

BreastScreen NSW
Cherry and Pea Campaign 2006–07

BreastScreen
NEW SOUTH WALES



The NSW Government agency dedicated to the control and cure of cancer through prevention, detection, innovation, research and information.



cancer
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NSW



Cherry and Pea Campaign 2006–07

A screening mammogram can find cancers when they are as small as a pea.

Without screening, cancers are more likely to be noticed or felt when they are much more advanced – at around the size of a small cherry.

To raise awareness of the importance of breast screening and encourage regular screening through BreastScreen NSW, the Cancer Institute NSW developed and implemented the *Cherry and Pea* campaign in NSW during 2006 and 2007.

Breast cancer is the most common cancer in females, with more than 75 per cent of new cases in 2006 occurring in women over 50 years of age. In 2006, the risk of a woman developing breast cancer by the age of 85 years was one in nine; and breast cancer ranked equal first with lung cancer for the most common cause of death from cancer in NSW women.¹

Screening mammography has played an important role, alongside improvements in cancer treatment, in reducing the breast cancer mortality rate.² Early detection of breast cancer before it has a chance to spread is the most important factor determining the survival and recovery of a woman from the disease.³

BreastScreen NSW provides a free screening mammogram every two years to women over 40 years of age in NSW.

BreastScreen NSW has a network of local services across NSW including 40 regional centres and 18 mobile units which continually tour and service remote areas and specific communities within NSW.

Campaign aim

The overall aim of the *Cherry and Pea* campaign was to encourage women aged 50–69 years to have a mammogram every two years.

Campaign objectives

To increase:

- awareness of the importance of early detection through breast cancer screening and of biennial re-screening
- awareness of the BreastScreen NSW service
- the number of appointments made to BreastScreen NSW.

Target audience

Primary

Women aged 50–69 years not currently screening every two years.

Campaign strategies

Phase I of the *Cherry and Pea* campaign was conducted in two waves:

- Wave 1: 10 September 2006 to 2 December 2006

An average of 163 TARPs per week was achieved across NSW (excluding Canberra).

The campaign was implemented to coincide with Breast Cancer Awareness month in October 2006, during which time there is significant media coverage and other activities relating to breast cancer.

- Wave 2: 11 February 2007 to 3 March 2007

An average of 138 TARPs per week was achieved across NSW (including Canberra).

Target Audience Rating Points (TARPs) are the standard advertising industry measure of weekly television advertising weight scheduled to reach the target audience. Based on ratings surveys, it is a multiple of the percentage of the target audience reached by the campaign and the average number of times a target audience member is exposed to the advertising. For example, one TARP represents one per cent of the target audience who have had the opportunity to see a campaign advertisement on television once.^{5,6} Weekly television performance data based on actual TARPs including bonuses (extra spots aired in addition to bought TARPs) was supplied by MediaCom.

Campaign elements

The main advertising medium used was television. The *Cherry and Pea* advertisement demonstrated the difference in size

between a breast cancer that can be detected by physical examination (a cherry)⁴ and a cancer that can be detected by a screening mammogram (a pea).³ The campaign conveyed the lifetime risk of getting breast cancer as one in eight in line with the latest available incidence rates (2004) at the time the campaign was implemented.⁷

The range of communication strategies employed throughout NSW included:

- broadcast media:
 - television
 - radio
 - print media
- printed resources (brochures, posters, bookmarks).

Broadcast media and printed resources were also translated into eight languages (Arabic, Cantonese, Mandarin, Greek, Italian, Korean, Spanish, Vietnamese).



Screen-shot from *Cherry and Pea* television commercial

Sample characteristics (weighted)		
	Benchmark n=600 %	Tracking n=1,339 %
Age (years)*		
40 to 49	41.9	42.0
50 to 59	34.6	34.7
60 to 69	23.6	23.3
Location*		
Sydney metro	61.5	61.5
NSW Northern regional	30.9	30.9
NSW Southern regional	7.6	7.6
Educational attainment		
No Schooling	0.0	0.3
Primary school	7.5	7.7
Year 10 / 4th form / School Certificate	30.4	26.4
Year 12 / 6th form / High School Certificate	13.6	14.9
TAFE or trade qualification	15.9	20.5
Any type of university degree	32.1	29.7
Household income		
\$30,000 or less	24.3	22.9
Between \$31,000 and \$59,000	20.2	24.3
Between \$60,000 and \$89,000	19.4	19.2
\$90,000 or more	24.0	22.2
Employment status		
Working full time	31.0	31.1
Working part time	28.7	30.4
Home duties	20.5	19.8
Student	0.8	1.2
Unemployed	1.4	1.0
Retired	17.6	16.5
*Quotas set for age (40–49, 42%; 50–59, 35%; 60–69, 23%) and location (50% Metro, 25% each for Regional).		
Note: excludes don't know/refused.		

