

**1999/2000 SunSmart West Aussies
Campaign Evaluation**

By

Geoffrey Jalleh & Rob Donovan

CBRCC Report 000623

TABLE OF CONTENTS

	Page No
EXECUTIVE SUMMARY	1
1. INTRODUCTION	6
2 THE EVALUATION	7
2.1 Survey Methods	7
3. RESULTS	8
3.1 Sample Characteristics	8
3.2 Attitudes Towards Skin Cancer and Suntan	9
3.2.1 Perceived susceptibility to skin cancer	9
3.2.2 Self-efficacy	10
3.2.3 Attitude towards suntan	10
3.3 Sunburnt Status	10
3.3.1 Sun protection behaviour on the preceding day	11
3.4 Sun Protection Behavioural Status	12
3.5 Sun Protection Behaviour Score	13
3.6 Advertising Exposure	14
3.6.1 TV advertising cut-through (Cued ad recall)	14
3.6.2 Advertising reach (Prompted recognition)	15
3.7 Ad Reaction and Message Take-out	17
3.7.1 Reaction to the ads	17
3.7.2 Message take-out	18
3.8 Behavioural Indicators	19
3.8.1 Ad impact	19
3.8.2 Likelihood of using sun protection and checking the skin regularly	20
4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	23

TABLE OF CONTENTS

APPENDICES

Appendix 1: Scripts of the SunSmart ads

Appendix 2: The questionnaire

Appendix Table 1: Sun protection behaviours of the survey respondents

Centre for Behavioural Research in Cancer Control

Division of Health Sciences

Curtin University of Technology

Geoffrey Jalleh BCom (*Hons*) MPH

Research Fellow

Robert J. Donovan BPsych (*Hons*) PhD

Director

Citation

The citation below should be used when referencing this work:

Jalleh G and Donovan RJ. 1999/2000 SunSmart West Aussies Campaign Evaluation. Centre for Behavioural Research in Cancer Control, Division of Health Sciences, Curtin University of Technology, Perth, 2000.

ACKNOWLEDGMENTS

The Cancer Foundation of Western Australia (CFWA) implemented the ‘SunSmart West Aussies’ campaign with funding from the Western Australian Health Promotion Foundation (Healthway). CFWA acknowledges the support given by the Anti-Cancer Council of Victoria in developing the survey tool and methodology.

EXECUTIVE SUMMARY

During the summer of 1999/2000, CFWA implemented the second year of a three year mass media campaign “SunSmart West Aussies”. The media campaign is a component of a three year community-based intervention project. The main communication objective of the media campaign is to promote and reinforce the importance of sun protective behaviour among young Western Australian adults aged 18 to 35 years.

In the first year of the media campaign, the “How to remove a skin cancer” TV ad was screened throughout WA. In the second year of the media campaign, the “How to remove a skin cancer” ad and two other TV ads (“Timebomb” and “SunSmart watch”) were screened. In the second year of the media campaign, a radio ad (“Bomber”) was also aired in the metropolitan area.

The survey method was similar to the 1998/1999 evaluation. A series of cross-sectional telephone surveys of the target population was used to measure campaign outcomes. Six post-surveys were conducted at two-weekly intervals following commencement of the campaign. In each survey, approximately 100 respondents were interviewed, and males and females were equally represented. A total of 605 respondents was surveyed.

The Centre for Behavioural Research in Cancer Control (CBRCC) was commissioned by CFWA to report on the results of the 1999/2000 media campaign evaluation.

SUMMARY OF MAJOR FINDINGS - CONCLUSIONS AND RECOMMENDATIONS

- The vast majority of respondents disagreed with the statement: “There is only a little chance that I will get skin cancer even if I get sunburnt” (males: 75%; females 87%). However, a substantial proportion of respondents, especially amongst males, agreed with the statement: “I hardly ever think about getting skin cancer” (43% vs 28%, $p=.000$). There were no changes in perceived susceptibility to skin cancer during the campaign.

- Approximately 1 in 5 respondents agreed with the statement: “I find it difficult to protect myself from the sun”. Males were significantly more likely than females to agree (25% vs 18%, $p=.044$). For both males and females, there was a decrease in the proportion who agreed with the statement during the campaign (from 28% to 22%; and 21% to 15%, respectively).
- Approximately 1 in 2 respondents agreed with the statement: “A suntanned person looks more healthy” (males: 51%; females: 46%), and 1 in 3 respondents agreed with the statement: “Once you get a suntan it is easier to enjoy the summer months” (33%). Males were significantly and substantially more likely to agree with the latter statement than females (40% vs 26%, $p=.000$). During the campaign, there was an increase in the proportion of males who agreed with each of these two statements (from 49% to 53%; and 37% to 44%, respectively). There was no change amongst females.
- A small but significant percentage of respondents agreed with the statement: “Having a suntan protects your skin from skin cancer” (males: 13%; females: 5%, $p=.000$). During the campaign, the proportion who agreed with this statement increased amongst males and decreased amongst females (males: 10% to 16%; females: 7% to 3%).
- The percent of respondents who were sunburnt on the preceding weekend appears to be related to the mean UV index and temperature on the day of the survey. For example, the percent of respondents who were sunburnt was substantially higher when the UV index was between 11.0 and 12.5 compared with between 7.0 and 8.0 (31% vs 14%).
- Females were significantly more likely than males to report that they ‘always/usually’ stay out of the sun in the middle of the day (73% vs 44%, $p=.000$); seek shade when in the sun (80% vs 56%, $p=.000$); and to put on sunscreen (74% vs 61%, $p=.001$).
- Males were significantly more likely than females to report that they ‘always/usually’ wear a hat (67% vs 52%, $p=.000$) and wear protective clothing (72% vs 54%, $p=.000$).
- A high percentage of both males and females reported that they ‘always’ wear sunglasses (males: 68%; females: 72%). A further 13% of males and 14% of females reported that they ‘usually’ wear sunglasses.

- A ‘sun protection behaviour’ score was computed on the six sun protection behaviours (i.e., put on sunscreen, wear a hat, wear protective clothing, wear sunglasses, stay out of the sun in the middle of the day, seek shade). Overall, 99% ‘always/usually’ adopted one or more behaviours to protect themselves from the sun in summer. Two in three respondents (66%) adopted four or more of these behaviours.
- Cued recall of any SunSmart advertising was 31%. This relatively low cued recall may be influenced by the substantial proportion who claim they do not know the main messages in the ads.
- As in 1998/1999, in 1999/2000, the “How to remove a skin cancer” ad achieved a high reach at 86% prompted recognition in the first post-surveys and remained around this level over the later surveys (peaked at 94% in the sixth post-survey).
- Prompted recognition of the “Timebomb” ad was between 40% and 50% in each of the post-surveys.
- Prompted recognition of the “SunSmart watch” ad increased gradually from 6% in the first post-survey to 23% in the sixth post-survey (peaked at 30% in the fifth post-survey).
- Prompted recognition of the “Bomber” radio ad showed a similar pattern as the “SunSmart watch” ad with a low of 14% in the first post-survey and a high of 48% in the sixth post-survey.
- The main reaction to the ‘How to remove a skin cancer’ and ‘Timebomb’ ads was the ‘graphic’ nature of the ad (51% and 56%, respectively).
- The main reaction to the ‘SunSmart watch’ ad was that “the ad was effective” (14%) followed by “the ad was not as gross/shocking as the ‘How to remove a skin cancer’/‘Timebomb’ ads” (12%).
- For the ‘Bomber’ ad, the main recorded response referred to the humorous nature of the ad (25%) followed by “the ad was good” (17%) and “the ad was effective” (12%).

