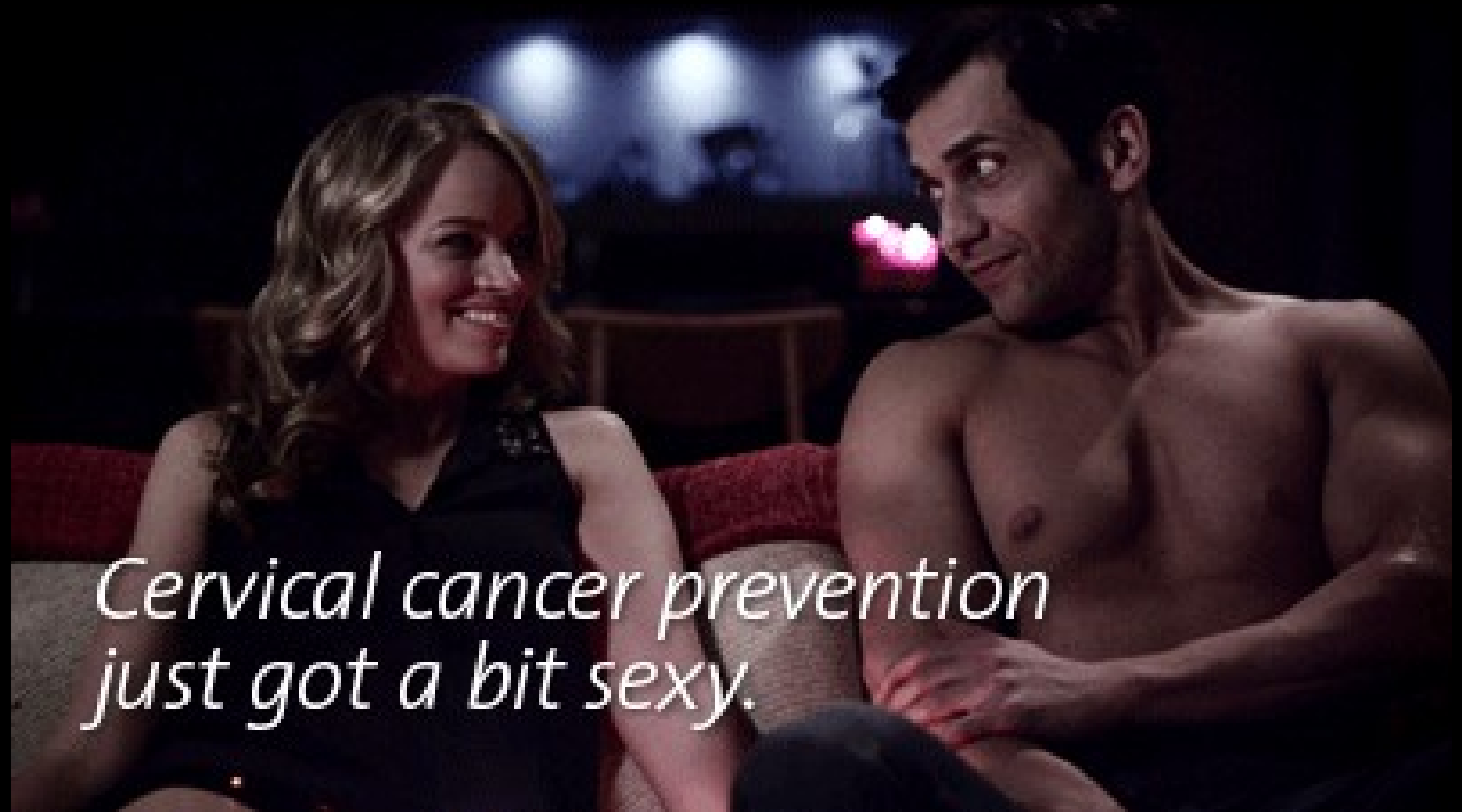


Cervical Screening Promotion: Harnessing the Power of Social Media

Amy Collie
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PapScreen Victoria



