



Convenience Advertising

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Evaluation Report

Presented to
Irish Cervical Screening Programme

May 03

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1.0 Introduction

This study was undertaken in late February and early March 2003 on behalf of the Irish Cervical Screening Programme (ICSP).

Convenience Advertising (CA) set out to introduce a programme targeting women in the Mid-Western Health Board (MWHB) region. The campaign aims to create awareness that women should screen for cervical cancer and also to create awareness of the free screening programme available to women aged between 25 and 60 in the MWHB region. The campaign uses specific venues that have high female turnovers such as women's clinics, health & fitness clubs, beauty salons, shopping centres, etc.

This baseline research was conducted prior to the implementation of the Convenience Advertising narrowcasting strategy (washroom advertising) and is not an evaluation of the effectiveness of the Convenience Advertising programme. Phases two and three of the evaluation will provide a clearer picture of the utility of the narrowcast approach to disseminating information and creating increased awareness of the ICSP.

The objective of this research is to evaluate the ICSP to date in an effort to measure whether it has an impact on prompting women to screen and also to provide some information on the locations that offer the best prospects of creating an awareness of the campaign.

2.0 Methodology

A bi-monthly barometer survey uses a syndicated approach to collecting information from a national sample of 1,200 adults. The sample is quota controlled in terms of gender, age, social class, region and area of residence to match the known demographics of the population. It was therefore possible to confine interviewing to women aged between 25 – 60 in the MWHB region. This produces a representative sample of women in the correct age groups and within social class terms of that region.

We knew in advance that the likely achieved interviews in that area would be in the region of 70 and as such it was decided to include an identical questionnaire in 2 subsequent surveys and to consolidate the information. This has resulted in a total sample of 153 women who are aged between 25 – 60 and within the MWHB region in the survey. This is a sizeable enough sample for us to get some feeling for attitudes and behaviour with regard to the cervical screening process and their awareness of the campaign.

The questionnaire used in the survey is included in appendix A of this report. The tabulated responses are provided in appendix B.

3.0 Summary of Main Findings

The main findings of the study can be summarised as follows:

Awareness of terminology

- § Women in the Mid-Western Health Board region are more conscious of the term smear test than cervical screening.

- § It is clear that the majority of women believe that it is all women who should regularly undertake a smear test. A further 1 in 10 believe it is only sexually active women and very small proportions each nominate specific age groups where it is thought to be appropriate.

- § Women in rural areas are significantly more likely than their urban counterparts to believe that it is all women that should regularly undertake smear tests.

Proportion of Women Screened

- § Women in the region were asked when was the last time, if ever, they had screened for cervical cancer. The evidence suggests that as many as 4 in 10 have never screened for this. Among the balance, among 1 in 5 have done so within the past year and around a similar proportion have undertaken it somewhere between 2-5 years ago.
- § Screening is significantly higher among women who have had children. While women in rural areas nominate that all women should screen for cervical cancer, they are less likely than their urban counterparts to actually undertake the screening process.
- § Among women that have been screened, the majority have done so with their local GP. Only 17% have done so in a health clinic and 6% claim to have undertaken the process at the local family planning clinic.
- § Usage of the local GP is higher in rural areas. Usage of health clinics is higher among women with children and in urban areas.
- § The evidence suggests that the reasons why women do not screen for cervical cancer are directly related to perceived embarrassment, believing they don't need to do so or because they have a problem with the screening process itself.

Awareness of the Programme

- Half of all women who were surveyed are aware that there is free cervical screening for women aged between 25-60.
- Awareness is significantly higher (7 in 10) among women who have already been screened in the past.
- 3 in 10 of all women who have not yet been screened are actually aware of the programme.

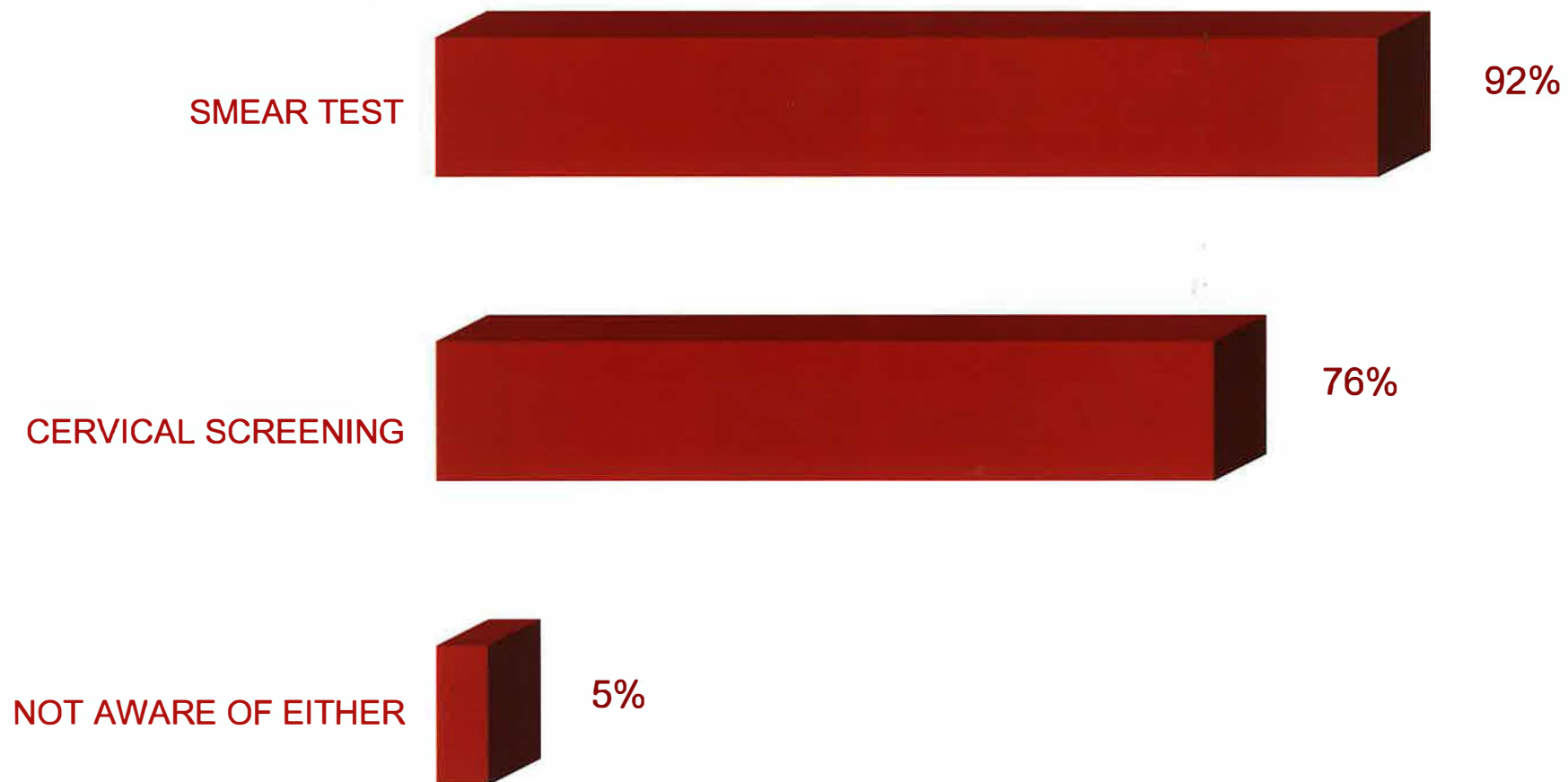
Awareness of Advertising Campaign

- 4 in 10 women in mid-west health board region claim to be aware of advertising for the free screening programme. Once again awareness is considerably higher among those who have already been screened (57%) and falls back to 23% among those who have not yet been screened.
- Awareness of the advertising programme is higher among women with children, older women and those in rural area.
- The key source of awareness of this campaign to date is the local GP or surgery. There is some evidence that it has also been picked up in posters in pharmacies and, at a lower level, in magazines or newspapers.

