



DO IT FOR YOURSELF CAMPAIGN TOOLKIT

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BACKGROUND

While the COVID-19 pandemic has had a negative impact on the diagnosis and treatment of cancers across the spectrum, the effect was particularly pronounced in lung cancer.¹ As referrals began to drop and an entire generation of lung cancer patients potentially found themselves at an increased risk of being lost to the disease, a solution was needed to help encourage patients who may be suffering from symptoms to return to their GP surgeries and seek help.

The 'Do it For Yourself' campaign was developed in collaboration with leading cancer organisations encouraging people to contact their GP if they've been experiencing a continuous cough and/or ongoing breathlessness for three weeks or more, while reassuring them that it is safe to do so.

Focusing on populations and areas where the need was greatest, the first phase of the campaign launched on Monday 30th November across Greater Manchester, the North East and North Cumbria – particularly targeting men and women over 50 who are at an increased risk.²

Activities included an out of home creative campaign along with supporting media activities including new regional statistics, case studies, medical experts and a broadcast day to encourage people with the above symptoms to talk to their GPs (whilst reassuring them that the NHS is open and safe to use). TV doctors, Dr Hilary Jones and Dr Amir Khan also supported the campaign as spokespeople with a broadcast day.

Early findings indicate the campaign played an important role at reaching and engaging at-risk patient groups, while most importantly also supporting diagnosis and referrals (full results are available at the campaign evaluation report).

TOOLKIT OVERVIEW

This campaign was a collaborative effort bringing together charities, medical organisations, HCPs and patient insights to create a bespoke suite of tactics and assets that helped raise awareness of lung cancer symptoms and encourage action at a critical time. Despite the ongoing rollout of the COVID-19 vaccine, significant challenges remain and there is still a need to reinforce awareness around the fact that not every cough is a COVID cough.

This toolkit was designed to serve as a 'one-stop-shop' to help any interested stakeholders in amplifying the campaign messages forward and includes the following:

- Overview of the campaign insights
- Learning from previous campaigns
- Campaign key messages, stats and FAQs
- Best practice guidance for social engagement and dos and don'ts
- Best practice guidance for talent, influencer, and case study engagement
- Template outreach notes

CAMPAIGN INSIGHTS

To ensure the campaign delivered on its objective to reach and engage patients who may be showing signs of lung cancer within the fast-changing landscape of COVID-19, planning included a comprehensive insight gathering phase consisting of: stakeholder interviews, social and traditional media mining, and focus group research to analyse the best creative route forward. The below is a summary of the key information that helped shaped our approach.

Insight 1:

Patients are reluctant to seek help as they are confused about which services are open and they do not want to burden the NHS – so reassurance needs to be a critical element of the campaign

- Conversations suggested the ‘appropriateness’ of contacting GPs about non-covid issues was one of the main barriers to patients seeking attention, as many have been turned away from GPs or had hospital appointments cancelled
- The risk of catching COVID-19 was also a significant barrier following the media narrative of overrun facilities

Insight 2:

Lung cancer prevalence has a demographic and geographical skew which needs to be taken into account

- Incidence rates are largely comparable between men and women up until the age of 65, when rates start showing a skew towards men²
- Incidence rates also increase in more deprived areas and population²

Insight 3:

This target audience is typical ‘cancer information avoider’, so information must be framed positively

- Studies show seeking cancer information leads to higher cancer knowledge, healthier lifestyles, and higher levels of cancer screening uptake³
- Higher levels of cancer fear are associated with higher levels of cancer information avoidance
- When control strategies to mitigate the threat are available, fear motivates appropriate action responses to control the threat (danger control), which, if successful, will allay the fear elicited by the threat⁴

Insight 4:

Ethnic minorities and audiences in more deprived areas are critical, and harder to reach

- Ethnic minority audiences tend to be at greater risk of health issues, tying into being disproportionately represented within lower socio-economic groups
- The campaign must therefore include a range of voices that will be relevant to them as well

KEY LEARNINGS FROM PREVIOUS CAMPAIGNS

With 'Be Clear on Cancer' representing one of the longest running and most successful public health campaigns that also targeted lung cancer, there were a number of key learnings which were carried into the design of 'Do it For Yourself', as well as additional general learnings it is worth being aware of with any future targeted activations

- The single most important learning is having a target audience with very clear, simple messaging around symptoms

'Do it For Yourself' focused on reiterating the messages that if you've had a cough for 3 weeks or more you should talk to your GP, adding a contemporary message around remembering that not every cough is COVID

- People tend to normalise innocuous symptoms (i.e. thinking it's 'just their age'). It's therefore important to help them to recognize urgency and give them 'permission' that it is ok to go back more than once to a GP if they're concerned about symptoms

To support with this, it's important to also have a host of relevant GP voices who can speak directly about the urgency and willingness to support patients

- Careful consideration needs to be given to where you can actually reach and engage people. Pharmacists for example are often key in helping to reinforce messaging and distributing materials due to being the first point of call for people with symptoms

This was reflected in the 'Do it For Yourself' campaign as well, with advertising including campaign messaging printed on pharmacy bags which was both cost effective and engaging.

