Case Study

Imagine ......

What Would You Do?

- How would you promote program?
- What would you promise women?
- How would you reach them?
Findings

- **Past Behavior**
  - 13% Had Never Been Screened
  - 26% Screened At Irregular Intervals
  - 61% Screened Annually

- **Intentions**
  - Only 5% of Those Screened Do Not Plan To Be Screened Again

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**Audience Profile**

- Symptoms precipitated screening
- Product image
  - Medical
  - Embarrassing
  - Painful
  - Peace of mind
  - For some: health departments are for the very poor

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**Lifestyle**

- Busy putting other’s needs first
- Do not feel any one cares for their needs
- Value services where treated respectfully and compassionately
The Core Product

Identify benefits and position product?

Results

- Peace of mind
- Early detection
- Lumpectomy

Pricing Strategy

- What are the perceived costs?
- How can they be lowered?
- How can we make cost look more affordable?
- What other factors must be addressed?
Determinants

- Belief should be screened annually 3.4 x
- Physician recommendation 2 x
- Cost 2 X

Insignificant

- Embarrassment
- Pain
- Drive Time/distance
- Clinic Hours

Placement Strategy

- Partners
  - How can we mobilize them?
- Access
  - Location
  - Parking
- Facility
  - Image
  - Attractiveness
  - Comfort
Partners

- Who influences women?
- What groups or organizations can assist us in promoting breast cancer screening?

Partner Mobilization

- Health Care Providers Kit
  - Screening Form and Chart Stickers
  - Services Directory
  - Consumer Education
  - Poster to Remind Staff and Patients
  - Prescription Pad
  - Fact Sheets

Promotional Strategy

- Spokespersons
- Message design guidelines
- Information Channels
Spokespersons

- Personality
- Consistent Traits
- Sustainable Image
- Unique
- Reality Based

Findings

- 58% – Physician
- 27% – cancer survivor who found it early

Communication Plan

Primary Target Audience:
Women over 50 who do not have insurance coverage for mammograms and have not been screened at the recommended interval
Communication Plan

**Call to Action:** Get a mammogram every year

Call health department’s toll free number to schedule annual affordable screening service available in your community

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Communication Plan

**Promise:** Low or no cost screening in your community

**Benefits:** “Peace of mind,” overcome fears by being screened regularly, early detection

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Communication Plan

**Logical Appeal:** save money, preventive health measure

**Tone:** factual, upbeat, respectful and nurturing

**Spokesperson:** female physician and cancer survivor
Channels
- Mass Media
- Interpersonal Channels
  "Sales Force"
- Non-traditional Communication Channels

Poster

Coupon

A Special Gift For Women 50 And Over. Once A Year, Peace Of Mind.

Florida Cares For Women

6/8/2011