Why do we have different levels of participation in Europe?

Influence of the message

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Healthcare Communications
Ispra, June 2013: ‘Increasing up-take rates in colorectal cancer screening programmes’

Key factors in facilitating uptake:

- Risk awareness
- Positive experience
- Recommendation
- Nagging
Ispra, June 2013: ‘Increasing up-take rates in colorectal cancer screening programmes’

Key factors in reducing uptake:

- Fear
- Info over-load
- Misconception
- Cleanliness
- Socio-economics
Vienna, October 2014: CRC Screening Think Tank

A consensus on motivational messaging to help increase patient participation in colorectal cancer screening

• SIMPLE
• EMOTIVE
• FACTUAL

BUT THE TONE CANNOT BE UNIQUE
Dec. 2015: Effects of evidence-based strategies to reduce the socioeconomic gradient of uptake in the NHS Bowel Cancer Screening Programme (ASCEND)

The Impact Of Reminders & Content

• A simplified message

Significant interaction with a stronger effect seen in the most deprived group
The Impact Of Reminders & Content

- no reminder
  0% increase in self referral

- a reminder plus the standard information booklet
  8% increase in self referral

- a reminder plus locally tailored leaflet
  10% increase in self referral
May 2017: Public understanding of the purpose of cancer screening: A population-based survey

Benefits $\rightarrow$ informed choice

BUT

Requires understanding of harms, benefits and purpose
Why do we have different levels of participation in Europe?

Influence of the messenger
If Pepsi did screening.....
If Durex did screening.....

turn on to screening
If Carlsberg did screening.....

probably the best screening in the world
Thank You

Justin Wilkes

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