Just book it.

mammogram

Using provincial data to drive local action

E-HEALTH VANCOUVER, JUNE 8TH 2016
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Overview

- The Ontario Cancer Screening Landscape

- The Target Market

- The Opportunity

- The Solution

- Results

- Key Considerations

- Key Learnings and Areas for Improvement

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The Ontario Cancer Screening Landscape

The Ontario Cervical Screening Program (OCSP)

4.35 Million

Women 21-69

The Ontario ColonCancerCheck (CCC)

2.75 Million

Men and women 50-74

The Ontario Breast Screening Program (OBSP)

1.95 Million

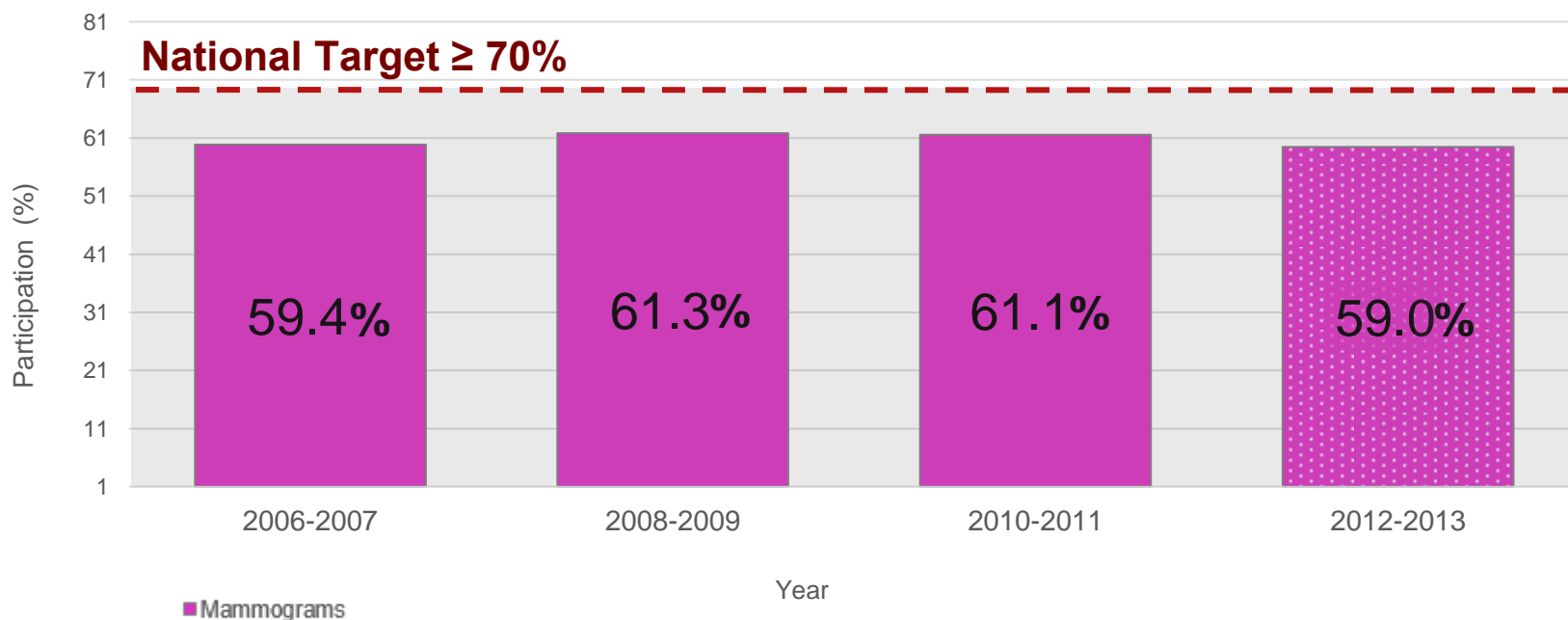Women 50-74

Data: Cancer Screening, CCO, 2015