- When respondents were asked ‘what was the main message in the ad’, the most frequent response for each ad was ‘to protect yourself’ (ranged between 15% and 28%), along with specific protection behaviours. A substantial proportion of respondents who remembered the ‘SunSmart watch’ ad mentioned at least one sun protection behaviour (e.g., keep out of the sun, use sunscreen, wear a hat)(31%), compared to 1 in 5 for both the ‘How to remove a skin cancer’ and ‘Timebomb’ ads (21% and 23%, respectively) and 1 in 10 for the ‘Bomber’ ad (12%).
- Overall, the ‘Bomber’ ad appears to elicit fear of getting skin cancer and being unaware of it, whereas the other three ads appear to encourage sun protection behaviours.
- Of the respondents who were aware of and nominated the “How to remove a skin cancer” ad as the ad that had the most impact, 47% reported they were more likely to use sun protection as a result of viewing the ad (1998/1999: 44%), and 46% reported they were more likely to check their skin regularly (1998/1999: 42%). The corresponding figures for the ‘Timebomb’ ad were 52% and 54%, respectively.
- Over all the post-surveys, females were significantly more likely than males to report an increased likelihood of using sun protection after viewing the ad (50.0% vs 39%, $p=.008$) and of checking their skin regularly for the early signs of skin cancer (49% vs 38%, $p=.010$).
- Respondents who spontaneously described the ‘graphic’ nature of the ad were significantly more likely to report an increased likelihood of using sun protection than those who did not (52% vs 44%, $p=.011$). These respondents also were significantly more likely to report an increased likelihood of checking their skin regularly (53% vs 42%, $p=.001$).

Overall, it is recommended that:

- In addition to promoting sun protective behaviours while in the sun, males need greater encouragement to spend less time in the sun.
- Future ads should be launched with a high level of TARPs (around 300 per two weeks) to maximise reach in the short term.

- Continue to screen 'graphic' ads as they appear to have more impact in terms of ad awareness and self-reported likelihood of using sun protection and checking skin regularly.
- Explore ways to increase the message take-out of all the ads.

1. INTRODUCTION

During the summer of 1999/2000, CFWA implemented the second year of a three year mass media campaign “SunSmart West Aussies”. The media campaign is a component of a three year community-based intervention project. The main communication objective of the media campaign is to promote and reinforce the importance of sun protective behaviour among young Western Australian adults aged 18 to 35 years.

In the first year of the media campaign, the “How to remove a skin cancer” TV ad was screened throughout WA. The evaluation results of the first year of the media campaign are presented elsewhere (Jalleh et al., 1999)¹. In the second year of the media campaign, the “How to remove a skin cancer” ad and two other TV ads (“Timebomb” and “SunSmart watch”) were screened. In the second year of the media campaign, a radio ad (“Bomber”) was also aired during the same period. Appendix 1 contains the scripts of these ads.

The TV ads were screened on commercial television in the metropolitan area (Channel 7) and in the country (GWN and WIN) from 2 January 1999 to 31 March 2000. The radio ad was aired on two commercial radio stations in the metropolitan area (PMFM and 96FM) from 13 February 2000 to 26 March 2000. The media buy for the summer was approximately \$60,000 metropolitan and \$20,000 country.

This report presents the results of the 1999/2000 media campaign evaluation.

1. Jalleh G and Donovan RJ. *1998/1999 SunSmart West Aussies Campaign Evaluation*. Health Promotion Evaluation Unit, Department of Public Health and Graduate School of Management, The University of Western Australia, Perth, 1999.

2 THE EVALUATION

2.1 Survey Methods

A series of cross-sectional telephone surveys of the target population (i.e., young adults aged 18-35 years) was used to assess respondents' attitudes towards skin cancer and suntan, engagement in sun protective behaviours, self-reported sunburn on the preceding weekend, and awareness and impact of the "SunSmart West Aussies" media ads. Appendix 2 shows the questionnaire used in the evaluation.

In 1998/1999, the study design included a baseline survey that was conducted prior to the commencement of the media campaign. In 1999/2000, no baseline survey was conducted as the 1998/1999 data were used as the baseline. In each evaluation, six post-surveys were conducted at two-weekly intervals following commencement of the campaign. In each survey, approximately 100 respondents were interviewed.

The surveys were conducted on Monday evenings between 6:30pm and 9:00pm to maximise the availability of household members aged between 18 and 35 years. In situations where insufficient respondent numbers were obtained on Monday evening, the survey period was extended to include Tuesday evening. Random digit dialling was used to select households for inclusion in the survey, and quota methods were used to ensure an approximately equal representation of males and females in each survey. The telephone survey was conducted by the Survey Research Centre at the University of Western Australia.

3. RESULTS

3.1 Sample Characteristics

Table 1 shows the sociodemographic characteristics of respondents surveyed in the six post-surveys. A total of 605 respondents was surveyed. Apart from a number of minor differences, the post-survey samples were very similar with respect to major demographics. Males and females were approximately equally represented in the survey samples. Approximately one half of survey respondents reported being in full-time employment. At least two-thirds of survey respondents reported having fair or medium skin colour.

Table 1: Sociodemographic characteristics of survey respondents

Variable	Series Surveys %					
	1 n = 101	2 n = 101	3 n = 100	4 n = 101	5 n = 102	6 n = 100
Age Group						
18-25	50.5	45.5	46.0	48.5	47.1	51.0
26-35	49.5	54.5	54.0	51.5	52.9	49.0
Gender						
Male	50.5	50.5	50.0	49.5	49.0	52.0
Female	49.5	49.5	50.0	50.5	51.0	48.0
Education						
Secondary or less	36.6	46.6	55.0	40.6	44.2	40.0
Some technical/tertiary	35.7	26.8	27.0	40.7	35.3	38.0
Tertiary degree	27.7	26.7	18.0	18.8	20.6	22.0
Work Status						
Full time	58.4	60.4	44.0	49.5	51.0	61.0
Part time	23.8	13.9	29.0	28.7	19.6	21.0
Nonwork/Student	17.8	25.7	27.0	21.8	29.4	18.0
Skin Colour						
Fair/Medium	72.3	73.2	67.0	75.2	81.3	71.0
Olive/Dark	27.7	26.8	33.0	24.8	18.7	29.0

