagery and messages across fourteen, eight-hour schedule days in October. Two days were spent in each of the seven target areas. Advan imagery was designed to grab attention, introduce the campaign to people on the street and prompt awareness and action among our target audiences. The Advan driver was well versed in the geography of the seven localities across Anglia and provided invaluable knowledge of high visibility sites including:

- Wisbech cattle market
- Westgate Centre in Wisbech
- Belgrave retail park and premier foods in Wisbech (as the workers left for the day)
- Saxmundham town centre and parking spot on the A12 (to catch commuter traffic)
- Saxmundham Friday Street Garden Centre
- Westfield Nursery in Whittlesey
- Whittlesey market and library
- Hunstanton sea front, town centre and caravan sites
- Poplars Garden Centre in Toddington
- Saxmundham chip shops down by the sea front
- Sommerfield, Waitrose, Co-op, Tesco, Asda and Morrison outlets in each region

The PR approach alerted people to the campaign and incorporated expert advice from leading dermatology and skin cancer specialists. The press pack included a local case study of a skin cancer survivor in Bedfordshire, which was picked up by the BBC for their Look East programme, which screened on BBC at 6:30pm on the 21st of October. There was a focus on local media channels and press releases were tailored to the four regions with specific facts and statistics relevant to the area.

Press kits were distributed to nine local radio stations, 37 press publications, and seven online media outlets and media uptake of the story was strong across all three media channels. Various articles about the campaign have appeared on websites and social media sites including those listed below. For a full list of media outlets approached and a more detailed list of published online article links, please refer to appendix B.

[Eastern Daily Press](#)

[Lowestoft Journal](#)

[Heart FM](#)

[The Beach FM](#)

[Great Yarmouth Mercury](#)

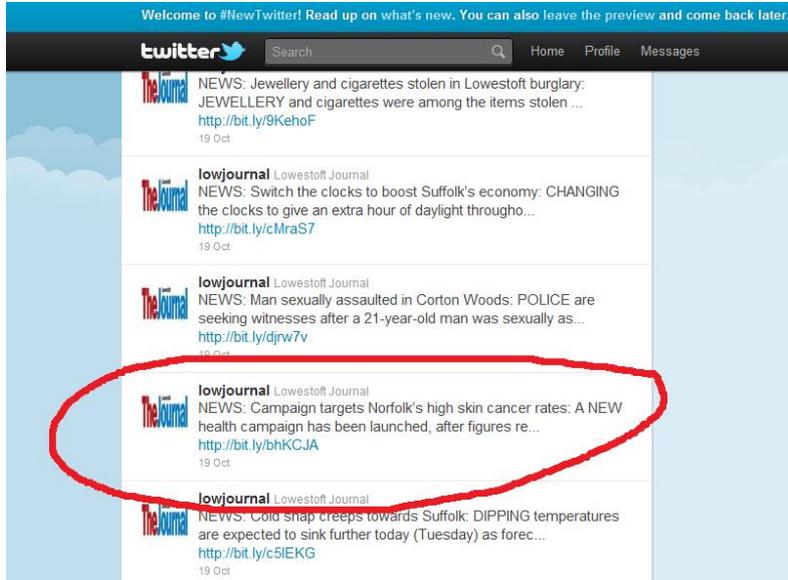
[The Mole Clinic pick-up:](#)

[Norfolk Eastern Daily Press](#)

[North Norfolk Radio](#)

[Norwich 99.9 FM](#)

<http://twitter.com/lowjournal>



Press advertising featured eighteen local media placements circulated to over 540,000 readers across the four PCT areas. Given the rural nature of the areas being targeted with this campaign, there was a clear need to go further than generic community settings and get directly into the home with messaging. As such, press advertising was included as a key part of the communications mix. The communications leads at each individual PCT were engaged to provide recommendations on key publications that would ensure good coverage in each location, and with a budget of ~£10,000, placements were secured as follows:

Area/Title	Size	No of Ins	September				October			
			06	13	20	27	04	11	18	25
Shefford										
North Herts Advertiser Group	10x2 colour	1				x				
(Free Weekly)	25x4 colour	2					x	x		
Toddington										
Luton Dunstable Herald & Post Group	10x2 colour	1				x				
(Free Weekly)	25x4 colour	2					x	x		
Wisbech										
Cambridgeshire Times & Standard Group	10x2 colour	1				x				
(Free Weekly)	25x4 colour	2					x	x		
Whittlesey										
Peterborough Citizen	10x2 colour	1				x				
(Free Weekly)	25x4 colour	2					x	x		
Hunstanton										
Lynn News	10x2 colour	1				x				
(Paid Twice Weekly - Fri)	25x4 colour	2					x	x		
Saxmundham / Leiston										
Suffolk & Ipswich Advertiser Group	10x2 colour	1				x				
(Free Weekly)	25x4 colour	2					x	x		
TOTALS		18								

