



Evaluation Report

Limerick Awareness Campaign

6th – 18th October 2003.

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1.0 BACKGROUND TO THE IRISH CERVICAL SCREENING PROGRAMME

In 1997, a ministerial decision was taken in the Republic of Ireland that a National Cervical Screening Programme would commence with a first phase being established in the Mid-Western Health Board area (MWHB). This was based on the recommendations of the Report of the Department of Health Cervical Screening Committee published December 1996.

The aim of the First Phase of the ICSP was to develop and implement a population based, organised, call / recall cervical screening register and supporting service in the defined MWHB area and to test all of the operational issues.

In the longer-term the Irish Cervical Screening Programme (ICSP) will aim to reduce the incidence and mortality from cervical cancer in women aged 25 to 60 years overall. The achievement of this target requires 80% screened population coverage.

The Programme works in partnership with the professional academic bodies and individual providers such as health professionals; laboratories and colposcopy services. All involved providers are expected to commit to a quality service based on a continuous improvement model.

The main tool of the Programme is a population register of women aged between 25 and 60 years. This database manages the identification of eligible women to be invited in writing for a free smear or repeat screening as required. All register invitations are sent to women with a general information leaflet about ICSP and cervical screening.

Cervical smears are taken in the primary care setting by doctors and nurses who are registered with and contracted by ICSP. The smear samples are sent to a cytology laboratory, where they are examined. The results are sent to the smearer and ICSP office. If a smear result indicates further investigation, the doctor is responsible for a referral of the woman to a colposcopy clinic.

2.0 CERVICAL CANCER

Squamous cell cervical cancer is a potentially fatal disease that is largely preventable. Abnormal cervical cell changes generally progress very slowly towards cancer, with pre-invasive stages of the disease lasting approximately ten years. Regular smear tests and appropriate treatment can prevent a high percentage of squamous cell carcinoma.

A variety of factors have been associated with the development of pre-cancerous lesions of the cervix. These include age, race, socio-economic status, smoking, sexual behaviour and human papilloma virus (HPV). Non-attendance for regular cervical screening is a key factor. The risk factors are multi-factorial and at the present time the exact cause is uncertain although HPV is highly implicated as a causative agent. A vaccine against high-risk HPV types has been developed and is undergoing trials at present. It will take time to show if this will be effective in reducing the incidence of cervical cancer.

Cervical cancer, as defined by the Irish Cancer Registry to include CIN III, has a lifetime risk of 1 in 25 up to the age of 75 years and without screening it would probably become more common. It thus poses an important public health problem. The natural history of the disease is reasonably well understood with a recognisable early stage

In 1998 there were 80 certified deaths of cervical cancer in the Republic of Ireland. Evidence strongly suggests that for squamous cell cancer, the progression through the grades of intraepithelial neoplasia is in a gradual incremental fashion. Cervical cancer during its detectable pre-invasive phase means the abnormality is confined to the epithelial surface of the cervix. Treatment at this pre-invasive stage is simpler and of more benefit than starting at a later stage.

Well-organised mass screening programmes in other countries have been proven to be effective. There are many key components to the success of any screening programme. For cervical screening this includes the percentage of the population screened (80% is the accepted minimum) and quality control in the sampling and interpretation of smears. The identification and effective treatment of any abnormalities identified by the screening process is crucial to the success of the Programme.

3.0 ICSP AND HEALTH PROMOTION

Research and case studies from around the world provide convincing evidence that health promotion is effective. Health promotion strategies can develop and change lifestyles, and have an impact on the social, economic and environmental conditions that determine health. Health Promotion is a practical approach to achieving greater equity in health. The five strategies set out in the Ottawa Charter for Health Promotion (Appendix 13.1) are essential for success.

The primary ICSP health promotion focus to date has been to encourage women to self-register:

- To ensure that they are on the ICSP register
- To ensure the register details are accurate

Leaflets and self-registration forms are distributed within the MWHB community, to support and encourage participation in the Programme. They are freely available in GP surgeries, pharmacies, libraries and other outlets.

The overall aim for the ICSP health promotion programme is to provide a strategic method for promoting both the services of the ICSP and the importance of regular cervical screening for eligible women in the MWHB area.

The Limerick Awareness Campaign is based on the Ottawa Charter strategies.

4.0 THE LIMERICK CAMPAIGN

The area of Limerick City was chosen as the ICSP's community development campaign for numerous reasons:

1. The city region with a population of 12,526 in the eligible age group is the largest single community in the MWHB region.
2. Limerick is the only city in the MWHB region.
3. The number of supportive and well established general practice services with a total of over 90 ICSP registered smeahtakers.

4. Readily available media opportunities including dedicated local papers and venues for community information stands.
5. A community of women from lower socio-economic groups required special consideration.

These factors enabled the ICSP to 'test' numerous promotional strategies that may be used in future approaches within the rest of the Mid-Western Health Board area.

The Limerick awareness campaign was run from 6th – 18th October 2004.