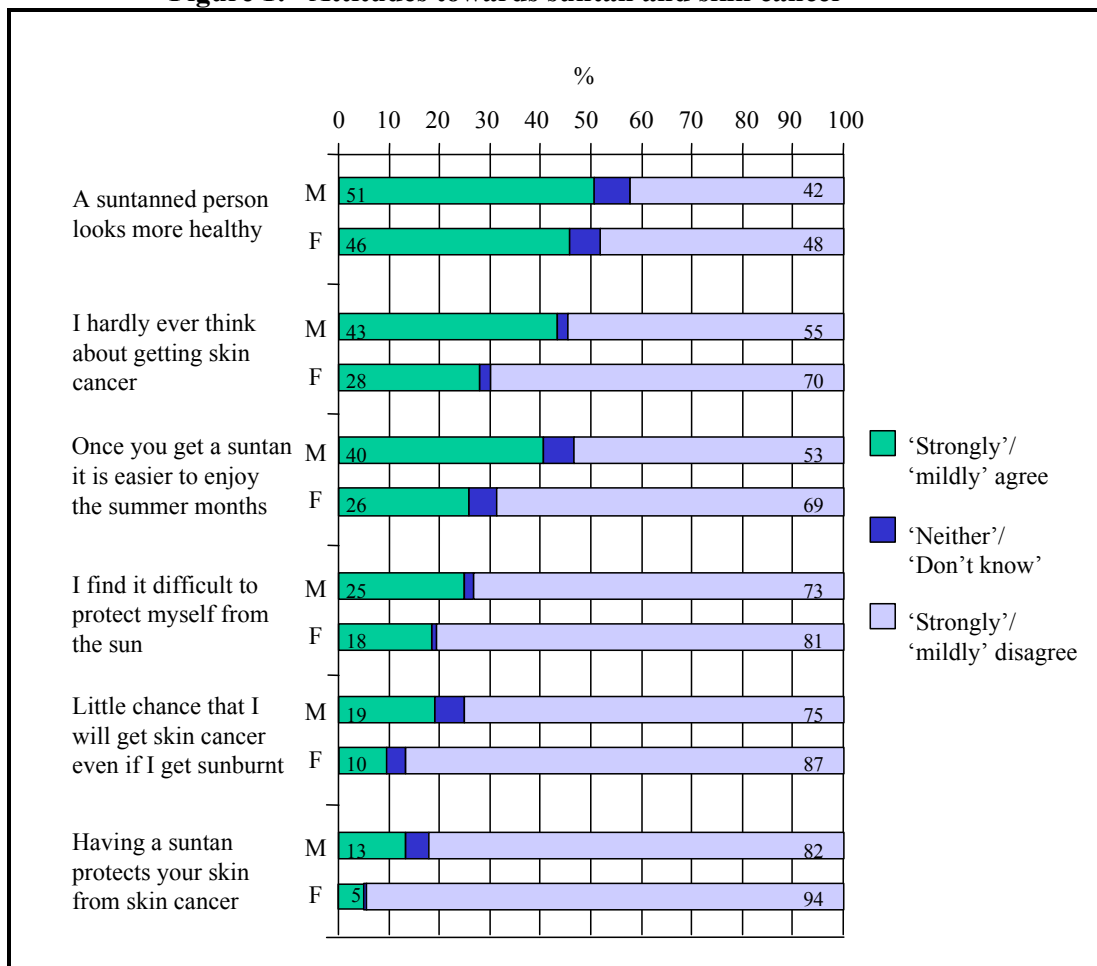
3.2 Attitudes Towards Skin Cancer and Suntan

Respondents were presented with a number of statements that assessed their attitudes towards skin cancer and suntan, and asked whether or not they agreed or disagreed with each statement. Changes in attitudes during the campaign were assessed by comparing the data in the first three surveys to those in the last three surveys.

3.2.1 Perceived susceptibility to skin cancer

The vast majority of respondents (81%) disagreed with the statement: “There is only a little chance that I will get skin cancer even if I get sunburnt”. Perceived susceptibility of getting skin cancer was significantly higher amongst females than males (87% vs 75%, $p=.000$)(see Figure 1). However, a substantial proportion of respondents, especially amongst males, agreed with the statement: “I hardly ever think about getting skin cancer” (43% vs 28%, $p=.000$). During the campaign, there was no change in attitudes towards these two statements assessing perceived susceptibility to skin cancer amongst both males and females.

Figure 1: Attitudes towards suntan and skin cancer



3.2.2 Self-efficacy

Approximately 1 in 5 respondents agreed with the statement: “I find it difficult to protect myself from the sun”. Males were significantly more likely to agree (25% vs 18%, $p=.044$). For both males and females, there was a decrease in the proportion who agreed with the statement during the campaign (from 28% to 22%; and 21% to 15%, respectively).

3.2.3 Attitude towards suntan

There appears to be a favourable attitude towards suntan as approximately 1 in 2 respondents agreed with the statement: “A suntanned person looks more healthy” (males: 51%; females: 46%), and 1 in 3 respondents agreed with the statement: “Once you get a suntan it is easier to enjoy the summer months” (33%). Males were significantly and substantially more likely to agree with the latter statement than females (40% vs 26%, $p=.000$). Furthermore, a small but significant percentage of respondents agreed with the statement: “Having a suntan protects your skin from skin cancer” (males: 13%; females: 5%, $p=.000$).

During the campaign, there was an increase in the proportion of males who agreed with each of these three statements (from 49% to 53%; 37% to 44%; and 10% to 16%, respectively). For females, attitude towards the first two statements did not change during the campaign, however, there was a decrease in the proportion who agreed with the latter statement: “Having a suntan protects your skin from skin cancer” (from 7% to 3%).

3.3 Sunburnt Status

Table 2 shows the percent of respondents who reported that they were sunburnt on the preceding weekend amongst those who were out-of-doors for longer than 15 minutes between 10am and 3pm. The table also shows the recorded UV index and temperature for the respective days. Table 3 shows the same data according to the mean UV index. The percent of respondents who were sunburnt on the preceding weekend appears to be related to the mean UV index and temperature on the day of the survey. For example, the percent of respondents who were sunburnt was substantially higher when the UV index was between 11.0 and 12.5 compared with between 7.0 and 8.0 (31% vs 14%).

Table 2: Percent of respondents who reported that they got sunburnt on the preceding weekend amongst those who were out-of-doors for longer than 15 minutes between 10am and 3pm

	Series %					
	1 n = 101	2 n = 101	3 n = 100	4 n = 101	5 n = 102	6 n = 100
Sunburnt on the preceding weekend*	7.9	19.8	21.0	27.7	14.7	10.0

Saturday:						
Sunburnt	3.0	8.9	11.0	10.9	6.9	4.0
UV index	5.0	13.0	11.0	11.0	5.0	8.0
Temperature (Celsius)	23.9	36.6	30.6	31.1	26.9	27.9
Sunday:				19.8	7.8	
Sunburnt	5.9	14.9	14.0	11.0	9.0	7.0
UV index	11.0	12.0	12.0	33.3	25.2	7.0
Temperature (Celsius)	24.6	36.6	32.9			26.2

* Total proportion of respondents who reported that they were sunburnt on Saturday, Sunday, or both days

Table 3: Percent of respondents who reported that they were sunburnt on the preceding weekend amongst those who were out-of-doors for longer than 15 minutes between 10am and 3pm according to mean UV index

	Mean UV Index %					
	7.0 n = 72	7.5 n = 70	8.0 n = 74	11.0 n = 76	11.5 n = 75	12.5 n = 63
Sunburnt on the preceding weekend*	19.4	12.9	9.5	32.9	28.0	31.7

Sunburnt Saturday	8.3	4.3	4.1	13.2	14.7	14.3
Sunburnt Sunday	11.1	10.0	6.8	22.4	18.7	23.8

* Total proportion of respondents who reported that they were sunburnt on Saturday, Sunday, or both days

3.3.1 Sun protection behaviour on the preceding day

The percent of respondents who reportedly wore a hat and chose to stay out of the sun between 10am and 3pm on the preceding day while outdoors for more than 15 minutes appears to be related to the mean UV index (see Tables 4 and 5, respectively). That is, the higher the mean UV index, the greater the proportion of respondents engaging in the sun protective behaviours of wearing a hat and staying out of the sun.

