

Be Clear on Cancer

background to the campaign

Q Who created 'Be Clear on Cancer'?

A The Department of Health appointed the agency M&C Saatchi and together, they created the Be Clear on Cancer brand. Be Clear on Cancer has been in use since January 2011 to promote awareness and early diagnosis of bowel, breast and lung cancer.

Q Did the Department of Health consult with any health professionals when creating the campaign?

A The Department of Health used existing insight which has been building over recent years. This includes qualitative research with GPs, undertaken by Cancer Research UK and DH, on the reasons they think patients delay presenting with cancer symptoms. The DH then built on this by engaging with a panel of experts across England to help develop the creative approach. This covered representatives from different disciplines including; public health, primary care, secondary care, academic research and communications. Finally, the DH tested the creative approach through qualitative research with GPs.

In addition to all this work at the development phase, the DH has continued to engage with health professionals throughout the pilot phase to learn and adapt the Be Clear on Cancer brand.

Q Who is the target audience for the Be Clear on Cancer campaign?

A Through the Be Clear on Cancer campaign the Department of Health aims to raise awareness of the symptoms of cancer amongst the general public, to improve cancer survival rates by encouraging early presentation to the GP and consequently earlier diagnosis. While it will depend on the tumour type, for most activities the target audience for Be Clear on Cancer is primarily men and women from lower socio-economic groups over the age of 55.

Q Is there any evidence that this campaign will work?

A

Two pilots for bowel cancer using the Be Clear on Cancer brand ran in the early part of 2011. Results from the regional pilots in the South West and East of England, found:

- There was a 48% increase in the number of people over the age of 50 who visited their GPs with symptoms
- There was a 32% increase in urgent referrals to hospitals over six months – compared with the same six month period in the previous year
- Campaign recognition was high with 75% of the public in South West and East of England saying they had seen the advertising
- There was overwhelming support for the campaign – 96% of the public and 89% of GPs believed it was important.

The Department of Health has used what has been learnt from the bowel cancer pilots to inform the Be Clear on Cancer bowel cancer activity that will run from 30 January 2012 until the end of March 2012.

Q Which other tumour types are covered by the Be Clear on Cancer brand?

A

Be Clear on Cancer has been developed for bowel, breast and lung cancer. In December 2011, further tumour sites will be added to the suite of materials for the overarching campaign. They will be available for oesophagogastric cancer (cancers of the gullet and stomach), the symptom blood in urine (for bladder and kidney cancer) and an additional breast cancer version specifically for women over 70 years.

In January 2012, the successful bowel cancer campaign will be the first tumour site to roll out nationally, with TV, radio and press advertisements running across England.

Q Is there a briefing sheet?

A

Yes. We have created two briefing sheets, one for GPs and another for the wider practice team. We have also created further resources, including a more detailed FAQ.