Detect Cancer Early
Breast Screening Campaign
A NEW REGIONAL BREAST SCREENING CAMPAIGN WILL LAUNCH AT THE BEGINNING OF JUNE 2014 AS PART OF THE SCOTTISH GOVERNMENT’S DETECT CANCER EARLY PROGRAMME. WE APPRECIATE YOUR ONGOING SUPPORT IN SPREADING THE IMPORTANT EARLY DETECTION MESSAGES AND HAVE PROVIDED AN OVERVIEW OF THE NEXT PHASE OF THE CAMPAIGN, OUTLINING KEY DATES AND THE RESOURCES AVAILABLE IN THIS PACK.

THE BACKGROUND

Breast cancer is the most common cancer found in women living in Scotland and remains one of the major causes of death in Scotland – over 1,000 women die of breast cancer every year.

The Scottish Breast Screening Programme is part of a UK-wide programme providing free mammographic screening for breast cancer since 1988 with the aim of reducing deaths from the disease.

Breast screening is the best way to detect breast cancer early, as it can detect tiny cancers that women or health professionals could never see or feel. Finding tiny cancers when they are easier to treat means that women diagnosed through screening are more likely to survive breast cancer. It is estimated that breast screening saves around 130 lives every year in Scotland.

Recent statistics indicate a decline in the uptake of breast screening in Scotland predominantly due to a decrease in the number of women attending from more deprived communities.

The objective of this campaign is to increase the uptake of breast screening amongst the eligible population of women aged 50 – 70 years not currently participating in the programme through an informed process; primarily women living in the more deprived areas of Scotland.

Following on from the successful ‘Lumps aren’t the only sign’ campaign, the new screening campaign will also feature Elaine C Smith, whose mother died of breast cancer. This approach has been endorsed by key stakeholders, including the Regional Breast Screening Centres.

THE CAMPAIGN STRATEGY

The campaign will not run on a national scale and will instead adopt a regional roll-out, delivered in close consultation with the Scottish Breast Screening Programme, allowing us to target areas where uptake is poorest and activity is needed most. The strategy is also designed to match the geographical areas where screening is taking place (based upon GP practices) and takes into account that women are invited to screen once every three years.

The campaign will launch at the beginning of June 2014 in the South East of Scotland and will be rolled out to other regions throughout the year. Further details of the roll out plan will be sent to you in due course.

Activity will centre around demystifying the screening process and highlighting the benefits of participating in the Scottish Breast Screening Programme.
KEY MESSAGES

• Don’t get scared, get screened
• One in nine women in Scotland will be diagnosed with breast cancer in their lifetime
• You’re five times more likely to survive breast cancer if it’s diagnosed and treated at the earliest stage
• Be aware of any changes to your breasts between screenings and don’t delay in making an appointment with your GP if you spot any unusual or persistent changes
• For more information about the Scottish National Breast Screening Programme visit www.getcheckedearly.org or call NHS Inform on 0800 22 44 88

CAMPAIGN ROLL-OUT

Print
Press advertising is a staple of the campaign and will appear in local titles across Scotland from the beginning of June 2014. See Annex 3.

Leaflets
In some areas we will be working with the Royal Mail to deliver leaflets directly to households, with NHS boards, GP surgeries and community pharmacies across Scotland sent the materials too. Copies of the campaign leaflets are available to stakeholders on request (See Annex 2).

Radio
There are two different 40 second radio executions featuring Elaine C Smith. The first advert focuses on encouraging women to make time for screening, acknowledging that this can be a barrier to attending appointments.

The second execution highlights the key message that screening is the best way to find tiny cancers that may otherwise go unnoticed.

A third radio creative features real women and the reasons why they have chosen to attend screening, for example - “I choose to do it because I want to be around for my grandkids”.

Radio adverts will be broadcast across regional and local stations. A copy of the scripts is available in Annex 4.

Local Community Roadshows
A 30 date community roadshow programme will travel across Scotland covering shopping centres and local supermarkets targeting areas of particularly low uptake of breast screening.

This has been developed in consultation with regional screening centres and NHS boards, with promotional staff on hand to provide information and advice on breast screening, including the informed consent aspect of the process.