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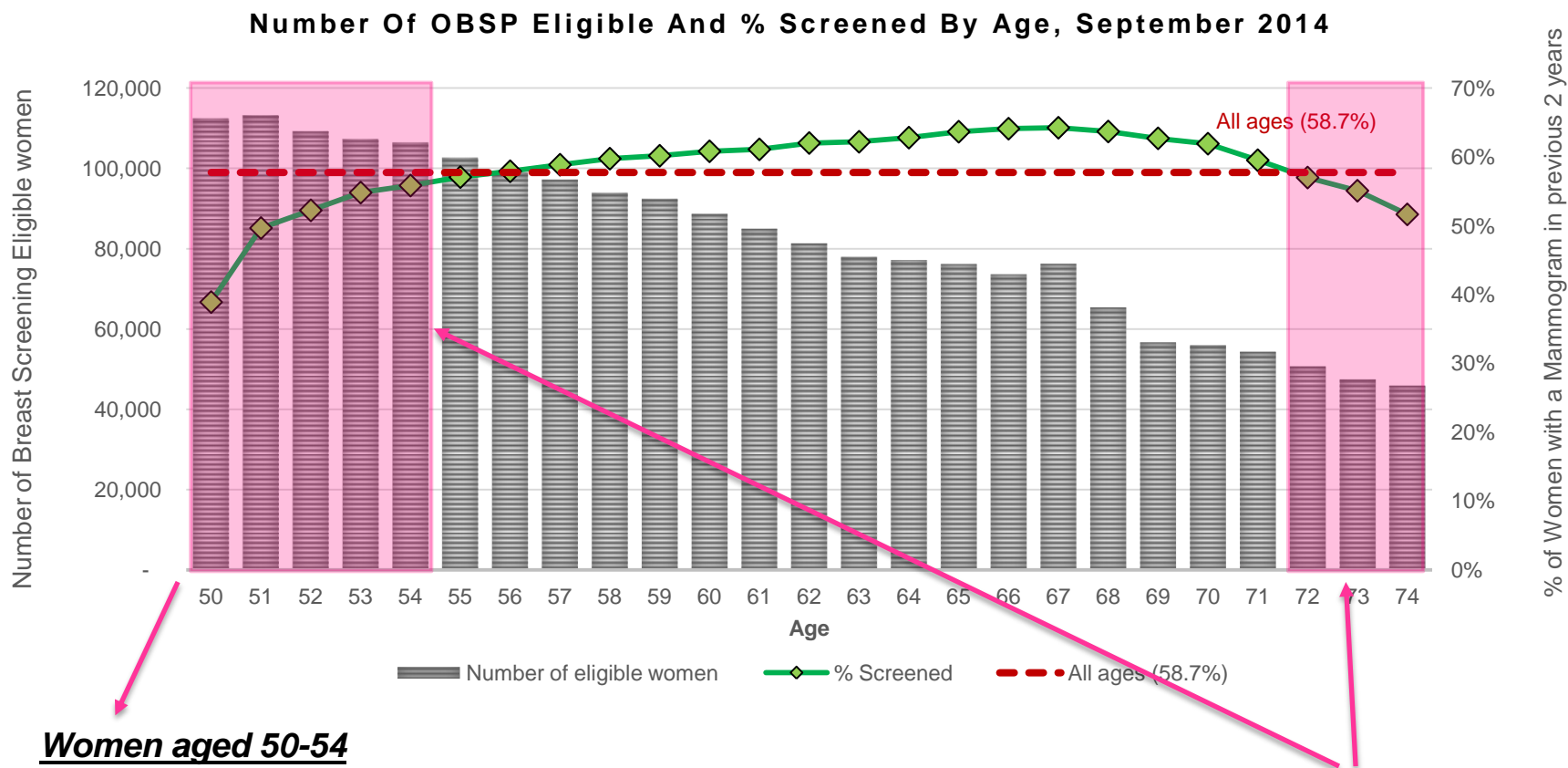
In Focus: Ontario Breast Screening Program

- Provincial breast cancer screening participation rate is plateauing
- Approximately 40% of eligible women in Ontario do not participate in the OBSP program

Breast Cancer Screening (Mammogram) Participation Rate

Age-adjusted percentage of Ontario women, 50-74 years old, who completed at least one mammogram within a two-year period, 2006-2007 to 2012-2013

National Target ≥ 70%

Year	Participation (%)
2006-2007	59.4%
2008-2009	61.3%
2010-2011	61.1%
2012-2013	59.0%

■ Mammograms

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Taking a Data-Driven Approach

