



The campaign reached over 375,000 people across Greater Manchester



Greater Manchester Cancer Alliance

Greater Manchester Cancer Alliance Skin Pathway Board Sun Safety & Skin Cancer Awareness Campaign

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Background:

There is a continuing increase in skin cancer diagnosis across Greater Manchester. The majority of skin cancers are caused by exposure to Ultra-Violet light (UV). The Skin Pathway Board identified that work needed to be done in Greater Manchester to reinforce prevention messaging around sun safety / protecting skin from UV damage and promote early diagnosis by raising awareness of signs and symptoms of skin cancer.

Three demographic groups were selected due to potential increased risk and/or benefit of sun safety promotion - Over 50s, from areas with least deprivation - LGBTQ+ community - Parents of young children

Methodology:

A task-and-finish group was established to have input and oversight of the whole campaign. This included; Comms and Engagement Manager, Clinical Lead for Skin Cancer, Pathway Manager for Skin Cancer, 2x patient representatives, Consultant Dermatologists, Skin Clinical Nurse Specialists and Physician Associate. The group met fortnightly during the run up and for the duration of the campaign period.



Sun Safety Week & Social Media Campaign

Concept developed – “now that’s sun smart”. The creative is bright and colourful, taking cues from seaside scenes. The concept is made up of modular blocks, using animation to create eye-catching social media posts. A range of messages were created, some generic, some focusing on the three demographic groups identified.



Delivery:

Targeted Facebook ads were used across Greater Manchester during May. Posts were sent from our own channels. (Twitter, Facebook, Instagram and LinkedIn). Distributed via our comms calendar, with use of hashtag #GMSunSmart to allow us to track usage. In addition, an advertorial article featuring a local skin cancer case study was published.



Facebook Adverts during Sun Awareness Month 01/05/2024 to 31/05/2024
8 Facebook ads - Reach: 34,305 - Impressions: 179,983 - Thru plays (video watched 15 seconds or more): 150,259

An article featuring a skin cancer patient was published in the Manchester Evening News, and also promoted via the MEN social media channels, and “In Your Area” (local news feeds within Greater Manchester).

"Don't be like me, you don't want to go through what I've been through" - the survivor throwing his support behind an NHS sun safety campaign - Manchester Evening News

- 2.8k people read the article (with an average dwell time of 6m49s)
- Facebook post generated just under 29k impressions, with 6.5k clicks
- 10,705 people saw the article via “In Your Area”