

BACK TO SCREENING EFFORTS

Florida Breast and Cervical Cancer Early Detection Program (FBCCEDP)

Back to Screening Efforts/Media Campaign Findings

FBCCEDP Media Campaign – “Make Time for Screen Time”

- **FBCCEDP Media Campaign**

- Redirecting funding to support marketing strategies targeting women 50-64 statewide through social and digital media.
- Purpose: to collect data to understand knowledge, attitudes, and practices (KAP) about screenings to support and inform the media campaign messaging.
- Media Project to promote the importance of early detection and re-engage eligible women that postponed breast and cervical cancer screening during COVID-19.

EXECUTIVE SUMMARY

The data collection and analysis identified the need for promotion efforts, universal barriers to screenings, the variety of factors that motivate women to get screened, the important role of providers and partners in raising awareness, and the need for emphasis on cervical cancer

I. Need for Promotion Efforts

North Highland recognized the low awareness of the Program's existence, services, and eligibility requirements among its target demographics and confirmed the need to run a statewide media campaign. Our survey results report that **74% of the 609 respondents are unfamiliar with the program** and 87.5% are unfamiliar with the eligibility requirements. The Program would benefit significantly from generating awareness of its services offering free screenings to low-income women, given that our analysis demonstrates that cost and lack of adequate insurance is a significant barrier to getting screened

II. Universal Barriers

According to the data collected through the survey, focus groups, and interviews, the **primary barriers** to screenings are largely **consistent across women of all races, regions, and insurance statuses**. The top barriers that emerged related to:

- **Inaccessibility** due to time and transportation constraints
- **Affordability** and lack of insurance
- **Fear** related to taking the test, receiving unfavorable results, and mistrust of the medical system
- **Low awareness** of the Program and screening benefits

Through the media campaign, the Program is positioned to address concerns related to cost, fear, and awareness

III. Variety of Motivators

In our survey, focus groups, and interviews, women identified **multiple reasons** that would **persuade them to get screened**. The findings from our interviews with providers and eligible women support this, indicating that this campaign and future campaigns have the flexibility to use multiple messages to convince women to get screened. The top motivators that emerged during data collection are:

- **Convenience**
- **Free or low-cost services**
- **Awareness** of increased survivability through early screenings
- **Family**

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IV. Role of Providers & Partners

A significant number of participants were made aware of the Program by their providers (e.g., doctors and nurses) and by the hospital staff (e.g., case workers, schedulers, social services etc.). This highlights an important opportunity for the Program to raise awareness among providers and hospital workers to ensure that they **amplify the message among patients**. This can create multiple sustainable sources of Program awareness after the media campaign is concluded. Organizations working with target demographics and cancer foundations could also be promising partners for promoting the Program's services. Distributing fliers, brochures, pamphlets, and other materials to providers and partners to share with interested women is a low-cost option for increasing awareness. Partners and providers emphasized the need to establish relationships through virtual or in-person meetings to promote the Program

V. Emphasis on Cervical Cancer

Based on the analysis of the data gathered, North Highland recognizes that women are **less aware of the risks and screening frequencies of cervical cancer relative to breast cancer**. There has been a consistent decrease in cervical cancer screenings facilitated by the program between 2015 and 2020, and there is a need to promote these screenings among target groups who are either unaware of the need to get screened and who are fearful about what the test entails. Additionally, several Program participants interviewed weren't aware that they could get pap tests for free, in addition to their mammograms. Since the Program was unable to incorporate messaging around cervical cancer in the current media campaign, it should be a focus for future campaigns

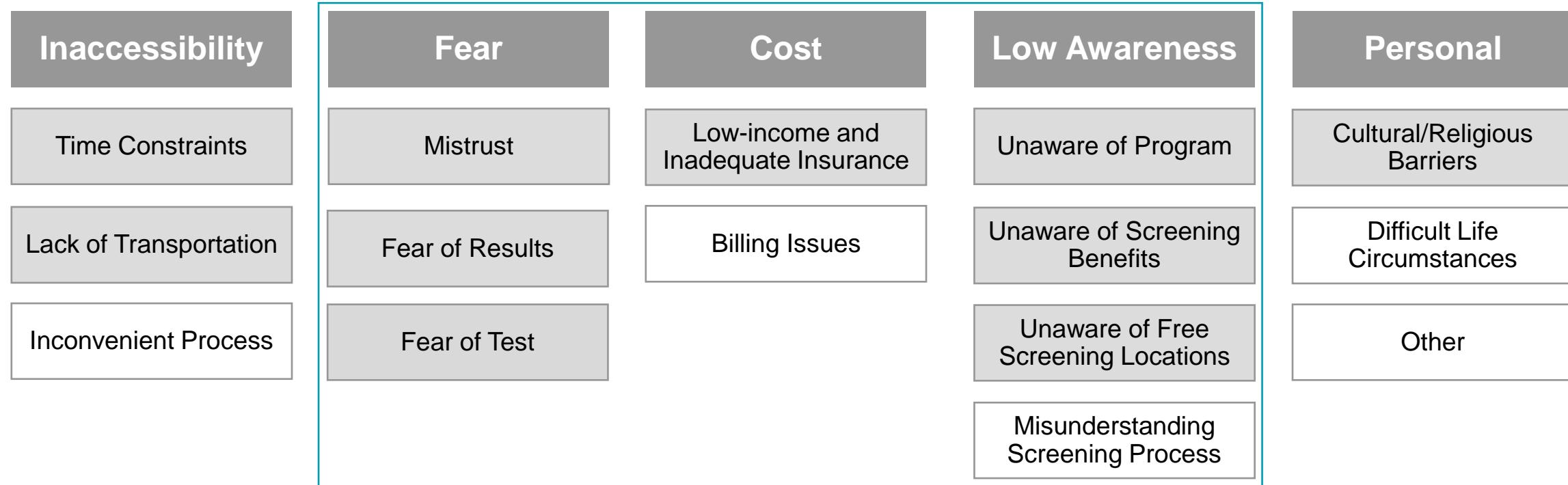
Creating multiple sustainable sources of Program awareness after the current media campaign concludes is critical to sustaining and growing the Program

