



## ATTACHMENT (THREE)

# National Public Awareness Campaign

### Overview

Once education and emotional support services are in place nationally we need to address the issue of public awareness. To find an excellent example of an effective and efficient public awareness campaign we need look no further than the national breast cancer campaign.

Over the years many millions of dollars have been spent informing and educating the public on relevant breast cancer issues and we must be prepared to do the same if we expect to see similar results.

In the area of national public awareness there is simply no substitute for dollar expenditure. Similarly, there is no substitute for the professional development and totally coordinated implementation, over a number of years (we suggest 5 years), of such a campaign. Great care must be taken in the development of national gynaecological cancer awareness campaign to inform and educate not frighten and alarm.

Gynaecological cancer can present with a wide range of often non-specific symptoms. Publishing any simple list of possible symptoms would see most of the female audience instantly convinced that they have gynaecological cancer. This is completely understandable when you consider that, at some time, most women will experience the common symptoms of 'back pain', 'soreness', or perhaps 'bloating'.

A poorly constructed campaign would see large numbers of women needlessly alarmed and our medical treatment facilities overwhelmed. To a minor extent this scenario is already happening with the well intentioned publication of symptom material, however without the appropriate education component.

### Summary

A national gynaecological cancer public awareness campaign is necessary. Performed efficiently and effectively it will be expensive. It will need to be a long campaign and it will need to coordinate all stakeholders.

Ideally a national campaign will address all media streams that are relevant to women:

- Television
- Radio
- Press
- Magazines
- Lectures
- Mail-outs

Based upon discussions with experts in the area national campaign development the Society has suggested the following budget as representing the type of funding necessary to accomplish all our awareness goals.

# ITEMISED BUDGET PUBLIC AWARENESS CAMPAIGN NATIONAL ROLLOUT

**(Year One)**

Item	Function	Allocation	Comment
Media Production	TV commercials	\$1,000,000	Production & Packaging of Themes & Content
Placement	All media	\$5,000,000	National Coverage
Staff Wages	National Coordination	\$ 100,000	
Implementation	Accommodation & travel	\$ 20,000	
Administration	Infrastructure & overhead expenses	\$ 40,000	Support services, telephone, etc.
<b>Total</b>		<b>\$6,160,000</b>	

Over the initial five (5) year rollout phase of the Supporting Partners Programme the total expenditure would be as follows:

**(Five Year)**

Year	Budget	Comment
Year One (1)	\$6,160,000	Including implementation expenses
Year Two (2)	\$3,140,000	Lower production, placement, implementation & travel expenses
Year Three (3)	\$2,140,000	Lower placement expenses
Year Four (4)	\$5,140,000	Higher placement expenses
Year Five (5)	\$2,140,000	Lower placement expenses
<b>Total</b>	<b>\$18,720,000</b>	