

GET SCREENED AND GET ON WITH LIVING

Campaign Launch | October 2018

Along with our partners at Cancer Council and Country SA PHN, Adelaide PHN are pleased to launch a new campaign to encourage South Australians to get screened for cancer and ‘get on with living’.

The campaign marks the first time that the organisations have joined together to invest in a state-wide cancer screening promotional campaign.

Currently, Australia runs three national cancer screening programs for bowel, breast and cervical cancer, which Lincoln Size, Chief Executive at Cancer Council SA, says makes us world leaders in early detection.

“Early detection not only improves health outcomes, it reduces overall costs to the health system and most importantly, saves lives.”

“The evidence for screening is undeniable. For example, for women diagnosed with breast cancer, the risk of death was 42% lower among those diagnosed through BreastScreen Australia than those who had never screened , and 90% of all bowel cancers can be successfully treated if caught early,” Mr Size.

“Furthermore, recent Cancer Council research shows that through a combination of the new Cervical Screening Test and the HPV vaccination, cervical cancer is set to be virtually eradicated in Australia by 2035.

“It’s statistics like this that highlight just how important screening is, which is why we’re launching this new campaign encouraging South Australians to take advantage of the free screening tests available to them.”

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The campaign, which features the tagline “get screened and get on with living” focuses on the euphoric feeling that you get after you’ve completed your screening test and everything comes back ok. It’s about celebrating life as opposed to focusing on the fear and negative feelings which deter people from completing a screening test.

CEO of Country SA PHN, Kim Hosking, and CEO of Adelaide PHN, Deb Lee, said that unfortunately, despite all the evidence showing that bowel, breast and cervical cancer screening effectively picks up cancer at earlier stages, there are still many South Australians who are putting off their routine screening tests.

“Research shows that in 2015-2016, less than half of eligible people completed their free, at-home bowel screening test, around a third of eligible women didn’t have a mammogram and 40 percent of eligible women didn’t have a Cervical Screening Test.”

“We want to raise awareness about screening and encourage South Australians to have a conversation with their GP about which cancer screening tests are available to them. Our hope is that through raising awareness, we can encourage further participation in the national cancer screening programs, and ultimately save more lives.”

The campaign will be launched on 28 October across South Australian radio, newspapers and social media. To find out more about the campaign and what cancer screening tests you’re eligible for, visit cancersa.org.au/get-screened-and-get-on-with-living

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