

Detect Cancer Early

Lung cancer campaign briefing

What?

A bold new Scottish Government lung cancer campaign, entitled 'Settling In', is set to launch on **31 May 2021** and run for five weeks across Scotland.

The campaign has been designed to encourage people aged 40+ to contact their GP practice without delay if they have potential lung cancer symptoms, highlighting that the sooner it is found, the easier it is to treat.

The campaign will direct people to **getcheckedearly.org** where they'll find information on potential lung cancer symptoms, the benefits of the disease being found early, and advice on accessing GP practice services during the COVID-19 pandemic.

getcheckedearly.org

Why?

The campaign has been developed in response to:

- statistics which show **25 per cent fewer lung cancers are being diagnosed** now, compared to pre-COVID-19.
- attitudinal data which shows a **reticence to contact the NHS** during the ongoing pandemic, with almost a third (29 per cent) saying they would avoid seeking medical help for an urgent, non-coronavirus health concern.
- similarity of lung cancer symptoms to those of COVID-19 (i.e. cough) resulting in **people delaying seeking help** believing they should stay at home to reduce their infection risk.

Supporting media will highlight that NHS services are open, however due to the ongoing pandemic, people may access them differently, to manage patient expectation that they may not be seen face to face by a GP.

It will also reinforce that cancer remains a priority for the NHS to counter any perceptions that diagnostic tests or cancer treatment have reduced as a result of the pandemic, and encourage people to present without delay.

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The campaign

The campaign depicts a fictional character representing lung cancer who is 'settling in' to a room reminiscent of a lung. The viewer hears muffled coughing and breathlessness coming from the outside, showing how lung cancer has just moved in, with boxes surrounding the place.

The creative for the campaign was developed following testing which identified that the message delivery clearly links symptoms to lung cancer. This route also offered the greatest support to the early detection message. It creates an uncomfortable feeling, prompting motivation to act. This puts the audience on alert.

The campaign encourages people aged over 40 to not let lung cancer 'make itself at home' by contacting their GP practice without delay if they have a persistent new or different cough, and / or unusual breathlessness for three weeks or more.


It will involve TV, radio, digital, print advertising and PR, and will run for two weeks, with a week break, and then an additional two weeks, culminating at the end of June.


Although the call to action is for people with symptoms to contact their GP practice, we want to provide assurance that we do not anticipate practices will be overwhelmed as a result (based on previous national awareness campaigns). Campaign responses will be monitored to ensure we scale back activity if required.


If you have any feedback in regards to this, please get in touch via Becky Inglis

becky.inglis@gov.scot

How can you help?

 Access and use **supporting campaign materials** – a full campaign toolkit with links to social media assets and posters will be circulated in advance of launch.

 Share content from the wee c's Facebook page: www.facebook.com/theweec

 Get in touch if you have any **survivor stories** that may help nudge someone to act early.

For more information or to feedback, contact Becky Inglis at Scottish Government's Marketing Department via becky.inglis@gov.scot or our PR agency Smarts: dce@smarts.agency

