

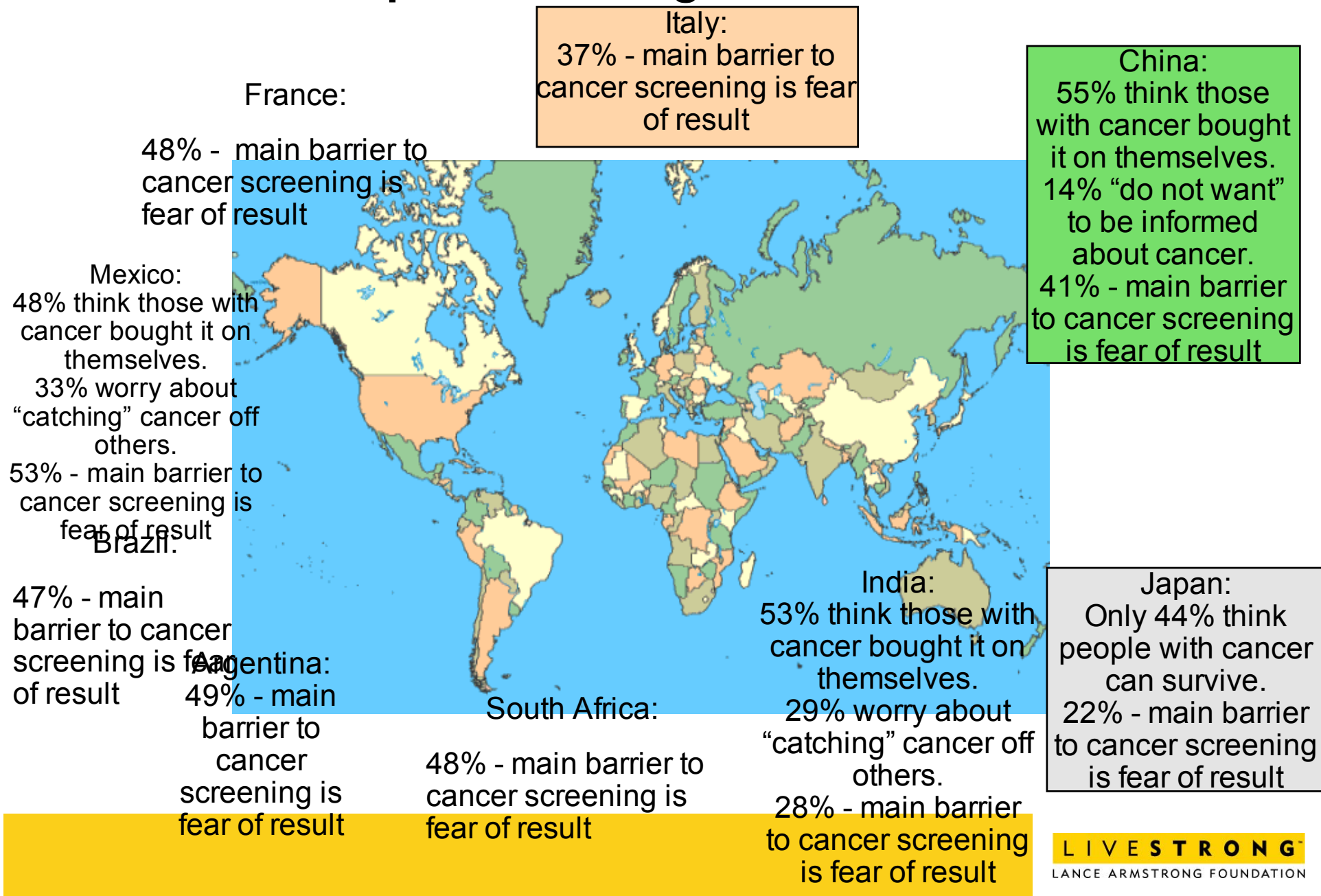
Building a Global Model Program to Fight Cancer Stigma

Success Stories
from South Africa
and Mexico

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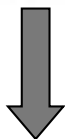
Most countries perceive a stigma around cancer



"Cancer is NOT something we can talk about openly"

"Cancer equals DEATH"

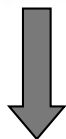
Prevention



"Caused by witchcraft"

"You can't reduce your risk of getting it"

Detection

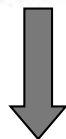


"I'm afraid I'll be diagnosed"

"Cancer equals death"

"Fear of pain"

Diagnosis

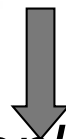


"I will only use a traditional healer"

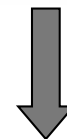
"Treatment means burning flesh, cooking organs"

"If I take pain medicine I'll be addicted"

Treatment



Survivorship



"He was fired from his job"

"My church friends isolated me"

"Her husband left her to die"

The problem of stigma across the cancer continuum

How did we
address the
problem?

Cancer Anti-Stigma Initiative

South Africa: April 2010-October 2011

Mexico: December 2010- June 2012

Objective: *Reduce cancer stigma and shift perceptions of cancer through culturally-relevant and targeted messaging while raising awareness of cancer burden*

COMPARTE



HiSTORIA

Es nuestra fuerza contra el cáncer.

LIVESTRONG

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JOHN SNOW, INC.



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Research and Data Collection

- Baseline/endline KAPs
- Surveys
- Focus groups
- Media audits
- Tracking process indicators & outcomes



Mass Media Campaign

- Survivor PSAs- TV, radio
- Special TV program
- Radio call-in shows
- Print, mobile billboards
- Facebook campaign
- SMS text campaign



Community Outreach

- Door-to-door Campaign
- Training of Trainers on Basics of Cancer and Survivorship
- Community meetings to facilitate local ownership



Public Relations

- Radio/TV interviews, press conferences
- Collaboration with media personalities/celebrities
- Journalist training
- Media engagement





Component 5: Special Events

1. **Raised awareness of cancer**

61% of target population reached with messages about cancer in South Africa.

50% of target population reached with messages about cancer in Mexico.

2. Increased knowledge about cancer

- How to treat cancer in South Africa:
 - 21% increase in those that mentioned chemotherapy
 - 4% increase in those that mentioned radiation
 - 4% decrease in those that mentioned traditional healers
- 5% increase in those that stated they have “a lot” of control in preventing cancer (from 32% to 37%)
- 76% in Mexico stated that they learned something new about cancer. The most common topics learned from exposure were:
 - prevention (49%)
 - a person can live/survive with cancer (19%)
 - screening (18%).

3. Changed attitudes and perceptions of cancer, and reduced perceived stigma

9% decrease in those who said cancer patients are “in constant pain” (from 70% to 61%) in South Africa

39% of those exposed stated that what they saw, read or heard changed their feelings about cancer in Mexico

4. Changed behavior

45% of those exposed in South Africa
“learned something new or did something
different regarding cancer” in the last year.

42% of those exposed in Mexico “did
something differently because of what they
learned.”



Merci!

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