

World Cancer Day 2013: Myths and misconceptions about cancer and the use of the internet and social media as the main communication strategy in Brazil

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INTRODUCTION

In 2013, the Union for International Cancer Control (UICC) proposed to countries to start a campaign for the World Cancer Day (4th February) focused on Target 5 of the World Cancer Declaration: Dispel damaging myths and misconceptions about cancer. The proposal was to run local campaigns and to approach four myths that need to be deconstructed: Cancer is just a health issue; cancer is a disease of the elderly and wealthy developed country; cancer is my fate; cancer is a death sentence.

From the analysis of the myths and Brazil's social-political, economic and cultural conditions, INCA proposed an adaptation to the theme to attend the main concerns of Brazilian population.

What do you know about Cancer?

OBJECTIVE

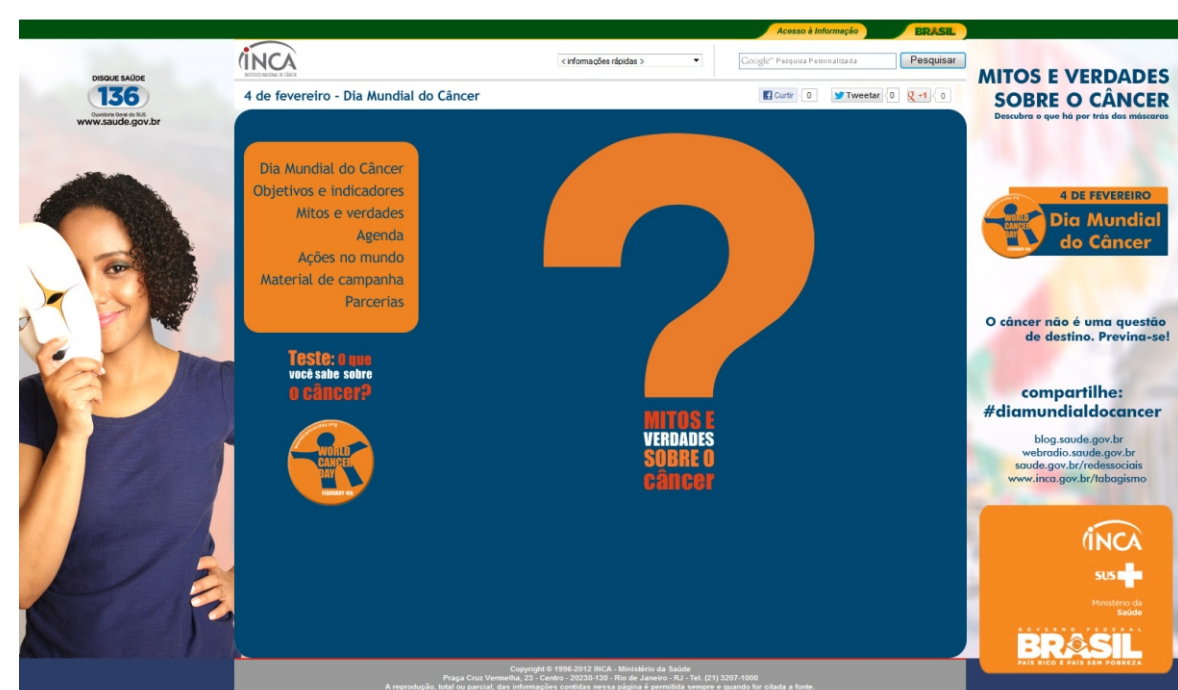
To produce a campaign in Brazil with high visibility and low cost.

GOALS

- Deconstructing wrong pre-established beliefs and values that are part of the social imagination, so to unmask the sense that cancer is a synonym of death and incurable illness;
- Informing and stimulating the debate regarding the myths and truths about cancer;
- Disseminating prevention and early detection as a way to reduce premature deaths caused by the illness;
- Promoting a healthy lifestyle so as to prevent illnesses and improve people's life quality.

METHODS

Launch in February by INCA (National Cancer Institute). The main strategy was to **produce actions** in the Internet and social media, with the support of the press office. The creative concept emphasized the global message, building a relationship with the carnival. One of the key actions was based on the **hotsite**, with a **quiz** that addressed the most frequently myths and misconceptions. The campaign started with the issue: Is cancer my fate? The plan includes support actions in the World Health Day (April 7), World No Tobacco Day (May 31) and on October Rose.



Myths and truths about cancer: 4 February - World Cancer Day - Stay tuned for campaign launch and find out what is behind the masks



OTHERS ACTIONS

1) Distribution of campaign ads, mask-shaped leaflets and banners through out the facilities of INCA, with the support of INCA and the Ministry of Health's partners. In carnival blocks, the distribution was carried out by representatives of the INCA's Communications team.

mask-shaped leaflets (front)