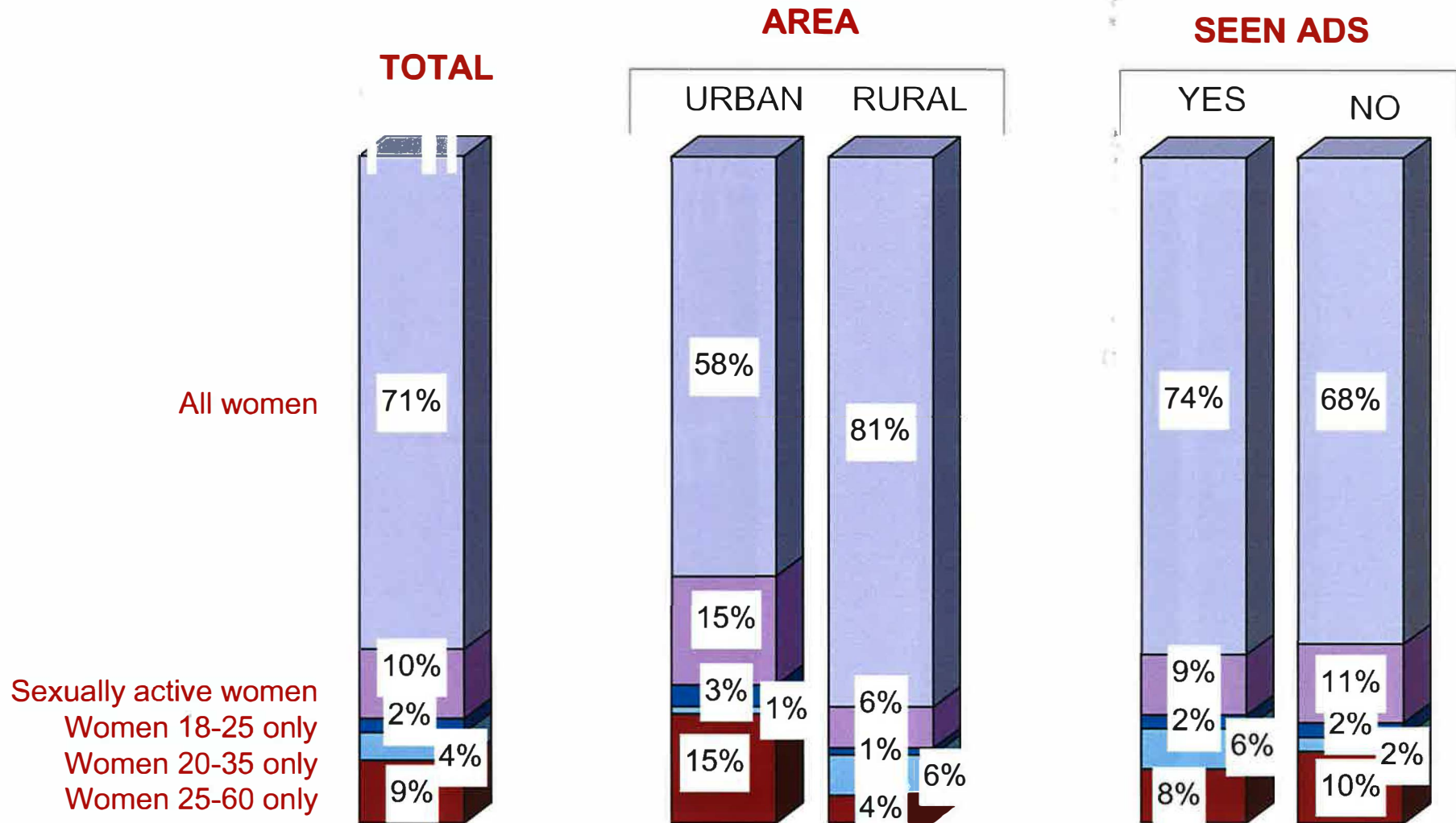
- The second phase of the work will help the evaluation further as we will be aiming to explore what increases can be achieved in both these indices.

