

Enhancing Prostate Cancer Awareness Through Targeted Community Campaigns in a High-Risk Victorian Region

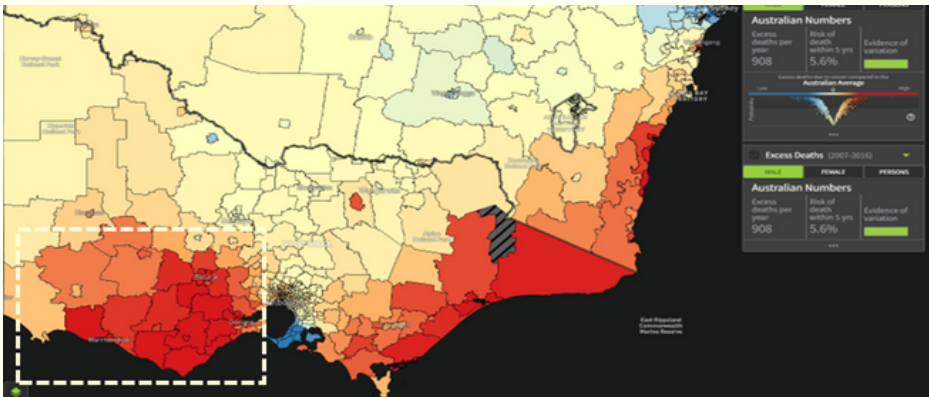
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1. Barwon South Western Regional Integrated Cancer Service, 2. Geelong Prostate Support Group, 3. South West Healthcare

BACKGROUND

The Australian Cancer Atlas identifies that men with prostate cancer from the Victorian Barwon South West (BSW) region face a 50-60% higher risk of excess mortality & lower-than-average diagnosis rates compared to the rest of Australia.

EXCESS DEATHS



Australian Cancer Atlas V1. <https://atlas.cancer.org.au>

AIM

Increase awareness & educate BSW communities about prostate health & the importance of early detection of prostate cancer via a simple prostate-specific antigen (PSA) screening test.



METHOD

With grants from the Prostate Cancer Foundation of Australia (PCFA) & the Barwon South Western Regional Integrated Cancer Service (BSWRICS), the campaign was driven by prostate support group members from both Warrnambool & Geelong. A geographically targeted social media strategy & community-based educational program was developed to encourage at-risk populations to act, addressing myths about digital rectal exams, highlighting prostate cancer contributing factors & prioritised the importance of early detection.

RESULTS

This comprehensive media campaign coupled with public events, enhanced awareness regarding PSA testing & the critical importance of early prostate cancer detection. Feedback from participants & stakeholders indicated an improved understanding of the contributing factors and symptoms of prostate cancer, as well as increased knowledge about prostate cancer screening methods.

37,000 facebook USERS REACHED
8,500 facebook POST INTERACTIONS
3,500+ POSTERS DISTRIBUTED

CONCLUSION

This consumer-led campaign highlights how strategic marketing & community engagement are key to raising awareness amongst high-risk populations, providing a replicable model for future early cancer detection efforts via community education.



Thank you
Mark Jones
 MERRI Transport, for generously offering space on his new milk truck, delivering the campaign message across Victoria.



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