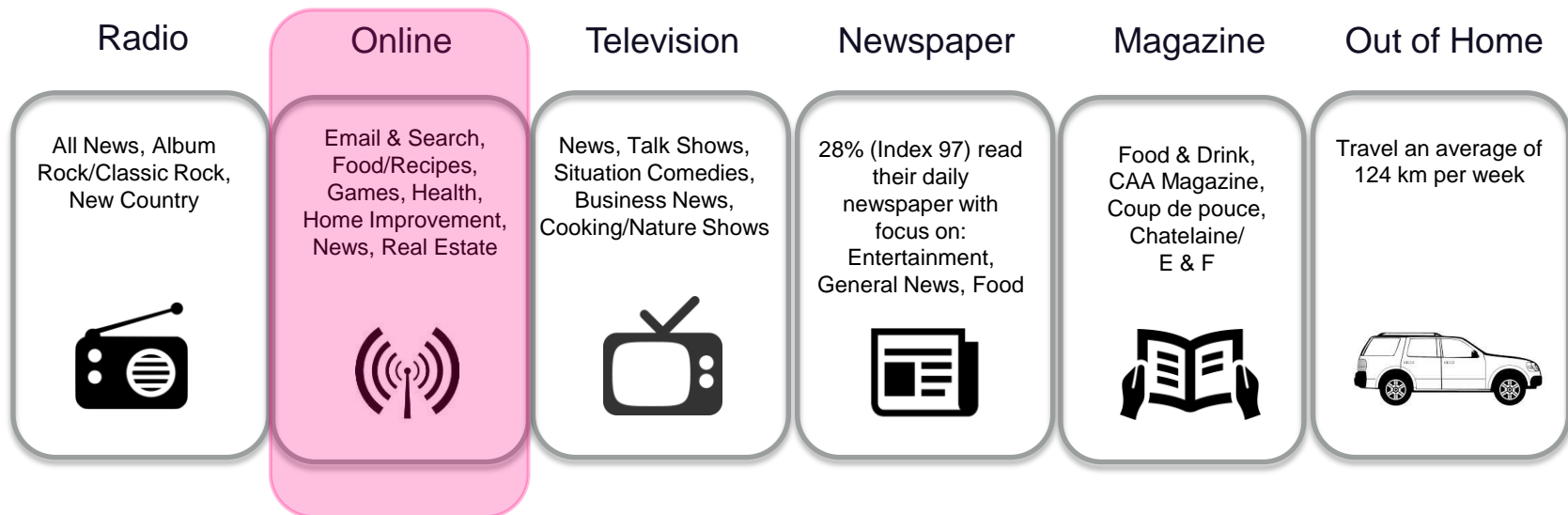**Number Of OBSP Eligible And % Screened By Age, September 2014**

Women aged 50-54
- *Greatest number of screen-eligible women*
