

The Evolution of an Idea into a Public Health Campaign

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Let's talk about Mouth Cancer
Scottish Charitable Incorporated Organisation SC045100



Introduction

Oral Cancer in the UK is on the rise. Increasing numbers of cases have been recorded with 6,600 reported cases in 2010 rising to 7,700 in 2011. A call to action by Cancer Research UK and the British Oral Medicine Society gave rise to an expanding voluntary public health campaign in Scotland. 'Let's talk about Mouth Cancer' was founded in 2014 as a Scottish Charitable Incorporated Organisation with the aim of improving the prognosis of the patient diagnosed with oral cancer through early detection and diagnosis. To this end the completely voluntary group have focused on improving both public and professional knowledge about the disease through a number of avenues including street campaigns and online.

Empowerment of the Public

Our interventions have focused on directly engaging with the public. We began offering a free screening service on the streets of Edinburgh, using this as an educational tool to explain signs and symptoms. This proved labour intensive and difficult to replicate in multiple locations without significant resource and input from dental professionals. It was also difficult to establish a patient pathway out-with our own health board area.

We therefore changed our focus to empowering patients with the skills and knowledge to find their disease early by carrying out self examination . This has proved a much more reproducible and mobile model. We have replicated this in two cities in Scotland and engaged undergraduates from the University of Edinburgh and University of Dundee.

Street Campaign

To date we have interacted with 1251 people on a one to one basis. Our events have included erecting marquees in central locations to act as our campaign hub. We then train and engage a large team of volunteers including dental students, dental therapy students, postgraduate dental trainees and the nursing team to deliver our life saving message and give self examination demonstrations.

Some of our street team in Edinburgh with charity livery



Demonstrations Inside our Marquee 'mirror zone'



We have produced online tutorial videos to demonstrate self examination and professional examination. There have been over 15,000 views to date on youtube with coverage all over the world.

Our street teams are provided with iPads filled with videos and interactive material to deliver our health care message.

Screenshot of our Self Exam youtube video



Example of our self exam leaflets

Social Media

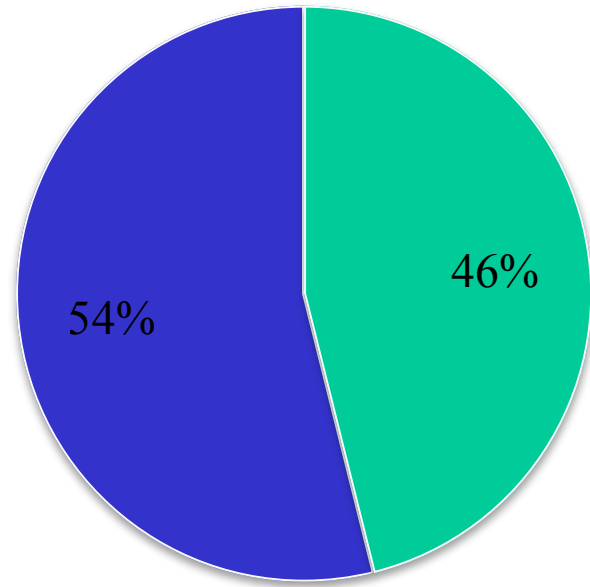
Social media is now a part of almost every young person's daily life with so many different ways to interact and gain information. We have begun to tap into this and spread our message through Facebook, Twitter and youtube.

A single Facebook message and picture reached 2500 organic views/interactions

05/11/2014 17:42	It's Mouth Cancer Awareness Month! Do you know what to look			2.5K		147 71
The installation of a celebratory as our charity patron has also boosted online activity						
18/11/2015 12:56	Our campaign has been officialy launched by Ex Scotland Inter			2.3K		106 54

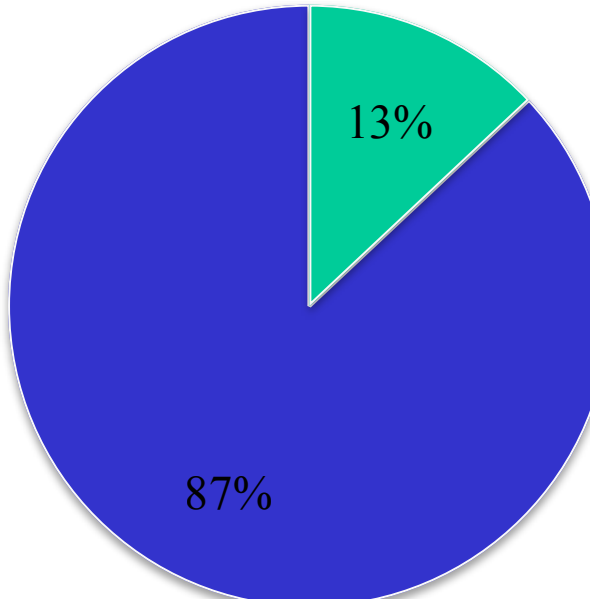
Our experience of social media shows that it is useful at engaging a young female population. One well constructed Facebook message can reach thousands in a matter of hours. Of note, there is greater interaction with messages at 18:00 than any other part of the day. Targeted release of messages at specific times and populations will boost enagaement.

Analysis of Youtube interaction



Professional Examination of the Mouth

11,178 views over 13 months
Viewed in USA,UK,Germany, Japan, Canada, Italy, Malaysia and India



Self Examination Demonstration

4,069 views over 13 months
Viewed in Taiwan, Mexico, UK, USA, South Korea, Philippines, India

Our experience of youtube shows that it is useful at reaching out to a professional male population and can get a healthcare message all over the world quickly and simply. It can be a good way of targeting audiences in developing countries where smart phone access is on the rise. Further work on understanding how to better engage the public in this wav is required.

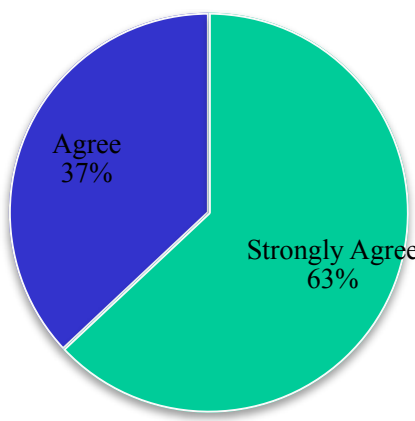
Empowerment of the Profession

We have focused on educating healthcare professionals on the early signs and symptoms of oral cancer. Our free open access sessions look at the patient journey from diagnosis to rehabilitation. With input from a Consultant Maxillofacial Surgeon, a Restorative Dentist and an oral cancer survivor. 396 health care professionals have attended 5 events.

We continually engage with undergraduate students during our campaign, providing training and experience at delivering health improvement messages to the public.

A survey of dental students who took part in our most recent street campaign responded positively and felt empowered in the fight against oral cancer.

'After the event I feel more confident talking about Mouth' Cancer'



100% would take part in our event again

Ref: Joint statement from the British Society for Oral Medicine (BSOM) and Cancer Research UK (CRUK) on Mouth Cancer 2013