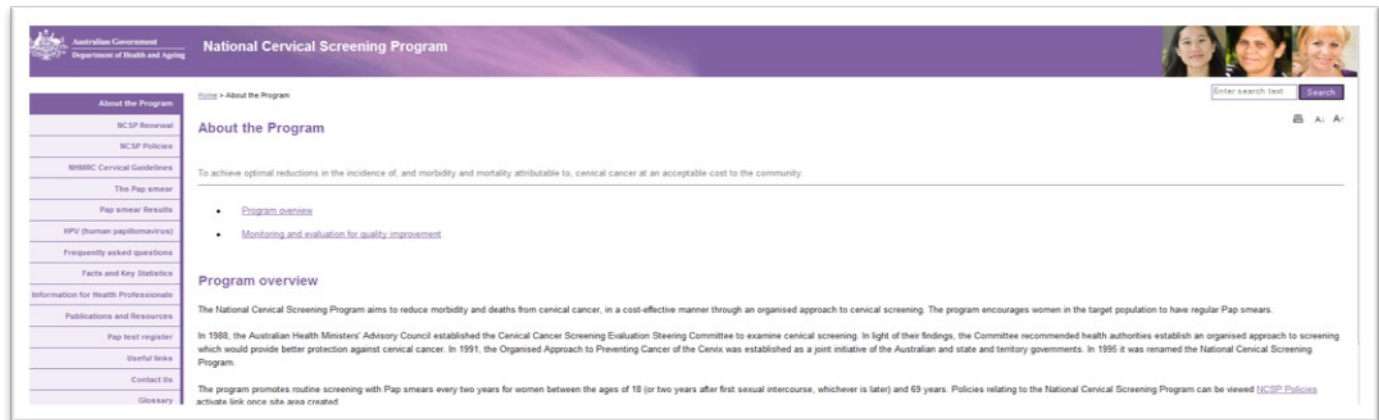
PapScreen Victoria Digital Campaign 2012



*Cervical cancer prevention
just got a bit sexy.*

Cervical Cancer in Australia: A Snapshot

- 771 new cases of cervical cancer in 2009
- 80% of women diagnosed with cervical cancer had not had regular Pap tests
- Incidence and mortality have halved since National Cervical Screening Program introduced in 1991



The screenshot shows the website for the National Cervical Screening Program, part of the Australian Government Department of Health and Ageing. The page is titled "About the Program" and includes a search bar, a navigation menu, and a main content area. The main content area contains a paragraph about the program's goal to reduce morbidity and deaths from cervical cancer, and a list of links for "Program overview" and "Monitoring and evaluation for quality improvement".

Australian Government
Department of Health and Ageing

National Cervical Screening Program

Home > About the Program

About the Program

To achieve optimal reductions in the incidence of, and morbidity and mortality attributable to, cervical cancer at an acceptable cost to the community:

- [Program overview](#)
- [Monitoring and evaluation for quality improvement](#)

Program overview

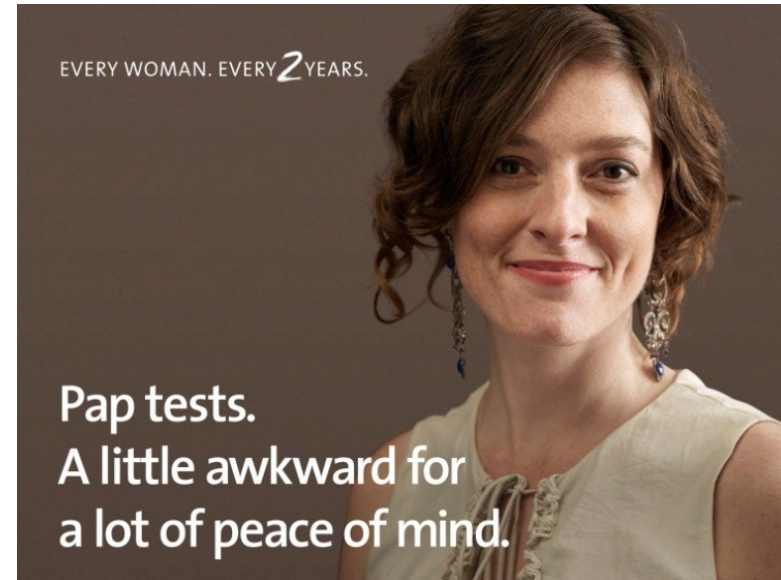
The National Cervical Screening Program aims to reduce morbidity and deaths from cervical cancer, in a cost-effective manner through an organised approach to cervical screening. The program encourages women in the target population to have regular Pap smears.

In 1988, the Australian Health Ministers' Advisory Council established the Cervical Cancer Screening Evaluation Steering Committee to examine cervical screening. In light of their findings, the Committee recommended health authorities establish an organised approach to screening which would provide better protection against cervical cancer. In 1991, the Organised Approach to Preventing Cancer of the Cervix was established as a joint initiative of the Australian and state and territory governments. In 1995 it was renamed the National Cervical Screening Program.