- *Participation is below average*
- *Opportunity for behavior change*

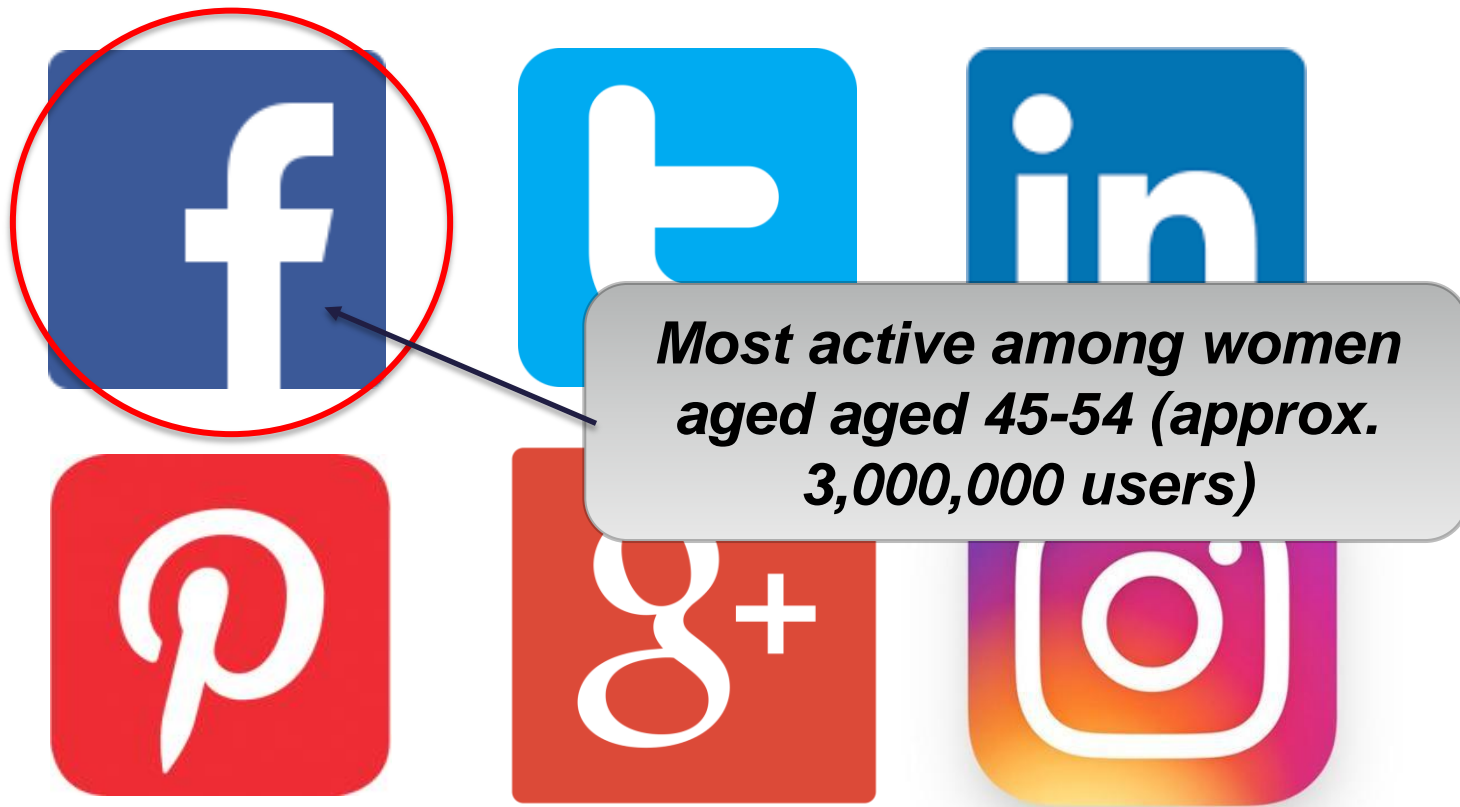*Participation rate is less than average among women at extreme age groups*