Positional request: Strong request FH RH

A mix of 10x2- and 25x4-sized placements were purchased, to allow for coverage across the full timeframe of the campaign (three full weeks). These were spread evenly across all papers / areas so as to achieve equality and consistency. In each paper, a small placement was inserted in week one, and then followed up with a larger placement in each of the following two weeks. The smaller placement was designed to act as simply aimed to increase the probability of the two larger placements being noticed and read.

Readership figures for each of the publications are included below, also broken down to male readers aged 50+, who represent one quarter of the combined readership of all the newspapers. Based on readership figures, the press advertising is thought to have reached a minimum of 137,171 males aged 50+ in the campaign period. Copies of placements in each paper are included in appendix C.

Newspaper	Total Adult Readership	Total Men 50+ Readership	Male 50+ Readership as a % of Total
Cambridgeshire Times & Standard Group	79,489	21,537	27%
Luton Dunstable Herald & Post Group	128,240	29,490	23%
Lynn News (Fri)	68,150	20,109	30%
North Herts Advertiser Series	111,516	27,303	24%
Peterborough Citizen	60,100	14,385	24%
Suffolk & Ipswich Advertiser Group	94,065	24,347	26%
	541,560	137,171	25%

Tier 2 – grass-roots engagement and community delivery

Hit squad activity in key community locations focused on quality engagement with target audiences as the rural nature of the locations meant that footfall was less concentrated compared to urban activity. Teams were fully briefed and working from an approved script and female teams were selected as past experience shows they are confident and friendly without being intrusive.

Hit squads distributed resources to around 2000 local residents across 14 days in the seven localities with, on average, 40 engaged conversations per day with target audiences. Posters and stickers were provided to, on average, 15 to 20 community locations per day and supportive locations were revisited on the second day of activity in the area to replenish resources. In total, hit squads distributed over 6,000 campaign resources including posters, stickers and postcards to target audiences and key community venues.

Due to budgetary limitations, a separate resource targeting women with partners aged 50+ was unable to be produced. Subsequently, a specific focus of hit squad activity was to engage this intervention audience and promote their role as 'surrogate motivators' responsible for checking their men folk for moles and encouraging them to visit a GP.

Hit squads noted that women in particular were interested in hearing about the campaign and the role they could play. Interestingly, many reported that despite the male-focused tagline, their attention was caught regardless and curiosity piqued by the startling fact that skin cancer kills more men than women.

Outlined below are a list of supportive venues and successful community locations where hit squads distributed campaign resources and messaging:

- Poplars Garden Centre in Toddington
- Toddington Hardware store and library
- Toddington Village Hall
- Chatterbox Café in Bedfordshire
- Medico Nursing and Homecare in Bedfordshire

- Morrisons, Asda, Tesco, Co-op, and Asda outlets across all localities
- Whittlesey market
- Westfield Nursery in Whittlesey
- Wisbech Sunday Market
- Wisbech retail parks
- Hunstanton seafront
- Church coffee shop in Saxmundham
- Co-op pharmacy in Saxmundham

Tier 3 – engaging existing networks and groups

As part of our effort to reach beyond the exterior of each of our target areas, and penetrate at a real grass roots level we also engaged a range of local community groups throughout the locations to promote the campaign on our behalf. By doing this we not only gained wider impact than could be achieved with a hit squad team alone, but we also reached out to people who may not be readily accessible in an external public setting. We also aimed to tap into the strength and authority of peer-to-peer advice via this engagement.

A period of desk research was undertaken to identify relevant groups and obtain contact details – these were selected on the basis of having a high membership of older men and women. Calls were then made to each of the groups to introduce the campaign and engage the support of the relevant contacts. Following this, a pack was sent out to each of the contacts containing an introductory letter and a set of campaign materials.

Below you will find a list of each of the groups that were contacted – by area. These are split into two types:

- 'Hot' contacts: those that were engaged by telephone, were keen to be involved and gave a verbal agreement to support the campaign
- 'Cold' contacts: those who could not be reached by telephone in the timeframe but were left messages and sent a pack anyway

Our target was to achieve a minimum of 3 'hot' contacts per area. These are denoted in red.

