

ShowCase

Spot of Sun

Topic: Cancer

Organisation: South East London Cancer Network; Corporate Culture

Location: South East London

Dates: November 2008 to August 2009

Budget: £198,000

Website: www.spotofsun.co.uk

Contact: Kate Kavanagh

Email: Katherine.Kavanagh@gstt.nhs.uk

Telephone: 020 7188 8326



Overview

South East London Cancer Network's Spot of Sun campaign aimed to raise awareness of the risk factors associated with the development of skin cancer and the early signs of skin cancer, and to promote risk-modifying behaviour among four at-risk groups: sunbed users, young male sun lovers, over-50 male sun lovers, and parents of school-age children.

Alongside a multimedia campaign that included 'mirror stickers', posters, leaflets and a dedicated website, the campaign used the concept of 'hit squads', which had successfully been employed in previous campaigns to approach the target groups and have one-on-one discussions about detecting and preventing skin cancer.

Results:

- Increase in respondents who had seen or heard an advertisement about prevention or detection of skin cancer in the last 3 months, from 11 per cent to 22 per cent
- 28 per cent increase in respondents who know that young people who use sunbeds increase their risk of skin cancer
- Over a third (36 per cent) of those who had seen the campaign had already taken action as a result, and of these 7 per cent had stopped using sunbeds or had cut down their visits

1. BEHAVIOUR

Behavioural goals:

- Not using or stop using sunbeds
- Wear at least factor 15 sunscreen when out in the sun
- Cover up and wear a hat when out in the sun
- Spend time in the shade between 11am and 3pm
- Check for warning signs of skin cancer and see a GP as soon as any warning signs are found

2. CUSTOMER ORIENTATION

Secondary research:

- Analysis of Thames Cancer Registry data
- Analysis of previous campaigns
- Analysis of national Target Group Index (TGI) consumer database

Primary research:

- Clinical stakeholder interviews
- 6 focus groups with residents of the 6 PCT areas
- 600 street questionnaires across the 6 PCT areas – To cross-reference attitudes and behaviours demographically and by borough, and to pretest messages and images

3. THEORY

- **Health Belief Model:** Considers perceived susceptibility, perceived severity, perceived benefits and barriers, perceived efficacy and cues to action

4. INSIGHT

Sunbed users

- Very body conscious, influenced by celebrities and fashion
- Concerned with here and now, not future health risks
- Only worried about how health could impact on their looks
- Will never give up their tan

Young male sun lovers

- Chauvinistic, body conscious, like being out in the sun
- Believe sunscreen not needed in the UK
- Fatalistic, only concerned about here and now

Male over-50 sun lovers

- Leave it to their partner to sort out sunscreen
- Generally feel it is not macho to use sunscreen

5. EXCHANGE

Barriers:

- Perception that sunscreen not needed in the UK
- Desire for a tan
- Only care about here and now
- For males, using sunscreen perceived as not macho
- For older males, partners 'deal with' sunscreen

Benefits:

- Not getting skin cancer, which can cause scarring and can occur on the face
- Freebies – Hats, sunscreen samples, stickers for children

6. COMPETITION

- Desire for a tan, to be out in the sun, or to take lots of holidays
- Skin cancer not seen as being as serious as other cancers

7. SEGMENTATION

- Sunbed users
- Young male sun lovers
- Male over-50 sun lovers
- Parents of school-age children

8. METHODS MIX

- Posters and mirror stickers in pubs and clubs
- Campaign website
- 'Hit squads' in town centres, parks and at events
- Freebies, e.g. sun lover hats, sunscreen samples, stickers
- Street theatre performance highlighting risks of sunbed use, later posted on YouTube
- Campaign packs for primary schools – Free sunscreen samples, posters, leaflets, stickers, lesson plans
- Leaflets and 'health briefings' to school-age children
- DVD of school performance on dangers of sunbed use, sent to secondary schools
- Press coverage
- Celebrity endorsement