Data: Cancer Screening, CCO, 2015

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The Target Market – What We Know

Media Consumption: Women Aged 50-54

Radio	Online	Television	Newspaper	Magazine	Out of Home
All News, Album Rock/Classic Rock, New Country	Email & Search, Food/Recipes, Games, Health, Home Improvement, News, Real Estate	News, Talk Shows, Situation Comedies, Business News, Cooking/Nature Shows	28% (Index 97) read their daily newspaper with focus on: Entertainment, General News, Food	Food & Drink, CAA Magazine, Coup de pouce, Chatelaine/ E & F	Travel an average of 124 km per week

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The Target Market – Media Consumption

Most active among women aged aged 45-54 (approx. 3,000,000 users)

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Putting Together the Pieces

CCO Data Assets

The Opportunity

Audience Needs & Preferences

Digital Capability

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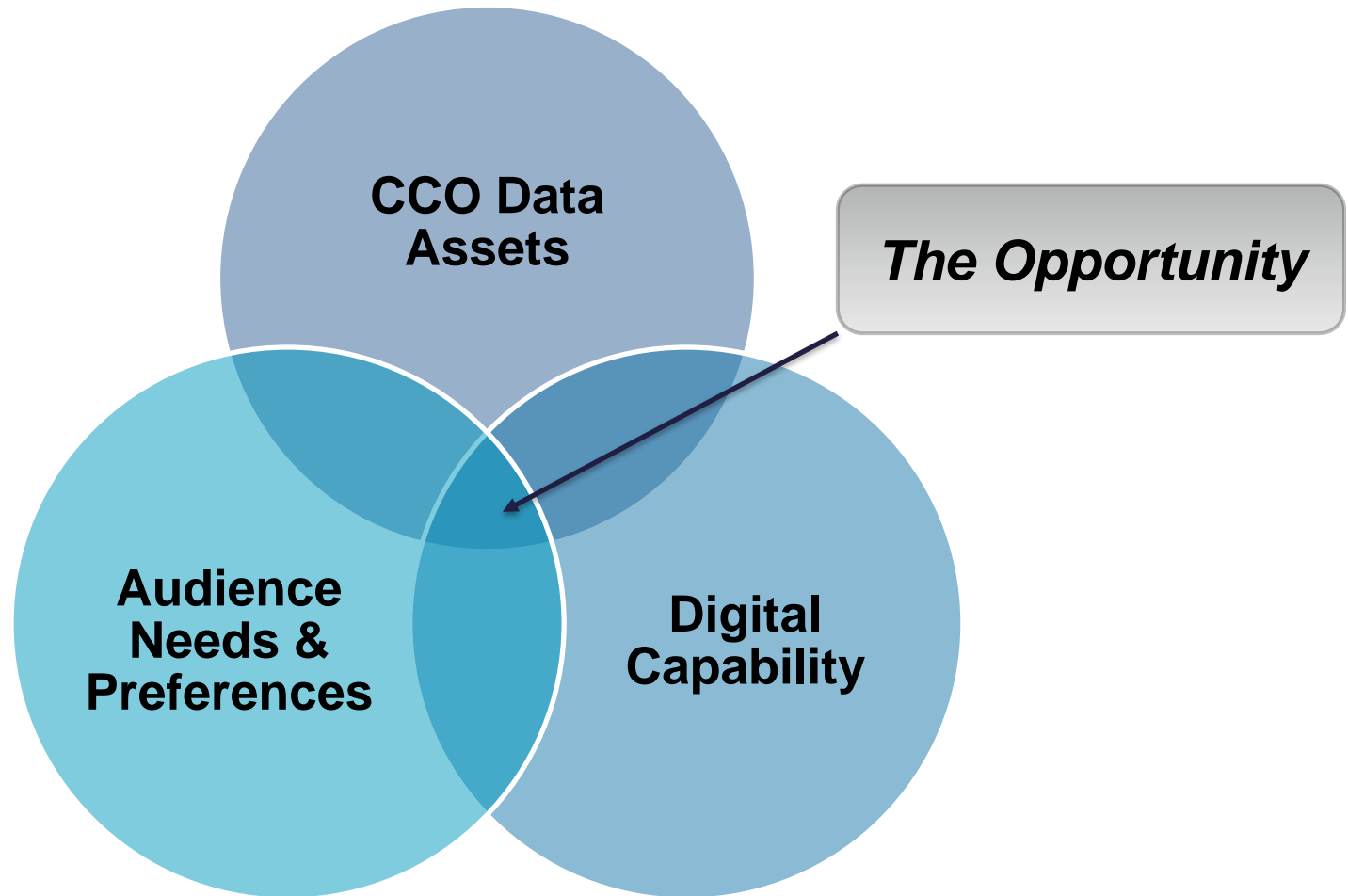
The Solution – What We Did

Campaign Objectives:

- **Drive awareness** of the benefits of getting screened for breast cancer among women aged 50 to 54

- **Motivate women** aged 50 to 54 to book a mammogram within the month of October
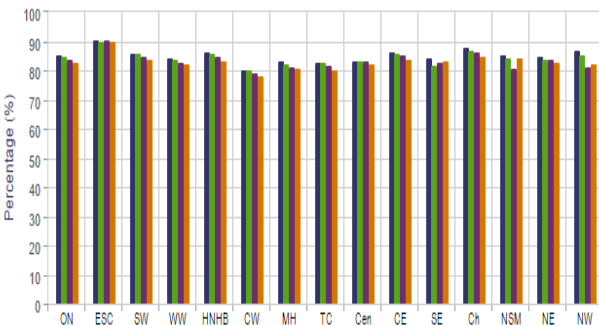
The Solution – What We Did