4.0 Chart Deck

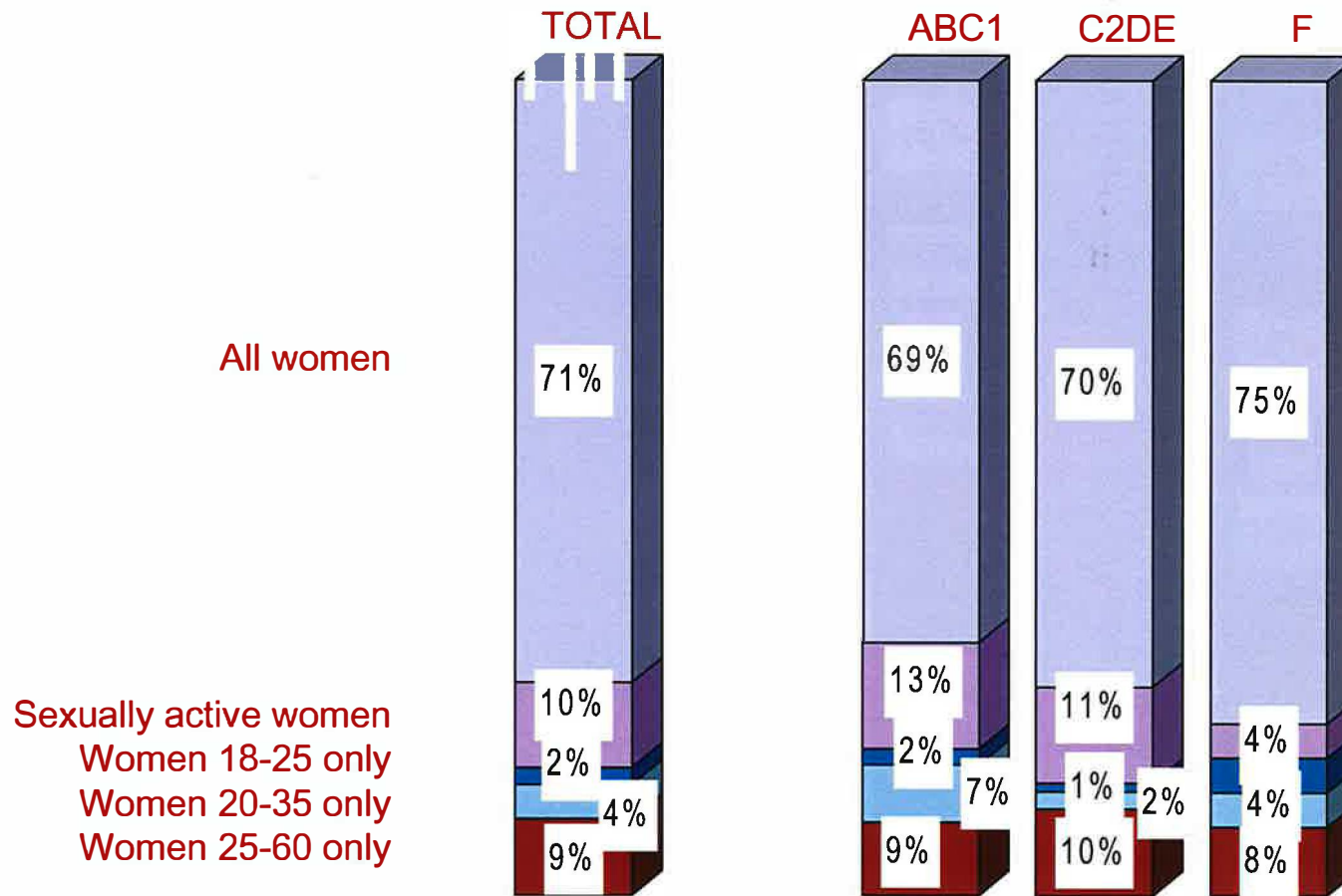
FAMILIARITY WITH TERMS



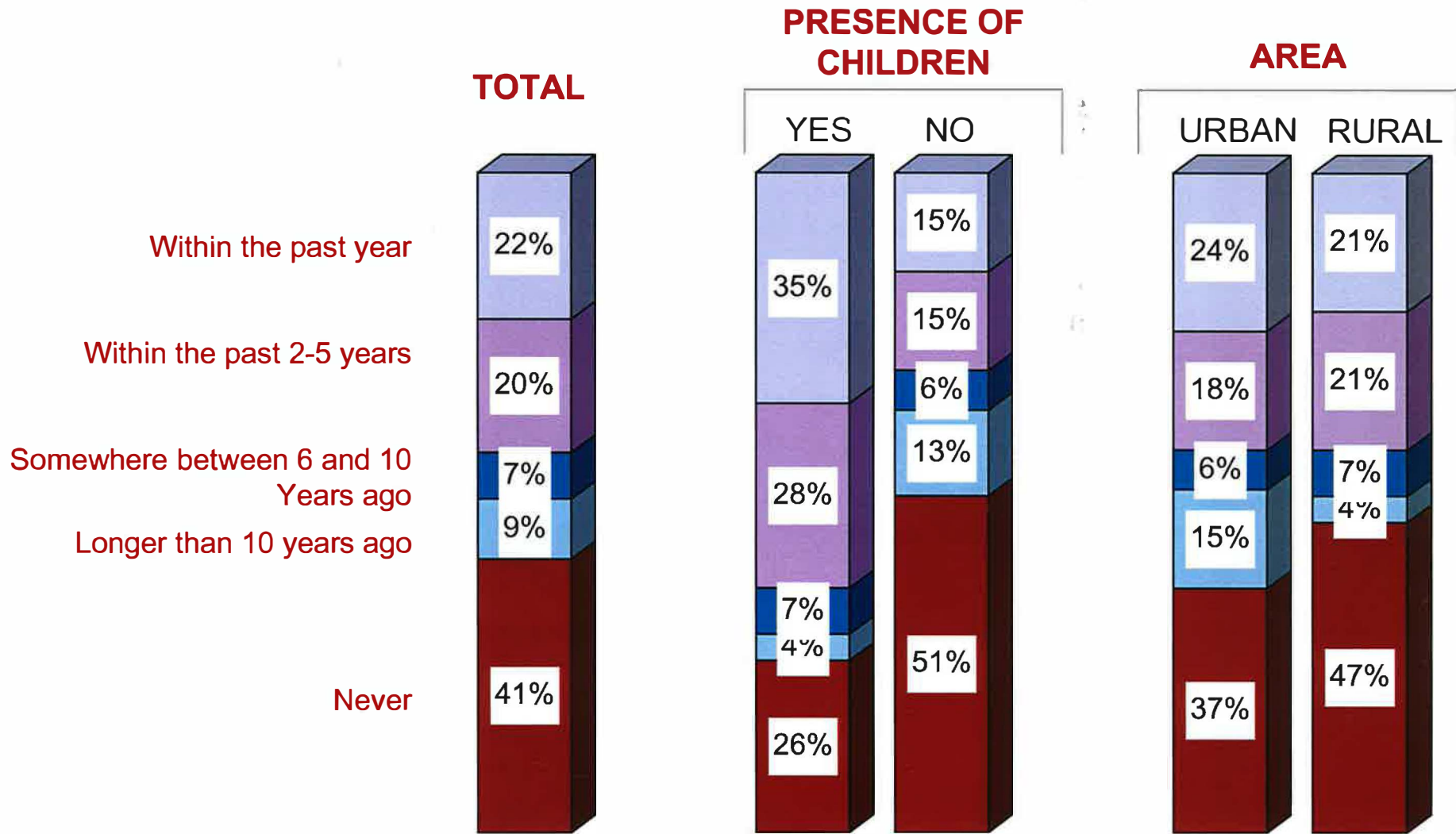
PERCEPTION OF WHO SHOULD BE SCREENED



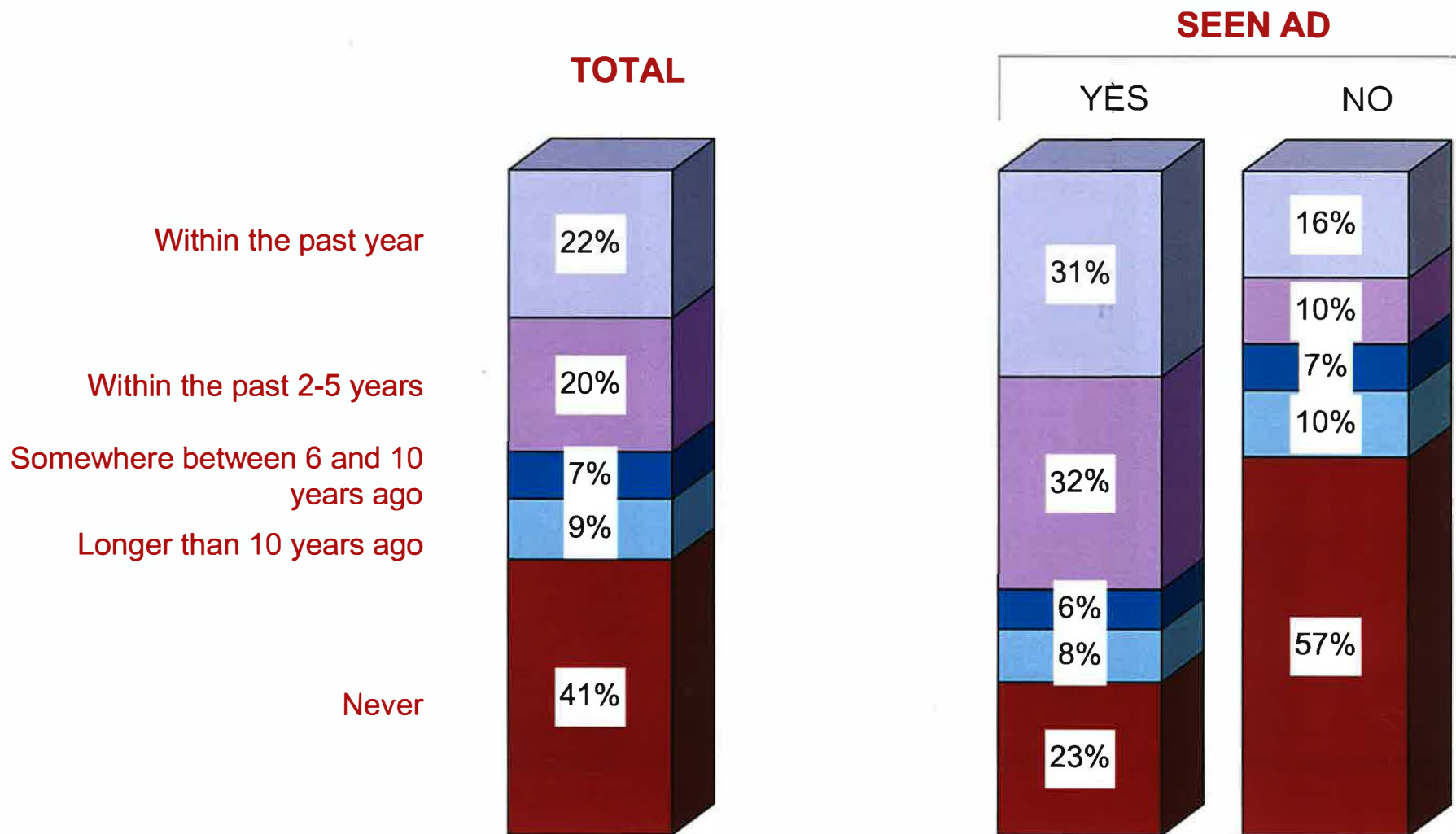
PERCEPTION OF WHO SHOULD BE SCREENED ACCORDING TO SOCIAL CLASS



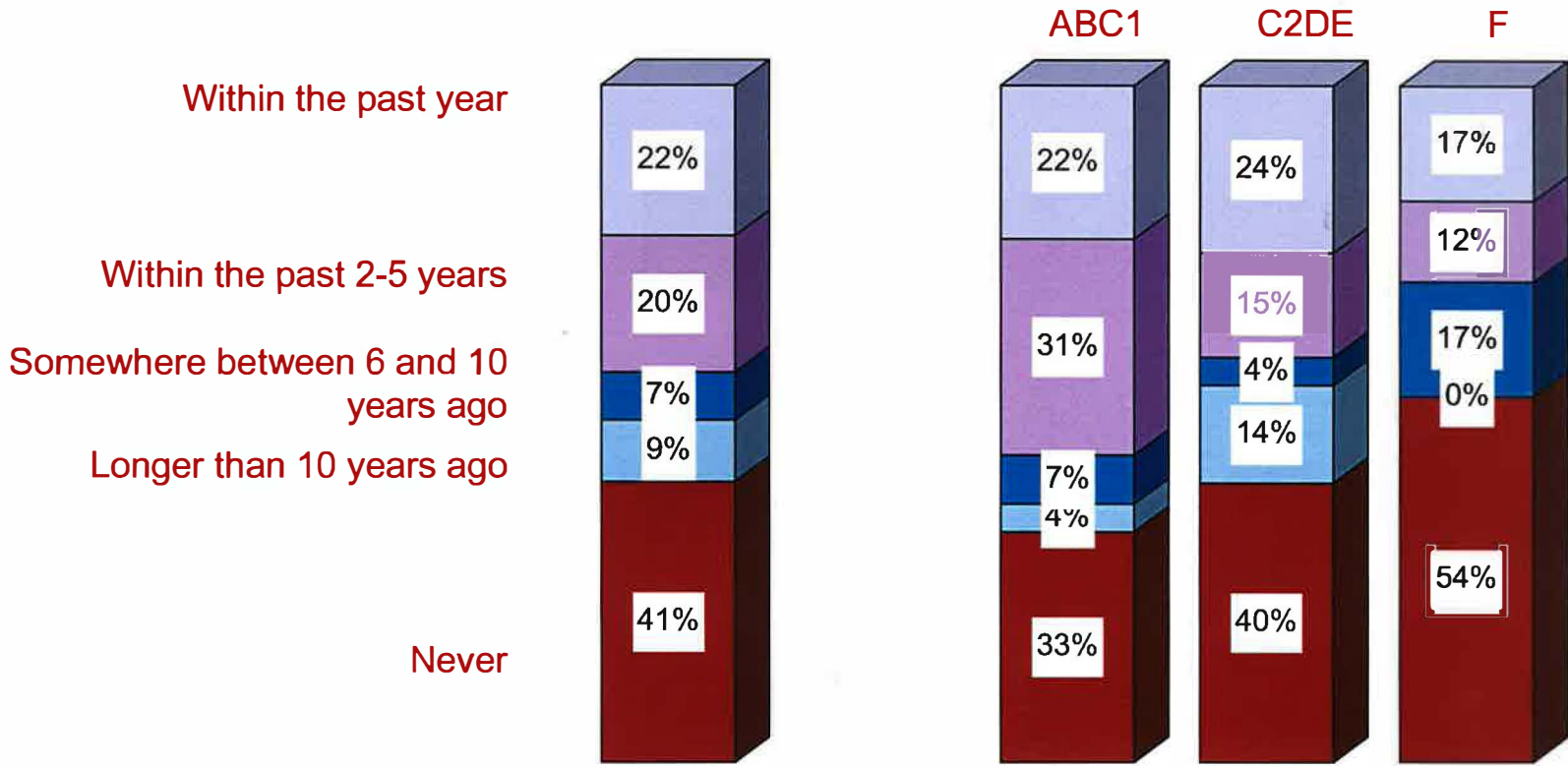
INCIDENCE AND REGENCY OF SCREENING



