

**Campaign dates: Monday 4<sup>th</sup> November to Sunday 1<sup>st</sup> December**

**Aim:** to establish the most effective method of motivating men age 50+ to visit their GP *early* with any unusual or persistent changes to their skin that could be a sign of skin cancer (malignant melanoma)

#### Summary:

- **CRUK (DH funded)** early diagnosis skin cancer campaign to run throughout November in:
  - Exeter / East Devon (Web & Wakley) / Torbay
- **Target audience:** males age 50+, primarily from lower socioeconomic groups (SEGs)
- **Activity:** Highly targeted approach using direct mail, CRUK nurse helpline and outreach activity
  - Specifically aimed at reaching those most at risk of developing malignant melanoma
  - CRUK is working alongside PHE to ensure this campaign is aligned with future *Be Clear on Cancer* campaigns
- **Estimated reach and response:**
  - Estimate reach of **30K** men aged 50+
  - Based on learnings from previous campaigns, we anticipate a small uplift in GP presentations (lowest in Exeter, highest in Torbay)

#### Why skin cancer and men age 50+?

Mortality rates for **malignant melanoma**, the most serious form of skin cancer, have increased over previous decades.

Despite similar incidence rates amongst men and women, **more men die from melanoma**, particularly men over 50. An explanation for this inequality could be due to older males presenting later to primary care with tumours at a more advanced stage, leading to poorer survival outcomes.

#### Objectives

To evaluate the impact of two intermediary social marketing interventions on awareness, attitudes and reported behaviour of the target audience, against a control measure of direct mail (DM):

- **Control [Exeter]:** DM, with a primary call to action of visit your GP only
- **Intervention one [East Devon]:** DM with a primary call to action of visit a GP, secondary of contact CRUK Nurse Helpline
- **Intervention two [Torbay]:** DM with a primary call to action of visit a GP, secondary of contact CRUK Nurse Helpline. *Plus* outreach activity.

#### Target Audience:

- Men age 50+, primarily lower SEGs (since they have a lower awareness of skin cancer and are less likely to visit a GP).

#### Key campaign messages:

- Skin cancer kills more men than women
- Spotting it early could help save your life
- What to look for (signs and symptoms)
- Where to check for signs
- Who is at most risk?

#### Call to action:

- **Primary:** Don't delay – see your GP [*all areas*]
- **Secondary:** If you have concerns you would like to talk through with someone, call or text (to receive a call back) the Cancer Research UK Nurse Helpline [*East Devon and Torbay only*]

#### Planned campaign activity:

- **Direct mail** (issued by CRUK) to raise awareness of the signs of skin cancer. A proven cost effective method of engagement.

**Timing: Drop date is w/c 4<sup>th</sup> November**

- **Cancer Research UK Cancer Nurse Helpline** (call or text for a call back) aims to equip those who might ordinarily avoid visiting their GP with the confidence/encouragement to do so

**Timing: live for 4-weeks, from 4<sup>th</sup> Nov - 1<sup>st</sup> Dec**

- **Follow-up call/text** with all enquirers as a further prompt to encourage them to take positive action (i.e. visit a GP)

**Timing: live for 2-weeks, from 4<sup>th</sup> Nov - 15<sup>th</sup> Nov**

- **Volunteer community outreach activity** CRUK will recruit and train local volunteers to go out into the community and engage men age 50+ who are least likely to visit a GP and who are most of risk of developing melanoma

**Timing: live for 4-weeks 4<sup>th</sup> Nov - 1<sup>st</sup> Dec**

#### What you can do to support the campaign?

- Familiarise yourself with the planned campaign activity and timings in your area
- Acknowledge awareness of the campaign activity if referenced by a patient
- Please support the key campaign messages above and reaffirm to patients that it is important to see a GP if malignant melanoma is suspected.

Skin Cancer Early Diagnosis Campaign,  
Targeting Men age 50+ living in Exeter, East Devon and Torbay



Campaign dates: **Monday 4<sup>th</sup> November to Sunday 1<sup>st</sup> December**

**Visual campaign reference:**

Direct mail will consist of the following items:

- A4 letterhead
- A6, 8pp information leaflet



Contact: [Kathryn.weir@cancer.org.uk](mailto:Kathryn.weir@cancer.org.uk) at Cancer Research UK for further details.