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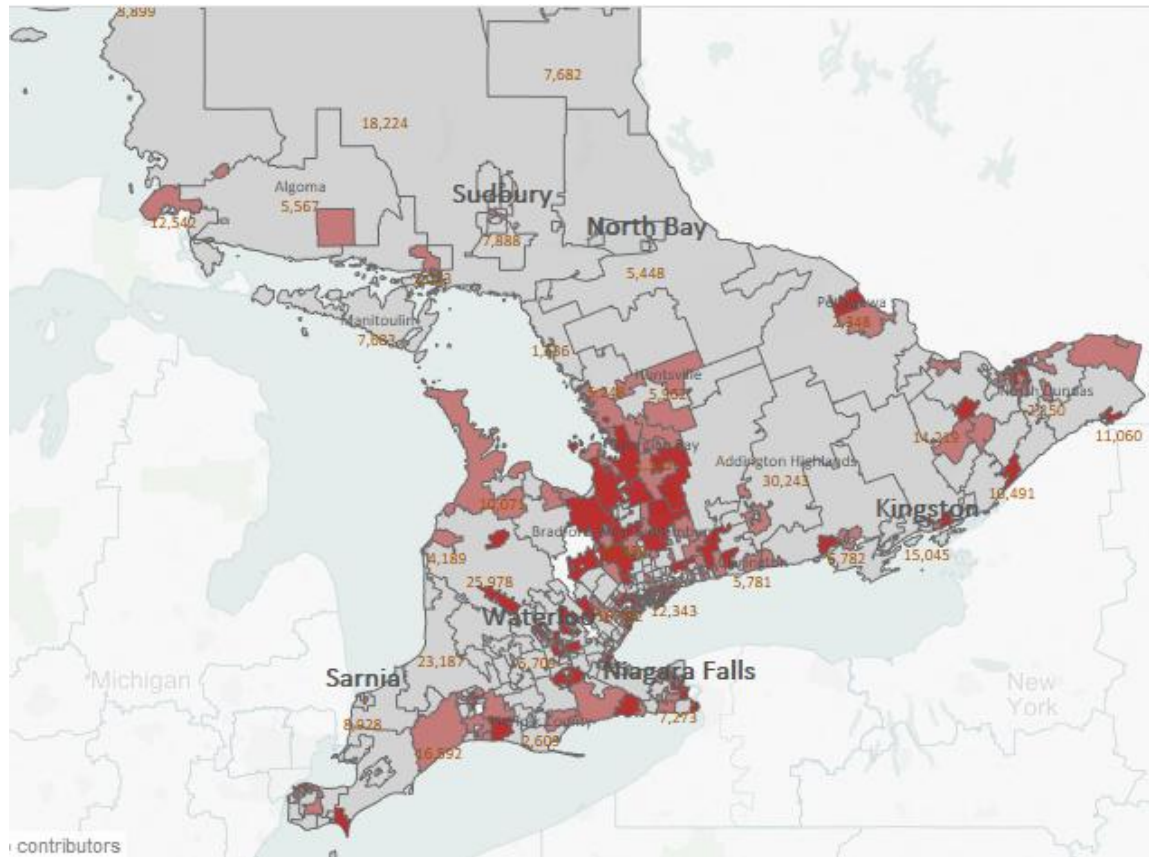# The Solution - Spatial Analysis (Provincial)

- Identified high priority postal codes (FSA) with greatest number of women in our target population (n=190,496)
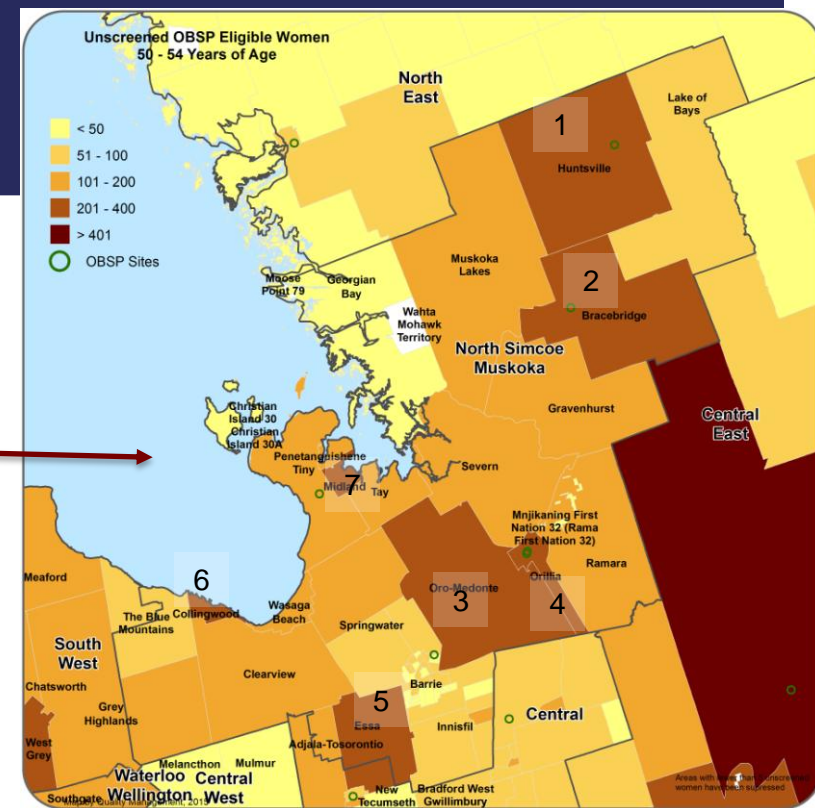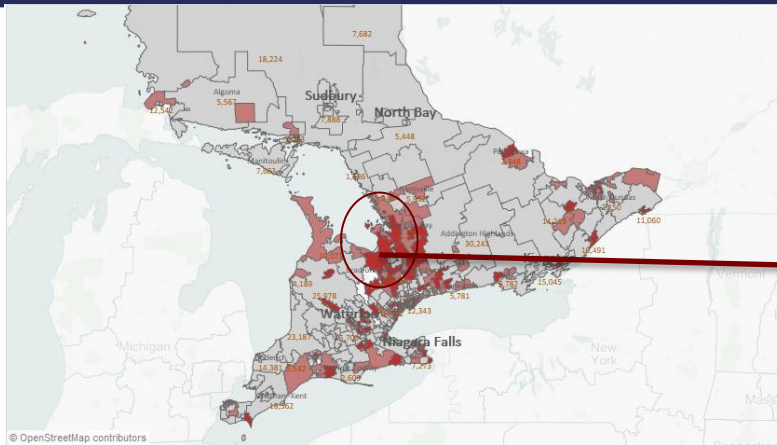
Participation gap by LHIN