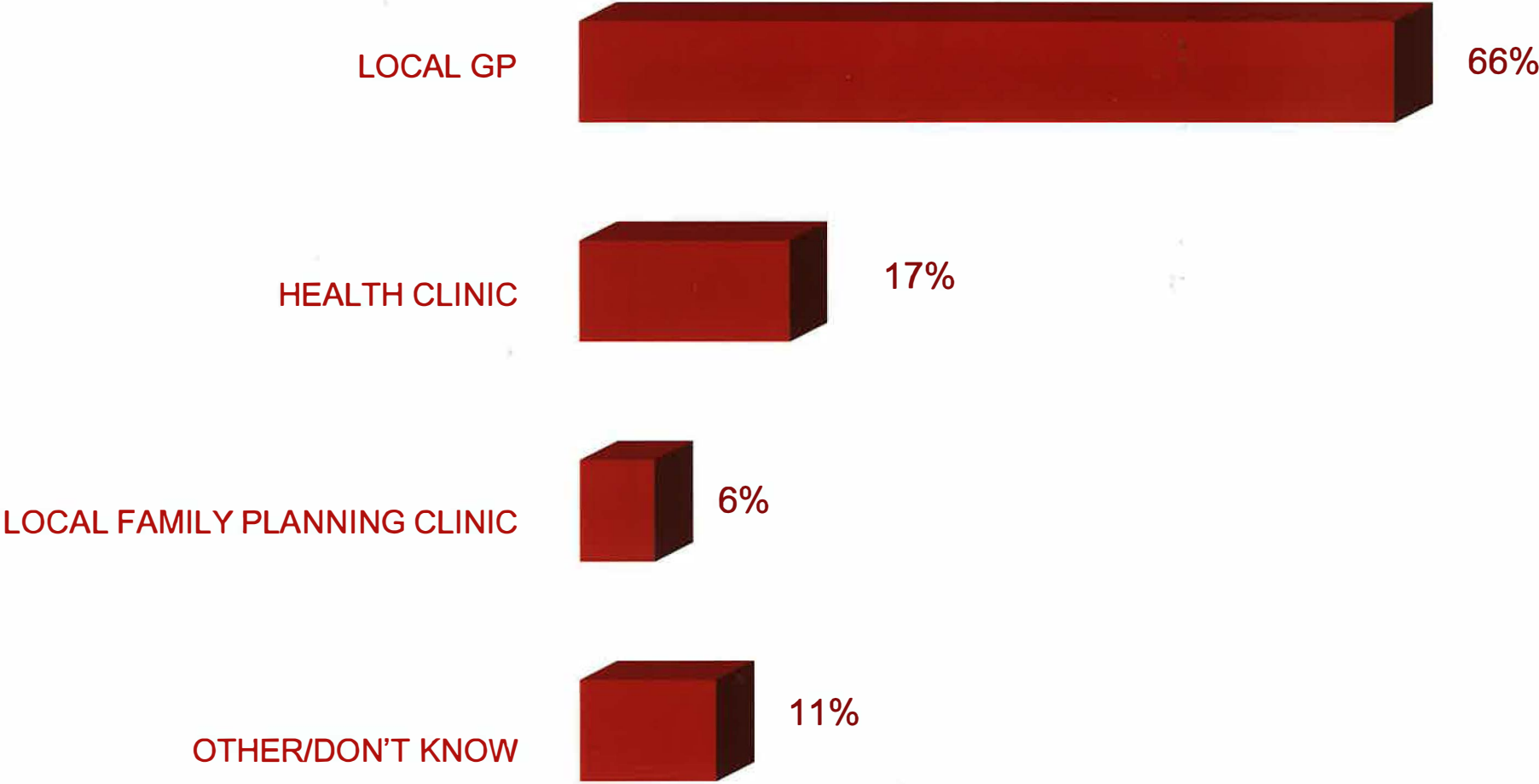
INCIDENCE AND RECENCY OF SCREENING



INCIDENCE AND REGENCY OF SCREENING ACCORDING TO SOCIAL CLASS



LOCATION OF LAST SCREENING



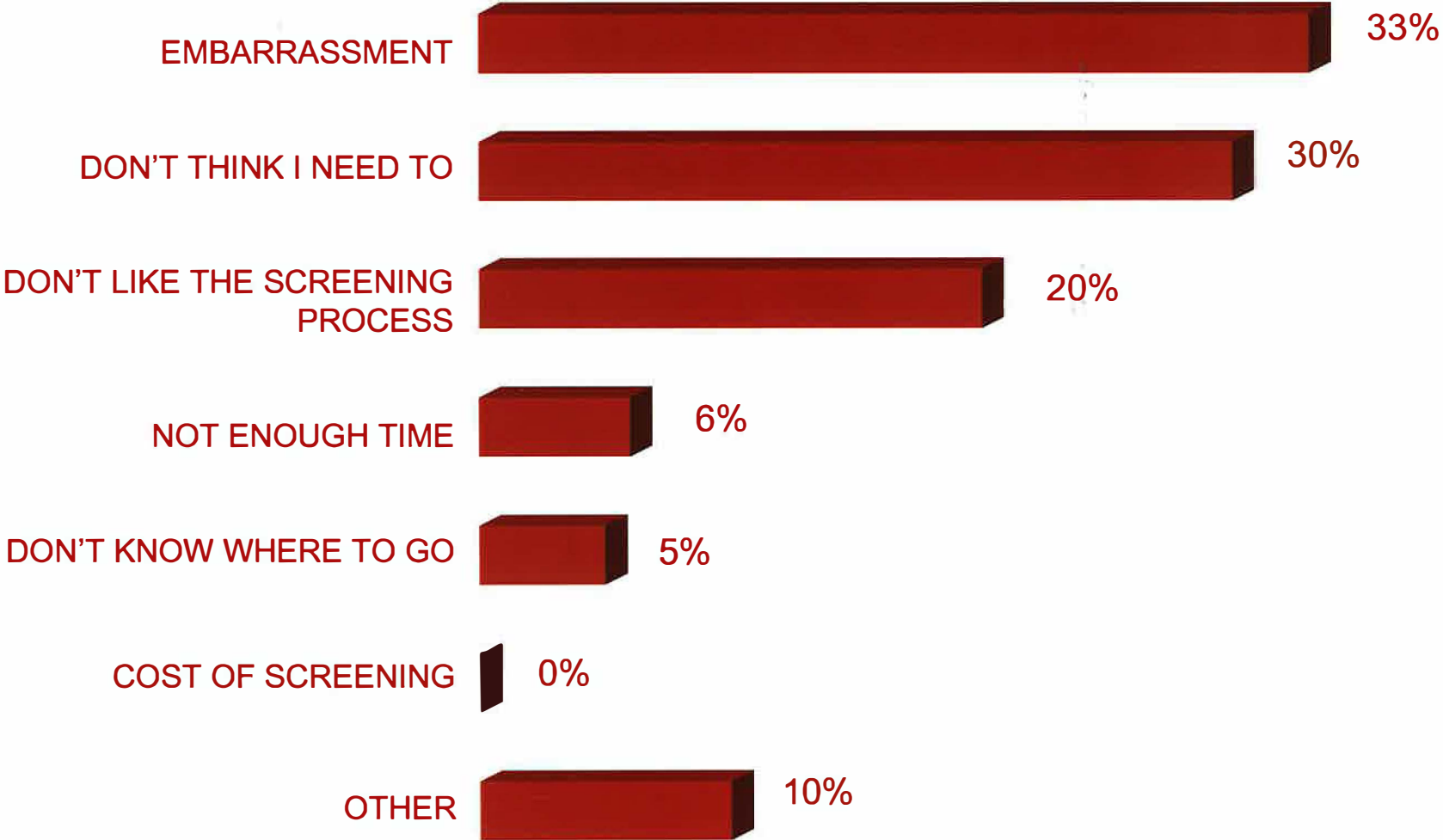
LOCATION OF LAST SCREENING

	Total	Presence of children		Area	
		yes	no	urban	rural
Local GP	66%	64%	67%	60%	72%
Health Clinic	17%	24%	11%	22%	12%
Local family planning clinic	6%	7%	4%	7%	5%
Other/ Don't know	11%	4%	17%	11%	11%

LOCATION OF LAST SCREENING ACCORDING TO SOCIAL CLASS

	TOTAL	ABC1	C2DE	F
Local GP	66%	59%	71%	64%
Health Clinic	17%	28%	12%	9%
Local family planning clinic	6%	10%	4%	0%
Other/ Don't know	11%	3%	8%	18%