Evaluation

The *Cherry and Pea* campaign was evaluated using continuous tracking research. A benchmark survey was conducted in April 2006 (n=600) and weekly tracking was conducted during and immediately following the campaign (n=1,339). This involved conducting 70 interviews per week from 18 September to 24 December 2006 (Wave 1, 14 weeks, n=987) and from 5 February to 11 March 2007 (Wave 2, 5 weeks, n=352). The sample included NSW women aged 40–69 years and was obtained using the electronic White Pages and the interviews conducted using computer assisted telephone interviewing (CATI).

The data were post-weighted by age and location (Sydney and Regional NSW Television Market). Tracking data from waves 1 and 2 have been aggregated for analysis.

A small proportion of women reported they spoke a language other than English at home (13.4 per cent benchmark, 11.1 per cent tracking) and 1.7 per cent (benchmark) and 0.9 per cent (tracking) reported they were of Aboriginal or Torres Strait Islander descent.

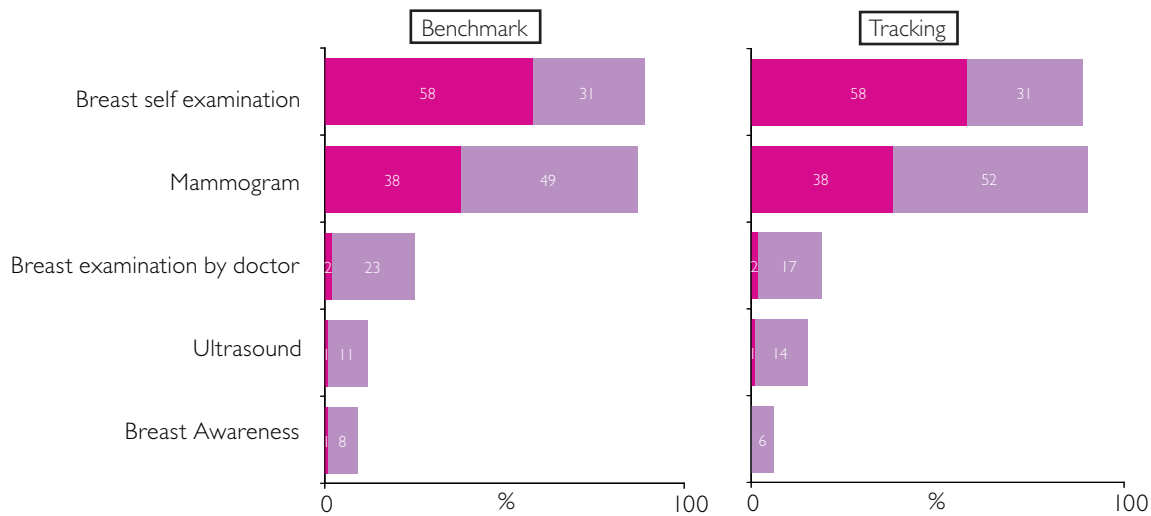
Calls to 13 20 50, the national BreastScreen appointment line, were analysed for NSW using data from Telstra Analyser. The call data presented in this report represent successful calls made in NSW.

Results

Awareness of breast cancer screening

Awareness of mammography is very high, with 90 per cent of women aged 50–69 years spontaneously mentioning mammograms as a method for the early detection of breast cancer during the tracking period (**Figure 1**). With prompting, there is universal awareness of mammograms among all women surveyed (40–69 years). However, breast self examination remains the most 'top-of-mind' form of breast cancer detection and is mentioned first by 58 per cent of women aged 40–69 years.

Figure 1 Spontaneous mentions of methods for early detection of breast cancer (50–69-year-olds)



Base: NSW women 50–69 years – benchmark n=354, tracking n=787; excludes 'none' and 'don't know'.