Table 4: Self-reported sun protection behaviour for the previous Saturday and Sunday between 10am and 3pm among respondents who reported being outdoors for more than 15 minutes

<i>Saturday</i>	Series %					
	1 n = 52	2 n = 36	3 n = 51	4 n = 44	5 n = 51	6 n = 44
Wore a hat Saturday ⁺	25.0	52.8	43.1	45.5	47.4	18.2
Wore sunscreen Saturday ⁺⁺	26.9 (5.0)*	47.2 (13.0)	51.0 (11.0)	38.6 (11.0)	13.7 (5.0)	47.8 (8.0)
<i>Sunday</i>	n = 48	n = 54	n = 51	n = 60	n = 52	n = 53
Wore a hat Sunday ⁺	35.4	53.7	47.1	46.7	40.4	35.8
Wore sunscreen Sunday ⁺⁺	33.3 (11.0)	53.7 (12.0)	52.9 (12.0)	56.7 (11.0)	36.5 (9.0)	35.8 (7.0)

⁺ Hat worn included cap, hat, visor

⁺⁺ Wore sunscreen or makeup with sunscreen

* Recorded UV index are in brackets

Table 5: Proportion of respondents who chose to stay out of the sun between 10am and 3pm on the preceding Saturday and Sunday

	Series %					
	1 n = 101	2 n = 101	3 n = 100	4 n = 101	5 n = 102	6 n = 100
Chose to stay out of sun between 10 and 3 Saturday	13.9 (5.0)*	50.5 (13.0)	42.0 (11.0)	43.6 (11.0)	32.4 (5.0)	25.0 (8.0)
Chose to stay out of sun between 10 and 3 Sunday	27.7 (11.0)	56.4 (12.0)	51.0 (12.0)	47.5 (11.0)	33.3 (9.0)	26.0 (7.0)

* Recorded UV index are in brackets

3.4 Sun Protection Behavioural Status

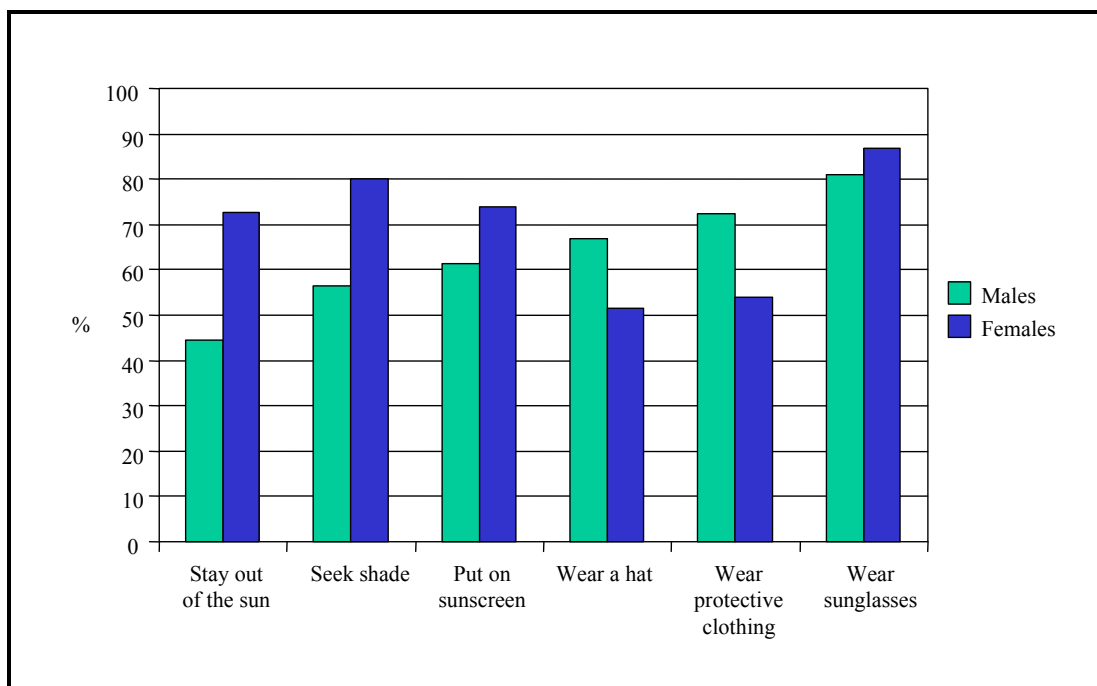
Respondents were presented with a number of specific sun protection behaviours and asked how often they would adopt each behaviour to protect themselves from the sun in summer. The response categories were ‘always’, ‘usually’, ‘sometimes’ and ‘rarely/never’.

Females were significantly more likely than males to report that they ‘always/usually’ stay out of the sun in the middle of the day (73% vs 44%, $p=0.000$); seek shade when in the sun (80% vs 56%, $p=0.000$); and to put on sunscreen (74% vs 61%, $p=0.001$)(see Figure 2). In contrast, males were significantly more likely than females to report that they

‘always/usually’ wear a hat (67% vs 52%, $p=.000$) and wear protective clothing (72% vs 54%, $p=.000$).

A high percentage of both males and females reported that they ‘always’ wear sunglasses (males: 68%; females: 72%). A further 13% of males and 14% of females reported that they ‘usually’ wear sunglasses.

Figure 2: Percentage of respondents who ‘always/usually’ adopt specific sun protection behaviours by gender



3.5 Sun Protection Behaviour Score

A ‘sun protection behaviour’ score was computed on the six sun protection behaviours (i.e., put on sunscreen, wear a hat, wear protective clothing, wear sunglasses, stay out of the sun in the middle of the day, seek shade). Overall, 99% ‘always/usually’ adopted one or more behaviours to protect themselves from the sun in summer. Two in three respondents (66%) adopted four or more of these behaviours.

3.6 Advertising Exposure

3.6.1 TV advertising cut-through (Cued ad recall)

Cued recall of the SunSmart advertisements is a measure of the salience of the advertising, which is a function of media weight and the attention getting power of the advertising. It is commonly called cut-through as in the ability of the ad to ‘cut through’ advertising ‘clutter’. This was measured by asking respondents whether or not they recalled seeing ‘any TV advertising in the last week or so about protecting yourself from the harmful effects of the sun’. Those recalling any advertising were asked to describe the ad(s) they had seen and state the main message of the ad. These descriptions were analysed to determine whether the respondents were describing a SunSmart ad or some other ad.