REASONS FOR NOT SCREENING



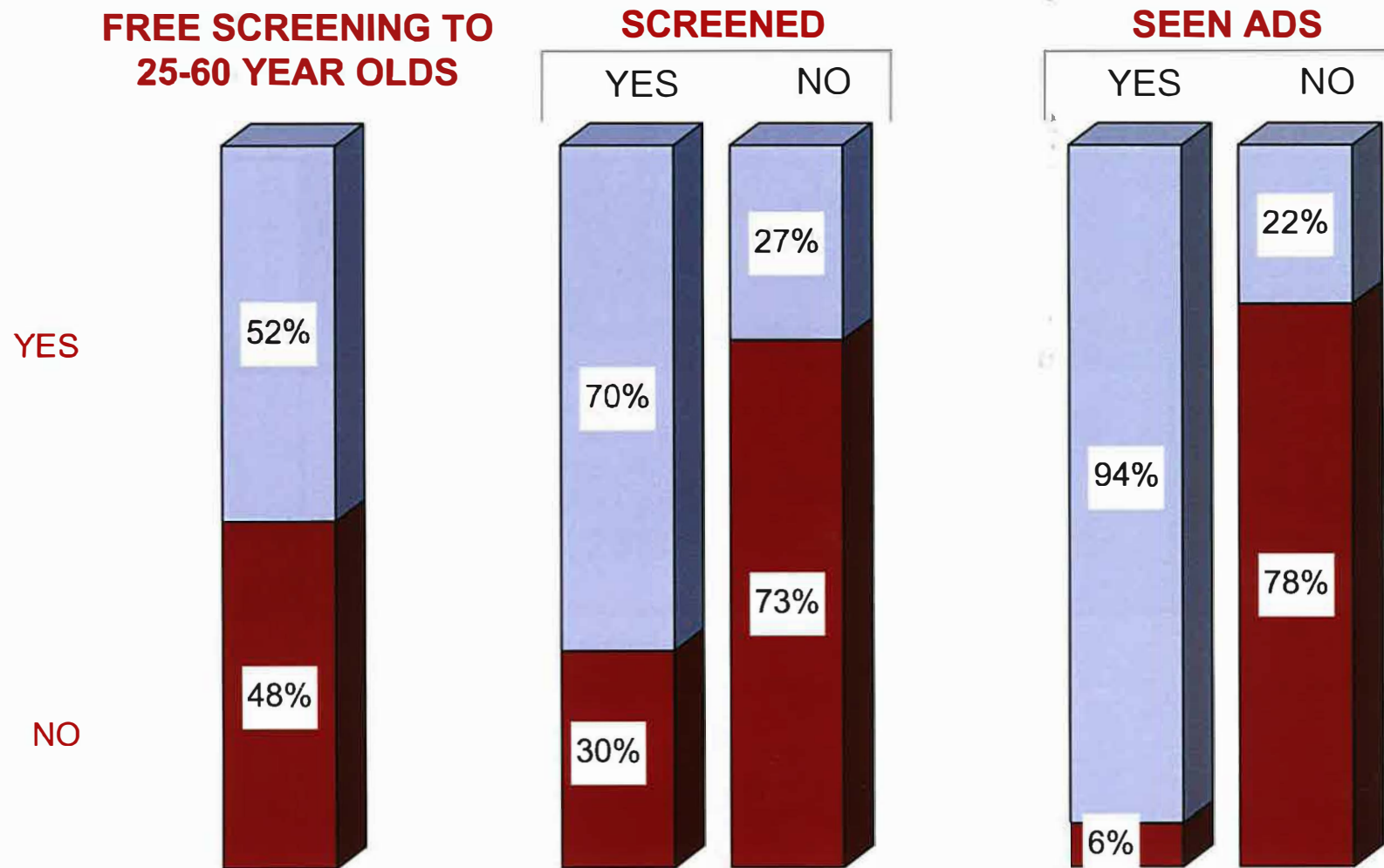
REASONS FOR NOT SCREENING

	Total	Have been screened		Have seen ads	
		yes	no	yes	no
Embarrassment	33%	35%	31%	42%	27%
Don't think I need to	30%	30%	32%	32%	28%
Don't like the screening process	20%	23%	16%	18%	20%
Not enough time	6%	7%	5%	6%	6%
Don't know where to go	5%	3%	6%	3%	7%
The cost of screening	-	-	-	-	-
Other	10%	10%	11%	9%	11%

REASONS FOR NOT SCREENING ACCORDING TO SOCIAL CLASS

	Total	Social Class		
		ABC1	C2DE	F
Embarrassment	33%	40%	35%	17%
Don't think I need to	30%	24%	29%	46%
Don't like the screening process	20%	27%	17%	17%
Not enough time	6%	4%	5%	12%
Don't know where to go	5%	-	6%	12%
The cost of screening	-	-	-	-
Other	10%	9%	7%	17%

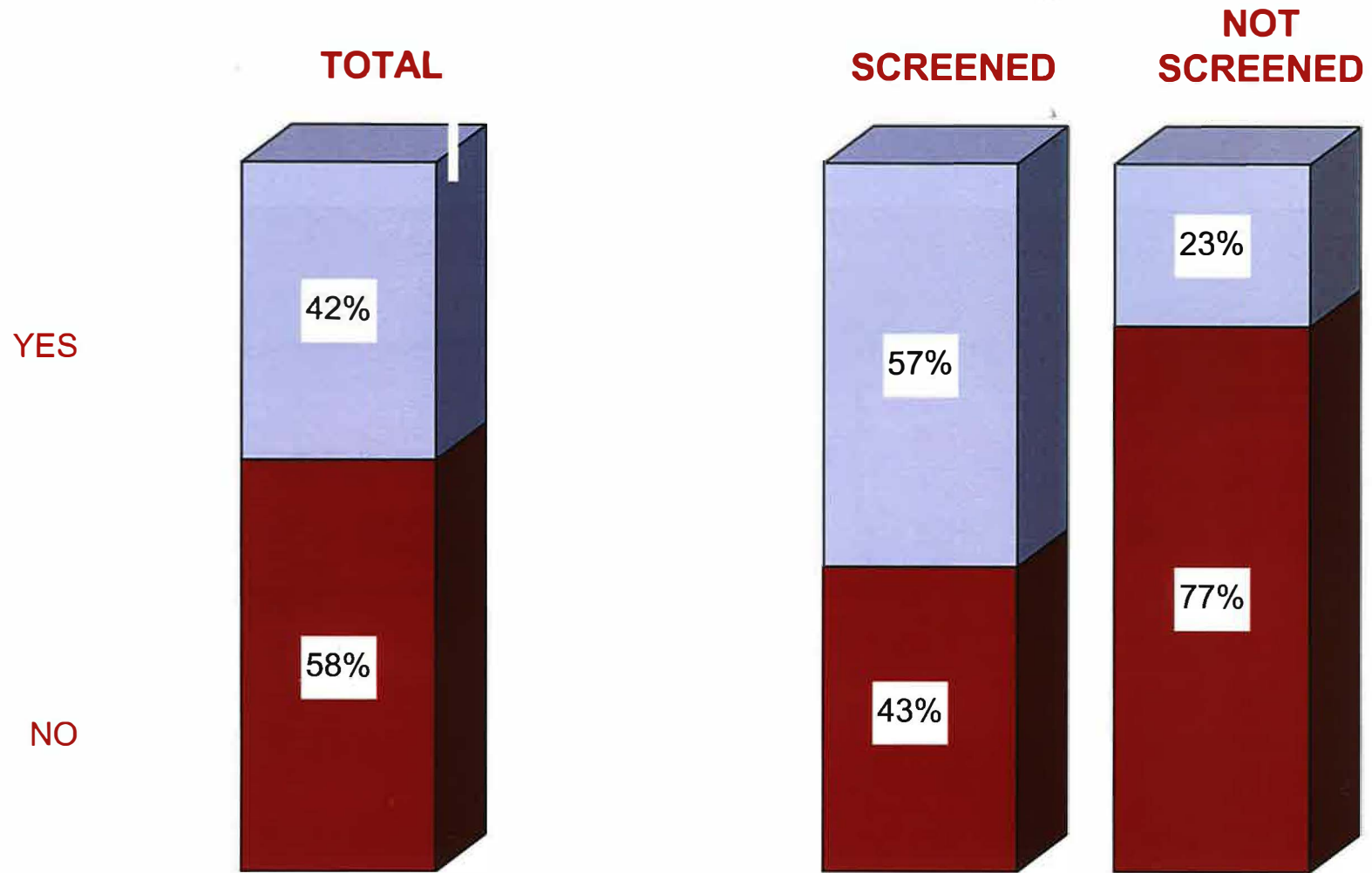
AWARENESS OF FREE CERVICAL SCREENING PROGRAMME FOR 25-60 YEAR OLDS



AWARENESS OF IRISH CERVICAL SCREENING PROGRAMME

	Total	Presence of children		Age	
		yes	no	25-34	35-60
Yes	52%	77%	38%	43%	59%
No	48%	23%	62%	57%	41%

