Main campaign aim: To increase awareness of the link between cancer and overweight/obesity
Methods

Mixed methods: Online survey (quantitative); 80 intercepts and 10 depth pairs (qualitative)

Conducted by Kindling & Morar

Pre, wave 1 = 1211, 603 intervention area, 608 control
Post, wave 2 = 1219, 603 intervention area, 616 control
Post, wave 3 = 1263, 579 intervention area, 684 control

40-60 year olds

West Midlands (intervention)/Yorkshire & Humber (control)

★ = statistically significant difference
Unprompted awareness of cancer – over weight/obesity link

Population level shift – 22% intervention group (W1-W2)

Q: Which factors do you think affect a person’s chance of developing cancer?

Please name as many as you can think of
Prompted awareness of cancer - weight link

Smaller shift – but awareness when prompted already high

Media had impact on control group?

Q: Do you think that being overweight or obese can increase a person’s chance of developing cancer?
Actions as a result of seeing campaign

- Campaign triggered unexpected behaviour change
- Sustained at wave 3

Q: What, if anything, have you done as a result of seeing this campaign?

- Contacted a GP or other health professional
- Visited the CRUK website to find out more
- Changed physical activity behaviours
- Changed eating behaviours
- Talked to friends/family about it
- Thought about changing physical activity behaviours
- Thought about changing eating behaviours
- Nothing

Mostly different people reporting these behaviours
Who actually made/thought about making lifestyle changes?

- Weight status biggest predictor for reporting change (excluding changing Physical activity)
- Over 50s more likely to report eating behaviour changes
- Under 50s more likely to report physical activity
- Qualitative findings suggest that the campaign could have been a ‘tipping point’ for overweight people considering change

More men than women (except when it comes to thinking about changing physical activity behaviours)

NB: we are looking at small numbers of people (60 eating behaviour; and 66 physical activity)
What next?

- Cancer Research UK national obesity awareness campaign
- Awareness and Policy Support: e.g. Junk Food Messaging

Thank you