Approximately one half of the sample (43%) claimed to recall seeing ‘an advertisement on TV in the last week or so about protecting yourself from the harmful effects of the sun’. However the analysis of their descriptions of the advertising they had seen showed that cued recall of the SunSmart advertising was only 31% (see Table 6). That is, many respondents were recalling related sun protection advertising other than the SunSmart ads. Unprompted awareness of the ‘How to remove a skin cancer’ (15%) was substantially higher than the ‘Timebomb’ and ‘SunSmart watch’ ads (5% for each ad). However, it is important to note that a proportion of respondents (7%) described an ad showing the removal of a skin cancer without providing sufficient information to determine whether they were referring to the ‘How to remove a skin cancer’ ad or the ‘Timebomb’ ad.

Table 6: Cued recall of the SunSmart TV advertisements

	Total N=605	
	n	%
Unprompted awareness:		
Yes – ‘How to remove a skin cancer’ ad	90	14.9
Yes – ‘Timebomb’ ad	30	5.0
Yes – ‘SunSmart watch’ ad	29	4.8
Yes – referring to either ‘How to remove a skin cancer’ or ‘Timebomb’ ad	40	6.6
Yes – A SunSmart ad	189	31.2
Yes – Other/Don’t know	72	11.9
No	344	56.8

3.6.2 Advertising reach (Prompted recognition)

Advertising recognition is measured by presenting respondents with a description of the ad – without stating who is the advertiser (or brand) – and asking whether or not respondents recall having seen that ad. This is a measure of ad exposure – or ‘reach’ in the sense of how many people were ‘reached’ by the ad - and is primarily a function of the media schedule.

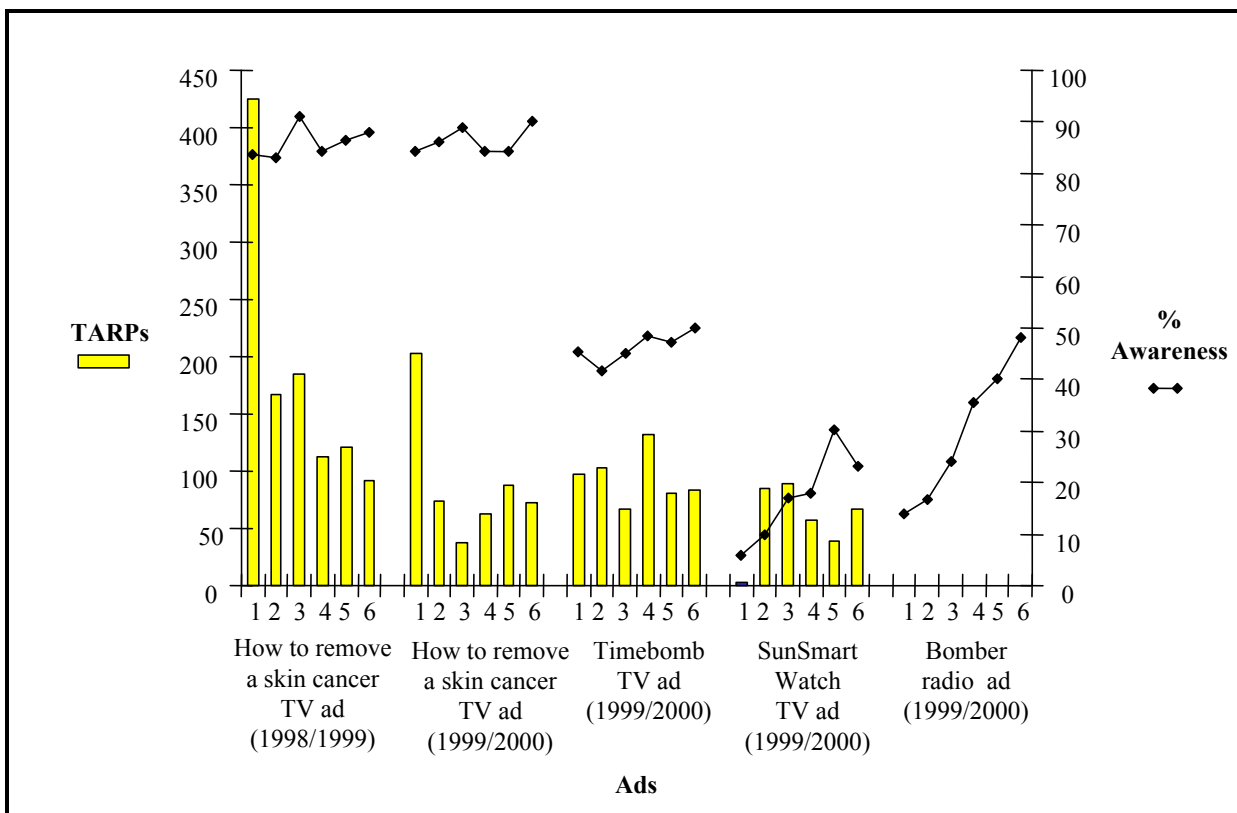
‘How to remove a skin cancer’ TV ad

Respondents were asked whether they recalled seeing, in the last month or so, an advertisement on TV ‘showing someone having a skin cancer removed from their nose and a skin graft taken from their buttock’. In 1998/1999 the high level of television advertising of the “How to remove a skin cancer” ad at the start of the media campaign (425 TARPs) achieved a high early recognition. Prompted awareness of the ad was 83% in the first post-survey. Awareness remained above this level over the later surveys (peaked at 91% in the fourth post-survey)(see Figure 3). In 1999/2000, despite substantially lower TARPs at the start of the media campaign (203 TARPs), the “How to remove a skin cancer” ad achieved a very high reach in the first post-survey at 86%. Levels of awareness remained around this level in the later post-surveys (peaked at 94% in the sixth post-survey). The substantially higher total TARPs in the first year of the campaign may have inflated the levels of reported awareness achieved in the second year.

‘Timebomb’ TV ad

Respondents were asked whether they recalled seeing, in the last month or so, an advertisement on TV ‘showing someone having a cancer tumour removed from under their arm’. The media weight at the launch of the “Timebomb” ad (98 TARPs) was approximately half that of the “How to remove a skin cancer” ad and ranged between 67 and 132 TARPS in each two-weekly period. In each of the post-surveys, the level of prompted recognition was between 40% and 50%.

Figure 3: Percentage of respondents in the post-surveys who recalled seeing the media campaign ads together with the corresponding TARPs for audiences in the 16-39 years age group in WA



'SunSmart watch' TV ad

Respondents were asked whether they recalled seeing, in the last month or so, an advertisement on TV 'showing the face of a clock or watch on someone's arm and as the hands of the watch move a skin cancer appears'. The media weight for this ad was substantially lower than for the "How to remove a skin cancer" and "Timebomb" ads. The TARPs in the first two-weekly post survey period was low as the ad was launched towards the end of this period. In the later post-survey periods, the TARPs ranged between 39 and 89 TARPs. Prompted recognition of the "SunSmart watch" ad increased gradually from 6% in the first post-survey to 23% in the sixth post-survey (peaked at 30% in the fifth post-survey).

'Bomber' radio ad

Respondents were asked whether they recalled seeing, in the last month or so, an advertisement on radio 'where a phone rings and a man with a Scottish accent tells the person

who answers the phone that they've got a bomb on their body'. Prompted recognition of the "Bomber" radio ad showed a similar pattern as the "SunSmart watch" ad with a low of 14% in the first post-survey and gradually increasing to a high of 48% in the sixth post-survey.