AWARENESS OF ADVERTISING OF ICSP



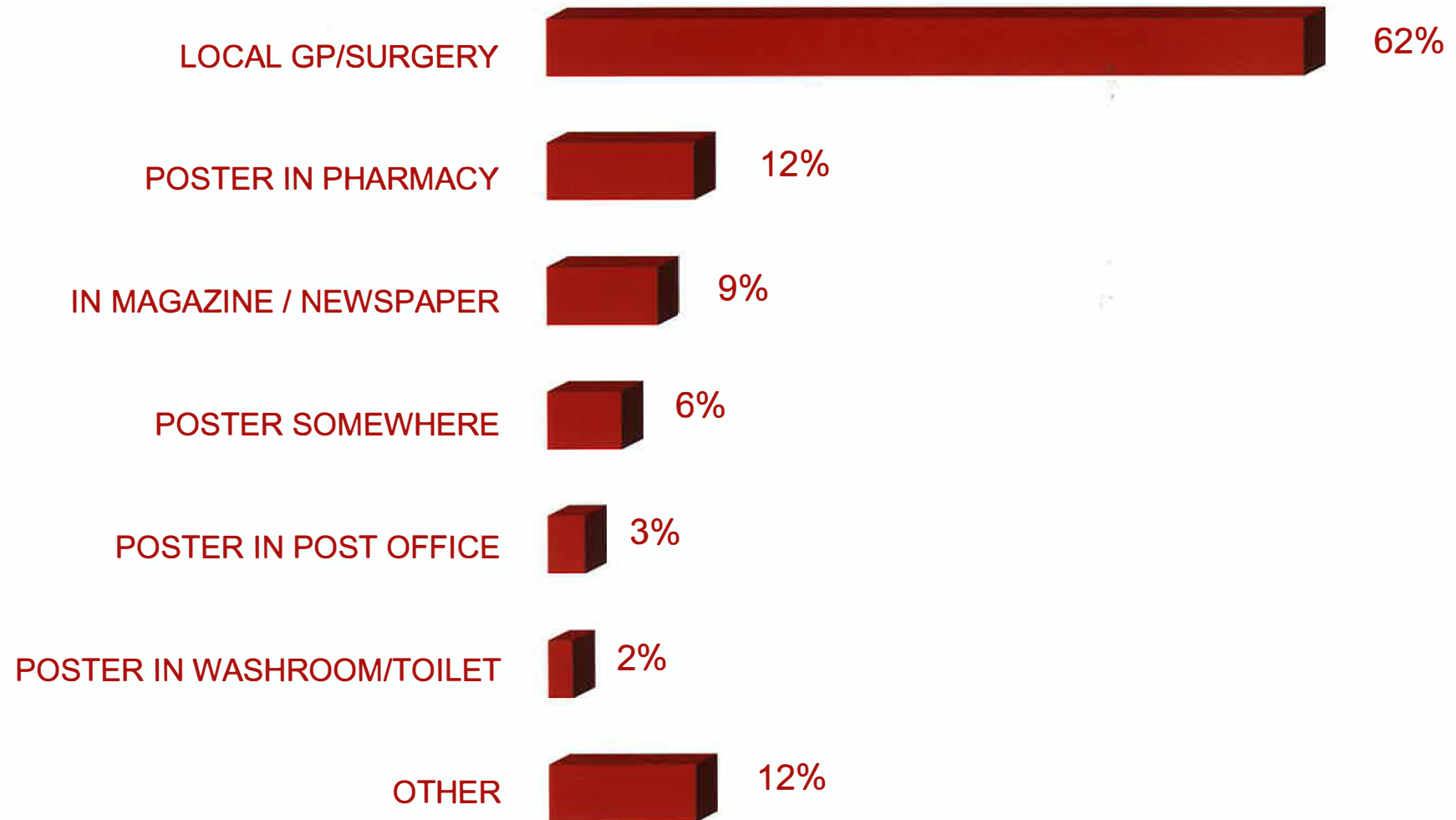
AWARENESS OF ADVERTISING OF ICSP

	Total	Presence of children		Age		Area	
		yes	no	25-34	35-60	urban	rural
Yes	42%	63%	30%	38%	46%	32%	52%
No	58%	37%	70%	62%	54%	68%	48%

AWARENESS OF ADVERTISING OF ICSP

	Total	Presence of children		Age		Area	
		yes	no	25-34	35-60	urban	rural
Yes	42%	63%	30%	38%	46%	32%	52%
No	58%	37%	70%	62%	54%	68%	48%

SOURCE OF ADVERTISING AWARENESS



Appendix A: Questionnaire

ASK ALL WOMEN IN THE MID WESTERN REGION (REFER TO MAP)

I would like to introduce the subject of female health.

- Q.1 Here are two terms that are commonly used in relation to female health. Which if any of these terms have you ever heard of? Circle the number opposite each one(s) you have heard of.
- | | |
|---------------------|---|
| Cervical Screening | 1 |
| Smear test | 2 |
| Not aware of either | 3 |
- Q.2 Who do you think should have regular smear tests?
- | | |
|--------------------------------|---|
| All women | 1 |
| Women aged 18 -25 | 2 |
| Women aged 20-35 | 3 |
| Women aged 25-60 | 4 |
| Sexually active women only | 5 |
| Non-sexually active women only | 6 |
- Q.3 When was the last time, if ever, you were screened?
- | | |
|--------------------------|---|
| Never | 1 |
| One Year Ago | 2 |
| Within the past 5 years | 3 |
| Within the past 5+ years | 4 |
| More than years ago | 5 |
- Q.4 What is it, do you think, that prevents people from being screened? You can tick more than one option.
- | | |
|------------------------------------|---|
| Not enough time | 1 |
| The cost of screening | 2 |
| Don't know where to go | 3 |
| Don't think they need to | 4 |
| Don't like the screening procedure | 5 |
| Embarrassment | 7 |
| Other, specify | 6 |
| _____ | |
- Q.5 Are you aware that the Irish Cervical Screening Programme offers free screening to women aged 25 to 60years in within the Mid Western Health Board region?
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- FOR ALL THOSE WHO HAVE BEEN SCREENED**
- Q.6 Where did you go for this screening?
- | | |
|------------------------|---|
| GP | 1 |
| Health clinic | 2 |
| Family planning clinic | 3 |
| Other, specify | 4 |
| _____ | |

Q.7 Have you seen or heard any advertising in relation to the free screening offered by the Irish Cervical Screening Programme?

Yes	1
No	2

IF YES

Q.8 Where have you seen this advertising? You can circle more than one answer.

GP's / Surgery	1
In a magazine/newspaper	2
As a poster somewhere	3
A poster in a post office	4
As a poster in a pharmacy	5
A poster in a washroom/toilet facility	5
Other, specify	6

Appendix B: Tabulated Responses

TABLE 1 Q1 Familiarity with terms
BASE: FEMALES – MID WESTERN HEALTH BOARD (Combined March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35-60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	131	49	82	52	79	39	72	21	62	69	75	53	56	75
UNWTD. SAMPLE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	153	57	96	61	92	45	84	24	72	81	88	62	65	88
Cervical Screening	100	39	61	39	62	33	53	15	45	55	63	37	48	52
	76%	81%	74%	74%	78%	84%	74%	71%	74%	79%	83%	69%	86%	69%
Smear Test	120	49	71	47	73	36	66	18	55	65	74	45	56	64
	92%	100%	86%	90%	92%	93%	92%	87%	89%	94%	99%	84%	100%	85%
Not aware of either	7	-	7	3	3	2	3	2	5	2	1	5	-	7
	5%		8%	7%	4%	4%	5%	8%	8%	2%	1%	10%		9%
Not stated/dk	1		1	-	1	-	1	-	1	-	-	-	-	1
	1%	-	1%		1%		1%		1%					1%

TABLE 2 Q1 Who do you think should have smear tests regularly
BASE: FEMALES – MID WESTERN HEALTH BOARD (Combined March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35+60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	131	49	82	52	79	39	72	21	62	69	75	53	56	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWTD. SAMPLE	153	57	96	61	92	45	84	24	72	81	88	62	65	88
All women	92	39	54	37	56	27	51	15	36	57	54	38	41	51
	71%	79%	66%	70%	71%	69%	70%	75%	58%	81%	72%	71%	74%	68%
Women aged 25 only	3	1	2	3	-	1	1	1	2	1	2	1	1	2
	2%	2%	2%	5%		2%	1%	4%	3%	1%	2%	2%	2%	2%
Women aged 26-35 only	5	1	4	3	3	3	2	1	1	4	3	3	3	2
	4%	2%	5%	5%	3%	7%	2%	4%	1%	6%	3%	5%	6%	2%
Women aged 36-60 only	12	5	7	3	9	3	7	2	9	3	7	5	4	8
		11%	8%	5%	12%	9%	10%	8%	15%	4%	9%	10%	8%	10%
Sexually active women only	14	3	10	6	8	5	8	1	9	4	9	4	5	9
	10%	7%	13%	11%	10%	13%	11%	4%	15%	6%	13%	8%	9%	11%
Non-sexually active women only	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated/dk	5	-	5	2	3	-	4	1	4	1	1	3	1	4
	4%	-	6%	3%	4%		6%	4%	7%	1	1%	5%	2%	6%

