



BreastScreen
Queensland

**“Breaking down the Barriers”
Social Marketing Campaign**

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Queensland Health



Queensland Government
Queensland Health

Overview

- The Health Problem
- Consumer and Market Research
- Development and Implementation
- Evaluation
- Conclusion

The Health Problem?

- Increase participation of target age group
 - Target to screen 70%, participation stable at 57%
- Women living in **South-east Queensland** recorded a lower participation (55.8%) than their rural (60.8%) and remote (60.5%) Qld counterparts.
- Women in the **high SES** group recorded a lower participation (47.2%) than for the middle (59.1%) and low (58.8%) SES groups.
- Lower participation, particularly in **Brisbane**, impacting on States' overall participation rate.
- No national campaign since death of Sara Henderson in 2005 and no future plans.
 - No state mass media campaign since 2002-2003
- Not meeting BSA NAS for women participating and returning for a two-yearly rescreen



**Conducted
Consumer and
Market
Research**

- **Qualitative Research (9 focus groups/4 in-depth interviews)**
 - Segments included: late, lapsed, unscreened, privately screening, ATSI women, socio-economic status (low vs high), mix of ages (50-55; 56-69).
- **Research Findings (Personal Barriers):**
 - Women were confused about the role of family history in predicting risk of breast cancer.
 - Perceived pain
 - Women over 50 did not know that they were at greater risk of developing breast cancer.
 - Lack of time with work/family commitments.
 - Currently feel fine, have no symptoms of cancer and see no need to have another breast screen. Some prefer to self-examine or have a GP exam.
 - Put it out of their mind, one more thing to worry about as you age.
 - Concerns about radiation exposure.
- **Research Findings (Service Barriers):**
 - Hours of phoning were inconvenient
 - Unaware of BSQ service locations
 - Expressed need for after-hour appointments incl. Saturdays
 - Heard it takes a long time to get an appointment.
 - Lack of knowledge that BSQ provides all follow-up tests free.
 - Lack recognition/awareness of the BSQ logo.
 - Lack of understanding that BSQ provides a modern, professional, high quality service

Development & Implementation

Campaign Aim:

To increase knowledge of breast cancer facts and encourage behaviour change to increase participation in regular breast cancer screening of unscreened women and women who are late/lapsed in the BSQ Program.

- Lacked factual knowledge about the risk factors, the benefits of screening and what the procedure involved.
- Want to hear the facts about breast cancer, screening and the BSQ Program from a credible source.





Social Price of a breastscan

Costs to women

- Free (no \$)
- Time/effort
- Momentary physical discomfort
- Anxiety/Fear in finding cancer

Women get

- A breastscan
- Better health
- Avoidance of greater discomfort (sickness)
- Ability to go to work, travel
- Peace of mind

What you can expect at BreastScreen Queensland

BreastScreen Queensland Services are the only nationally accredited breast cancer screening services in Queensland.

- One-on-one:** Your appointment is one-on-one with a female health professional.
- Quality:** Your breasts are read independently by two specially trained doctors.
- Free:** Breast cancer screening and follow up tests, if required, are free.
- Quick:** You'll be in and out in around 30 minutes.
- Convenient:** Our Services are provided at over 200 locations throughout Queensland.
- Accessible:** No referral is needed - just call 13 20 50.
- Helpful:** We'll send you a reminder when your next breast screen is due.

Fact
 75% of women with breast cancer are over 50.

If you're over 50, you're 20 times more likely to die from breast cancer than if you don't have a breast screen. **Phone 13 20 50** for your free breast screen. Early detection could save your life.

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Welcome to BreastScreen Queensland

- One-on-one with a female health professional.
- All breast screens read by two specially trained doctors.
- Strongly recommended for all women aged 50 to 69.
- Free to eligible women.

A breast screen QUICK. SIMPLE. FREE.

The Facts of Life For Women over 50

Phone 13 20 50 for an appointment or more information.

Phone 13 20 50
www.breastscreen.qld.gov.au

Don't make excuses. Make an appointment.