VS.

Spatial presentation of OBSP participation gap

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The Solution - Spatial Analysis (Regional)

- Zooming in on North Simcoe Muskoka Health Region
- 7 hot spot census areas (CSD)
- Targeted locally relevant interventions and strategies

| #	Hot spot	District type	Population	Land Area KM²	Density /KM²	Married	Foreign language*	Top foreign language**
1	Huntsville	Town	19,056	710	26.8	63%	0.8%	German
2	Bracebridge	Township	15,409	625	24.6	62%	0.9%	Indian/German
3	Oro-Medonte	Township	20,078	586	34.2	68%	0.9%	German
4	Orillia	City	30,586	28	1069.2	52%	2.4%	Chinese
5	Essa	Township	18,505	280	66.1	63%	1.6%	Polish
6	Midland	Town	16,572	35	468.5	55%	1.3%	German/Polish
7	Wasaga Beach	Town	11,537	58	300.1	68%	3.7%	Italian

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* Percent of population speaking a foreign language (i.e. No English or French) at home
** Foreign language that greatest number of people speak at home

The Solution - Spatial Analysis (Local Level)
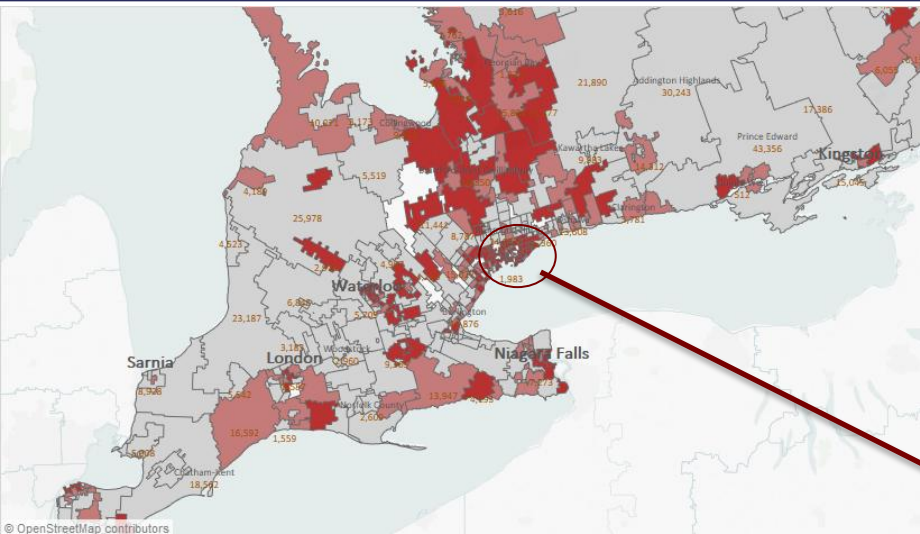
- Zooming in at street level
- Two hot spot areas in Toronto (10KM^2)
- Screening participation and service providers are mapped
- Access to healthcare in the neighborhood
- Custom solutions are clearly needed

