Track 1 - Motivating prevention and healthy behaviours
Presenting: A socially-driven campaign to educate youth about breast health
WE ARE THE YOUNG WOMEN’S BREAST CANCER MOVEMENT.
MYTH: WEARING UNDERWIRE BRAS INCREASES YOUR RISK OF BREAST CANCER.

#8008135

MYTH: BREAST CANCER IS SUPER COMMON – EVEN IN YOUNG WOMEN

#8008135

MYTH: USING ANTIPERSPIRANT DEODORANT CAUSES BREAST CANCER.

#8008135
YOU'VE REACHED THE BREAST HEALTH HOTLINE. CLICK OR TYPE ANY NUMBER. YOU'VE READ.
#8008135
#8008135
You've reached the #8008135 hotline. Dial into the facts at 8008135.com. #KnowThy8008135
8008135.com/
Followed by taniakwong, allanagraham, missbaileyo + 5 more
#8008135
#8008135

oliviawilde October is #breastcancerawareness month and @hm made this bomb-ass boobies tee for a new campaign to combat misinformation about breast cancer. 100% of $ will go to @rethinkbreastcancer. #8008135
#boobies #boobies #boobies #tiredmama #whosehandsisthat #boobies
@knowthy8008135

View all 240 comments

canitogrande OMG!
reillyn28 Beautiful as always
@oliviawilde
coryhintz So boobies?
allin_1173 Jason is one lucky dude!!!!
stephanieo18b That's nice!!!
mauridgiez Just found them?
epik_durnall How much did you pay

59,509 likes

OCTOBER 5, 2017

Add a comment...
THE RESULTS

- 13 million media impressions
- Chatbot convos: 877
- Instagram 3.3 million
- Twitter 690,827+
- Facebook 367,448+
- YouTube views: 12K+
- 2,674 #8008135 H&M tees
- Activation Pop-ups: 3
RESULTS

CHALLENGES

+ LEARNINGS
THANK YOU
Innovative social marketing in health: creating cancer prevention interventions that capture the public’s attention amidst the increasing traffic in communication message

Ms. Rasha Fakherideen
Table of Content

- Introduction to King Hussein Cancer Foundation
- Jordan Breast Cancer Program Strategic Vision.
- Steps to Creating Innovative Social Marketing Approaches in Early Detection and Cancer Prevention.
- Innovative Projects of the Jordan Breast Cancer
  - Program.Integrated home visits project (insight, intervention mix, results and outcomes)
  - Think Pink Initiative (insight, intervention mix, results and outcomes)
Availability, accessibility & affordability of QUALITY SERVICES

Creating an ENABLING ENVIRONMENT through ADVOCACY

Mission

Changing Behaviors through INNOVATIVE SOCIAL MARKETING program

KHCF Programs?
- Cancer Care Program,
- Fund Raising programs;
- Jordan Breast Cancer Program
Over the Past Years Breast Cancer Continues to Grow on Yearly Basis

Breast Cancer is No.1 Cancer in Jordan

Ten most common cancers among Jordanians (both genders) 2014

Ten most common cancers among Jordanian Females, 2014

% of Female Breast Cancer cases By Age-group during 2014

Stages of Breast Cancer in Jordan based on KHCC's Experience before JBCP
Jordan Breast Cancer Program

JBCP’s Strategic Vision was Based on a Needs Analysis Study that Indicated Four Groups of Main Challenges to the Early Detection of Breast Cancer in Jordan

- Capacity Building
- Mammography Services
- Public Awareness
- Quality Assurance

For Each One of the Charters Agreed Upon Since Inception of JBCP, a Set of Projects Has Been Identified and Detailed....