5.0 LIMERICK CAMPAIGN IMPLEMENTATION OUTLINE

The following key principles have been adapted from the Jakarta Declaration (WHO, 1997) and are used to guide ICSP promotion delivery

Principle	Activities undertaken	Comment
<ul style="list-style-type: none"> • Involve the people concerned in the planning of programs 	Planning sessions conducted with the ICSP Smartaker Co-ordinators Planning sessions conducted with the Limerick Smartakers	Involvement of the service providers at the planning stage is critical to the success of any such community development activity.
<ul style="list-style-type: none"> • Empowering the target group to make their own health decisions 	In all information sessions conducted with eligible women the following information was conveyed: <ul style="list-style-type: none"> • Screening needs • Availability of service • Choice of Smartakers • Choice of venue Strategies identified and implemented by Health Promotion Officer	Health promotion supports the empowerment of women to make informed choices regarding their health care requirements.
<ul style="list-style-type: none"> • Supportive of disadvantaged groups 	Information and education session targeted at women from lower socio-economic groups living in the lo Limerick area	It is necessary to identify and support the needs of the disadvantaged groups in the community.
<ul style="list-style-type: none"> • Use of the Ottawa Charter to plan program activity 	Refer to below	Appendix 13.1

5.1 Build Healthy Public Policy

Organisational Support

Objective: To build organisational support for health promotion based activity

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> • Developed strategic plan for awareness campaign in Limerick • Work in partnership with ICSP management • Work in partnership with Smartakers • Work in partnership with Community Women • Work in partnership with local Workplace locations 	Plan endorsed by ICSP Management Developed programme to meet community needs	ICSP Team	The Limerick Campaign was the first experience where the ICSP Administration were involved at the planning stage of the campaign. While the concept was well received by the ICSP team the full resource implications were not factored into the planning i.e. administration support; resource delivery to the community.

Resource Allocation

Objective: To increase the amount of resources allocated to health promotion activities

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> Awareness Campaign Proposal prepared. Funding and resources obtained to extend promotion campaigns into community for 2004 	<ul style="list-style-type: none"> Funding secured for Limerick Campaign 2003 Funding and resources obtained 	ICSP Management	<p>Specifying a budget for the campaign was challenging, as there was little information available to guide on an activity of this scale, and much of the planning and development was managed by ICSP directly.</p> <p>Resources developed for distribution during the promotion included balloons, women's handbag mirrors and pens that all carried an ICSP message.</p>

5.2 Create Supportive Environments

Workplace Development

Objective: To develop the skills and knowledge of women in the workplace

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> Conduct information sessions for women based in community workplace settings Distribute information leaflets Display posters Support choice of Smertaker Support women with special needs 	<ul style="list-style-type: none"> Approx. 20 companies contacted Information sessions conducted in 6 workplaces in Limerick Promoted ICSP Registered Smertakers in Limerick Distribution of ICSP 'Charter for Women' Provision of Information re surgeries that can support women with special needs 	Women in the eligible age group	<p>ICSP Health Promotion Officer conducted these Workplace visits which were very well received and supported.</p> <p>Verbal feedback from the worksite visits indicated that women attending these sessions had found them very informative and had acquired sufficient information to make an informed choice regarding their screening requirements.</p> <p>All women who completed a self-registration form during promotion were entered into a free draw.</p> <p>High proportions of self-registrations were received from these visits. The winner of the Registration draw had completed the self-registration form during an information session delivered in the workplace.</p> <p>Opportunity was provided for questions during the sessions – workplace settings facilitated women seeking further information.</p> <p>ICSP resources were well received: many women requested information packs for family members, and friends. Many males used this opportunity to receive information for their partners and family members.</p>

5.3 Strengthen Community Actions

• Community and Special Needs Women

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> • Multimedia strategies • Participate in olocal Community Initiative • Conduct information sessions for community based women • Distributed information leaflets • Display posters 	Awareness initiative in Ballynanty Family Resource Centre. Limerick	<ul style="list-style-type: none"> • Women and local community in the eligible age group • Women involved in community family resource centre • Interested community 	The community initiative targeted a local community that would have exposure to the risk factors. This sessions was coordinated with resource centre staff and was made available to the local community Newspaper and radio advertising occurred promoting cervical screening The campaign leaflet containing the self-registration form with freepost details pre-printed o ICSP office was distributed.

• Clients and their families

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> • Smearthakers and ICSP Staff to provide ICSP education and information to women • Resources for children to encourage interaction with mothers 	Information sessions conducted Information provided to women at time of visit to Smearthaker	<ul style="list-style-type: none"> • Women in the eligible age group • Interested community • Women presenting opportunistically to Smearthaker 	Smearthakers were encouraged to continue as a key source of information to women and availed of this opportunity to support the Programme. An opportunity to engage women to convey information was supported when mothers or grandmothers stopped at the shopping centre stands to receive an ICSP balloon for a child.

5.4 Develop Personal Skills

- Well people

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> • Information sessions • Information stands supported by ICSP staff • Distribute information leaflets • Display posters 	<ul style="list-style-type: none"> • Develop knowledge and skills • All sessions conducted targeted well women in the region 	<ul style="list-style-type: none"> • Members of local women's groups • Community groups • Workplace Visits 	<p>Information Sessions delivered in the Shopping Centres provided women with an informal setting to receive information on cervical screening and the ICSP.</p> <p>While some women were familiar with the Programme and commented on the media advertising during the campaign. It was noted during these sessions that a significant number of women were not aware of the ICSP or the importance of cervical screening.</p> <p>Some women used the opportunity to give feedback on the screening or ICSP services offered.</p> <p>Most women interested in registering completed the self-registration form at the information stand. Though for many the opportunity to Register via the Information Line was more convenient. Those not interested in Registering were keen for literature on the Programme.</p> <p>Children were attracted to the ICSP balloons.</p>

