

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

RESEARCH CONTEXT

2.1 Background

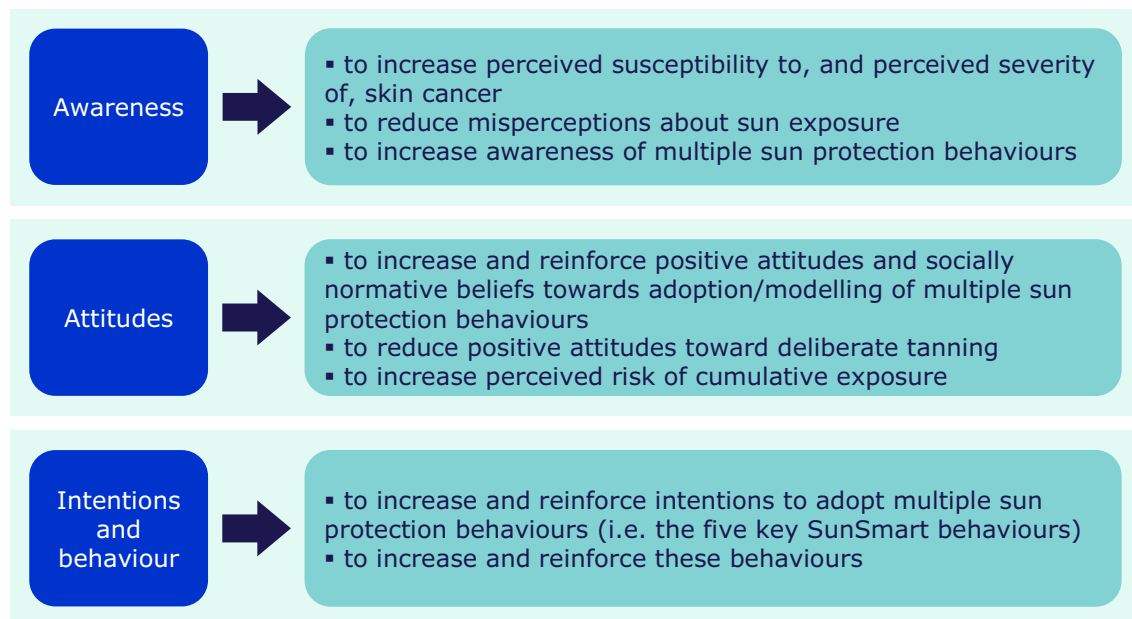
A national awareness campaign

The Australian Government spent more than \$7.0 million on the 2005-07 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. To build on the successes of this campaign, the Australian Government committed a further \$11.5 million through until 2008/09.

A national campaign to increase awareness of skin cancer was implemented in Summer 2006/07, primarily to target young Australians, but also to reach parents, carers and health professionals. The campaign sought to raise awareness of the risks and consequences associated with skin cancer, and to increase the social acceptability of sun protection behaviours. The campaign also aimed to encourage parents and carers to facilitate positive behaviours, and help to create a climate in which health professionals could effectively reinforce key messages.

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 elaborated precise communication objectives and key messages for each of these audiences. The list of communication objectives for phase two can be found at Appendix A. In phase two of the campaign, the primary campaign objective was to increase the adoption of multiple sun protection behaviours and focus on the risks associated with cumulative sun exposure. The 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.



Initially, the campaign was launched by the Chief Medical Officer, Professor John Horvath on 19 November 2006. 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 on 19 November 2006 and ran until mid-February 2007 with the following materials specifically targeting youth from 13-24 years of age and parents:

- 30 second television and cinema commercial;
- Radio x 2;
- Print execution for youth (magazine);
- Print execution for parents (magazine);
- Internet; and
- Outdoor advertising - bus shelters and interiors

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

The Summer 07/08 campaign was launched by Nicola Roxon MP, on Sunday 6 January 2008. The campaign continued to feature the same TVC. In addition to the MCG radio advertisement, and the 'There is a lot more to removing skin cancer than removing a mole' print

advertisement, there were new executions for radio and print advertising. 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 television and cinema commercial;
- Radio ('MCG' and 'Stapler');
- Print execution x 3 ('There is a lot more to treating skin cancer than removing a mole', 'Don't let your time in the sun catch up with you', two executions);
- Internet;
- Outdoor advertising - transit and street furniture, and
- Community service announcements, such as those featuring actors from Home and Away.

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

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

Media context

During both phases 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

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

Summer 2007/08

WA	Don't Cook for Looks	Teenagers
WA	Blokes	Men 18-34 years
NSW	The Dark Side of Tanning	Teenagers
VIC	Clare Oliver Community Service Announcement, Brochure & Poster campaign	Young Adults/Solarium Users

Advertising for certain brands of skin care/sun protection products also appeared across both summers. There was also some media attention on the issue of Vitamin D deficiency among Australians. In late 2007, there was increasing media attention on the issue of deliberate tanning, and the death of Claire 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 Strategic Research was commissioned to undertake quantitative research to evaluate the National Skin Cancer Awareness Campaign. Baseline research was used to obtain pre-campaign measures, and post-campaign research was undertaken in February 2007 to assess the effectiveness of the campaign by measuring changes in the target audiences' attitudes, knowledge and behaviour in relation to skin cancer prevention.

To evaluate the Summer 07/08 advertising, and to monitor the impact of the campaign over time, Ipsos-Eureka Social Research Institute was commissioned to conduct additional quantitative research in November 2007, prior to the second phase of the campaign, and in February 2008.

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 assessed:

- Campaign awareness;
- Attitudes and knowledge regarding skin cancer;
- Prevention intentions; and
- Prevention behaviour.

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