The program promotes routine screening with Pap smears every two years for women between the ages of 18 (or two years after first sexual intercourse, whichever is later) and 69 years. Policies relating to the National Cervical Screening Program can be viewed [NCSP Policies](#) activate link once site area created

The challenge and solution

- 56% Victorian women aged 25-39 screened in 2010-2011
- *Peace of Mind* losing impact
- New, engaging campaign
- Young women
- Low budget



Why digital?

- 14.8m active online users
- World's most prolific users of social media
- Facebook.com leading domain
- 43% users interacted with brands social media in 2012
- 1 billion videos watched per month
- Low budget

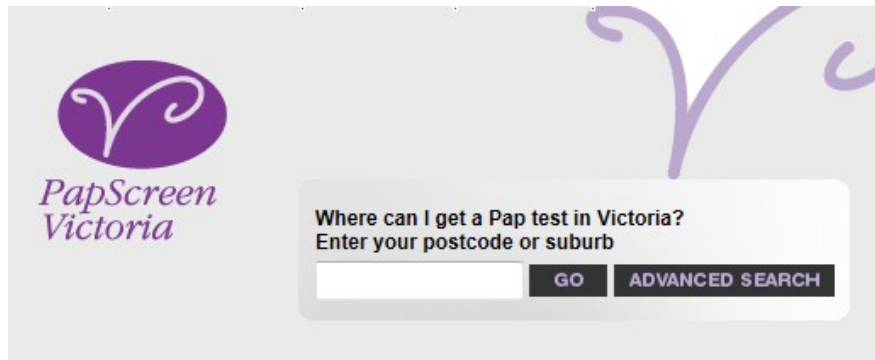


via



Key objectives

- Increase awareness of link between cervical cancer and sex among Victorian women aged 25-39
- Book a Pap test

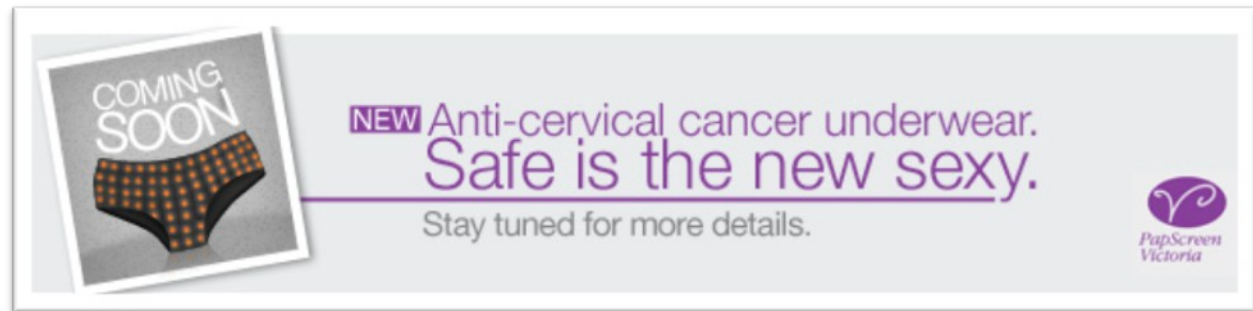


The image shows a search interface for PapScreen Victoria. On the left is the logo, which consists of a purple stylized 'V' inside an oval, with the text 'PapScreen Victoria' below it. To the right of the logo is a search box with the text 'Where can I get a Pap test in Victoria? Enter your postcode or suburb'. Below the search box are two buttons: 'GO' and 'ADVANCED SEARCH'.



Campaign elements

- Youtube video
- Website collateral
- Social media (Facebook & Twitter)
- Blogs and websites
- Public relations
- Stakeholder engagement



Campaign video



@AskGran



Ask Gran @AskGran

The sexiest organ is the brain, girls, and brainy girls get regular Pap screens. See? papscreen.org.au/forwomen/newca...



Ask Gran @AskGran

Never had sex without a condom? Jolly good for you dearies but you still need regular Pap tests! tinyurl.com/c85h2wd

Home @ Connect # Discover Me

Tweets Following

Ask Gran
@AskGran FOLLOWS YOU
Bonk yourself silly, dearie! Just make sure you book regular Pap tests.

19 TWEETS 313 FOLLOWING 59 FOLLOWERS

Following

Tweets

Ask Gran @AskGran 20 Sep
Now where can one buy oneself a nice quilted dressing gown these days?
Expand

Ask Gran @AskGran 20 Sep
Want to heat things up in the boudoir poppets? Get playful...perhaps Trivial Pursuit, or for real spice, Boggle! ooh yeah tinyurl.com/8kcasf8
Expand

Ask Gran @AskGran 19 Sep
Dearies, have fun in bed. Mark my words, after 2 hip replacements, nothing is ever quite the same.
Expand

Ask Gran @AskGran 19 Sep
[@WomensHealthMag](http://WomensHealthMag) How fabulous!
View conversation

Tweet to Ask Gran
@AskGran

Who to follow · Refresh · View all

- SuicidePreventionAUS @Suicid... Follow
- Griffin Technology @griffintech
- ClareBow...