5.5 Reorient Health Services

- ICSP Registered Smartakers

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> • Limerick smartaker committee established • Increase HP function of smartakers 	<ul style="list-style-type: none"> • Wide representation from the community • Increase Smartakers knowledge of the ICSP 	<ul style="list-style-type: none"> • All ICSP Registered Smartakers 	<p>Smartakers were very enthusiastic about the campaign and supported the venture from the planning stage.</p> <p>Ensure Smartakers are aware of the campaign aims and goals.</p> <p>It is essential to agree the evaluation requirements at the initial planning stage with all involved health professionals i.e. smartakers and labs</p> <p>Any evaluation details or records required to be collected during the campaign should be agreed and requested in advance.</p>

- **Hospital Staff and Management**

Strategies	Output	Target Group	Comment
<ul style="list-style-type: none"> • Distribution of information flyers to MWHB staff in Limerick • Distribute information leaflets. • Display posters • Advertise on www.icsp.ie 	Increase MWHB employees knowledge of the ICSP	<ul style="list-style-type: none"> • All MWHB Limerick based employees • Women in the eligible age group 	

6.0 CAMPAIGN CONCEPT

The initial awareness campaign run in Ennis in 2003 used Sharon Shannon, a well-known Clare musician, as the face of the Awareness Campaign. However in planning the Limerick campaign a number of approaches were explored in relation to the creative rationale. A number of concepts were developed; these concepts were presented to a representative Limerick women's community development group for feedback and evaluation. A total of six concepts (Appendix 13.2) covering the key messages were presented to the group.

The "Spread the Word" theme emerged as a strong favourite. The feedback suggested the theme targeted both males and females and would encourage awareness among women in the eligible age (25 – 60 years) group. The message "Spread the Word" could be easily discussed with family and friends and thus heighten awareness of the Programme. The message would encourage women to Register with the Programme.

7.0 PUBLIC RELATIONS

The ICSP had already contracted the services of Setanta Communication Ltd for this second community based awareness campaign of 2003. Setanta communications are responsible for the media aspect including the radio advertising, newspaper adverts and press releases, however the development of campaign resource development would be managed by the Programme.

8.0 MULTIMEDIA STRATEGIES

The ICSP issued a number of Press Releases to the local media contacts in relation to the "Spread the Word" Campaign.

- Press release issued on Monday, October 14th. (Appendix 13.3)
- Press release issued on Monday, November 20th announcing the winner of the Voucher for Gilly Walker fashion. (Appendix 13.4)

8.1 Photo Call

A photo call was organised at Gilly Walker fashion to announce the winner of the campaign Registration Draw. The Director of the ICSP, Dr. Marian O'Reilly, presented the prize of a shopping voucher for Gilly Walkers fashion valued at €250 to Ms. Anisa Moynihan, Croom winner of the draw.

8.2 Radio Interview

Limerick Today Programme on Live 95 FM interviewed Mary Coll, about her personal cervical screening experiences during the morning chat show. This interview on Monday 6th October provided an opportunity for women to hear of another woman's experiences, and in lay terms an explanation of the test and the benefits of regular cervical screening. Details of the campaign and contact details for further information were provided.

8.3 Radio Advertisements

The ICSP recorded a radio advertisement for the Limerick Campaign. The text for the advertisement was of a generic nature to enable its use for further campaigns in the future (Appendix 13.5). The voice of Ruth McCabe was used for the advert.

The Advert was broadcast over two weeks on *Limerick 95 FM*. The Radio advertising comprised of high coverage. A package of prime time slots were run including a series of both random and fixed slots over the campaign period.

- Limerick 95FM - 14 spots over the course of the two weeks (6th & 13th October) plus
- Limerick 95FM - 20 fixed spots – which comprised of a combination of mid-morning and early afternoon spots (each week).

8.4 Print Advertisements

Print adverts were placed in the local Limerick newspapers. All carried the ad twice per week on the week of October 6th and 13th. A standard advert was developed and this was modified as necessary for various newspapers. The print advertisements (Appendix 13.6) featured in the following editions:

Limerick Leader
Limerick Chronicle
Limerick Post
Limerick Property View

8.5 Campaign Leaflet

The leaflet designed for the campaign comprised of a 2-page full colour A4 leaflet (Appendix 13.7). The leaflet contained information on cervical screening, the ICSP and Registration. There was a perforated Self Registration form, for return to pre-printed Freepost address, which women were encouraged to complete. 1,600 copies of the campaign leaflet were printed for use during the campaign. These were distributed as follows:

- Smartakers
- Workplace Visits
- Information Stands
- ICSP
- Community Groups
- Health Professionals

8.6 MWHB Staff Flyer

A modified version of the campaign leaflet was used as a flyer for insertion in MWHB employees' payslips. This flyer contained details of the campaign and a Self-Registration form for completion and return to the ICSP Freepost address. (Appendix 13.8)

8.7 Poster

An A3 colour poster (Appendix 13.9) linked the leaflet and flyer by using similar graphics and artwork. The poster was designed to provide Smartakers an opportunity to insert details of dedicated session offered in their practice. 300 copies were distributed in the region via:

- Smartakers
- ICSP
- Workplace Visits

A Billboard Advert, 60"x40" portrait style based on the poster design was run for a three week period including the weeks of 29th Sept, 6th Oct & 13th Oct with a Dublin based company IPA - Irish Posters Advertising Ltd.