Area	Organisation	Contact name	Hot / cold?
Shefford	Shefford Womens Institute	Miriam Cullip	Hot
Shefford	Shefford Art Society	Diane Carr	Hot
Shefford	Over 60's Coffee Club	John Francis	Hot
Shefford	Shefford Wives Group	Val Fisher	Hot
Shefford	Royal British Legion - Shefford and District	Mrs Mack	Cold
Shefford	Bible Society Shefford and District Action Group	Esther Buss	Cold
Shefford	Shefford Town Memorial Association	Sheila	Cold
Toddington	Toddington Carpet Bowls Club	Dave Whitfield	Hot
Toddington	Toddington Rambling Club	Richard Collar	Hot
Toddington	Toddington Social Club	The Secretary	Hot
Toddington	Toddington Old Boys Association	Melvin Bryant	Cold
Toddington	Toddington Royal British Legion	Stan Stanley	Cold
Toddington	Toddington Historical Society	Tony Collins	Cold
Toddington	Toddington 41 Club	Doug Dix	Cold

Toddington	Toddington Bridge Club	Margaret Hinton	Cold
Toddington	Toddington Town Band	Derek Jones	Cold
Hunstanton	Hunstanton Civic Society	David Jones	Hot
Hunstanton	Conservative Club	Sandra Dafton	Hot
Hunstanton	United Services & Social Club	David Larkin	Hot
Hunstanton	Hunstanton Bowls Club		Cold
Hunstanton	Cliff Parade Bowls Club	Mr Basil Johnson	Cold
Hunstanton	Old Hunstanton Social Club	Secretary	Cold
Hunstanton	Hunstanton Gardener's Association	Canny Jones	Cold
Hunstanton	Royal Naval Association	Alf Phillips	Cold
Hunstanton	Rotary Club	David Hall	Cold
Saxmundham	Town Clerk	Maddie Gallop	Cold
Saxmundham	Saxmundham Carpet Bowls Club	Frances Maynard	Cold
Saxmundham	Bingo	Secretary	Cold
Saxmundham	Darby & Joan Club	Secretary	Hot
Saxmundham	The Rotary Club of Saxmundham	Archie Poulter	Hot
Saxmundham	Saxmundham Museum	Richard Crisp	Hot
Saxmundham	Saxmundham Chess Club	Hugo Brown	Hot
Saxmundham	CARA Senior Ladies Group	Ollie Bolton	Cold
Saxmundham	Saxmundham WI	Jenny Mann	Cold
Saxmundham	Saxmundham Horticultural Society	Mrs Whitney	Cold
Saxmundham	Coastal Wanderers Badminton Club	Secretary	Cold
Saxmundham	Brook Farm Residents Association	Secretary	Cold
Saxmundham	The Walled Garden	Manager	Cold
Whittlesey	Golden Age Fairs	Mr Stephen Drew	Hot
Whittlesey	Applecare (home care)	Ms Jennie May	Hot
Whittlesey	Whittlesey & District Lions	Lynn Palmer	Hot
Whittlesey	Royal British Legion (Whittlesey Branch)	Mr W.J. Newman	Hot
Whittlesey	Whittlesey Women's Institute	Mrs Dena Old	Hot
Whittlesey	Whittlesey & District Tenants' Association	Ms Irene Henson	Hot
Whittlesey	Whittlesey Society	Mr David Hancock	Hot
Whittlesey	Rotary Club of Whittlesey	Gary Cook	Cold
Whittlesey	Town Clerk	Mrs S Evans	Cold
Whittlesey	Whittlesey Museum	Mrs Maureen Watson	Cold
Whittlesey	Knitting Natters	Ms Brenda Mead	Cold
Whittlesey	Whittlesey Angling Association	Mr David White	Cold
Whittlesey	Whittlesey Patchwork & Quilting Group	Mrs Jean Devenish	Cold
Wisbech	Fenland Family History Society	Judith Green	Hot
Wisbech	Wisbech & District Flower Club	Betty Swann	Hot
Wisbech	Fenland Stamp Club	Bill Quirk	Hot

Wisbech	Wisbech Bridge Club	Mrs Mary Frost	Cold
Wisbech	Wisbech & District Indoor Bowls Club	Secretary	Cold
Wisbech	Wisebech Players	Valerie Standen	Cold
Wisbech	Wisbech Lions Club	Kevin Rogers	Cold
Wisbech	Wisbech Baptist Church	Rev. Graham Licence	Cold
Leiston	Leiston Film Theatre	Wayne Burns	Hot
Leiston	Leiston Leisure Centre	Robin Wiseman	Hot
Leiston	Aldeburgh Leiston and Saxmundham Volunteer Centre	John Moss	Hot
Leiston	Coastal Accessible Transport Service (CATS)	Sadie Staff, CATS	Hot
Leiston	Aldeburgh Yacht Club	Aldeburgh Yacht Club	Hot
Leiston	Aldeburgh Golf Club	Gordon Hogg	Hot
Leiston	Royal Antediluvian Order of Buffaloes	Charles Walker	Cold
Leiston	Aldeburgh Bridge Club	John Tyler	Cold
Leiston	Aldeburgh Art Club	Norman Quilley	Cold
Leiston	Leiston Football Club	Secretary	Cold