The interactive stand will feature examples of the campaign creative and a film featuring Elaine C Smith. Trained promotional staff will engage with members of the public inviting them to take the ‘breast challenge’ and visitors will be given campaign literature and a specially designed keyring, which helps to illustrate the tiny cancers that screening can detect.

A copy of the confirmed journey plan is provided in Annex 1.
PR
There will be a supporting PR campaign which will deliver sustained coverage across regional and local media.

PR activity will centre on raising awareness of the Scottish Breast Screening Programme and making it relevant to key audiences. Using key statistics and expert commentary, PR will bring home the important message that breast screening saves lives while also tackling the common barriers to screening.

Working with breast cancer charities, NHS health professionals and breast screening centres PR will develop statistics, fast facts and case studies for media use.

This activity will fully support and complement the local community roadshow events and Consolidated PR (Scottish Government’s PR agency) will work closely with stakeholders to tailor communications and disseminate the campaign message to wider local audiences. PR will support and complement the ongoing roadshow to help increase footfall to the events and maintain campaign momentum.

Digital
The website (www.getcheckedearly.org) has been updated with the breast screening campaign messages and images. All channels should direct women to this source for more information and details of their local screening centre.

The campaign Facebook page (www.facebook.com/DetectCancerEarly) will be updated with news, videos, pictures and case studies across the course of the campaign. Please help us to promote the page by liking and sharing our posts and contributing your own updates.

**HOW YOU CAN HELP:**

To help us amplify the campaign, raise awareness and reach out to the target audience there are a number of ways that you can support the campaign. Here are a few examples:

- Sharing this pack with your colleagues and other relevant stakeholders, helping us to maximise support for the campaign
- Promoting the breast screening campaign within your organisation, workplace or community. We can provide logos and images for leaflets, publications and the web. Material for intranets and newsletters is also available on request
- Linking your website and social media feeds to the campaign website and Facebook page – www.getcheckedearly.org and www.facebook.com/DetectCancerEarly
- Sharing social media content across Facebook and Twitter feeds, using the campaign hashtag #detectcancerearly where possible
- Displaying campaign posters and leaflets
- Helping with case studies – if you have any strong human interest examples of women who have survived breast cancer through the screening programme, please get in touch with Consolidated PR at DCE@consolidatedpr.com
- Supporting the local community roadshow when it comes to your area and helping with promotion
- Signposting people to www.getcheckedearly.org or NHS Inform on 0800 22 44 88 for more information on the Scottish Breast Screening Programme.
RESOURCES

There are a number of campaign assets available including posters, leaflets, logos and jpegs of the campaign creative.

PR agency Consolidated PR can also provide editorial for newsletters, fact sheets, social media content and web copy.

If you need any resources please contact Consolidated PR on 0131 240 6420 or email DCE@consolidatedpr.com

Alternatively, for more information on the campaign visit www.getcheckedeary.org

CAMPAIGN CONTACTS

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Local Community Roadshows:
Scottish Breast Screening community roadshow events will be held in the following venues. Please note that the dates and venues may be subject to change.