This included 30 billboard adverts based across the following Limerick City locations:

- Dock Road
- New Link Road
- Bridge St –3
- Wickham St - 3
- William St, Arch

The ICSP used the “Spread the Word” message to advertise the awareness campaign on the till receipts for the Limerick based supermarkets.

8.8 Information Sessions in Limerick Shopping Centres

The Programme provided community based information display stands during the 2 weekends of the campaign. A number of ICSP staff members were very interested in these sessions and staffed these information stands which were run from Thursday to Saturday inclusive during both weeks of the campaign.

The stands were established in the following centres:

Date	Shopping Centre	Times
Thursday 9 th	Tesco Roxboro	15.00 – 21.00 hrs
Friday 10 th	Superquinn Castletroy	10.30 - 16.00 hrs
Saturday 11 th	Crescent Dooradoyle.	10.30 - 18.00 hrs
Thursday 16 th	Dunnes Ennis Road	14.00 – 19.00 hrs
Friday 17 th	Dunnes Howleys Quay	10.30 – 20.00 hrs
Saturday 18 th	Parkway	12.30 – 18.00 hrs

The Information Stands in the above venues were targeting well women in a local accessible session. The aim of these sessions was to increase awareness of the ICSP and to provide information on the Limerick awareness campaign. The ICSP suite of leaflets was available and individual information packs were made up for anyone wishing to avail of these personally or for family or friends. Promotional material and giveaway items including post-it pads, pens and ladies mirrors all containing the ICSP Information Line number and website were offered to women attending the stands.

The ICSP contracted a local company to deliver agreed quantities of ICSP air filled balloons to the various locations where the information stands were being held. This proved quite an attraction to the younger generation with children encouraging parents towards the Stand for balloons; this provided an opportunity for the provision of information and discussion.

8.9 Limerick Mini-Marathon

The ladies min marathon took place on Sunday 12th October at the University of Limerick. The ICSP used the event to raise awareness of cervical screening and the regional campaign, in addition to promoting self registration with the Programme. Information Packs were prepared and provided to all participants in the mini marathon. The ICSP balloons were used as an attraction at the Information Stand which was held at the event.

The ICSP team were very supportive of the event and approximately 15 members of the team participated in the mini marathon. There were approximately 1000 participants in the mini marathon. There was a large crowd of supporters at the venue and many attended for entertainment for families provided at the venue. Overall it was an excellent target for the Programme. It was a fun light hearted day which was enjoyed by all participants.

8.10 Workplace Sessions in Limerick Area

The booking of Workplace sessions was managed by Setanta Communications Ltd. for the initial Ennis awareness campaign. However it was not a practical arrangement as flexibility around scheduling was required and companies required information on the ICSP. It was decided that this schedule would be best managed and arranged the ICSP. Setanta compiled a list of workplace venues and initiated contact with 7 of these companies. This was handed over to ICSP for further contact and follow-up.

Many of the companies that were contacted indicated that October was not a good time for them to facilitate such sessions; however there was strong support to run sessions at a suitable and convenient times.

ICSP liaised with the Occupational Health Unit in Dell, Raheen who were very supportive of the initiative. Dell in their EMF 1 manufacturing unit employs some 3500 from the region, approximately half which are females, many of these are in the ICSP target population, and all are in a position to inform family and friends about the Programme. The ICSP ran a series of information stands over two weeks in November, as they were unable to facilitate an October session. This targeted just one of the manufacturing units in Dell, over 3 days. This allowed us to target employees on shift work. The sessions were held from 11.00hrs to 15.00 hrs which covered the main lunch breaks. Employees were offered information packs and an opportunity to speak with ICSP team members. Employees could access this service on lunch or break time without additional time offered by employers. Self Registration was promoted and completed forms were accepted at the Stand.

The Collector General's Office, Saresfield House, Limerick were also very supportive of the Programme. Information sessions were run in Saresfield House over 2 days in November. This was more of a forma arrangement with 4 organised sessions offered to employees per day. Interested employees were facilitated to attend these sessions during the working day, an average of 25 women attended each session.

While the Limerick Awareness Campaign was run in October with an incentive for Registration (€250 Fashion Voucher) this did not extend until November. A separate registration draw was held for women who registered during the workplace sessions that were run outside of the Limerick Campaign timeframe. The Clarion Hotel very kindly sponsored a lunch voucher for two which was offered to the winner of this Registration

Draw. Ms. Eileen Shanahan winner of the voucher, registered with the Programme during one of the information sessions at Dell, Raheen.

9.0 PROMOTIONAL MATERIALS

The print material developed for the Limerick Campaign was distributed to General Practice surgeries, workplace locations, pharmacies and other Limerick based businesses by Glance Promotions. This included display of the poster on the premises and including the leaflets in the ICSP display stands where appropriate.

The ICSP have developed a suite of information leaflets to support women. These are available throughout the community in surgeries, pharmacies, health centres etc.

'Give-away' promotional resources were used to promote the ICSP Information Line and Website to women. These included handbag size mirrors and balloons displaying details of Information Line and Website.

Fleece and polo shirts were available for all ICSP staff, these contained the message "Screening Saves Lives" and were provided for staff participating in the min marathon.