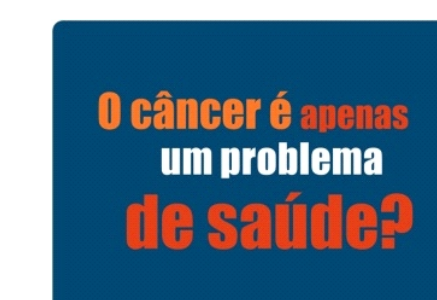
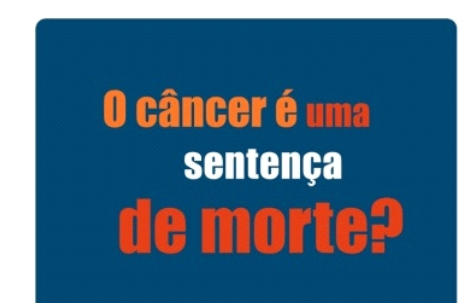
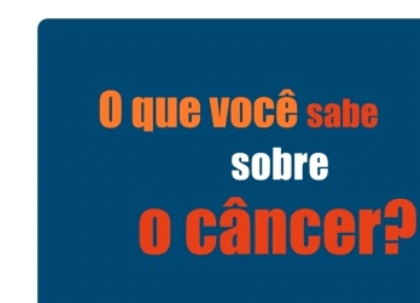
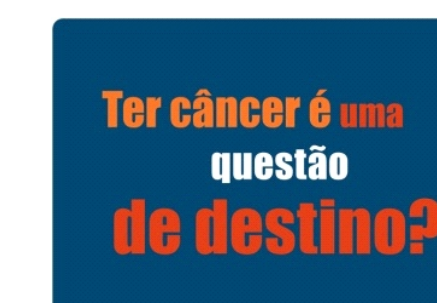
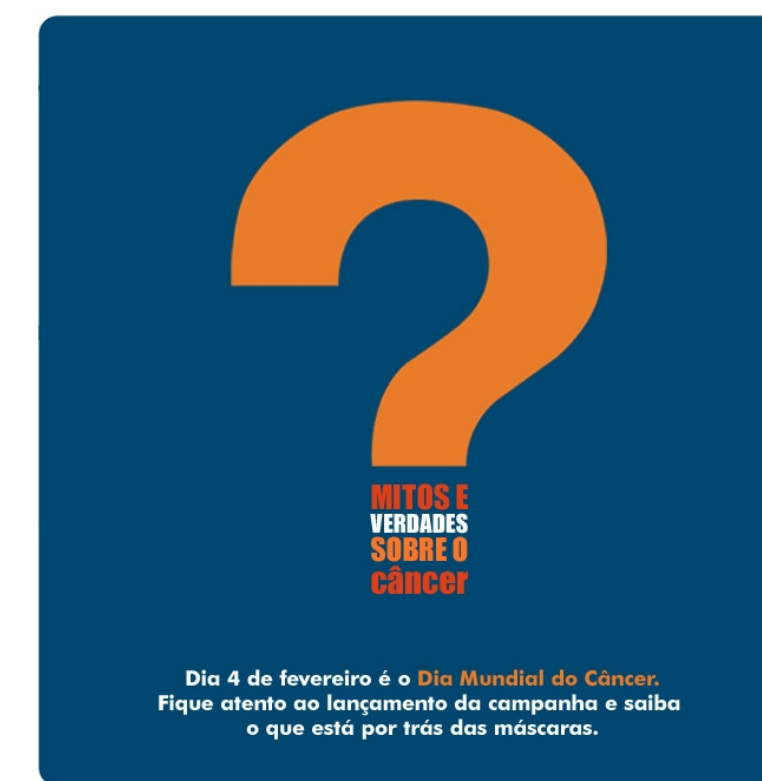


mask-shaped leaflets (back)



2) Internal actions: employees received first the campaign materials.

- Postmaster (internal newsletter);
- Teasers (question format) sent to the employees INCA e-mails through institutional staff.
- Bulletin Board: The bulletin boards relied on poster and text in the "Journal".
- Intranet: Three articles were produced to INCA's intranet.
- Material distribution: Actions were carried out distribution of mask-shaped leaflets in units of INCA. Employees received information about the campaign and were told to take mask-shaped leaflets to family friends. The goal here was to inform the internal public firstly, for them to be also the campaign representatives and multipliers.



3) Lighting the Sugar Loaf cable car with the colors orange and blue. Airline Sugarloaf Mountain (cable car) released information about the campaign on their TV network and internal lit space Guanabara Bay (where the restaurants are located)



4) Other external communication actions: Articles published in INCA Website, in the section "Agency News", directed to journalists and media channels; The campaign releases were sent to the press, with the support of the press office service (FSB).



RESULTS

The strategy was effective, facing the challenge of gaining visibility in the media on the eve of Carnival, the most popular party in the country. In just four days: access to INCA Website increased 35%, hotsite campaign received 1400 visitors, 500 users completed the quiz; 160.000 views on the Facebook and 50.000 shares. In traditional media, the campaign was cited in 10 print media and had good results on TV, with 4 live interviews on different channels.

Summary accesses to INCA internet tools		
Tool	Access February from 4th to 7th	Access January from 28th to 31st
Website INCA	36.010	26.822
Hotsite World Cancer Day	1.371	not available
Quiz	479	not available

Social Media

The social media campaign, developed with support from the Ministry of Health, from February 4th to 8th also got a good response from internet users, as shown in the tables below:

FACEBOOK	
Posts	11
Views	162.998
Sharings	48.175
Likes	2.927
Comments	85
TWITTER	
Posts	10
RT's	240
Favoritos	19

- In the carnival blocks, the campaign material were well received. Many people asked for the mask-shaped leaflets to distribution teams and few units were discarded. However, we couldn't talk too much with revelers.
- Internally, the action was well received. The speech to show the importance of the worker to spread the INCA message by different sites was admired by employees.

CONCLUSION

The use of internet and social media proved to be a cost-effective strategy. The actions in traditional media (newspaper and TV) potentiated the reach of the campaign.