BreastScreen Queensland. Phone 13 20 50

Authorised by the Queensland Government, Brisbane.



Launch of Campaign

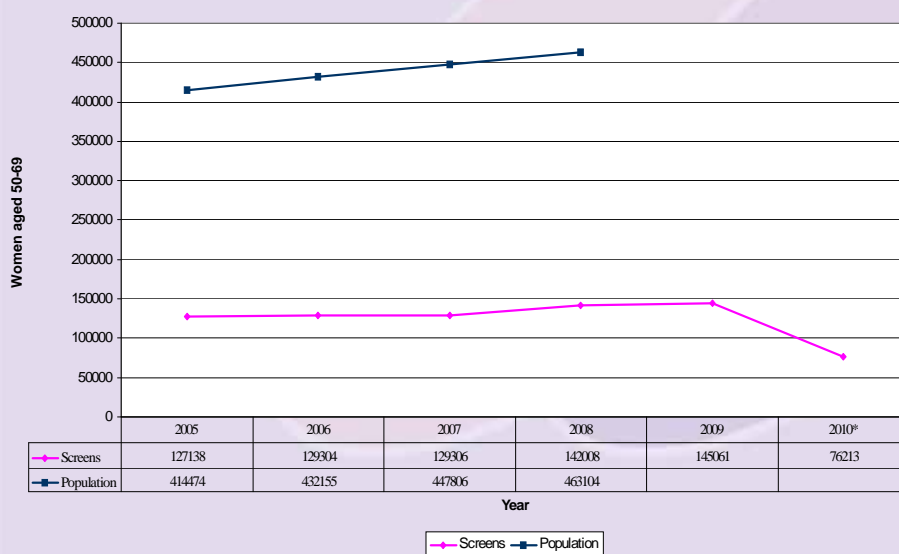
- 26 September 2007 with:
 - the Hon Premier Anna Bligh
 - past Minister for Health Hon Stephen Robertson and,
 - special guest Jana Wendt

