

Addressing Stigma in South Africa:

The Impact of Cancer Anti-Stigma Initiative

- **Why:** Deep stigma exists regarding cancer
- **What:** Objective - To reduce stigma associated with cancer through culturally-relevant and targeted messaging while raising awareness of the global cancer burden
- **How:** Give a voice to survivors through the telling of their story
- **Who:** LIVESTRONG/Lance Armstrong Foundation and John Snow, Inc. (JSI)
- **When:** April 2010 – October 2011 (18 months)

Main Components

- Mass Media
 - Survivor stories on television and radio, SMS text, 9 week radio program
- Community Outreach
 - Basics of Cancer and Survivorship Training for health and community members, Door-to-Door campaign
- Special Events
 - Concerts, soccer matches, fitness festivals with survivors telling their stories
- Public Relations
 - Press releases, journalist training
- Monitoring & Evaluation
 - KAP baseline and endline, focus groups



Results

OUTCOMES

- **56 million** media impressions through PSAs
- **9 million** media impressions through the 9-week radio program
- **28% return rate** of people (4,876) who contacted the Initiative from SMS text
- **22,000 people reached** with in-depth information
- **98 Trainers trained** in Basics of Cancer & Survivorship

IMPACT

- **61%** of respondents were reached with messages about cancer and survivorship
- **45%** of those exposed “learned something new or did something different regarding cancer” in the last year
- **41%** of those exposed said it changed the way they felt about cancer

REPLICATED IN MEXICO
POTENTIAL FOR WIDE REPLICATION