Extra collateral

Behind the scenes

At the shoot



In pictures



Q&A with Gran

If you want to enjoy your hanky panky and reduce your risk of cervical cancer, Gran has some hot tips for you.



Q: I've had the HPV vaccine. Do I still need to have a Pap test?

A: You do, chicken. The vaccine only protects you against some strains of the HPV virus – so you're still at some risk. But don't get your knickers in a knot (especially if you've those lovely lacy ones, dearie.) Just have yourself a Pap test every two years and know that you're doing everything possible to reduce your risk of cervical cancer.

Q: I really don't want to get a Pap test, so I've decided not to have sex – ever. Is this advisable?

A: Well good luck to you, dearie, but I'm not really sure if that's a realistic long-term plan! It's far better to just book yourself in for regular Pap tests and enjoy one of life's indulgences (safely of course).

Q: To be honest, the whole idea of cancer terrifies me. I don't want to get a Pap test because I'm scared the result will be positive. I'd simply prefer not to know.

A: Darling, it's true, cancer is nothing to lark about. But no need to get yourself all het up! Cervical cancer is actually one of the most preventable cancers – 90% of cases can be prevented simply by popping in for a regular Pap test. If

Bedroom tips for the Pap averse

Interviews

Creative agency JWT talks about the challenge of creating an engaging and watchable video about Pap tests.



What does PapScreen hope to achieve with the racy new ad?

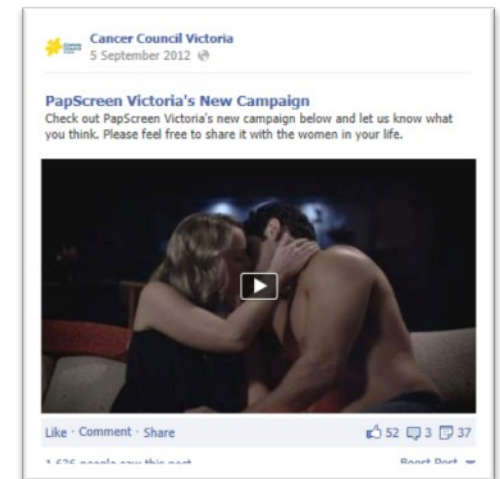


find out what women think of the new



Blogger, public relations and social media outreach

- Tailored pitches
- Print, TV, radio and online
- Regular Facebook posts and 'tweets'



Evaluation

- Digital campaigns are difficult to evaluate
- PapScreen's campaign was assessed based on the following factors:
 - Traditional media coverage
 - Level of social media engagement
 - Website analytics
 - Number of YouTube views
 - Feedback from 'real' women

Results – media coverage



THE  AGE

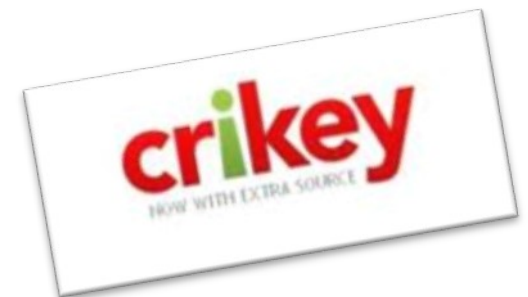
The Sydney Morning Herald

smh.com.au



Blogs and social media coverage

- 457,00 followers/fans
- 384 likes/shares
- 355 comments
- 616 'liked' comments
- 8,317 YouTube views



Website visits

- Comparative analytics reports to test impact
- Visit to website:
 - Aug (6,392), Sept (12,294) and Oct (16,175)
 - 153% increase Aug - Oct
- Campaign page most visited in Sept (2,542) and Oct (1,516)



Feedback from 'real' women

"If this ad saves just one women from developing cervical cancer and reminds women to have a PAP test then it is worthwhile and I will indeed be sharing this on my wall"



"Great ad, it makes a very serious subject a little light-hearted and will definitely get people talking! It's all about awareness"

"Sex is a natural part of life and if it can increase the risk of getting cervical cancer then all women need to be aware that they need to get a Pap test"

What's next?

- Paid online advertising
- Cinema



www.papscreen.org.au