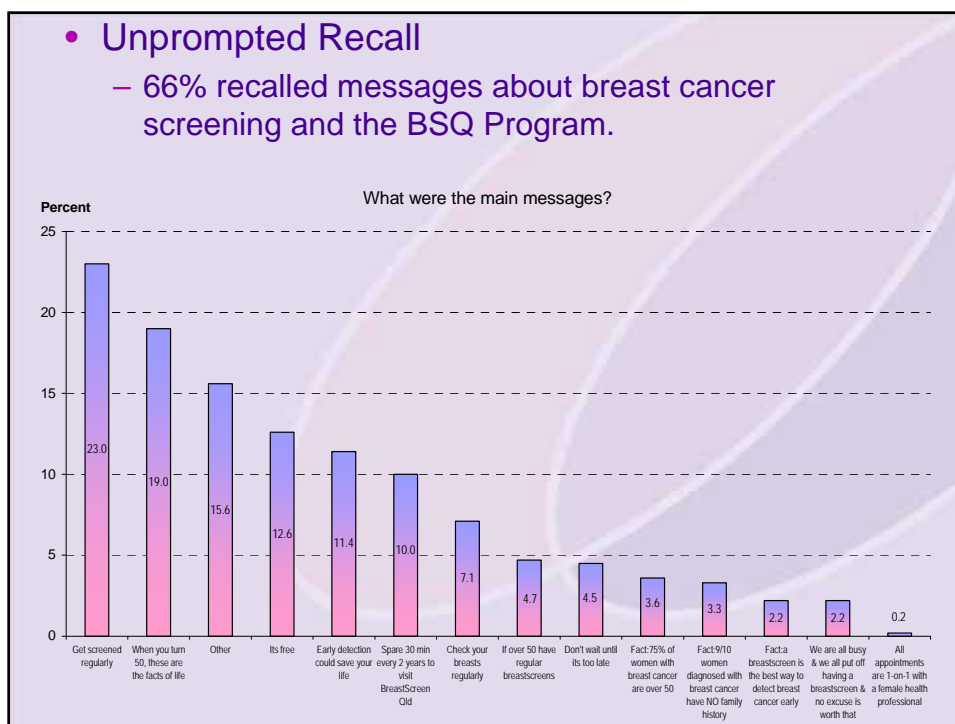
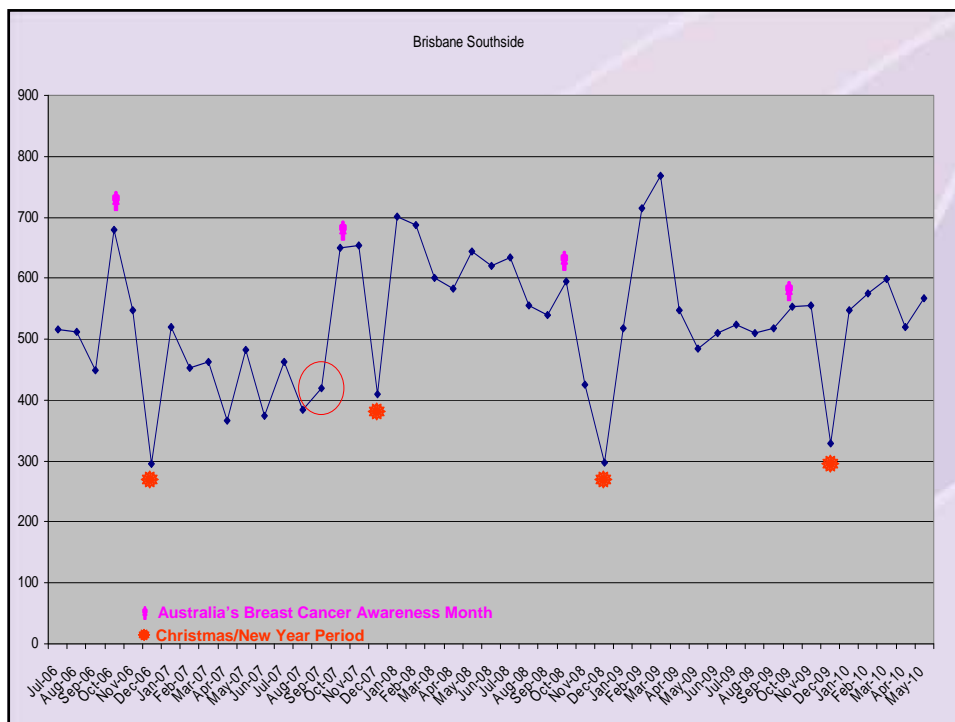
- Media coverage:
 - Channels 7, 9, 10
 - ABC radio
 - Courier Mail

