

# Using a social marketing approach to increase the uptake of cervical screening amongst women aged 25-29 in Dudley borough

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# Rationale

- Low uptake of cervical screening amongst women aged 25-29 years
- Previous community engagement projects;
- Theatre in Education (Dudley PCT, 2008) and The Cervical Monologues (Dudley PCT,2009)



# Barriers to attendance

- Attitude, perceptions and experiences of screening
- Lack of information
- Barriers to communication
- Structural barriers



# Recommendations to improve uptake

- Personalised cervical screening process
- Effective communication between women and smear taker
- The letter to be more friendly and positive
- A need for a local campaign



# Why we used a Social Marketing Approach

Social Marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for their benefit.

Whereas marketing in the commercial world ultimately seeks to influence consumer behaviour for profit, social marketing encourages behaviours that provide benefit for individuals and society as a whole.

The National Social Marketing Centre

# Utilising a social marketing approach

- Qualitative research conducted with women aged 23-29 years
- To identify positive and motivational messages that would encourage women to attend cervical screening
- To ascertain awareness and perceptions of the 'What's pants but could save your life' campaign
- To identify the most effective communication channels to reach the target audience
- March 2011- A mix of women were recruited for 4 focus groups

# Key insights from the research

- Socialises regularly, face-to face with friends & family
- Feels invincible
- All are time-staved
- Regard smear tests as personal or taboo
- The 'Pants' campaign- strong branding
- A number of preferred communication channels were identified to build awareness and motivate

# Key findings to inform the campaign

- A 'two-tier' local campaign which focused on building awareness and education and to emotionally motivate
- Positive, empowering, up beat and inspirational
- Provide comfort and reassurance
- Information for pre screeners on procedure and process



# Creative Concept Development

## Legs

orb

Design One  
Application 1 - Legs

Just get it done!

Job 14.  
Get legs waxed!!!

Girls, we do ignore things in life, but just think how much better you'll feel when they're done.

Job 1. Book my smear test - Job done!

We offer a FREE Smear Test (or Cervical Screening) for all women aged from 25 years and over. So you can get important smears and get on with your life.

[www.nhs.uk/legsofuk/smear-test](http://www.nhs.uk/legsofuk/smear-test)

NHS Dudley

## Vajayjay/Foo Foo/Hoo Haa

orb

Design Four  
Application 2 - Vajayjay

YOU'D VAJAZZLE  
YOUR VAJAYJAY...

BUT NOT  
PROTECT IT?!?

YOUR SMEAR TEST IS MORE  
THAN SKIN DEEP. BOOK IT TODAY.

We offer a FREE Smear Test (or Cervical Screening) for all women aged from 25 years and over. So you can get important smears and get on with your life.

[www.nhs.uk/legsofuk/smear-test](http://www.nhs.uk/legsofuk/smear-test)

NHS Dudley

## Life's Too Short

orb

Design Five  
Life's too short

No excuses, get yourself organised!

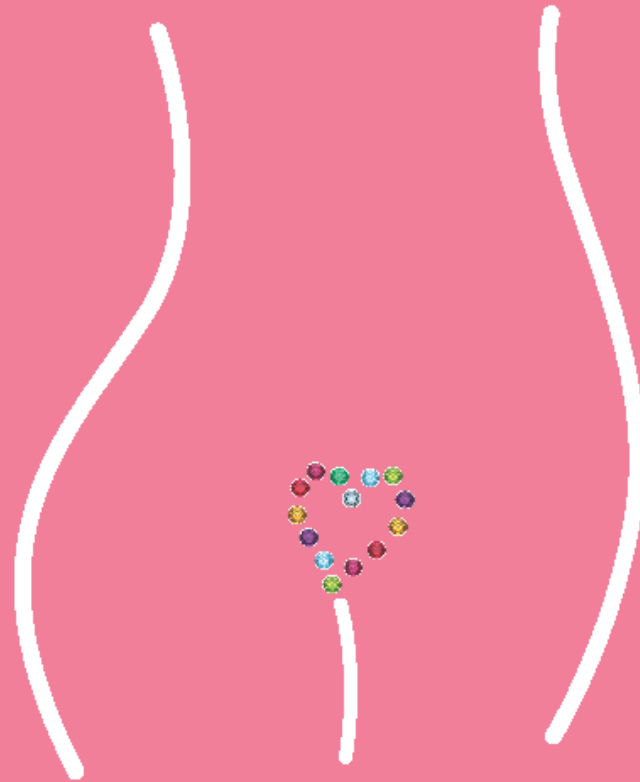
Girls, we do ignore things in life, but just think how much better you'll feel when they're done.

We offer a FREE Smear Test (Cervical Screening) for all women aged from 25 years and over. So organise yourself and get it done.

[www.nhs.uk/legsofuk/smear-test](http://www.nhs.uk/legsofuk/smear-test)

NHS Dudley

Beautiful on the  
outside and inside



Your smear test is more than skin deep.  
Book it today.

# 'Beautiful on the outside and inside' – Campaign'



A number of communication channels were used to raise awareness and motivate young women to attend cervical screening when invited



# Evaluating the impact of the social marketing campaign

- Pre and post cervical cancer awareness measure survey
- Significant increase in prompted awareness of cervical cancer symptoms
- Significant increases in awareness of risk factors
- A significant increase in the percentage of women who said they were aware of cervical cancer screening programmes
- 44% awareness of bus and 29% awareness of radio advertising
- Increases in the number of women who said they intended to take up future invitations fro cervical screening

# Evaluation continues

- What made you attend questionnaire
- Monitoring the uptake during the campaign period, three yearly uptake, coverage amongst GP practices
- Number of hits on the website and Facebook page
- Evaluation justified repeating the campaign

# Cervical Screening Service Improvement

- Changed the tone and style of the invitation letter
- Integrate barriers to screening and effective communication through Cytology training/supervision, GP staff meetings and conferences
- Effective communication workshops for receptionists and front line staff
- Campaign resource pack for general practices
- Tailored General Practice initiatives to increase uptake

# Moss Grove Medical Practice Case Study

- Staff motivation and organisational commitment
- Campaign materials, pin badges and polo shirts worn by the staff attracted attention and initiated conversation
- Staff engaged with patients in a friendly manner
- Informed them about the consequences of attending i.e. peace of mind; it saves lives; easy to attend
- Increase in their uptake by 2%

# St Thomas Medical Practice Case Study

- One of the lowest performing practices
- Staff used campaign resources and activity as prompts to attract women's attention
- Engaged with the outright avoiders with the aim to reduce barriers to attendance
- Ad hoc responses showed that the women felt more confident and increased in willingness to attend
- During campaign period reached their 80% target



# Ingredients for success

- Developing a positive, tailored and motivational campaign based on women's insights
- A rigorous SM approach adopted to address the primary care barriers and implement recommendation to improve the service in conjunction with the campaign
- General Practices and stakeholder engagement and involvement
- The knowledge and expertises of professionals to understand how the programme works
- Evaluating the campaign to measure its effectiveness

# The Project Team

- **Parminder Sogi**  
Cancer Health Improvement Co-ordinator
- **Joy Boyes**  
Behaviour Change Intervention Officer
- **Jody Pritchard**  
Community Health Improvement Programme Manager
- **Project working group**- Range of stakeholders  
Expertise and skills of the **Creative Agency** and **Market Research Agency**
- **Focus group** participants who gave their time and shared their attitudes and experiences of cervical screening

# For more information

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