Awareness of BreastScreen NSW

Awareness of the BreastScreen NSW service increased during the campaign particularly amongst women 40–49 years. For women in this age group, awareness of the service increased significantly from 68 per cent (benchmark) to 75 per cent (tracking). Awareness of the service amongst women aged 50–69 years remained unchanged from benchmark (84 per cent) to tracking (86 per cent).

Awareness of the recommendation to screen from the age of 50 years also increased significantly amongst all women surveyed (40–69 years) during the campaign. For women aged 40–49 years, awareness was higher increasing from 41 per cent (benchmark) to 53 per cent (tracking). For women 50–69 years, a smaller but significant increase was observed from 38 per cent (benchmark) to 44 per cent (tracking). Most of the remaining women aged 40–69 years believe screening is recommended earlier than 50 years.

Awareness of the recommendation for women aged 50–69 years to screen every two years increased significantly amongst all women surveyed (40–69 years) during the campaign. For women aged 50–69 years, awareness of the two-yearly screening interval increased from 75 per cent (benchmark) to 84 per cent (tracking).

Attitudes towards breast cancer and screening

Attitudes towards breast cancer and screening remained largely unchanged overall between the benchmark and tracking. However, there was a significant increase in agreement (strongly + somewhat) that 'breast screen mammograms can detect possible breast cancers much earlier than any other method' – from 68 per cent (benchmark) to 74 per cent (tracking) amongst all women surveyed (40–69 years).

Advertising recognition

Prompted awareness of the *Cherry and Pea* ad peaked at 62 per cent in early December 2006 for both 40–49 and 50–69 year olds. Recognition was slightly higher for women 40–49 years in 2007, peaking at 68 per cent in March (Figure 2).

Message take-out

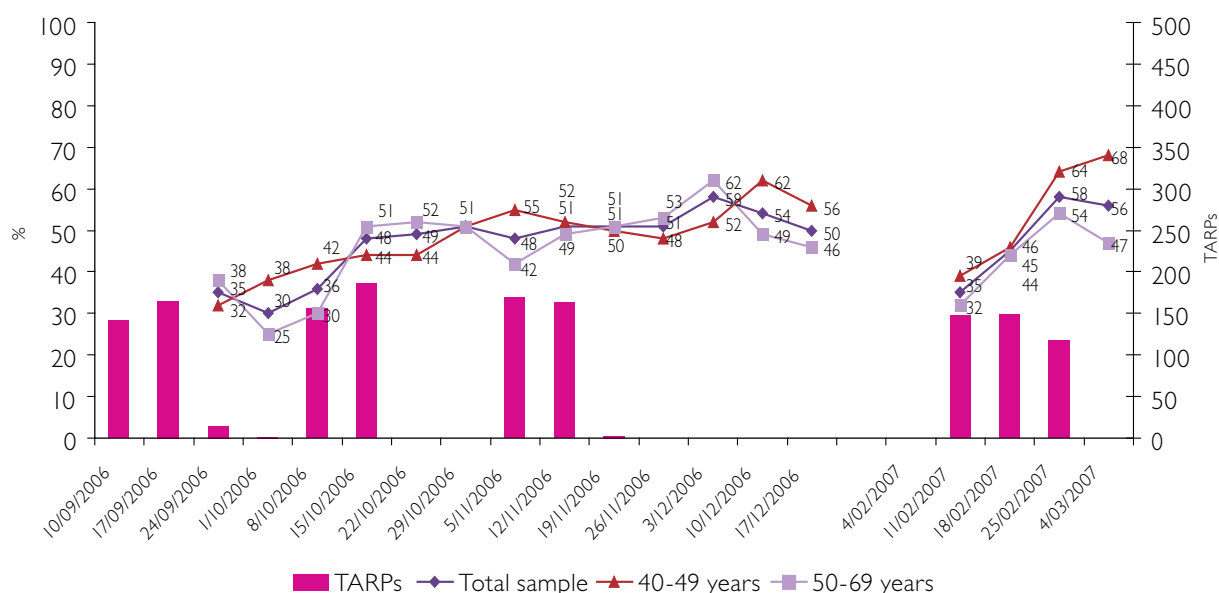
The *Cherry and Pea* advertisement strongly communicated its key messages with nearly universal agreement that it 'very' or 'somewhat' gave the impression that 'screening mammograms can detect breast cancers when they are small' (97 per cent) and 'early detection of breast cancer through screening mammograms is vital' (96 per cent)

(Figure 3). Agreement with the statement 'women aged 50–69 should have regular screening mammograms' was significantly higher among women 50–69 years (91 per cent) than those 40–49 years (87 per cent).