10.0 EVALUATION

Strategies	Output	Target Group
Self-registration forms	Numbers received	ICSP Administration
Awareness activity evaluation	Evaluation of health promotion activity in Limerick	Health professionals in Limerick
Cervical screening uptake	Evaluation of smears taken from the smertakers offering dedicated sessions.	Women with an Limerick address participating in the ICSP
Evaluation plan	Plan implemented. Process, Impact and Output data collected. Report produced.	ICSP Management Smertakers Community

10.1 Self-Registration Form Evaluation

- **740 Registrations were received during and following the awareness campaign**
- **36% (266) were new registrations to the ICSP**

The fact that over a third of the Registrations received were not previously on the CSR is quite significant, as the Programme receives updates from the Department of Social, Community and Family Affairs on a monthly basis. However it has been noted that there have been some issues arising from the DSCFA information supply and its usability.

Of the women who were previously Registered with the ICSP **44.3%** had previous Programme smears. However the table on the change of details where there were new or updated details on Registration strongly supports the procedure of Self Registration as a means of maintaining an accurate database.

Percentage	Details Updated
52.74	Birth Name
42.61	Middle Name
38.18	Mother's Maiden Name
35.44	Address
4.85	Name
4	PPSN
1.05	DOB
50.42	Telephone Number

The vast majority of Registrations (58%) were received on the campaign Self Registration form. There was an interest among MWHB employees with 22% of the Registrations received from staff. The newspaper adverts accounted for 11% of registrations. A further 8% of women registered via the Information Line during the campaign, while the figures for the ICSP website indicated that only 1% of women chose this as a means of Registration.

10.2 General Practice Campaign Activities

Pre-campaign meetings were held with Limerick smertakers, a choice of two dates were offered to facilitate the number of smertakers in the Limerick City area. These were run on the 12th and 18th of September 2003. The aim of these sessions was to outline the

proposed strategy for the campaign and to determine any other requirements that the smartakers might encounter.

The Smartakers were very supportive of the initiative in the Limerick City area with 11 smartakers offered dedicated sessions such as out of hour's sessions during the campaign which were required to support women's needs. A Saturday session was secured in the Family Planning Clinic during the campaign.

The number of Smartakers (approx. 100) in the Limerick area prevented us from advertising the dedicated sessions on our print material. However the campaign posters facilitated the Surgeries advertising such sessions and Smartakers were encouraged to display these in their surgeries..

Participating General Practitioners and Practice Nurses who offered dedicated sessions provided campaign feedback via a questionnaire designed to evaluate the campaign (Appendix 13.10).

According to the Smartakers (11) who had offered dedicated sessions during the campaign:

- Of the smartakers who provided information concerning previous screening histories for women **indicated that 18% of the women that they screened during the campaign had *not* been screened previously.**
- Smartakers indicated that it **was more than 4 years since a further 29% of the women had been screened**
- **Approximately 58% of the women who were screened during the campaign were not previously registered with the ICSP.**
- The Promotional Campaign was the main influencing factor for women to have a smear test:
Promotional Campaign 65%
Smartaker 13%
- 71% of the Smartakers who responded agreed that the ICSP material adequately supported the needs of the campaign
- Half of the respondents felt that the awareness campaign worked well.

Smartakers suggested that the supporting promotional material, which was not available until commencement of the campaign, should be distributed a couple of weeks prior to campaign start date. They also felt it might be beneficial to include practice address on the campaign leaflet. One comment suggested that advertising on local radio should have occurred before the 2 week period.

In relation to the Saturday Clinic the feedback suggested Saturday Smear Clinic had not been advertised for people outside Limerick City, all smear requests taken on that Saturday were local. However it should be acknowledged that the ICSP did not actually advertise any of the dedicated sessions – this was left to the practice.

10.3 Smear Notification Evaluation

Though the Limerick awareness campaign was run from 6th – 18th October 2003 and dedicated sessions were offered during this period, the campaign extended beyond these

dates. While women's awareness may have been heightened during this time they may not have attended for a smear test immediately. The ICSP invitation letter at this time offered women 6 weeks to attend for a smear test. These factors influenced the ICSP decision not to contact the laboratories for feedback on the number of smears taken during the Limerick Campaign due mainly to the length of the campaign and the number of Registered Smear takers in the Limerick area.

10.4 Information Stands and Workplace Sessions

The ICSP team working within the community at the information stands and attending workplace information sessions felt such contact with women was an invaluable opportunity to 'get a feel' for what women were thinking about cervical screening. Both of these strategies effected the single biggest generation of self-registration forms.

In discussion with women the following was concluded:

- **A high proportion of women were not aware of the ICSP, or the cervical screening service and entitlements available to them within the Programme.**
- Advertising and promotion was a bigger driver of the awareness campaign than media relations due to the repetitive nature of the message.
- Women viewed the "Free Draw" incentive for the completion of the self-registration form as a positive.
- Workplace visits were very well received and supported, and generated high proportions of the self-registrations that were received.
- The winner of the Registration draw had completed the self-registration form during an information session delivered in the workplace.
- Women coming to get balloons for children enabled an opportunity for discussion with women about the ICSP and their screening needs.
- Women were delighted with the receipt of a pen or handbag mirror as a give-away gift.

Limerick City offers numerous shopping centres and outlets for the city and local population. It was decided to target the larger centres and those serving somewhat disadvantaged areas.

