

This section outlines the background to the project, and specifies the research objectives

RESEARCH CONTEXT

This report is the final in a series evaluating the National Skin Cancer Awareness Campaign. It focuses on the final phase of the campaign conducted during the summer of 2008/09. Section 3.1 Statistical Analysis describes in detail the scope of this report, and also describes the analysis conducted for previous phases of the campaign, which is reported separately and available from the Department.

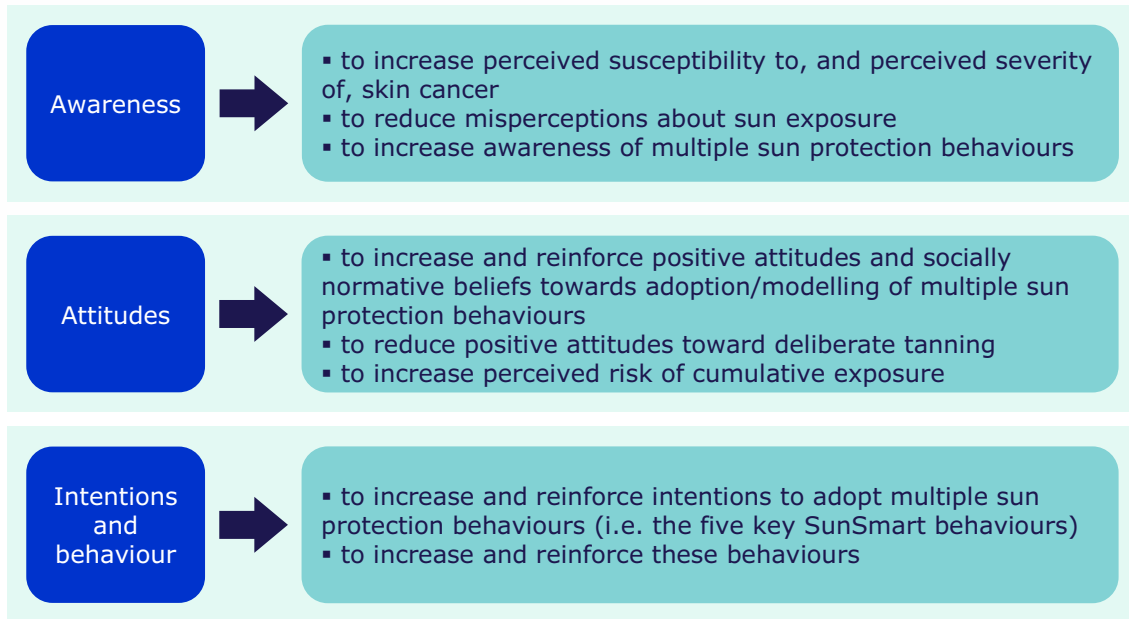
2.1 Background

A national awareness campaign

The Australian Government spent more than \$18.5 million over three years (2006/07, 2007/08 and 2008/09) on the National Skin Cancer Awareness Campaign to educate Australians about the importance of protecting themselves against skin cancer. This funding commitment formed part of the Strengthening Cancer Care initiative.

This national campaign to increase awareness of skin cancer commenced in the summer of 06/07. The campaign's primary target audience consisted of teenagers 13–17 years of age and young adults 18–24 years of age; the secondary target audience consisted of parents and carers of children 0–17 years of age; and the tertiary audience was health professionals. The Department of Health and Ageing elaborated precise communication objectives and key messages for each of these audiences.

The campaign objectives were soundly informed by previous research and sought to address key issues related to target audience behaviour, awareness, attitude and intention. A summary of the campaign objectives is illustrated in the following diagram and is given in more detail in Appendix A.



The campaign message aimed to get young people protecting themselves from sun exposure in five ways by seeking shade, wearing protective clothing, putting on a broad-brimmed hat, wearing wrap around sunglasses and applying SPF 30+ sunscreen.

The media buy commenced in the **summer of 06/07** with the following materials targeting youth from 13-24 years of age and parents:

- 30 second television and cinema commercial (TVC);
- Radio x 2;
- Print x 3 ('If this offends you ...', 'Not everyone with melanoma ...', 'There is a lot more to treating ...');
- Internet; and
- Outdoor advertising - bus shelters and interiors

The media buy also included NESB (radio) and Indigenous (press) advertising.