CAMPAIGN KEY MESSAGES

The 'Do it For Yourself' campaign underlines the importance of early diagnosis, and the role men and women can play to increase their chances of survival. Please consider using the following messages when communicating about the campaign:

- During the pandemic we have become a nation of DIYers, spending time looking after our home but many of us delayed looking after ourselves.⁵
- Not every cough is a COVID cough; having a cough for three weeks or more or getting out of breath doing things you used to be able to do, could be signs of lung cancer.
- Early diagnosis of lung cancer has always been a challenge, however with the outbreak of the coronavirus pandemic the situation has become even more difficult
- Lung cancer is one of the most common cancers in the UK, but diagnosis and referrals have fallen with some areas showing a significant reduction.¹
- If you are concerned about a persistent cough or shortness of breath don't delay, make an appointment to talk to your GP practice as soon as you can. Catching lung cancer early means more of us are surviving this than ever before.⁷
- The NHS is open and has introduced a range of measures to see patients safely including initial phone consultations and frequent hand sanitising. The bigger risk is letting symptoms you are worried about go unchecked.

KEY FACTS AND STATS

- Having a cough for three weeks or more could be a sign of lung cancer.⁶
- Lung cancer is the third most common cancer in the UK, accounting for 13% of all cancer cases.²
- When cancer is diagnosed early, treatment is more likely to be successful.⁷
- Five-year survival for persons diagnosed with stage 1 lung cancer is 57% compared with just 3% for those diagnosed with late stage (stage 4) lung cancer.⁸ However, when cancer is diagnosed early, treatment is more likely to be successful.⁷
- Lung cancer can affect people of all ages, but men and women over the age of 50 tend to be those most at risk²

CAMPAIGN FAQs

About the Do it For Yourself' campaign

1. What is the 'Do it For Yourself' campaign?

The 'Do it For Yourself' campaign first launched on Monday 30th November 2020 to help address the impact COVID-19 has had on people presenting with possible lung cancer symptoms and encourage people to contact their GP if they've been experiencing a continuous cough and/or ongoing breathlessness for three weeks or more – particularly targeting men and women over 50 who are at an increased risk.

The first phase launched across Greater Manchester, the North East and North Cumbria and consisted of an out of home creative campaign along with supporting media activities including new regional statistics, case studies, medical experts and a broadcast day to encourage people with the above symptoms to talk to their GPs (whilst reassuring them that the NHS is open and safe to use). TV doctors, Dr Hilary Jones and Dr Amir Khan also supported the campaign as spokespeople with a broadcast day.

Given the initial successful rollout, the campaign is now launching in additional regions across the country to continue to raise awareness of key lung cancer symptoms.

2. Where did the DIY theme for the creative advertising come from?

With the outbreak of the COVID-19 pandemic, we became a nation of DIYers, with more of us prioritising taking care of our homes over taking care of our health. When we notice something isn't right, like a cough that's been going on for a long time, rather than getting on with things, we can bury our heads in the sand.

Hinging on that insight, new research was commissioned across the target regions to assess which issue people are more likely to address sooner – a problem with their house or a warning sign with their health. Messaging and creative was developed to challenge people on the fact that they will often take the time and energy to fix things around the house, but not direct that same energy and drive into seeing their GP about worrisome health symptoms.

3. Why was this campaign needed

Following the outbreak of coronavirus, there was a growing realisation that the symptom crossover between COVID-19 and lung cancer (which includes a persistent cough) coupled with concerns about being exposed to the virus and not wanting to be a burden on the NHS, meant many people with possible symptoms of lung cancer were not presenting themselves to primary care professionals – resulting in a decline in lung cancer referrals.

'Do it For Yourself' sought to address this issue by raising awareness of lung cancer symptoms and calling attention to the fact that not every cough is COVID, while reassuring people that their GP are open and ready to see them safely.