KEY INSIGHTS

KEY INSIGHTS: BARRIERS

Inaccessibility, fear, cost, low awareness, and personal barriers emerged as the primary barriers from the analysis of the data gathered through the 1:1 interviews, provider/partner focus groups and interviews, and survey

Can be addressed in media campaign



Frequently cited sub-barrier

Sub-barrier

Rec:

Because fear, cost, and low awareness were major barriers for women, campaign messaging should raise awareness of the Program and screening benefits, emphasize that services are free or low-cost, and address trust components for message delivery

KEY INSIGHTS: CORRESPONDING MOTIVATORS

Based on our data collection findings, for each primary barrier, there is a corresponding motivator that can be utilized in media campaigns and other initiatives to mitigate the impact of the barriers

Barriers

Inaccessibility

Fear

Cost

Low Awareness

Personal



Accessibility

Trust

Affordability

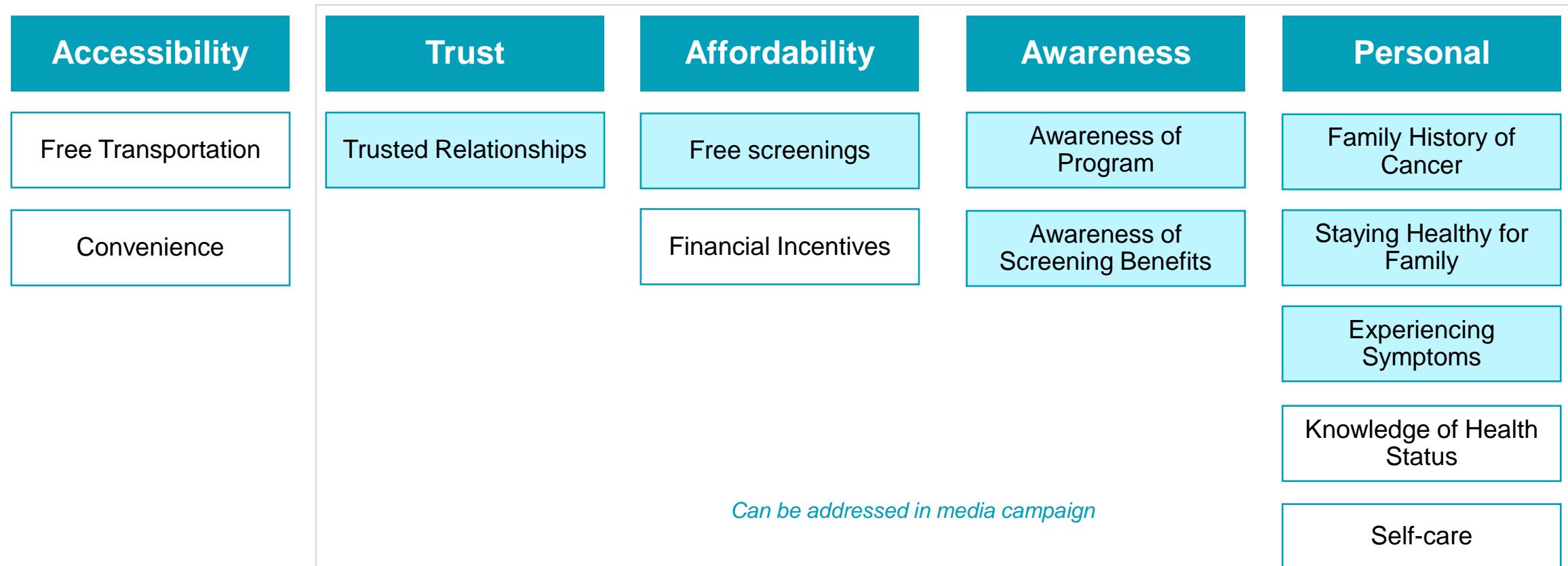
Awareness

Personal

Motivators

KEY INSIGHTS: MOTIVATIONS

Accessibility, trust, affordability, awareness, and personal motivators emerged as the primary motivators from the analysis



Frequently cited sub-motivation

Sub-motivation

Rec:

Primary motivators for women to get screened also address the barriers preventing them from getting screened. Consequently, the campaign has focused messaging on trust, affordability, awareness, and personal motivators