<table>
<thead>
<tr>
<th>Date</th>
<th>Town/Area</th>
<th>Venue</th>
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<tbody>
<tr>
<td>5th June</td>
<td>Howden Hall</td>
<td>Asda - The Jewel</td>
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<tr>
<td>6th June</td>
<td>Cameron Toll</td>
<td>Cameron Toll Shopping Centre</td>
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<td>7th June</td>
<td>Restalrig</td>
<td>Gala Bingo Meadowbank</td>
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<td>10th June</td>
<td>Broxburn</td>
<td>Strathbrock Community centre</td>
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<td>11th June</td>
<td>Kirkcaldy</td>
<td>Morrisons</td>
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<td>12th June</td>
<td>Kirkcaldy</td>
<td>Asda Superstore</td>
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<td>13th June</td>
<td>Whitburn</td>
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<td>17th June</td>
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<td>Larkhall</td>
<td>Asda - Larkhall</td>
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<td>19th June</td>
<td>Bellshill</td>
<td>Aldi or Tesco Extra</td>
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<td>20th June</td>
<td>Paisley</td>
<td>Asda</td>
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<td>21st June</td>
<td>Bridgeton</td>
<td>Forge Shopping Centre, Parkhead</td>
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<td>24th June</td>
<td>Stirling</td>
<td>Farmfoods /Lidl/Tesco Extra</td>
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<td>25th June</td>
<td>Stirling</td>
<td>The Thistles Shopping centre</td>
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<td>26th June</td>
<td>Wishaw</td>
<td>Aldi / Tesco Ex - Belhaven Rd</td>
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<td>27th June</td>
<td>Drumchapel</td>
<td>Sainsburys</td>
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<td>28th June</td>
<td>Castlemilk</td>
<td>The Braes Shopping centre</td>
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<td>1st July</td>
<td>Springburn</td>
<td>Tesco Extra</td>
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<td>2nd July</td>
<td>Maryhill</td>
<td>Tesco Extra or Gala Bingo</td>
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<td>3rd July</td>
<td>Motherwell</td>
<td>Lidl /Aldi / Asda - Watson St</td>
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<td>October</td>
<td>Shettleston</td>
<td>Tesco Ex (Old Shettleston Road)</td>
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<td>October</td>
<td>Easterhouse</td>
<td>Morrisons (Ravenswood Road)</td>
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<td>Pollockshaws</td>
<td>Lidl/Morrisons (Riverford Road)</td>
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<td>November</td>
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<td>November</td>
<td>Stepps/Niddrie</td>
<td>Asda superstore - Monument Drive</td>
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<td>November</td>
<td>Pollok</td>
<td>Lidl</td>
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<td>March 2015</td>
<td>Scotstoun</td>
<td>Leisure centre</td>
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<td>March 2015</td>
<td>Newmains</td>
<td>Asda</td>
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<td>March 2015</td>
<td>Govan</td>
<td>Asda superstore - Helen St</td>
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ANNEX 2
EXAMPLE OF MATERIALS

Campaign leaflet

BREAST SCREENING CAN DETECT TINY CANCERS THIS SIZE.

WHAT HAPPENS WHEN YOU GET SCREENED?
Breast screening involves having X-ray images taken of your breasts. These are called mammograms.

To help get an accurate X-ray, you’ll be asked to stand next to a machine and have your breasts pressed flat, which can be a little uncomfortable. But it will always be done by a female mammographer, and we’ll take your time for you, so there’s nothing to be embarrassed about.

Most mammograms need to be read by a radiologist, but they only take a few minutes. If the mammographer finds something that they think looks suspicious, they’ll refer you to a breast unit for further investigation.

“WHAT IF I MISSED MY LAST SCREENING APPOINTMENT?”

If you’re unable to make your appointment because you've been unwell, you're pregnant, you’ve got a baby, you’re waiting for another appointment, or something’s come up at work, please reschedule your appointment.

WHAT TO DO IN-BETWEEN SCREENINGS.

What to do if you find a lump.

If you find a lump in your breast, it’s very important that you seek medical advice as soon as possible.

If you find a lump inside your breast, it’s important to get a doctor’s opinion.

Breast cancer treatment varies depending on a variety of factors, including stage and type of breast cancer.

Step 1: See your GP

If you find a lump, see your GP as soon as possible.

Step 2: Breast screening

If you’ve not had your breast screening appointment yet, please make one now.

Step 3: Second opinion

If you’re concerned about your diagnosis, you can get a second opinion from another hospital.

Step 4: Surgery

If you need surgery, you’ll be given local or general anaesthesia.

Step 5: Radiotherapy

If you have radiotherapy, you’ll receive it over several weeks.

Step 6: Chemotherapy

If you have chemotherapy, you’ll receive it over several weeks.

Step 7: Hormone therapy

If you have hormone therapy, you’ll receive it over several weeks.

Step 8: Support and rehabilitation

If you have support and rehabilitation, you’ll receive it over several weeks.

Step 9: Follow-up

If you have follow-up, you’ll receive it over several weeks.