4. Why did the campaign specifically targeted people who are over 50?

Lung cancer can affect people of all ages, but the risk of these cancers increases as you get older. The campaign specifically targeted men and women over the age of 50 as lung cancer most commonly affects people of this age group. It was therefore important to make sure this age group specifically is aware of what symptoms they should be looking out for.

5. Who developed the campaign?

The campaign was funded by MSD and developed in collaboration with a number of charities, NHS and professional bodies, including: The Roy Castle Lung Cancer Foundation, Mesothelioma UK, Northern Cancer Alliance, Greater Manchester Cancer Alliance, Lung Cancer Nursing UK and UK Lung Cancer Coalition.

About lung cancer

1. How common is lung cancer and why is it challenging to diagnose?

Lung cancer is one of the most common cancers in the UK. Early symptoms typically include a persistent cough lasting for more than three weeks, breathlessness and weight loss – which are sometimes dismissed by patients or confused for other conditions.

2. What are the key symptoms to be aware of?

In addition to the symptom of a cough for three weeks or more lung cancer can also present the following symptoms:⁶

- Chest infections that keep coming back
- Coughing up blood
- An ache or pain when breathing or coughing
- Persistent breathlessness
- Persistent tiredness or lack of energy
- Loss of appetite or unexplained weight loss

3. Is it true that lung cancer has a really poor prognosis?

Cancers are much more likely to be treated successfully if caught at an early stage. For example, the five-year survival for persons diagnosed with stage 1 lung cancer is 57% compared with just 3% for those diagnosed with stage 4 lung cancer.⁸ This is due to the fact that when cancer is diagnosed early, treatment is more likely to be successful.⁷

4. Why are many people typically diagnosed at a late stage in that case?

There are a number of possible reasons why these conditions are often diagnosed at a late stage, not least being that people may get used to living with simple symptoms such as a persistent cough – and avoid getting them checked. That's why it's important to keep raising awareness of symptoms of lung cancer and the value of addressing them early.

5. Is it safe for people to visit their GPs?

Diagnosing lung cancer early can have a huge impact and help save lives. The NHS is open and has adapted operations to be able to see patients safely. Hospitals and GP surgeries would have a range of measures including initial phone consultations and frequent hand sanitising in place to support patient visits, and further specific precautions can be found out by directly contacting the medical facility. The bigger risk is leaving symptoms people might be worried about to go unchecked.

BEST PRACTICE FOR SOCIAL ENGAGEMENT - DOS AND DON'TS

Social media is an effective and simple way to engage with your audience and share the campaign assets. By adapting the campaign messaging you can also reach a wider audience such as targeting friends or family. This section of the toolkit provides guidance on how to amplify the campaign messages on social media in order to reach key audiences and raise awareness.

General best practice for social media

- Keep calls-to-action clear and to the point (for example: #DoltForYourself and contact your GP practice today)
- Keep text on images short and legible.
- Tag relevant handles for further information.
- Use relevant hashtags so content is easily found, and to increase reach (for example: #DoltForYourself, #LungCancer)
- Have an FAQs document ready to answer questions (this can be found in the previous section of the toolkit)
- Answer questions or comments within 24- 48 hours to show responsiveness
- Pin important content at the top of your feed on Facebook and Twitter

Facebook tips

- If you are sharing any video content, make sure you upload the video file into the platform directly Don't use YouTube links as these won't get as much visibility within the platform
- Make sure you include an image or a video to accompany each post to make sure your post gets seen by a greater audience
- Give a clear call-to-action and be direct. Encourage people to engage by asking a question, offering valuable information, and keep the posts brief
- You can get more tips by checking out Facebook blueprint: www.facebook.com/business/learn.

Twitter tips

- Include one or two hashtags per post. Posts that have one to two hashtags per post tend to get more engagement than those without
- To find the most appropriate and relevant hashtags, a tool like RiteTag (ritetag.com) can be very useful as this enables you find the most popular hashtags relevant to your subject.
- Encourage people to retweet and share
- Be brief. You only have 280 characters per tweet, but those with under 100 characters tend to get more engagement
- Engage with relevant hashtags and relevant awareness days. Don't engage with hashtags that could be ambiguous to your messaging – check the content being shared on these hashtags before joining in
- You can get more tips by checking out Twitter's tips: <http://business.twitter.com>.