TABLE 3 Q3 Last time you were screened
BASE: FEMALES – MID WESTERN HEALTH BOARD (Combined March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35+60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	131	49	82	52	79	39	72	21	62	69	75	53	56	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWTD. SAMPLE	153	57	96	61	92	45	84	24	72	81	88	62	65	88
Never	53	12	41	33	21	13	29	11	21	32	-	53	12	41
	41%	25%	50%	62%	26%	33%	40%	54%	35%	46%		100%	22%	55%
Within the past year	29	17	12	12	17	9	17	3	15	15	29	-	17	12
	22%	35%	15%	23%	22%	22%	24%	17%	24%	21%	39%		31%	16%
Within the past 5 years	26	14	12	5	21	12	11	3	11	15	26	-	18	8
	22%	28%	15%	10%	26%	31%	15%	12%	18%	21%	34%		32%	10%
Somewhere between 6 and 10 years ago	9	3	5	2	7	3	3	3	3	5	9	-	3	5
	7%	7%	6%	3%	9%	7%	4%	17%	6%	7%	11%		6%	7%
Longer than 10 years ago	12	2	10		12	2	10	-	9	3	12	-	4	8
	9%	4%	13%		15%	4%	14%		15%	4%	16%		8%	10%
Not stated/dk	3	1	2	1	2	1	2	-	2	1	-	-	1	2
	2%	2%	2%	2%	2%	2%	2%		3%	1%			2%	2%

TABLE 4 Q1 Where did you go for last screening
BASE: HAVE BEEN SCREENED (Combined March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35-60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	75	36	39	19	57	25	41	9	39	37	75	-	43	33
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
UNWTD. SAMPLE	88	42	46	22	66	29	48	11	45	43	88	-	50	38
Local GP	50	23	27	15	35	15	29	6	23	27	50	-	29	21
	66%	64%	67%	77%	62%	59%	71%	64%	60%	72%	66%	-	68%	63%
Health clinic	13	9	4	2	11	7	5	1	9	4	13	-	8	5
	17%	24%	11%	9%	20%	28%	12%	9%	22%	12%	17%	-	18%	16%
Local family planning clinic	4	3	2	2	3	3	2	-	3	2	4	-	4	-
	6%	7%	4%	9%	5%	10%	4%	-	7%	5%	6%	-	10%	-
Other	6	1	5	-	6	1	3	2	3	3	6	-	1	5
	8%	2%	13%	-	11%	3%	8%	18%	7%	9%	8%	-	2%	16%
Not stated/dk	3	1	2	1	2	-	2	1	2	1	3	-	1	2
	3%	2%	4%	5%	3%	-	4%	9%	4%	9%	3%	-	2%	5%

TABLE 5 Q5 Reasons for people not getting screened
BASE: FEMALES – MID WESTERN HEALTH BOARD (Combined March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35-60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	131	49	82	52	79	39	72	21	62	69	75	53	56	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWTD. SAMPLE	153	57	96	61	92	45	84	24	72	81	88	62	65	88
Not enough time	8	3	5	2	6	2	3	3	3	4	5	3	3	4
	6%	5%	6%	3%	8%	4%	5%	12%	6%	6%	7%	5%	6%	6%
The cost of screening	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know where to go	7	2	5	6	1	-	4	3	3	4	3	3	2	5
	5%	4%	6%	11%	1%		6%	12%	4%	6%	3%	6%	3%	7%
Don't think I need to	39	13	27	14	26	9	21	9	9	30	22	17	18	21
	30%	26%	32%	26%	33%	24%	29%	46%	15%	43%	30%	32%	32%	28%
Don't like the screening process	26	11	15	6	20	10	12	3	14	12	17	9	10	15
	20%	23%	18%	11%	25%	27%	17%	17%	22%	17%	23%	16%	18%	20%
Embarrassment	44	19	25	21	22	15	25	3	21	23	27	16	23	21
	33%	39%	30%	41%	28%	9%	10%	17%	33%	33%	35%	31%	42%	27%
Other	14	3	10	3	10	3	7	3	7	7	8	6	5	9
	10%	7%	13%	7%	13%	9%	10%	17%	11%	10%	10%	11%	9%	11%
Not stated/dk	15	7	8	5	9	4	9	2	8	7	8	6	6	9
	11%	14%	9%	10%	12%	11%	12%	8%	13%	10%	10%	11%	11%	11%

TABLE 6 Q6 Awareness that the ICSP offers free screens to women (25-60yrs) in MWHB Region
BASE: FEMALES – MID WESTERN HEALTH BOARD (March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35-60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	131	49	82	52	79	39	72	21	62	69	75	53	56	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWTD. SAMPLE	153	57	96	61	92	45	84	24	72	81	88	62	65	88
Yes	68	38	31	22	46	25	34	9	31	38	53	15	52	16
	52%	77%	38%	43%	59%	64%	48%	46%	50%	54%	70%	27%	94%	22%
No	63	11	51	30	33	14	38	11	31	32	22	39	3	59
	48%	23%	63%	57%	41%	36%	52%	54%	50%	46%	30%	73%	6%	78%

TABLE 7 Q7 Awareness of advertising in relation to free screening offered by ICSP
BASE: FEMALES – MID WESTERN HEALTH BOARD (March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35-60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	131	49	82	52	79	39	72	21	62	69	75	53	56	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWTD. SAMPLE	153	57	96	61	92	45	84	24	72	81	88	62	65	88
Yes	56	31	25	20	36	19	27	9	20	36	43	12	56	-
	42%	63%	30%	38%	46%	49%	38%	46%	32%	52%	57%	23%	100%	
No	75	18	57	33	43	20	45	11	42	33	33	41	-	75
	58%	37%	70%	62%	54%	51%	62%	54%	68%	48%	43%	77%		100%

TABLE 8 Q8 Source of advertising awareness
BASE; FEMALES – MID WESTERN HEALTH BOARD (March 1 & 2)

	TOTAL	CHILDREN		AGE		SOCIAL CLASS			AREA		SCREENED		SEEN ADS	
		HAVE	NONE	25-34	35-60	ABC1	C2DE	F	URBAN	RURAL	Yes	No	Yes	No
WTD. TOTAL	56	31	25	20	36	19	27	9	20	36	43	12	56	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWTD. SAMPLE	65	36	29	23	42	22	32	11	23	42	50	14	65	-
Local GP's/Surgery	34	21	14	13	21	13	15	6	14	21	30	3	34	-
	62%	67%	55%	65%	60%	68%	56%	64%	70%	57%	70%	29%	62%	
In a magazine/ newspaper	5	1	4	3	3	1	2	3	-	5	2	3	5	-
	9%	3%	17%	13%	7%	5%	6%	27%		14%	4%	29%	9%	
As a poster somewhere	3	2	2	2	2	1	3	-	-	3	2	2	3	-
	6%	6%	7%	9%	5%	5%	9%			10%	4%	14%	6%	
A poster in a post office	2	1	1	-	2	1	-	1	1	1	2	-	2	-
	3%	3%	3%		5%	5%		9%	4%	2%	4%		3%	
A poster in a pharmacy	7	4	3	3	4	3	3	1	3	3	7	-	7	-
	12%	14%	10%	13%	12%	14%	12%	9%	17%	10%	16%		12%	
A poster in a washroom/toilet facility	1	1	-	1	-	-	1	-	-	1	-	1	1	-
	2%	3%		4%			3%			2%		7%	2%	
Other	7	4	3	1	6	3	3	1	3	4	4	3	7	-
	12%	14%	10%	4%	17%	14%	12%	9%	13%	12%	10%	21%	12%	
Not stated/dk	1	-	1	-	1	-	1	-	-	1	-	1	1	-
	2%		3%		2%		3%			2%		7%	2%	