3.7 Ad Reaction and Message Take-out

For each ad remembered, respondents were asked 'to describe their reaction to the ad', and, 'apart from avoiding skin cancer, what they perceived was the main message in the ad'. Only those responses given by 5% or more of the total sample in at least one of the four SunSmart ads are shown in Tables 7 and 8 for reaction to the ad and message take-out respectively.

3.7.1 Reaction to the ads

The main reactions to the 'How to remove a skin cancer' and 'Timebomb' ads were generally consistent with desired responses. The main recorded response in these two ads referred to the 'graphic' nature of the ad (51% and 56%, respectively)(see Table 7). A small sub sample "could not watch it" (6% and 9%, respectively) which is likely to be due to the 'graphic' nature of these two ads. The second most frequently mentioned response was that "the ad was effective" (12% for each ad). The 'Timebomb' ad showed a surgeon holding a cancer tumour that had been cut out of a patient which prompted respondents to comment on the size and growth of a tumour (6%).

The main reaction to the 'SunSmart watch' ad was that "the ad was effective" (14%). The less 'graphic' nature of this ad, compared to the previous two ads, prompted the second most frequently mentioned response, that is, "the ad was not as gross/shocking as the 'How to remove a skin cancer'/'Timebomb' ads" (12%). Only 8% of respondents mentioned the 'graphic' nature of the ad.

For the 'Bomber' ad, the main recorded response referred to the humorous nature of the ad (25%) followed by "the ad was good" (17%) and "the ad was effective" (12%).

Table 7: Reaction to the SunSmart advertisements

	'How to remove a skin cancer' ad: N=522		'Timebomb' ad: N=280		'SunSmart watch' ad: N=105		'Bomber' ad: N=180	
	n	%	n	%	n	%	n	%
Graphic nature of the ad (e.g., gruesome/ graphic/horrific)	265	50.8	157	56.1	8	7.6	1	0.6
Effective ad	63	12.1	33	11.8	15	14.3	22	12.2
Hope it doesn't happen to me	40	7.7	15	5.4	0	0	0	0
Good ad	30	5.7	16	5.7	9	8.6	30	16.7
Could not watch it	30	5.7	26	9.3	0	0	0	0
Humorous ad	24	4.6	0	0	0	0	45	25.0
Clever ad	3	0.6	0	0	0	0	10	5.6
Didn't realise that a tumour grows so big	0	0	16	5.7	0	0	0	0
Not as gross/shocking as the 'How to remove a skin cancer'/'Timebomb' ads	0	0	3	1.1	13	12.4	0	0
No reaction/just another ad	27	5.2	16	5.7	13	12.4	15	8.3
Can't say/don't know	19	3.6	11	3.9	13	12.4	22	12.2
Total		*		*		*		*

* Total exceeds 100% as multiple responses were permitted.

3.7.2 Message take-out

When respondents were asked 'apart from avoiding skin cancer, what was the main message in the ad', the most frequent response for each ad was 'to protect yourself' (ranged between 15% and 28%)(see Table 8). A substantial proportion of respondents who remembered the 'SunSmart watch' ad mentioned at least one sun protection behaviour (e.g., keep out of the sun, use sunscreen, wear a hat)(31%), compared to 1 in 5 for both the 'How to remove a skin cancer' and 'Timebomb' ads (21% and 23%, respectively), and 1 in 10 for the 'Bomber' ad (12%). The 'SunSmart watch' ad generated responses related to the relatively short time that it takes to get skin cancer (12%), as mentioned in the ad's voiceover. Main responses to the 'Bomber' ad reflected the content in the voiceover, that is, 'your body could be a timebomb' (7%), 'you might have skin cancer, but you may not be aware of it' (6%), and the feeling that 'anyone can get skin cancer' (9%). Overall, the 'Bomber' ad appears to elicit fear of getting skin cancer and being unaware of it, whereas the other three ads appear to encourage sun protection behaviours.

A substantial proportion claim to ‘not know’ the main message in each of the ads (ranged between 19% and 38%). This may be due partly to the wording of the question as respondents were asked ‘*apart from avoiding skin cancer, what was the main message in the ad*’. This suggests that to promote messages besides ‘avoid skin cancer’ and ‘protect yourself’, the ad executions, especially the radio ad, could benefit from a more blatant statement of the desired message.

Table 8: Main messages of the SunSmart advertisements

	‘How to remove a skin cancer’ ad: N=522		‘Timebomb’ ad: N=280		‘SunSmart watch’ ad: N=105		‘Bomber’ ad: N=180	
	n	%	n	%	n	%	n	%
Protect yourself	147	28.2	61	21.8	20	19.0	27	15.0
Keep out of the sun	61	11.7	25	8.9	19	18.1	11	6.1
Put on sunscreen	51	9.8	21	7.5	3	2.9	1	0.6
Cover up/wear long sleeve shirt	41	7.9	20	7.2	7	6.7	7	3.9
Don’t wear your bum on your face	34	6.5	0	0	0	0	0	0
Slip slop slap	31	5.9	10	3.6	5	4.8	4	2.2
Need surgery if you have skin cancer	28	5.4	9	3.2	0	0	0	0
Anyone can get skin cancer	20	3.8	14	5.0	3	2.9	16	8.9
Get your skin checked regularly	19	3.6	15	5.4	3	2.9	10	5.6
Doesn’t take long to get skin cancer	0	0	0	0	13	12.5	0	0
Your body could be a timebomb	0	0	0	0	0	0	12	6.7
Might have skin cancer, but unaware of it	0	0	1	0.4	0	0	11	6.1
Can’t say/don’t know	122	23.4	73	26.1	20	19.0	68	37.8
Total		*		*		*		*

* Total exceeds 100% as multiple responses were permitted.

3.8 Behavioural Indicators

3.8.1 Ad impact

Respondents who were aware of one or more ads were asked which ad had the most impact in terms of making them think about doing more to prevent getting skin cancer. Table 9 shows the percentage of respondents who were aware of the ad, and nominated the ad as having the most impact amongst all ads and amongst those aware of that particular ad. Given that the level of awareness of the “How to remove a skin cancer” ad was substantially higher than the other ads (86% vs less than 50%), it is not surprising the percentage of respondents nominating this ad as having the most impact amongst all ads was substantially higher than the other ads (55% vs less than 20%).

The effectiveness of the “How to remove a skin cancer” ad relative to the other ads is evident in assessing the percentage of respondents nominating the ad as having the most impact amongst those aware of the ad. Of those aware of the “How to remove a skin cancer” ad, 63% nominated the ad as having the most impact compared to 41% of those aware of the “Timebomb” ad nominating the Timebomb” ad. The figures for the “Bomber” ad and the “SunSmart watch” ad were 22% and 11% respectively.