Instagram tips

- Add relevant hashtags to the first comment of your post to increase 'searchability'. 11 per post is optimum, but you can use up to 30 per post
- You can share images on the platform, and videos up to a minute
- Experiment with formats to repurpose content to make it go further. You can share up to 10 images in one post with carousels, which is great for portraying a story or further detail
- Consider using IGTV if you have longer video content
- If you can tag your location, be sure to do it – you are likely to get more engagement.
- Instagram Stories are great for sharing intimate, behind-the-scenes style content that might not work as well on the feed. These will only be up for 24 hours, but you can always save them on your profile as a highlight

BEST PRACTICE GUIDANCE FOR TALENT AND INFLUENCER ENGAGEMENT

You may want to consider approaching local talent or influencers to help spread the campaign message further. Traditional celebrities, such as TV stars are often referred to as talent whereas influencers are most known for their presence on social media. The simplest way to differentiate between an influencer and a celebrity is the channel through which they built their influence.

By aligning with trusted talent/influencers you can tap into their network and communities.

You don't need a large budget to work with talent/influencers; provided they believe in the campaign they may be happy to offer their support pro-bono. It's important to identify people that you know care about the cause, for example they may already have a deeply vested personal interest such as having a parent who was diagnosed with lung cancer, or they may just want to support a local cause. They don't need huge social followings to help spread the message, in fact, those with smaller social followings often have a more engaged audience who are more likely to view and interact with their content.

How to identify the right talent/influencers

There are a number of key principles to follow when identifying talent/influencers to ensure the campaign message gets cut through and resonates with their audience:

Authenticity

- Influencer's need to have a connection or relevance to the campaign objectives. Should relate to many of the motivators and barriers for the audience.

Integrated

- Avoid what seems like artificial 'bolt on' activity but ensure the talent/influencer incorporates seamlessly into the overall campaign activity.

Tailored

- Select talent/influencers based on audience interest and true passion for speaking about important topics.

Longevity

- Where possible, ensure there is a collaborative approach to the campaign, and this is something they will continue to support even outside of campaign period.

Before approaching talent/influencers, you should always conduct thorough due diligence to ensure they align with the campaign/your organisation. Below are some watch outs:

1. Majority of their audience based in UK (rather than global)
2. Consistently active on social media and has posted in the past 30 days
3. Confirmed no inclusion of expletives, adult content, political or religious views
4. No negative press (such as breaking the law)
5. No association with any controversial brands

GUIDANCE FOR CASE STUDY ENGAGEMENT

Working with case studies is another powerful way to spread your message. A case study is someone who has been personally affected by lung cancer; they may have been diagnosed with cancer and are now in remission, or maybe they're undergoing treatment. Friends or family who have lost loved ones to lung cancer also have important stories to tell. Sharing the story of someone who has experienced lung cancer and the impact it has can help others to recognise cancer symptoms and motivate them to speak to their GP.

You can put a call out to your network for case studies to support the campaign (this could be through a local support group or clinicians). Please find a template case study ask to send to your contacts in the following section of the toolkit.

Media interviews

If you have access to a case study, you can share their story with local media. Journalists may request an interview to ask about their personal experience of lung cancer and what it means for them to be part of the campaign.

Before you start pitching the case study's story to media, it's important to arrange a call with them to explain the campaign messaging, answer any questions they may have and confirm the level of information they're comfortable sharing. They should also have the opportunity to review and approve their bio and any quotes drafted on their behalf before this is shared with media.

If you receive media interest, check the case study is happy to take part before committing to the interview. In the majority of circumstances interview questions can be discussed in advance, so it's worth asking the journalist so that the case study knows exactly what to expect.

For reference, regional newspapers and magazine interviews are usually conducted over the phone for around 30 minutes, at a time that suits, or over email in which case the case study can provide written answers in their own time. These interviews usually require photographs for publication alongside the interview. For broadcast media interviews, case studies may be asked to join via video conference. With regards to appropriate attire and backdrops for a video interview, it is recommended that the room in which the interview is conducted is well-lit but avoids a heavily back-lit setting and avoid wearing striped or overtly branded clothing.

Social media

You can also share case study stories across your social channels; this is a great way to create engaging content and to continue to spread the campaign message.

Before sharing a case study's story on social media, make sure the case study has shared written confirmation of the level of information they're happy to share and where it can be posted (particularly if you're sharing photos). They should also have oversight of the content and final sign off before it's published.

TEMPLATE OUTREACH NOTES

For ease, you can find two template outreach notes below; one to share with case studies and one to share with talent/influencers. Please ensure you adapt these accordingly based on the individual and on your ask.

When writing your ask, consider starting by summarising the campaign and why you're reaching out to them. Next, you may want to explain what you're asking them to do. If they're an influencer, you could ask them to promote the campaign on their social channels so remember to share the campaign assets and draft social posts which are located within this document. If they've been personally affected by lung cancer, you may want to ask them to take part in media activity by providing a quote and speaking to local publications about their experience. You can find template outreach notes below.