The **summer of 07/08** campaign continued to feature the same TVC. In addition, there were new executions for radio and print advertising to run alongside some of the previous ones. These new executions aimed to broaden the campaign messages to include information about the risks associated with cumulative exposure. Specifically, the 07/08 media buy included the following:

- 30 second TVC;

- Radio x 2;
- Print x 2 ('There is a lot more to treating ...', and two executions of 'Don't let your time in the sun ...', one targeting school children and their parents, and one targeting young adults);
- Internet;
- Outdoor advertising - transit and street furniture, and

For the **summer of 08/09**, two new 15 second TVCs were developed to extend the media buy and to refresh TVC (without having to do new ads, given the shorter ads contained no additional footage). Specifically, the 08/09 media buy included the following:

- the 30 second TVC from previous waves of the campaign, and two new 15 second TVCs (one more focused on the patient and one more focused on the doctor);
- Radio x 2;
- Print x 2 ('There is a lot more to treating ...', and two executions of 'Don't let your time in the sun ...', one targeting school children and their parents, and one targeting young adults);
- Internet; and
- Outdoor advertising - shopping centres, bus sides and mobilites (scooter trailers).

A selection of stills from the campaign TVC, the print advertisements, and the scripts of the TVC and radio advertisements, can be found at Appendix B.

The timing of each wave of the campaign is outlined in Table 2.1.

Table 2.1 Timing of each wave of the campaign

Campaign wave	Timing
Summer of 06/07	Mid November 2006-Mid February 2007
Summer of 07/08	January-February 2008
Summer of 08/09	Mid November 2008-Mid February 2009

The TARPs (Target Audience Reach Points) for the TVCs obtained over each wave of the campaign is provided in Table 2.2. Supporting radio, print, internet and outdoor

advertisements extended exposure to the campaign, and also appeared throughout all three years. This information should be used to assist in the interpretation of the research findings.

Table 2.2 TARPS (metropolitan weighted average against people 13-24 years) for each wave of the campaign

Campaign wave	Timing
Summer of 06/07	652
Summer of 07/08	701
Summer of 08/09	408

Media context

During each year of the National Skin Cancer Awareness Campaign, there were other campaigns on air and various messages in the media regarding skin cancer and sun protection. These included:

Summer 2006/07

NSW	Tattoo - Skin Cancer – it’s killer body art	Teenagers
QLD	Suncorp Metway Sun Protection Campaign	Young Adults
WA	Don’t Cook for Looks	Teenagers

Summer 2007/08

NSW	The Dark Side of Tanning	Teenagers
VIC	Clare Oliver Community Service Announcement, Brochure & Poster campaign	Young Adults/Solarium Users
WA	Blokes	Men 18-34 years

WA	Don't Cook for Looks	Teenagers
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Summer 2008/09

National	Al Bino - 'It's a beautiful day for cancer' billboards and song (available on MySpace and YouTube)	Teenagers
NSW and QLD	The Dark Side of Tanning	Teenagers
WA	Rowan's story (Postscript to Blokes, after its lead character, Rowan Barrett, passed away)	Men 18-39 years

Advertising for certain brands of skin care/sun protection products also appeared across all three summers.

There was also some media attention on the issue of Vitamin D deficiency among Australians across the campaign seasons. Further, in late 2007, there was increasing media attention on the issue of deliberate tanning, and the death of Clare Oliver (a young woman who developed melanoma) generated significant media coverage and discussion about solarium use and the associated skin cancer risk.

The research program

In January 2006, Eureka Strategic Research undertook qualitative research designed to inform the campaign's development. Knowledge, attitudes, awareness and understanding of sun protection and early detection of skin cancer were explored among adolescents, young adults, parents, adults aged 50 years and over and people who had had a skin cancer removed. This was followed by four stages of concept testing and refinement of the proposed campaign materials.

Eureka was commissioned to undertake quantitative research to evaluate the National Skin Cancer Awareness Campaign. Research in November 2006 was used to obtain pre-campaign measures, and post-campaign research was undertaken in February 2007 to assess the

effectiveness of the first season of the campaign by measuring changes in the target audiences' attitudes, knowledge and behaviour in relation to skin cancer prevention.

To evaluate the summer of 07/08 advertising, and to monitor the impact of the campaign over time, Ipsos-Eureka (the successor company to Eureka after its sale to Ipsos) was commissioned to conduct additional quantitative research in November 2007, prior to the second season of the campaign, and in February 2008 following the second season of the campaign.

To evaluate the summer of 08/09 advertising, and to monitor the impact of the campaign over time, Ipsos-Eureka was commissioned to conduct additional quantitative research in February 2009 at the completion of the third season of the campaign.

2.2 Research objectives

The overall aim of this research was to evaluate the effectiveness of the National Skin Cancer Awareness Campaign. Specifically, the research set out to:

- measure campaign awareness;
- assess attitudes and knowledge regarding skin cancer, including changes over time;
- gauge prevention intentions and behaviour, including changes over time (to the extent this is possible, given seasonal and weather variations, the effects of which are inevitably conflated with the effects of the campaign).

The research design used to address these issues is detailed in the following section.