Table 9: Percent of respondents who were aware of the ad, and nominated the ad as having the most impact

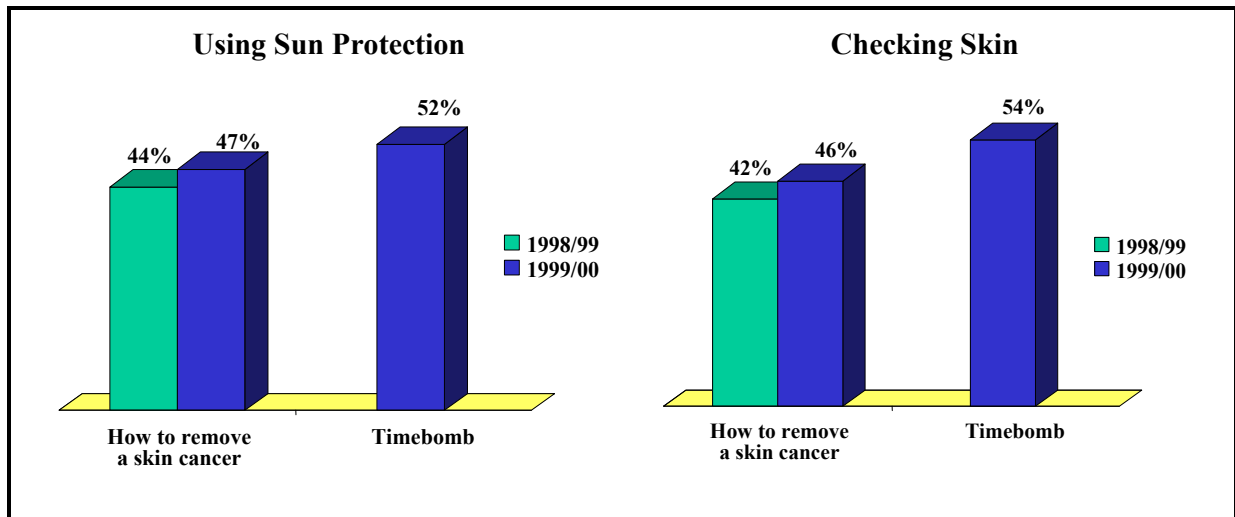
Ad	Total awareness %	Most impact amongst those aware of the ad %	Most impact amongst all ads %
How to remove a skin cancer	86.3	63.4	54.7
Timebomb	46.3	40.7	18.8
Bomber	29.8	21.9	3.8
SunSmart watch	17.4	11.1	3.3

3.8.2 Likelihood of using sun protection and checking the skin regularly

Respondents who were aware of one or more ads were asked whether or not the ad they nominated as having the most impact made them more or less likely to use sun protection or made no difference. The results of the “Timebomb” and “Bomber” ads are not presented as the number of respondents nominating these two ads as having the most impact was small, and hence, the reliability of the results is questionable. In both 1998/1999 and 1999/2000, approximately 45% of respondents who nominated the “How to remove a skin cancer” ad as having the most impact, reported that they were more likely to use sun protection (see Figure 4). The “Timebomb” ad had slightly more impact with 52% of respondents reporting they were more likely to do so.

Respondents who reported that they would be more likely to use sun protection were asked what they would do. Appendix table 1 shows the main reported behaviours for the post-surveys. There were some large variations across the series of post-surveys for each behaviour due to the small samples.

Figure 4: Reported likelihood ('more likely') of using sun protection/checking skin amongst respondents who were aware of the TV ads



Respondents were then asked whether or not the ad made them more or less likely to check their skin regularly for the early signs of skin cancer or it had made no difference. For the “How to remove a skin cancer” ad, the proportion of respondents who reported that they were more likely to check their skin regularly increased slightly from 42% in 1998/1999 to 46% in 1999/2000 (see Figure 4). Again, the “Timebomb” ad had slightly greater impact with 54% of respondents reporting they were more likely to check their skin regularly.

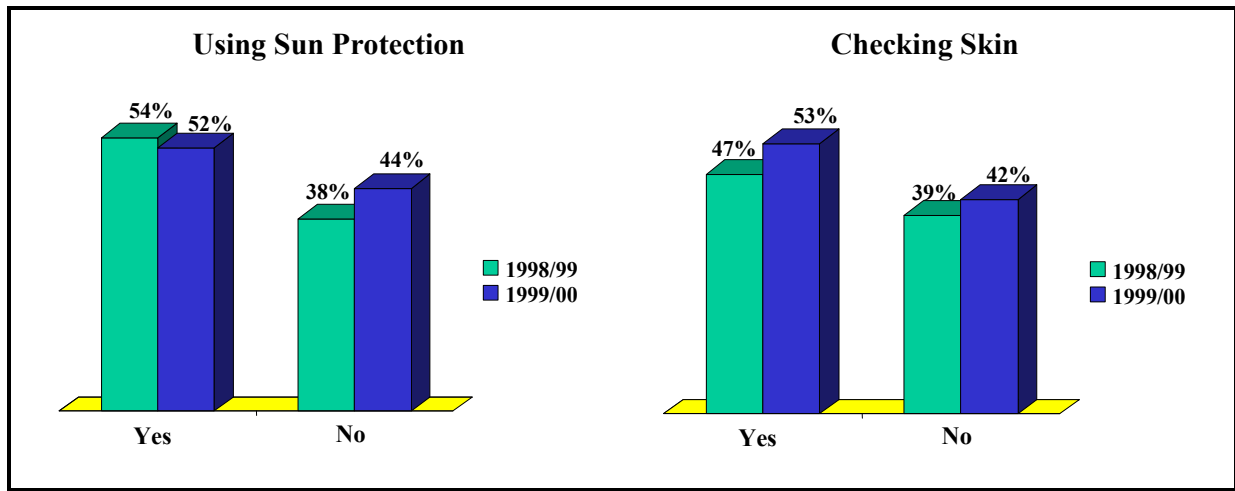
As found in the 1998/1999 evaluation, over all the post-surveys, females reported significantly more likelihood than males to use sun protection after viewing the ad (1999/2000: 50% vs 39%, $p=.008$; 1998/1999: 50% vs 36%, $p=.001$) and to check their skin regularly for the early signs of skin cancer (1999/2000: 49% vs 38%, $p=.010$; 1998/1999: 50% vs 33%, $p=.000$).

Figure 5 shows the reported likelihood of using sun protection and checking skin regularly according to whether or not respondents spontaneously described the ‘graphic’ nature of the ad.

As in the 1998/1999 evaluation, respondents who spontaneously described the ‘graphic’ nature of the ad were significantly more likely to report an increase in likelihood of using sun

protection than those who did not (1999/2000: 52% vs 44%, $p=.011$; 1998/1999: 54% vs 38%, $p=.000$). These respondents also were significantly more likely to report an increased likelihood of checking their skin regularly (1999/2000: 53% vs 42%, $p=.001$; 1998/1999: 47% vs 39%, $p=.080$).

Figure 5: Reported likelihood ('more likely') of using sun protection/checking skin amongst respondents according to whether or not they spontaneously described the 'graphic' nature of the ad



4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Changes in Attitudes During the Campaign

During the campaign, there was no change in perceived susceptibility to skin cancer. The vast majority of respondents (81%) disagreed with the statement: “There is only a little chance that I will get skin cancer even if I get sunburnt”.

For both males and females, there was an increase in self-efficacy in protecting themselves from the sun as evident by a decrease in the proportion of both males and females who agreed with the statement: “I find it difficult to protect myself from the sun” (males: 28% to 22%; females: 21% to 15%).