Talent ask

Talent/influencers are often short on time, so any ask should start small and be limited to no more than one hour or two of their time. It is recommended to be very clear about what you want them to do and that you appreciate any level of support to spread the campaign message depending on their availability. If they're happy to share the campaign on their social channels, you can 're-post' this on your organisation's page.

Dear [INSERT NAME],

I'm reaching out on behalf of the 'Do it For Yourself' campaign.

The COVID-19 pandemic is the biggest health crisis in recent history, not only because of the many lives lost to the virus, but the impact on the wider health system as services for other chronic conditions were put on hold and fears of overburdening the NHS caused a ripple effect of declining health.

This is particularly true in the case of lung cancer, where there is the additional issue of very specific symptom crossover between COVID-19 and lung cancer (which includes a persistent cough), meaning people have been less likely to contact their GP.

As a result, many lung cancer cases have been missed and in a cancer which is as fast-progressing and as aggressive as lung – even a few weeks of delay in diagnosis could mean the difference between life and death.

We know not every cough is a COVID Cough; having a cough for three weeks or more or getting out of breath doing things you used to be able to do easily, could be signs of lung cancer. The 'Do it For Yourself' campaign underlines the importance of early diagnosis and the role men and women can play to increase their chances of survival.

As someone [INSERT CONNECTION TO CAMPAIGN] your support would be invaluable to help raise awareness of lung cancer symptoms and encourage people in [INSERT REGION] to contact their GP if they've been experiencing a continuous cough and/or ongoing breathlessness for three weeks or more.

To spread the campaign message, we wondered if you would be happy to [share the campaign on your social channels/ post a video in support of the campaign on your social channels/ provide a media quote/ take part in media interviews]

[FOR SOCIAL MEDIA] Sharing the 'Do It For Yourself' campaign messaging with your [INSERT PLATFORM] audience can make a huge difference to raising awareness for lung cancer symptoms, encouraging people to contact their GP and potentially saving lives.

We'd be keen for you to personalise your post, ensuring that it aligns with your usual look and feel. It's important to us that you're completely happy, and we would wholeheartedly welcome your input. You can find messaging guidance below along with suggested social post copy. Timing and the level of support can be flexible to meet your needs.

[FOR MEDIA INTERVIEWS] We would hugely appreciate your time to speak to local media. Journalists may request an interview with you to speak about your personal experience of [INSERT CONNECTION TO CAMPAIGN] and what it means to you to take part in this campaign. In the majority of circumstances interview questions can be discussed in advance, so that you know exactly what to expect.

Do let me know if you can help to spread this important message.

Best wishes,
[INSERT NAME]

Case study ask

Below is a template ask, which includes background to the campaign and how a case study can support for you to share with your network.

Dear [INSERT NAME],

I'm reaching out to ask if you would be interested in supporting the 'Do it For Yourself' campaign which aims to address the impact COVID-19 has had on people presenting with possible lung cancer symptoms and encourage people to contact their GP if they've been experiencing a continuous cough and/or ongoing breathlessness for three weeks or more.

We know that when cancer is diagnosed early, it's more treatable but COVID-19 has had a devastating impact on early diagnosis, with figures indicating a drop in lung cancer referrals in some areas.

Not every cough is a COVID Cough; having a cough for three weeks or more or getting out of breath doing things you used to be able to do easily, could be signs of lung cancer. The 'Do it For Yourself' campaign underlines the importance of early diagnosis and the role men and women can play to increase their chances of survival.

To restore confidence and encourage people to speak to their doctor we are looking to leverage powerful and relatable voices that can motivate and inspire. As someone who has experienced/been impacted by lung cancer, your story can help others to recognise cancer symptoms and motivate them to speak to their GP. I was therefore wondering if you may be interesting in sharing your story with the media or on our social channels?

This will likely involve an interview with a journalist to speak about your personal experience of being diagnosed with cancer. In the majority of circumstances interview questions can be discussed in advance, so that you know exactly what to expect. In addition, before any interview opportunity, you will be prepped by the team, who will be there for support every step of the way

We understand that this is a personal story for you to tell, so please be reassured that you are under no obligation to take part in interviews and will only be put forward for those you are happy to take part in.

Best wishes,
[INSERT NAME]

REFERENCES

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⁸Cancer Research UK (2017). Lung Cancer Survival Statistics. Available: <https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/lung-cancer/survival#heading-Three>. Last accessed May 2021.