Step 10: Recovery

If you have recovery, you’ll receive it over several weeks.

Breast cancer can affect anyone at any age. It can be a very scary time for everyone involved.

It’s important to check for lumps in your breasts regularly, especially if you’re pregnant or have had a mastectomy.

If you’re pregnant or have had a mastectomy, you’re more likely to develop breast cancer.

If you find a lump, it’s important to see your GP as soon as possible.

It’s important to get a doctor’s opinion if you find a lump.

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ANNEX 3

Press Adverts

(These are example layouts, high-res, final versions are available on request)

"I CHOOSE TO DO IT BECAUSE IT FINDS THINGS THAT I CAN'T."

ELAINE, GLASGOW.

Breast screening takes around 10 minutes and can pick up things that you can't find yourself. Remember the earlier something is found the easier it is to treat.

Keep an eye on your letterbox to find out when the screening van will be in your area.
And, if the time is not suitable for you, just contact 0131 445 4376 to rearrange it.

DON'T GET SCARED. GET SCREENED.
GETCHECKEDEARLY.ORG

"I CHOOSE TO DO IT BECAUSE I WANT TO BE AROUND FOR MY GRANDKIDS"

KATE, P A I S L Y

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DON'T GET SCARED. GET SCREENED.
GETCHECKEDEARLY.ORG
Radio Advert

Script 1

ELAINE C SMITH - RADIO - LADIES FINDING STUFF

ELAINE: Hi Ladies,

We hear a slightly muffled shout from a distance, as though someone is shouting from another room in the house.

ELAINE: (slightly muffled, shouting away from the mic) Under the bed, next to that sock, the red one... Aye that’s it there ye go!

ELAINE: Sorry ladies, but sometimes it feels like we’re supposed to find everything. But there are some things that even ‘we’ can’t find. Like breast cancer. Regular screening can find tiny cancers that we can’t see or feel and remember the earlier it is spotted, the easier it is to treat.

ELAINE: If you’ve missed a breast screening in the last two years, you don’t need to wait for your next one.

V1: Call …… to book an appointment, or visit getcheckedearly.org for more info.

V2: Call NHS Inform on 0800 22 44 88, or visit getcheckedearly.org for more info.

V3: Text SCREEN and your postcode to 61611, or visit getcheckedearly.org for more info.

ELAINE: Don’t get scared. Get screened.

ELAINE: (speaking slightly off mic) Eh? Behind the cushion...

[NHS Inform phone number is read as - (o eight hundred, twenty two, forty four, eighty eight)]

[Text short code read as (six one six double one)]

Script 2

ELAINE C SMITH - RADIO – TIME

We hear Elaine speak in a hurried/frantic voice.

ELAINE: You’ve got loads to do. Drop the kids off. Get to work. Lunch on the run. Pick the kids up. Get to the shops. Then feed the hungry hoards...
ELAINE: Sometimes it feels you have to be superwoman to fit everything in, doesn’t it? But it really is worth making a wee bit of time for your breast screening appointment. Regular screening can find tiny cancers that even we never see or feel and remember the earlier it is spotted, the easier it is to treat.

ELAINE: If you’ve missed a breast screening in the last two years, you don’t need to wait for your next one.

V1: Call …… to book an appointment, or visit getcheckedearly.org for more info.

V2: Call NHS Inform on 0800 22 44 88, or visit getcheckedearly.org for more info.

V3: Text SCREEN and your postcode to 61611, or visit getcheckedearly.org for more info.

ELAINE: Don’t get scared. Get screened.

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Script 3

I DID IT – RADIO

We hear an older woman speak

WOMAN 1: I do it because it takes ten minutes and I want more time with my family.

WOMAN 2: I do it because it’s one less thing to worry about.

WOMAN 3: I do it because it’s just a wee squeeze and I want to see my daughter walk down that aisle.

WOMAN 4: I did it because it’s easy, and it’s the reason I’m here today.

VO: Regular breast screening can find tiny cancers that we can’t see or feel. The earlier breast cancer is spotted, the easier it is to treat.

VO: If you’ve missed a breast screening in the last two years, you don’t need to wait for your next one.

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