There were three statements assessing attitudes towards suntan: “A suntanned person looks more healthy”, “Once you get a suntan it is easier to enjoy the summer months” and “Having a suntan protects your skin from skin cancer”. It is of some concern that during the campaign, there was an increase in the proportion of males who agreed with each of these three statements (from 49% to 53%; 37% to 44%; and 10% to 16%, respectively). For females, attitude towards the first two statements did not change during the campaign, however, there was a decrease in the proportion who agreed with the latter statement (from 7% to 3%).

Sun Protection Behaviours

The behaviours to reduce sun exposure are interrelated. For example, respondents who ‘always/usually’ seek shade were more likely to adopt other sun protection behaviours than those who do not (e.g., stay out of the sun in the middle of the day: 73% vs 28%; use sunscreen: 74% vs 54%; cover up with clothing: 71% vs 47%; wear a hat: 64% vs 50%). Also, there was a positive correlation between staying out of the sun in the middle of the day and seek shade ($r = .43$).

The vast majority of females (over 73%) 'always/usually' stay out of the sun. However, only 40% of males do so. Therefore, together with promoting sun protective behaviours while in the sun, males need greater encouragement to spend less time in the sun.

Prompted awareness of the ads

In the first year of the media campaign, the high level of prompted awareness of the "How to remove a skin cancer" ad (over 80% awareness) was mainly due to the high level of media weights. Despite substantially lower media weights, a similar level of awareness of the "How to remove a skin cancer" ad was achieved in the second year of the campaign.

In 1999/2000, total TARPs over the six post-surveys were slightly greater for the "Timebomb" ad than the "How to remove a skin cancer" ad (562 vs 538 TARPs). However, the "Timebomb" ad achieved substantially lower levels of prompted awareness (ranged between 40% and 50% vs over 80%). The level of awareness of the "How to remove a skin cancer" ad in the second year may be inflated by the high media weights in the first year of the campaign. Furthermore, the different levels of TARPs of the two ads in the first two post-survey periods may have impacted on the reach of the ads. At the beginning of the media campaign, the level of TARPs was substantially greater for the "How to remove a skin cancer" ad than the "Timebomb" ad (first post-survey: 203 vs 98 TARPs).

Total TARPs for the "SunSmart watch" ad were substantially lower than the other two TV ads (340 vs over 500 TARPs) which is reflected in the low level of prompted awareness (peaked at 30% in the fifth post-survey). Hence, it is recommended that future ads should be launched with a high level of TARPs (around 300 per two weeks) to maximise the likelihood of a high prompted awareness.

The lower awareness may be due, in part, to the ad per se. Of the respondents aware of the "SunSmart watch" ad, only 11% nominated the ad as having the most impact in terms of making them think about doing more to prevent themselves getting skin cancer, compared to 63% for the "How to remove a skin cancer" ad and 41% for the "Timebomb" ad.

Impact of the 'graphic' ads

The lack of impact of the "SunSmart watch" ad may be due to visual aspects of the ad. In this ad, the appearance of a skin cancer on someone's arm was somewhat mild compared to the 'graphic' nature of the other two ads, both of which show the surgical removal of a skin cancer. When respondents were asked to describe the "How to remove a skin cancer" and "Timebomb" ads, 55% spontaneously mentioned the 'graphic' nature of the ad. This 'graphic' response could reflect a greater vivid recall of the ad amongst these respondents. Furthermore, these respondents were more likely to report an impact of the ad on their likelihood of using sun protection and checking their skin regularly for early signs of skin cancer. Hence, the 'graphic' nature of the ad appears to enhance (rather than detract from) its effectiveness. The high prompted recognition of these two ads may be due partly to their 'graphic' nature.

Appendix Table 1: Reported sun protection behaviours amongst respondents who were aware of the TV ad

	Series %					
	1 n = 38	2 n = 41	3 n = 45	4 n = 46	5 n = 30	6 n = 52
War a hat	39.5	36.6	31.1	52.2	53.3	26.9
Wear 15+ sunscreen	42.1	17.1	33.3	26.1	23.3	34.6
Wear 30+ sunscreen	23.7	46.3	26.7	28.3	20.0	17.3
Wear long sleeves	28.9	7.3	20.0	32.6	16.7	9.6
Use stronger sunscreen	10.5	9.8	15.6	19.6	23.3	15.4
Stay out of the sun	18.4	34.1	13.3	13.0	13.3	26.9
Seek shade	5.3	4.9	4.4	10.9	10.0	1.9

Appendix 1: Scripts of the SunSmart ads

“How to Remove a Skin Cancer” TV ad:

Video	Audio
Open on graphic “How to Remove a Skin Cancer”.	
Cut to vision of needle being prepared for use in an operation.	Sunburn has nothing to do with temperature.
Cut to graphic “The Anaesthetic”	
Cut to vision of needle being inserted into the skin on patient’s nose.	In fact, more people get sunburnt when it’s under 30 degrees than when it’s over.
Cut to graphic “The Operation”.	
Cut to vision of scalpel being prepared for operation then cutting into the skin, drawing blood.	You see, sunburn is skin cancer’s best mate and you’re watching one of those nasty little buggers being cut out.
Cut to graphic “The Skin Graft”.	So unless you want to end up wearing your bum on your nose...
Cut to vision of skin being taken from patient’s bottom and skin grafted onto nose.	whenever you’re outside...
Cut to graphic “Slip, Slop, Slap”	slip slop slap...
Cut to “Sunsmart” and Cancer Foundation of Western Australia logos.	and get Sunsmart.

“SunSmart watch” TV ad:

Video	Audio
We open on a close up of a wrist. On the wrist are the hands of a watch.	SFX: Watch ticking (growing louder throughout).
The minute hand moves from the 12 to the 3, representing the passing of 15 minutes.	VO: Did you know... it only takes about 15 minutes of exposure to the sun to do the kind of permanent damage... that leads to skin cancer?
As the minute hand moves, it reveals (wipes on) a nasty looking skin cancer.	And to think, it only takes about one minute to prevent it.
We fade to white and the words Slip Slop Slap appear one by one. Super: Sunsmart, Healthway and Cancer Foundation logos.	SFX: Ticking continues under

“Timebomb” TV ad:

Audio

The sun can be your skin’s worst enemy. Every time you get sunburnt, even mildly sunburnt, you’re putting a timebomb under your skin. Timebombs that can turn into skin cancers. Timebombs that can spread and explode into cancerous tumours in other parts of your body. The best way to prevent these cancers...get sunsmart and slip slop slap everyday.

“Bomber” radio ad:

SFX: Phone ringing and being answered.

Officer: Hello, Bomb Squad.

Caller: (Slowly) There’s a bomb in your body.

Officer: Pardon?

Caller: There’s a bomb in your body.

Officer: Yes... well, where?

VO: Skin cancers are like time bombs...
They can explode into other parts of your body without your ever knowing they’re there.

Officer: So, when’s this bomb going to go off?

Caller: (Surprised) I don’t know.

VO: The best way to make sure you don’t plant one of these bombs is to Slip, slop, slap everyday.

Appendix 2: The questionnaire