10.5 Public Relations

During the previous Ennis Awareness Campaign a number of difficulties became apparent with regards to shared responsibilities between 2 parties involving graphic design and printing. The ICSP looked at measures to overcome such concerns. This resulted in the following:

- ICSP in conjunction with Avid Graphic Design developing the print material. This allowed more flexibility and control over the design element for the graphic design and printing to be managed by the ICSP on contract
- Advertising print material was developed by Setanta
- Radio advertising and print media was well managed by Setanta Communications Ltd.

11.0 LESSONS LEARNT

11.1 Planning

- The planning of any campaign is crucial and needs to be agreed well in advance with all stakeholders.
- Community development is an essential component of Health Promotion and needs to be incorporated in the planning.
- Smartakers need to be involved in the planning stage and any evaluation details and information required from the smartakers to be agreed.

11.2 Smartakers and Other Participants

- The campaign objectives should be agreed well in advance and the role of all participants should be clearly defined to assist in the evaluation process.
- Meetings with participants should be kept to a minimum and dates agreed at the outset with smartakers.

11.3 Evaluation

- The evaluation objectives and scope of the initiative should be clearly defined in advance and incorporated into the campaign strategy at the planning stage.
- Data sources should be identified and evaluation tools developed and in the planning stage.

11.4 Campaign Material

- Supporting promotional material should be distributed well before the campaign start date.
- Graphic design and printing managed by the ICSP on contract allows more flexibility and control over design.

11.5 Organisational Resources

- Management support, administrative support and human resource are required from the Programme to support and manage an awareness campaign of this nature.
- ICSP staff must be fully informed on all aspects of the campaign. This is essential for administration and register staff dealing with the enquiries to the Information Line and the Programme in general.

12.0 CONCLUSION

The ICSP has successfully determined its capacity to identify a large region in the MWHB region, consider the screening needs of women and develop appropriate strategies to support the increased participation of women. By building on the experience of these initiatives and further incorporating international evidence in health promotion this can now be replicated in other areas.

The evidence from this initiative supports targeting women in regional areas to raise awareness about cervical screening and the service available. Community development and networking with community groups and service providers offer a framework for delivering the services of the Programme to women. The importance of the information sessions should not be overlooked as direct contact has been an influential factor for many

women's choices. The workplace setting provides an opportunity to target women as a group which has proven to be quite effective.

While working in partnership with other sectors is a key strategy within health promotion this step seeks to further develop the capacity of other organisations to develop and support health promotion programs, particularly within General Practice. The inclusion of smeartakers in a cervical screening intervention prolongs the health gains potential, which may result from a campaign as ongoing support and focus for screening remains within the community after the campaign is finished. The role of the Smeartaker as a health educator at a community level supports the implementation of health promotion programs that are consistent with community development.

The Ottawa Charter framework was found to be an appropriate tool in structuring an overall approach to undertake community development.

Appendix 13.1

OTTAWA CHARTER

Build Healthy Public Policy

Health promotion goes beyond health care. It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.

Health promotion policy combines diverse but complementary approaches including legislation, fiscal measures, taxation and organizational change. It is coordinated action that leads to health, income and social policies that foster greater equity. Joint action contributes to ensuring safer and healthier goods and services, healthier public services, and cleaner, more enjoyable environments.

Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors, and ways of removing them. The aim must be to make the healthier choice the easier choice for policy makers as well.

Create Supportive Environments

Our societies are complex and interrelated. Health cannot be separated from other goals. The inextricable links between people and their environment constitutes the basis for a socio-ecological approach to health. The overall guiding principle for the world, nations, regions and communities alike, is the need to encourage reciprocal maintenance - to take care of each other, our communities and our natural environment. The conservation of natural resources throughout the world should be emphasized as a global responsibility.

Changing patterns of life, work and leisure have a significant impact on health. Work and leisure should be a source of health for people. The way society organizes work should help create a healthy society. Health promotion generates living and working conditions that are safe, stimulating, satisfying and enjoyable.

Systematic assessment of the health impact of a rapidly changing environment - particularly in areas of technology, work, energy production and urbanization - is essential and must be followed by action to ensure positive benefit to the health of the public. The protection of the natural and built environments and the conservation of natural resources must be addressed in any health promotion strategy.

Strengthen Community Actions

Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health. At the heart of this process is the empowerment of communities - their ownership and control of their own endeavours and destinies.

Community development draws on existing human and material resources in the community to enhance self-help and social support, and to develop flexible systems for strengthening public participation in and direction of health matters. This requires full and continuous access to information, learning opportunities for health, as well as funding

support.

Develop Personal Skills

Health promotion supports personal and social development through providing information, education for health, and enhancing life skills. By so doing, it increases the options available to people to exercise more control over their own health and over their environments, and to make choices conducive to health.

Enabling people to learn, throughout life, to prepare themselves for all of its stages and to cope with chronic illness and injuries is essential. This has to be facilitated in school, home, work and community settings. Action is required through educational, professional, commercial and voluntary bodies, and within the institutions themselves.

Reorient Health Services

The responsibility for health promotion in health services is shared among individuals, community groups, health professionals, health service institutions and governments. They must work together towards a health care system, which contributes to the pursuit of health.

The role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services. Health services need to embrace an expanded mandate, which is sensitive, and respects cultural needs. This mandate should support the needs of individuals and communities for a healthier life, and open channels between the health sector and broader social, political, economic and physical environmental components.