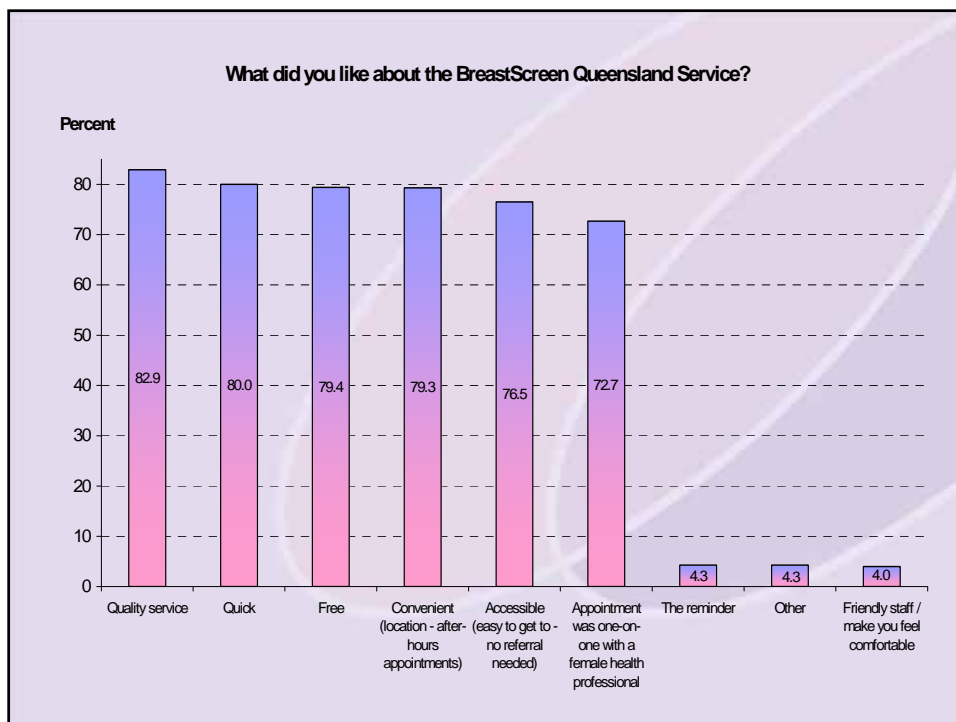
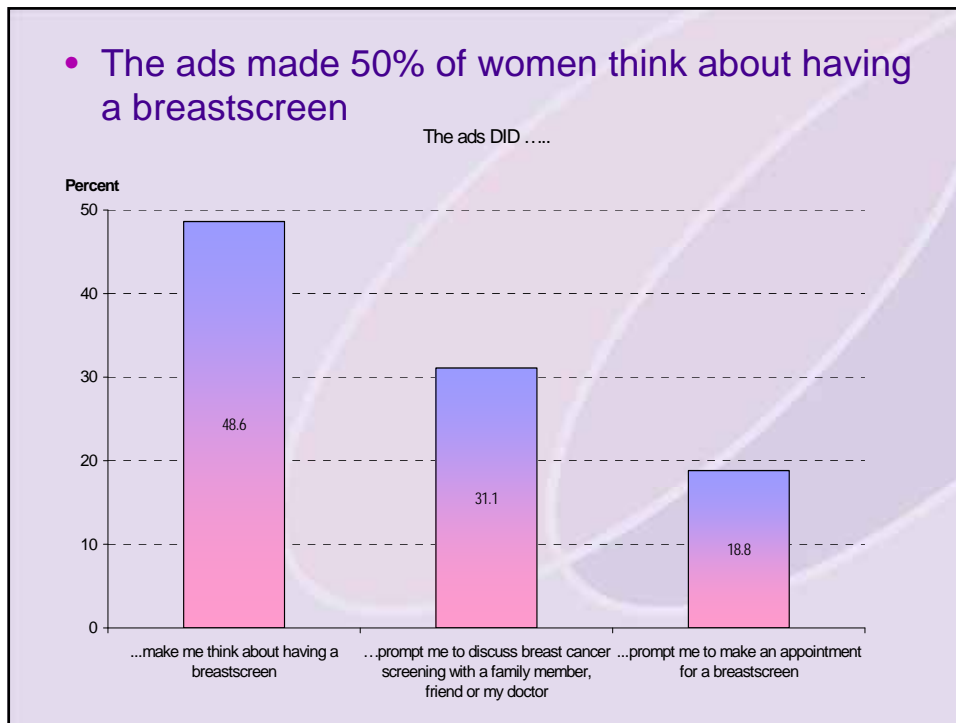


Campaign Evaluation

BreastScreen Queensland Annual Screening Figures
 Women aged 50-69
 2005-2010








Conclusion


- Social marketing including multi-layered mass media is an effective strategy to reach women in the community who have not been participating in population-based breast cancer screening.
- Formative research is critical as it enabled women to inform the design of BSQ key messages, highlighting importance of identifying barriers, influencing attitudes through providing factual knowledge and including a “call to action” that was simple.
 - Together these resulted in increased participation by a targeted group.
- Use of a credible source of information consistently used with clear branding and service information is central to supporting service staff (health promotion officers) in the delivery of a new social marketing campaign.

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