Advertising diagnostics

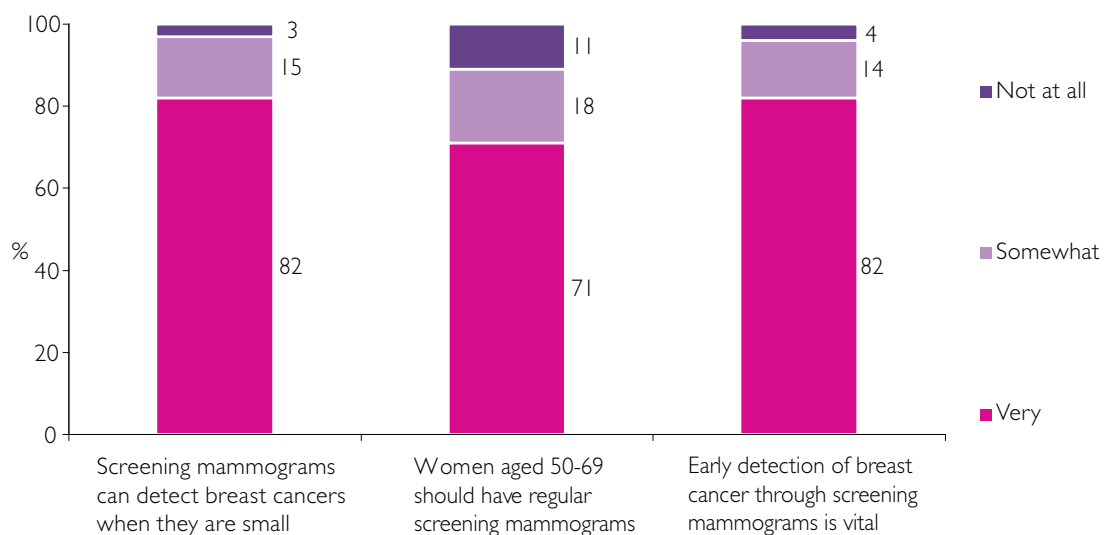
Most respondents agreed ('very' plus 'somewhat') that the *Cherry and Pea* advertisement is 'easy to understand' (98 per cent), 'believable' (96 per cent), 'informative' (93 per cent), 'attention grabbing' (92 per cent) and 'relevant' (88 per cent) (Figure 4). Most respondents also agreed (a lot plus somewhat) that the ad reminded them about the importance of breast screening (94 per cent).

Figure 2 Recognition of the *Cherry and Pea* advertisement by campaign TARPs



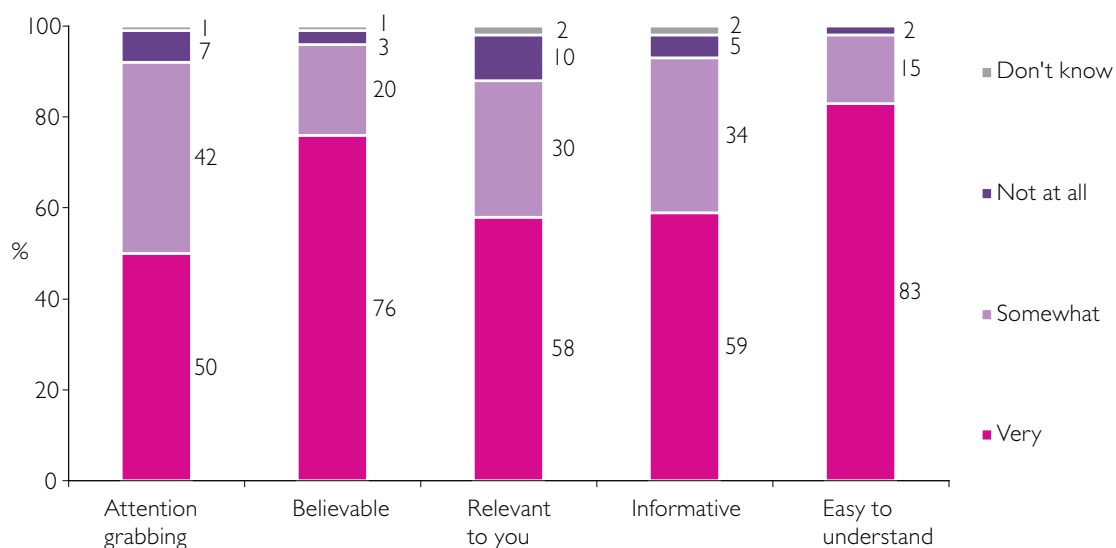
Base: NSW women 40-69 years - n=140 per fortnight. Rolling two week average – week of data point and week prior.

