

Campaign dates: **Monday 4th November to Sunday 1st 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 community 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)
- MOSAIC profiling used to identify those most at risk of developing malignant melanoma.

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 & 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 4th 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 4th Nov - 1st 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 4th Nov - 15th 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 4th Nov - 1st Dec

What you can do to support the campaign?

- **Encourage GPs** to review *Cancer Research UK GP Skin Cancer Toolkit* available on **Doctors.net** prior to start of campaign on Mon 4th Nov
- **Make all GP practice staff aware** of campaign activity and timings, by distributing the briefing supplied for GP Practice Staff.

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



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Visual campaign reference:

Direct mail will consist of the following items:

- A4 letterhead
- A6, 8pp information leaflet



Contact: Kathryn.weir@cancer.org.uk at Cancer Research UK for further details.