Reorienting health services also requires stronger attention to health research as well as changes in professional education and training. This must lead to a change of attitude and organization of health services that refocuses on the total needs of the individual as a whole person.

Appendix 13.2 – Campaign Concepts

Irish Cervical Cancer Screening Programme Creative Rationale

A number of approaches have been explored in the following scripts, highlighting different aspects of the Cervical Cancer Screening Programme and using a variety of persuasion techniques. Due to the delicate nature of smear tests and screening, it is important to strike the right tone across all communications.

“Hairdresser”

This commercial illustrates that making an appointment for a cervical smear test is as easy as making an appointment for the hairdresser, but infinitely more important for our long term health. If we've got our priorities right then registering with the ICSP should be very high on our agenda. It also points out that the ICSP is an ongoing programme which starts with the first crucial appointment.

“Girl Talk”

This commercial addresses the worries and concerns that some women feel about going for a smear test. In this case a friend has come in with the girl taking the smear test to offer moral support, only to find that none is needed. It strikes a friendly and reassuring tone.

“It's Better To Know”

This commercial is slightly darker in tone and likens not knowing that you have cervical cancer to being unaware of a cheating partner. In both cases, even though it can be painful, it's always better to know and the only way to detect cervical cancer is by taking a smear test. It also reminds us that once we are aware of the problem, we can deal with it effectively in most cases.

“Make Smear Test A Nice Word”

For many women “smear test” is not a pleasant name and if you haven't yet taken one and don't know what's involved, it can have quite nasty connotations. The purpose of this commercial is to remind people of all the positive benefits of regular smear testing and to highlight the fact that registering with the ICSP and taking smear tests could be a real life-saver.

“Spread The Word”

This commercial reminds us of the importance of regular screening and encourages us to talk about it. As it is not a topic that is commonly discussed, some women may be unaware of just how necessary it actually is.

The women who are diagnosed with cervical cancer each year are all someone's loved ones and it could easily happen to ours. We are asked to remind the women in our lives - our sisters, friends, girlfriends, mothers - of the risks of cervical cancer and to encourage them to register with the ICSP. This is a strong call to action and getting people talking is an ideal way to bring this issue to prominence.

“Pop The Question”

This is a more light-hearted way of delivering the same message as the above script. Again it highlights the fact that making sure that the women we love are protected against cervical cancer through regular screening is up to all of us individually. The message is “Show someone you love just how much you care by asking them to register”.

Irish Cervical Screening Programme Spreads the Word in Limerick

14th October 2003

The Irish Cervical Screening Programme (ICSP) is reminding women that regular smear tests are the only way to prevent cervical cancer. Their current Limerick-focused campaign is based on the theme of 'Spread the Word' with leaflets and posters available throughout Limerick city. More than 100 women in Ireland die each year from this largely preventable cancer, which has a lifetime risk of 1 in 25 up to age 75. Without screening it will become more common. The Irish Cervical Screening Programme provides free smear tests every 5 years for women aged 25 to 60 in the Mid-Western Health Board Area.

The campaign in Limerick is encouraging people to **'Spread the Word'** by asking a woman they care about 'to have a smear today'. The aim is to raise awareness of the ICSP and to encourage women to attend for screening.

The Programme invites women aged 25 to 60 years who have not had a smear in the last 4 years to contact an ICSP Registered Smeartaker to discuss having a FREE smear test. See www.icsp.ie for details of ICSP registered Smeartakers.

Extensive local press and radio advertising is being supported by workplace visits and information stands at Dunnes Stores around the city (Thursday 16th at the Jetland Centre, Ennis Road; Friday 17th at Howleys Quay; and Saturday 18th at Parkway Shopping Centre).

Deleted: presentations in workplaces

The Limerick Smeartakers (doctors and nurses) who play a vital role in the Programme, are also making special efforts to encourage women to register and participate in the programme. Details of dates and times of dedicated smear taking clinics in Limerick are available on the website www.icsp.ie, or by calling the ICSP Information Line CallSave 1850 252 600.

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One of the main benefits of registering with the programme is that women are invited by letter to attend for free cervical screening. When the result is received the ICSP then

aims to ensure that women are notified about their test results. Follow-up smear tests and further examinations are offered as recommended by the laboratory. Results of a woman's smear tests are linked even if different smertakers or laboratories have carried out the tests. All smear results contribute to the programme regularly monitoring the quality of smertaker and laboratory services.

Women aged 25 – 60 years who register during this campaign will also be entered into a Free Draw for a €250 Fashion Voucher at Gilly Walkers, Limerick. The Programme accepts registrations from women already registered with the ICSP, as there is some additional information required and it will allow the programme to update its register.

Dr. Marian O'Reilly, Director, of the ICSP said, "Cervical cancer affects the cells lining the neck of the womb and is most commonly found in the in the 40 – 60 age group, so the Programme targets women aged 25 – 60 years by offering them free smear tests. Regular cervical screening can detect cell abnormalities which, if detected and treated early, can be prevented from developing into cancer.

"The big advantage for women registering with the programme is that not only are the smear tests provided free but we also remind women when to have follow-up smears, helping to reduce the worry for them of having to remember appointments.

"The ICSP is Phase 1 of a National Cervical Screening Programme and is part of the National Cancer Strategy covering the Mid Western Health Board area. In time the National Programme aims to reduce the incidence of, and the death rate from, preventable cervical cancer. So, **SPREAD THE WORD** and ask a woman you care about to have a smear today."

