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## POSTER ABSTRACT

# Implementing an innovative social marketing campaign to increase participation in National Screening Programs

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**Introduction:** Within Latrobe City, nearly 5,000 eligible women are not up to date with their BreastScreen, approximately 10,000 eligible women are due for their Cervical Screening Test (CST) and nearly 12,000 men and women are not up to date with their Bowel Screening test. Gippsland Primary Health Network (PHN) are delivering a social marketing campaign, 'Screen For Me' aiming to increase participation in the National Screening Programs for breast, bowel and cervical cancer as a Latrobe Health Innovation Zone Initiative. At present there is limited evidence of the role of family and friends in increasing participation in cancer screening. The campaign focuses on external motivations to increase screening rates, which aims to build on this evidence base.

**Practice change:** The Screen For Me campaign empowers local community to champion early detection and influence one another to increase participation by generating community conversations. The campaign is active across community settings, paired with a significant local social media presence. A key component is the interactive polaroid activities, where a community member takes a polaroid of themselves holding a Screen For Me sign, places it within a card containing key screening information to gift to a loved one. The purpose of the polaroid is to leverage the influence of a loved one's emotional appeal paired with a call to action.

**Aim:** The campaign aims to activate community to advocate to their loved ones to complete their cancer screening from breast, bowel and cervical cancers.

**Targeted population/stakeholders:** All Latrobe City community members are targeted within the campaign, with the call to action to prompt loved ones within the screening targets age ranges of:

- BreastScreen: women 50-74
- National Bowel Screen Program: men and women 50-74
- CST: women 25-74

Gippsland PHN partnered with a range of community settings to deliver the campaign, including cafes, workplaces and sporting clubs.

### Timeline:

May 2019: Campaign launch.

May-July 2019: First twelve-week intensive campaign block.

May 2019-Dec 2020: Campaign delivery and evaluation.

### Highlights:

Barnes; Implementing an innovative social marketing campaign to increase participation in National Screening Programs

- Innovative method to initiate conversations about a preventative health topic.
- Demonstration of a successful community activation model.

**Sustainability:**

- Screen For Me aims to shift cultural norms regarding discussing cancer screening behaviours.
- Cost-effective strategy to increase awareness and participation in screening.

**Transferability:**

- The campaign provides a successful model that could be replicated and scaled.
- The campaign may be transferrable to other preventative health topics, e.g. skin or prostate cancer.

**Conclusions:** Initial two-month results demonstrate:

- 18 community/business settings have championed the campaign.
- Social media momentum is significant, between the period of 17 July 2019 – 23 July 2019 on Facebook alone:
  - Post reach 22,687
  - Post engagements 2,972

Campaign will be evaluated for reach, recall and behaviour change impact in late 2019.

**Discussion:**

- Demonstrated successful uptake of the campaign within the Latrobe City community.
- Anecdotal evidence suggest campaign positively resonates with community.

**Lessons learned:**

- Community champion initiatives which create the sense of looking out for one another.
- Localised social media campaigns provide organic reach of messages when the content focuses on members of the community.