Figure 3 Prompted message takeout from the *Cherry and Pea* advertisement



Base: Saw *Cherry & Pea* ad (tracking n=633), 40-69 years.

Figure 4 Advertising diagnostics for the *Cherry and Pea* advertisement

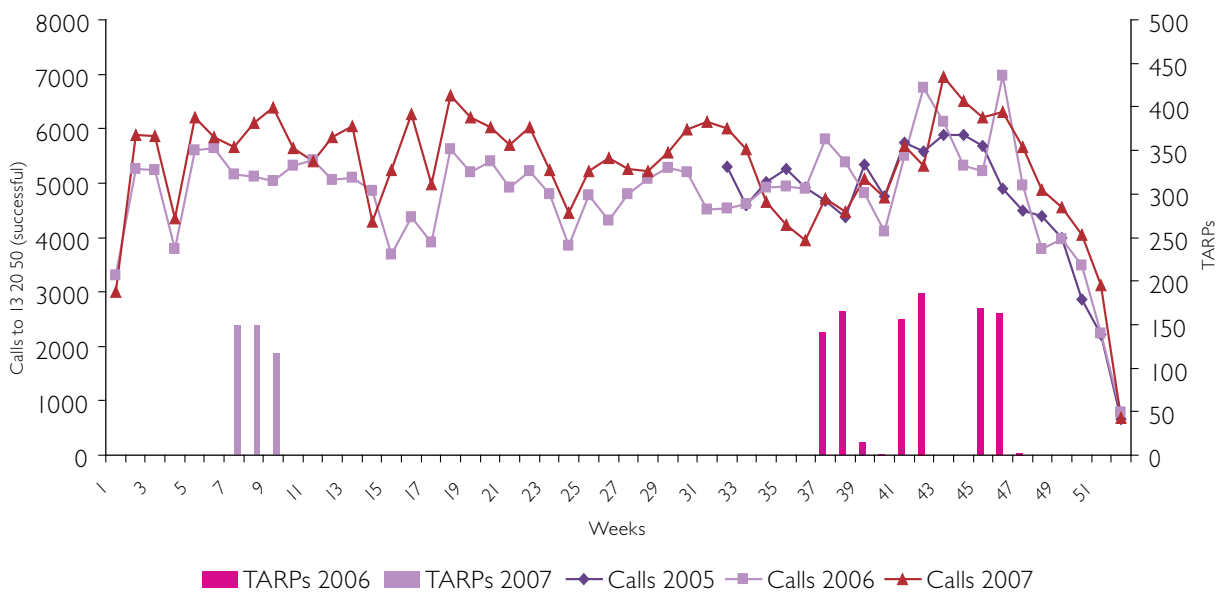


Base: Saw *Cherry & Pea* ad (tracking n=633), 40-69 years.

Call to action

The call to action in the *Cherry and Pea* ad included ‘See your doctor or call BreastScreen for your appointment on 13 20 50’. Overall, there was a 15 per cent increase in the number of calls to 13 20 50 in NSW during the campaign compared to the same period the previous year (Figure 5).

Figure 5 Calls to 13 20 50 in NSW by campaign TARP



Screen-shot from *Cherry and Pea* television commercial

Conclusions

The *Cherry and Pea* campaign advertising performance was primarily positive and successfully achieved its objectives in raising awareness of the importance of early detection through breast cancer screening and of biennial re-screening and the BreastScreen NSW service. Women responded as intended to the campaign, with an increase observed in calls to 13 20 50 during the campaign period – however identification of the type of call cannot be made i.e. calls to make appointments versus other calls.

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