ENDS

Further information on the Limerick campaign contact:

Fiona Treacy, Promotion Officer, 061 461186.

DATE 14/10/03

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The Irish Cervical Screening Programme Announces the Prize Winner of the Limerick Awareness Campaign

The Irish Cervical Screening Programme (ICSP) today (Thursday 19th November) announced the prize winner from their Registration draw as part of its recent Spread the Word Campaign. The Director of the ICSP, Dr. Marian O'Reilly, presented the prize of a shopping voucher for Gilly Walkers fashion valued at €250 to Ms. Anisa Moynihan, Croom.

Dr. O'Reilly commented, "We are currently updating the cervical screening register and we are delighted with the response to the campaign so far. It appears to have had a very positive impact on the target audience within the Limerick area." The Spread the Word Campaign in Limerick ran over a two week period in October, with the intention of encouraging women to register with the programme and avail of free cervical screening. The Irish Cervical Screening Programme aims to increase awareness regarding the importance of regular cervical screening for women aged between 25 and 60 years and its key message for women is that regular smear tests save lives.

ENDS

Further information from:

Fiona Treacy, Promotion Officer, Irish Cervical Screening Programme. *Tel:* 061 461186 / 087 968 1700

Michael Moloney, Setanta Communications Ltd. *Tel:* 01 676 2429 / 087 258 7264

Appendix 13.5 - Radio Advert

Irish Cervical Cancer Screening Programme

Length 50''

'Spread The Word'

Voice: Ruth McCabe:

NO SFX

VOICE TONE: SERIOUS/NEWSREADER AT THIS STAGE

FVO: More than one hundred women in Ireland will die from Cervical Cancer this year.

Will one of them be your mother, your sister, your partner, your friend, your girlfriend or even yourself?

**CHANGE VOICE TONE TO FRIENDLY/HOPEFUL
PERHAPS USE MUSIC UNDER; UPBEAT CLASSICAL:
E.G UPBEAT PART OF 4 SEASONS**

Regular Smear Tests are the **ONLY** way to prevent cervical cancer.

The Irish Cervical Screening Programme provides FREE Smear Tests every five years for women aged twenty five to sixty in the Mid-Western Health Board Area.

Spread the word.

If everyone who hears this message asks a woman they care about to have a smear, hundreds of lives could be saved.

For details, log onto icsp.ie, talk to a doctor or nurse or see the local papers.

Ask A Woman You Care About
To Have a Smear Today.

Spread the word...

More than 100 women in Ireland will die from cervical cancer this year.

Will one of them be your mother, your sister, your partner, your friend, your girlfriend...

or even yourself?

Regular smear tests are the ONLY way to prevent cervical cancer. The Irish Cervical Screening Programme provides FREE smear tests every 5 years for women aged 25 to 60 in the Mid-Western Health Board Area.

Spread the word...

If everyone who sees this advertisement asks a woman they care about to have a smear, hundreds of lives could be saved.

For more details visit www.icsp.ie or CallSave 1850 252 600.

Ask a woman you care about to have a smear today.



limerick cervical screening campaign

ICSP SELF REGISTRATION FORM

Personal Public Service (PPS) Number
(Previously RSI number)

NUMBERS						LETTERS	
<input type="text"/>							

Date of Birth

<input type="text"/>	<input type="text"/>	<input type="text"/>
DAY	MONTH	YEAR

Surname

First Name

Middle Name

Surname at Birth

Mother's Maiden Name

Address

<input type="text"/>							
<input type="text"/>							
<input type="text"/>							
<input type="text"/>							
<input type="text"/>							

Contact phone number

Complete this form to register using BLOCK capitals and post back to us FREE of charge at:

Irish Cervical Screening Programme,
Top Floor,
South West Wing,
St Joseph's Hospital,
Mulgrave Street,
FREEPOST LK407,
Limerick

All information is confidential.

Win!

Complete and return this registration form by 1st November 2003 and be entered for a free draw to win a €250 fashion voucher at Gilly Walker, Limerick.

Appendix 13.7 - Campaign Leaflet

Appendix 13.8 - Campaign MWHB Staff Flyer

Appendix 13.9 - Campaign Poster

Appendix 13.10 - Smertaker Questionnaire

Feedback on Limerick Awareness Campaign

- 1) How many smears did you take from 6th to 18th October during the time of the Awareness Campaign? _____
- 2) When were these women previously screened?
Never
More that 4 years ago?
Within past 4 years?
- 3) Were these women previously registered with the ICSP?
Yes No
- 4) What factors most influenced women's decision to have a smear test?
 - a. Smertaker
 - b. Promotional Campaign
 - c. Other
- 5) How would your practice rate these women's knowledge of their
 - Cervical Screening needs
Excellent Very Good Satisfactory Poor
 - The ICSP
Excellent Very Good Satisfactory Poor
- 6) Did your Practice find an increase in the volume of queries about cervical screening and or ICSP as a result of this Awareness Campaign?
Yes No
- 7) The promotion information (ICSP literature) provided adequately supported the needs of this Campaign.
Strongly Agree Agree Disagree Strongly Disagree
- 8) This Practice feels that the Awareness Campaign worked well.
Strongly Agree Agree Disagree Strongly Disagree
- 9) What did you feel might need to be improved in the recent Limerick Awareness Campaign?

Comments:

Practice Stamp: