

.....

Developmental research for a new campaign targeting under-screened NSW women

CINSW: Nicola Scott, Samantha Raheb, Dominic Lees, Christine Coates, Susan Strmecki

Michael Murphy Research: Michael Murphy, Alana Fishman

BreastScreen Australia Conference 2018

nicola.scott@cancerinstitute.org.au

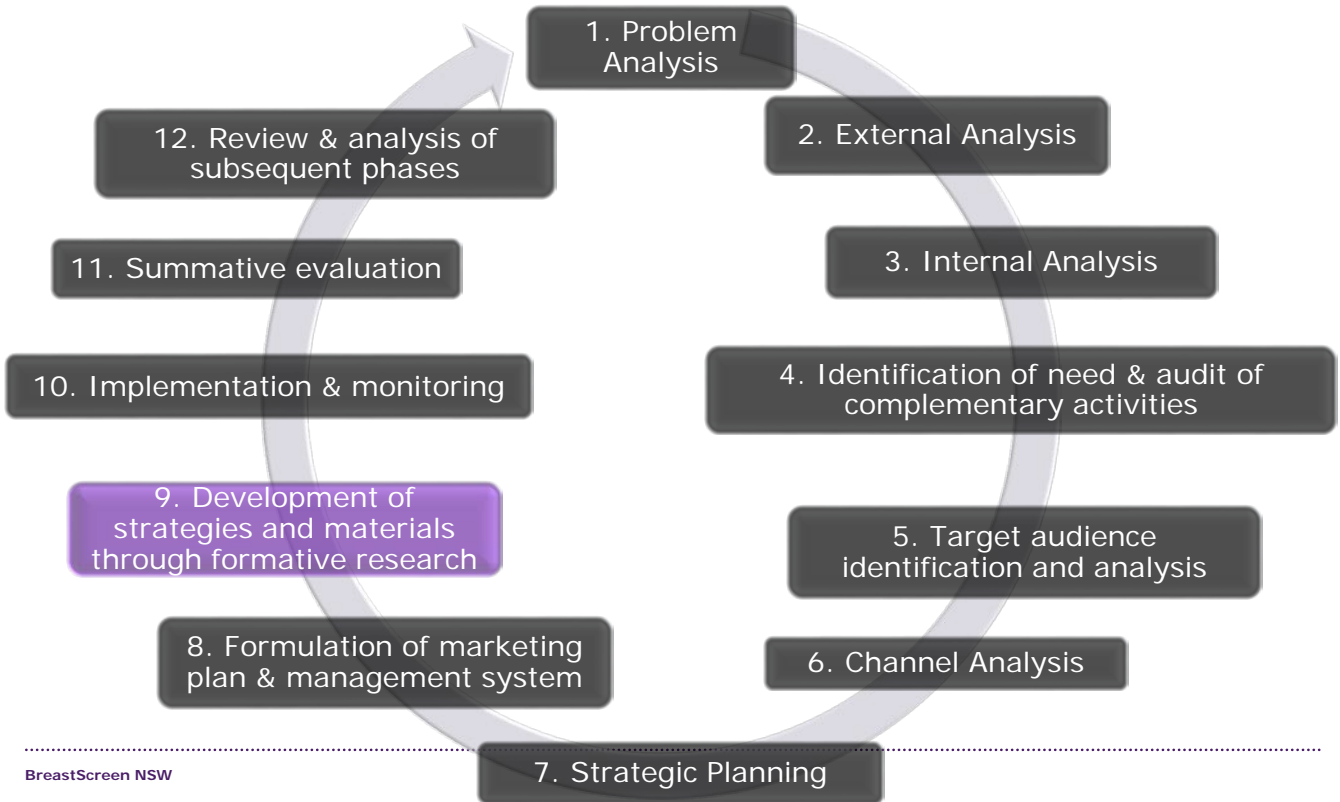
Background

- Campaigns:
 - Raise awareness of the importance of screening
 - Increase screening intentions and change screening behaviour
- In 2016, BSNSW identified need for a new campaign



Only 1 in 2 NSW women aged 50-74 are regularly screening with BSNSW

Institute's approach to campaign development



.....

Aim

- Conduct formative research with NSW women to:
 - Explore attitudes, beliefs and behaviours associated with breast cancer screening
 - Identify insights that can be used to develop new advertising concepts and materials

Research Objectives

Health Belief Model Domain

Research Questions

Susceptibility

How do perceptions of susceptibility affect screening behaviours?
What factors affect perceptions of susceptibility to breast cancer (incidence, risk)?

Severity

How do perceptions of severity affect screening behaviours?
What factors affect perceptions of severity of breast cancer (prognosis, treatment)?

Benefits

How well are the benefits of screening understood?
What factors limit perceptions of the benefits of screening?

Barriers

Explore the impact of barriers on screening (radiation, pain)

.....

Methods

Formative research focus groups:

	New & Never screeners		Lapsed & Under Screeners	
Age	Metro	Regional	Metro	Regional
50-59	1 group	1 group	2 groups	1 group
60-69	1 group	1 group	2 groups	1 group

.....

Results – Personal susceptibility

Personal susceptibility to breast cancer:

- this is a **necessary attention factor**
- without engendering a greater sense of personal susceptibility to breast cancer, there is no reason for women to pay attention to campaign messages
- personal susceptibility must focus on **personal risk** rather than general risk

Two specific messages had the greatest potential:

1. No family history - 9 out of 10 cases of breast cancer occur in women who do not have a family history.

2. Age - Greatest risk factor for breast cancer is age, with more than 75% of cases of breast cancer occurring in women aged over 50.

.....

Results – Benefits of screening

Benefits of screening:

- this is the **motivating factor**
- messages that communicate the **tangible benefits** of screening in terms of **better treatment options and outcomes** for women who have been diagnosed with breast cancer have the potential to outweigh some of the barriers that women experience
- while there is an appreciation of the benefits of early detection, campaign messages need to more overtly communicate the **benefits of early treatment**
- Messages that had the greatest potential include:
Need for chemotherapy and mastectomy is reduced, rates for successful treatment through less invasive forms of surgery are increased, survival rates are improved

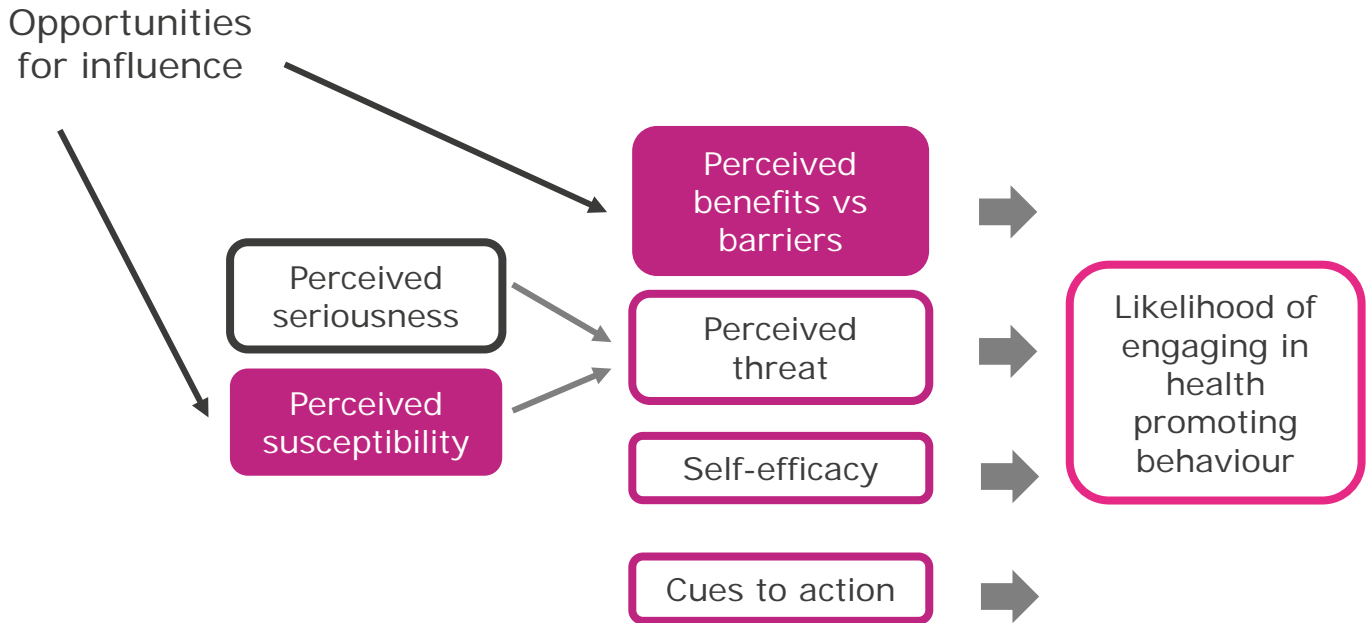
.....

Results – Tone and context

- Balance the threat of the susceptibility message with the appeal of the benefits of early treatment messages
- Given that a barrier is that women are threatened by the idea of a mammogram, motivation is unlikely to be achieved through purely threatening messages
- However, an overly soft message is unlikely to achieve sufficient cut-through or be regarded as sufficiently serious to change existing attitudes that contribute to under-screening
- It was recommended that family be considered as the context for messages, as a recognised benefit of early detection and treatment was lessening the impact on a woman's family if they were diagnosed with cancer
- Family context should be implicit in the executions rather than explicit

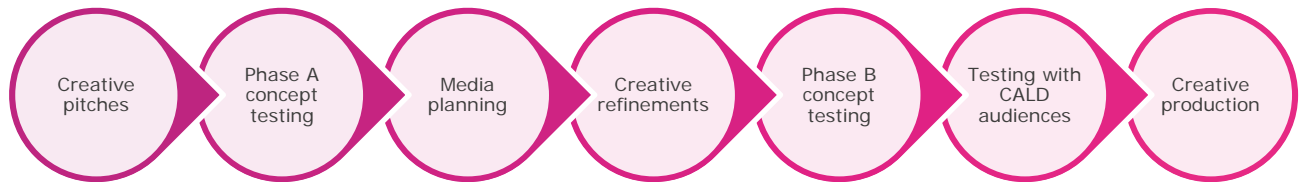
.....

Health belief model and research outcomes

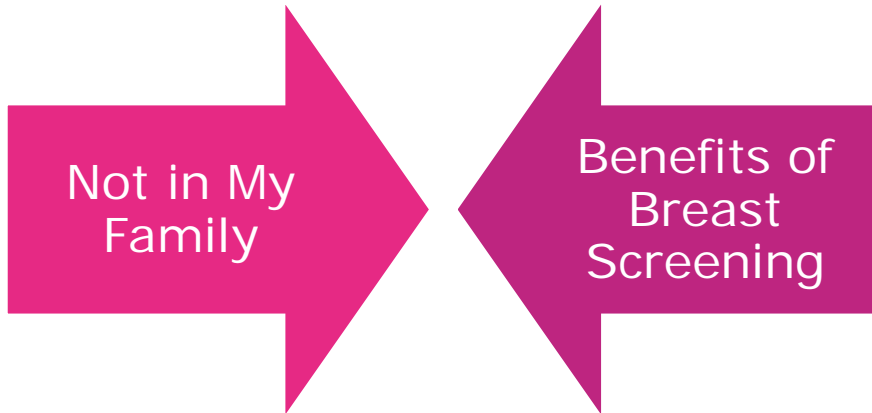


.....

Next steps following formative research



.....
Campaign



The logo for BreastScreen NSW is centered on a background of overlapping pink and purple circular shapes. The word "BreastScreen" is written in a white, elegant cursive script, while "NSW" is in a clean, white, sans-serif font directly below it.

BreastScreen
NSW