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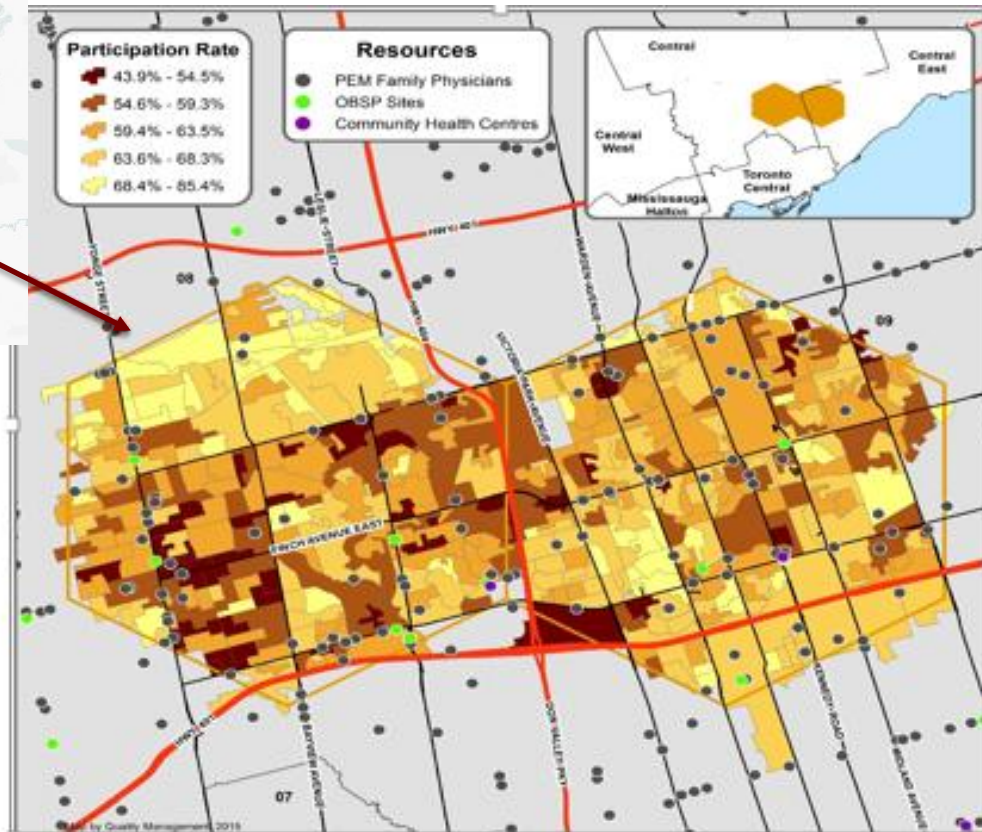
Looking back at last year's results…

2014 Facebook Campaign Results

6,576
impressions

61
engagements

Cancer Care Ontario
October 8, 2014

Did you know: Breast cancer screening for women at high risk begins at age 30 http://bit.ly/1pG5AB2

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BREAST CANCER AWARENESS MONTH

30

Breast cancer screening for women at high risk begins at age 30.

6

Like   Comment   Share

Cancer Care Ontario
September 12, 2014

We send personalized letters to invite eligible Ontarians to get screened for breast, cervical and colorectal cancer.

The letters encourage Ontarians to speak to their healthcare provider about their screening options and to follow-up on their screening test results, if necessary.

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Did we do better than 2014?

2015 Facebook Campaign Results

506,472
impressions

$0.02
per impression

155,254
reached

81.5%
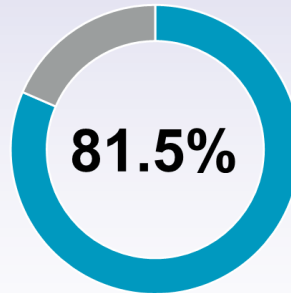
of geo-targeted
users reached

7,044
engagements

8000
6000
4000
2000
0
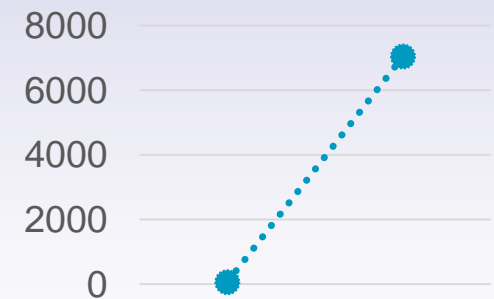
over **115x** higher
than previous year

Key Considerations

- **Privacy**

  - Consultation with CCO Privacy Office revealed need to suppress postal codes that contained less than five individuals

- **Social Media Monitoring and Community Management**

  - Important to monitor to ensure two-way engagement with community

- **Analytics and Reporting**

  - Ensure back-end system can support requirements needed to demonstrate the impact of the campaign

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Key Learnings and Insights

- **Using KPI and market segmentation data to geo-target population hotspots has a significant positive impact on:**
  - campaign uptake and awareness results
  - return on campaign investment
- **Opportunity to tailor social media creative to better match postal code level demographic audience.**
- **Perfect geo-targeted campaign design to determine how to convert awareness results into local change in screening (choice) behaviour.**

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Q&A and Contact Information

Questions…Comments…'**Likes**'?

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