Generally, the community engagement approach was found to be very successful. Those contacts who could be reached were all very supportive of the campaign and keen to help distribute or display materials among their members. In particular, we made an excellent contact in Whittlesey – Mr. Stephen Drew of Golden Age Fairs. A council run organisation, this holds events around Cambridgeshire towns offering advice and information to residents over 60 years of age – on all aspects of life from consumer rights to benefits, support, health and wellbeing.

Evaluation

Post campaign evaluation commenced in late October 2010 and consisted of three components:

- Quantitative research with males 50+
- Quantitative research with females (with male partners aged 50+)
- Qualitative 'case study' interviews

The three components have been designed to capture key measurements across a raft of evaluation measures including measuring the proportion who have seen, used or been influenced by the intervention/resources, assessing the impact of the intervention on women with partners aged 50+ in relation to their role as surrogate motivators, and anecdotal and qualitative feedback to capture the different elements of the intervention which were successful or otherwise.

6. Learnings and recommendations

Hit squads and Advans

Future grass roots activity of this kind would benefit from a greater time and budget investment in pre-planning in order for areas to be physically mapped beforehand. This would allow for tighter schedules to be developed and greater numbers of target locations to be pre-identified and maximised on activity days. We recommend that planners visit each of the areas themselves before preparing schedules and that consideration is given to splitting the schedules up into half days per area with four hour shifts in two regions per day to keep hit squad activity fresh.

Hit squads found that the Advan was a successful conversation starter with the public as the high-impact visibility achieved strong cut through with passers-by. They also noted that the most in-depth

and engaged conversations occurred with 50+ men and women in pub settings as these audiences were more willing to take the time, open up and discuss their experiences of skin cancer awareness.

We also recommend increasing time spent at a smaller number of high-impact locations per day of hit squad activity as opposed to a greater number of locations spread throughout the day across shorter time periods.

Many people mentioned that it seemed a strange time of year to think about skin cancer, when people are no longer exposing themselves to the sun and it was suggested that there would be higher impact if a skin cancer campaign was undertaken during the summer months.

Resources

It was expressed by several venues that they were happy for one piece of collateral to be displayed but not two so our recommendation would be to look at producing larger quantities of one resource for venues to display in future.

The public responded well to the informative A6 postcards as they felt it was important that they were able to take something tangible away with them and many commented on the usefulness of the visual symptom spotters on the postcard. Women were more likely than men to take postcards away with them, especially if they were told about their role as 'surrogate motivators'.

There were several comments from the public that they would appreciate having more they could take away with them, i.e. suncream sachets or tools to help check moles.

Press placement

Going forward, we would recommend a larger budget for press advertising so as to secure more prominent placements. Because of the geographic spread for this particular campaign, the budget was stretched somewhat in order to cover the range of publications that was needed to penetrate all areas. A larger budget would also allow for more creative cut-through placements such as a front cover wrap.

PR approach

A greater budget and capacity investment in the PR approach for this campaign would have allowed us to identify local case studies of skin cancer survivors, and medical experts to act as campaign spokespeople from each of the local regions. This tailored approach increases the chances of local media picking up stories that offer human interest angles specific to their region.

Moving forward, we would recommend that the commissioning body for the campaign identify a media spokesperson who can be readily available to the media in the absence or unavailability of identified medical spokespeople in order to speak to the aims and objectives of the campaign.

Community engagement

It is worth noting that, with more time investment, this aspect of the campaign might have been strengthened even further. In particular, we would recommend spending some face to face time with the 'hot' contacts in order to help them understand the campaign and support them in spreading the word. We would also recommend the engagement of 'neighbourhood managers' or similar, via the local PCTs / Councils, as a route in to community groups and leaders who might otherwise remain 'cold'.

Evaluation

Moving forward, we recommend conducting pre-campaign research in the specified implementation regions in order to establish a baseline for awareness and attitudinal data in order to best measure campaign impact and awareness post-campaign.

We would also recommend an evaluation of GP consultation data and 2-week-wait referrals – for the 3 months preceding the campaign period, the campaign period in itself, and the 3 months following the campaign period. This should be evaluated against the same timeframe of the previous year also.