

SOCIAL MARKETING INTERVENTIONS FOR AWARENESS AND EARLY PRESENTATION OF CANCER



The right intervention mix will depend on the local area, existing services and target audience. The ideas here aren't a comprehensive list so feel free to innovate according to your local requirements!

Involving health professionals in the evaluation and delivery of your intervention

Raising awareness of your initiative and your goals

Supporting and engaging health professionals

Understanding the service implications of your intervention, and ensuring there is capacity to deal with extra attendees

Involving health professionals from the start of your project - get buy-in

Press relations

Direct mail

Adverts

Leaflets/posters

Reaching the target

Workplace

audience

Health trainers

Interactions

Champions and ambassadors

Volunteer-led initiatives

National
Social Marketing
Centre
Toolbox