Breast Health Systems Strengthening to Ensure supply of quality early detection services
Creating an Enabling Environment to increase demands through: Communication, Advocacy and Policy change

Charters
1. Screening Services Accessibility, Availability, Usability and provision
2. Quality Assurance
3. Public Awareness & Health Education
4. Networking for sustainability
5. Data & Information for Policy Decisions

Projects
1. Infrastructure & Equipment
2. Guidelines & Standards
3. Outreach
4. Fundraising
5. Human resources & Capacity Building
6. Accreditation
7. Mass Awareness
8. Advocacy
9. Research & Studies
10. National Database
The role of communicative communication programs is

- Building capacities of all stakeholders to adopt and advocate for breast cancer.
- Involving and consulting with stakeholders for new opportunities, ideas, challenges, inducing their ongoing buy in.
- Raising awareness and building new attitudes toward early detection and cancer prevention using different platforms
  - One to Mass Campaigns
  - One to group (Lectures, open days, events, roadshows)
  - One to One (Home-visits)
- Mobilizing communities on ground to adopt campaigns
Integrated Homevisits Project

Communication and social marketing

Getting Started  Scoping  Developing  Implementing  Evaluating  Follow-Up

Partnership Rationale

- Enhanced resource and network utilization
- Cost effectiveness
- Integrated Women’s health approach
- Similar target audience

Project Timeline

- Scooping
- Development of training toolkit
- Community Health Workers training
- Practical training
- Conducting home visits
- Data Entry of Phase II
- Post Home Visits Evaluation
Integrated Homevisits Project

Insight
Women in Targeted areas needed a trust worthy person in a private setting, to take a decision related to Breast Cancer and Family Planning by addressing psychosocial and environmental obstacles, providing a tailored intervention, encouraging women to uptake the integrated service.

Integrated Intervention Mix

- Home-visits counseling sessions.
- Mass awareness campaigns (Outdoor billboards, Flyers, Posters).
- Media and social media Campaign.
- Free and accessible mammogram screening services and family planning services.
- Qualified medical and non-medical team (Community Health Workers, Radiographers, etc.)
- One to One counseling home-visits project protocol.
- Linking Home-visits to services units through a referral system.
- Mass awareness campaigns synchronized with the project.
- Educational Toolkit.
- Qualitative and quantitative studies - detecting baseline and impact.
- Quality testing on machines and personnel (National Accreditation Project).
Integrated Homevisits Project

Results

- 15 tool kits designed and produced
- Referral system and follow up protocol developed
- 9 days training workshop for 15 CHWs
- 10 CHWs selected
- 1,000 home visits conducted
- A total of 1,000 FP/BC brochures distributed

Outcomes

- 1,000 MWRA reached
- 700 MWRA referred for family planning services
- 500 referred MWRA for family planning services acted upon the referral
- 298 adopters of modern contraceptives methods. 125 MM
**Innovative Project 2 – Think Pink Initiative**

*Jordan Goes Pink*  
Think Pink Initiative

**Rationale:** Create Momentum in communications through all sectors by engaging all stakeholders and Sectors

**Insight**

Think Pink!

Trend of Individual and Corporate social responsibility was taking place

In Jordan, all sectors wanted to show their contribution back to society!

Through philanthropy, companies and NGOs... got media exposure as one of their Marketing tools.
Innovative Project 2 – Think Pink Initiative

**Insight**

- Qualified medical and non-medical team (Community Health Workers, educators Radiographers, Dr. for CBE etc.)
- Survivors stories (videos, live)
- Recognition elements

- Educational Material, Educational lectures,
- Flyers to describe the initiative
- Awareness campaigns (Outdoor billboards, Flyers, Posters),
- Media and social media campaign

- Mass awareness campaigns synchronized with the initiative.
- Educational Toolkit,
- Hot line
- Accredite MM units

- Qualitative and quantitative studies
- HR support from all partners

**Think pink in numbers (outcomes),**

**Number of events in 2015:**
**80 Events** with an approximate reach of 2,800 people

**Number of events in 2016:**
**145 Events** with an approximate reach of 5,075 people

**Outcomes in 2017:**
**285 Events** with an approximate reach of 10,000 people in addition to 4 individual projects

**Total Fund** of all think pink events and activities in 12,000 JOD convert to USD

**Screening**

**400 women** were conducted by the funds raised from Think Pink Events
Effective social marketing: Susan G. Komen’s insights
The Issue: Black Women in America are dying of breast cancer at unacceptable rates
Objective
Help achieve health equity by educating and inspiring black women to understand their risk and engage with information and tools that can promote early detection.

Target
Black women, 30-45 years old (halo 45-55)

Call to Action
Go to KnowYourGirls.org for the facts you need on breast health.
Know Your Girls
Know Your Girls
Do something today, your future self will thank you for.