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| Media Planning Strategy and Execution to support Public Awareness Campaign for Lung Cancer  South East London Cancer Alliance (SELCA)  Specification  Ref: ST24-P135 |
|  |
| **SmartTogether Procurement**  Serving Guy’s & St Thomas’ NHS Foundation Trust, Lewisham and Greenwich NHS Trust, Great Ormond Street Hospital for Children NHS Foundation Trust, South London and Maudsley NHS Foundation Trust |

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# Overview

The Authority has a requirement for a Media Planning Strategy to support a Public Awareness Campaign for South East London Cancer Alliance (SELCA), to increase the awareness of the signs and symptoms of Lung Cancer in line with the priorities of the Early Cancer Diagnosis Programme.

## Objectives of the SELCA Early Cancer Diagnosis programme

* To work with stakeholders across London to increase earlier diagnosis of cancer through 3 key delivery areas:
  + Timely Presentation – Increasing public awareness of the signs and symptoms of Cancer
  + Screening – increasing uptake of the cancer screening programmes
  + Primary Care Pathways – working with primary care to improve referral practice to support earlier cancer diagnosis.
* South East London Cancer Alliance serves the populations of all 6 South East London boroughs – Lambeth, Southwark, Lewisham, Greenwich, Bexley and Bromley.

## Objectives of the Media Planning Strategy

* Collaborate with SELCA and our national charity partner (Roy Castle Charity), who are developing campaign plans and creative assets for a Lung Cancer awareness campaign to coincide with Lung Cancer Awareness month (November).
* Working with our charity partner, amplify campaign activity locally in South East London to reach our audiences of need.
* To develop and execute a media planning strategy based on data and population insights, in order to amplify these campaigns in South East London and reach our target populations of need.
* Adjust the creative assets to localise to South East London, where required, including consideration of adaptation to meet approaches e.g. adjusting to meet out-of-home design.
* Ultimately to increase public awareness of the signs and symptoms of lung cancer in order to encourage people to come forward to primary care if they have symptoms of concern.

# Key Statistics

## Lung Cancer (stats retrieved from CRUK website, August 2024)

* Lung cancer is the 3rd most common cancer in the UK, accounting for 13% of all new cancer cases (2017-2019)
* 72% of lung cancer cases in the UK are caused by smoking and therefore considered preventable
* Lung cancer deaths in England are more common in people living in the most deprived areas.
* Early diagnosis of lung cancer has more treatment options and a higher chance of survival

# Campaign Creative

We have partnered with Roy Castle Charity, who are developing Campaign Creatives, therefore creative asset development is not a requirement. However, there will be the requirement to adapt existing campaign creatives to meet the needs of different platforms and to test advert variations to maximise engagement e.g. adjusting to meet the needs of out-of-home, adapting to feature NHS South East London Cancer Alliance logo (but keeping the same design). There will also be the requirement to support with the development of a campaign landing page.

## Lung Cancer Campaign

* The campaign creative which is being developed by Roy Castle Charity, will focus on “letting go of the labels” and raising awareness that anyone can get Lung Cancer. We will be aiming to reach populations who smoke but also those who don’t as the proportion of never smokers getting Lung Cancer has been increasing.
* The media planning strategy must include a focus on our areas of highest deprivation and consider our diverse South East London Population, as well as those at highest risk of Lung Cancer.
* We are aiming for this campaign to go live in November for Lung Cancer Awareness Month.

# Desired Outputs and Metrics of Success

## Desired outputs/ outcomes/ impact

* A media planning strategy that will effectively reach our target audiences, encouraging them to find out more information about the specified Cancer and come forward if they have symptoms
* Adjustment of campaign creatives to meet the needs of our media type and for localisation to South East London.
* Development of a campaign landing page with trusted information and resources from South East London Cancer Alliance and the charity partner.
* Response should demonstrate an understanding of who our target audiences are and strategic planning to reach these target groups through a detailed media strategy.
* Emphasis should be placed on reaching our areas of high deprivation and underserved communities
* Response should also include a clear plan to evaluate measurable outcomes in order to be able to measure the success of our campaign.

## Metric of success

* A carefully considered strategy which reaches our audiences of need and encourages timely presentation.
* Campaign outtakes, which reflect high engagement by our target audience.

# Audience

## Primary Audience

* People living in South East London who are at risk of Lung Cancer

## Secondary audience

* Friends and family of primary care audiences
* Local community groups eg faith groups etc
* Local businesses
* Advocates
* Health Care professionals

# Delivering a ‘Net Zero’ National Health Service

The NHS needs to respond to the health emergency that climate change brings, which will be embedded into everything we do now and in the future.

More intense storms and floods, more frequent heatwaves and the spread of infectious disease from climate change threaten to undermine years of health gains. Action on climate change will affect this, and it will also bring direct improvements for public health and health equity. Reaching our country’s ambitions under the Paris Climate Change Agreement could see over 5,700 lives saved every year from improved air quality, 38,000 lives saved every year from a more physically active population and over 100,000 lives saved every year from healthier diets.

The NHS embarked on a process to identify the most credible, ambitious date that the health service could reach net zero emissions. Two clear and feasible targets emerge for the NHS net zero commitment, based on the scale of the challenge posed by climate change, current knowledge, and the interventions and assumptions that underpin this analysis:

* For the emissions we control directly (the NHS Carbon Footprint), net zero by 2040, with an ambition to reach an 80% reduction by 2028 to 2032.
* For the emissions we can influence (our NHS Carbon Footprint Plus), net zero by 2045, with an ambition to reach an 80% reduction by 2036 to 2039.

Delivering a net zero NHS has the potential to secure significant benefits across the population, and particularly for vulnerable and marginalised populations, addressing existing health inequalities. These benefits will only be fully realised through public participation, involvement and engagement with those communities as this work goes forward, having regard to the need to reduce health inequalities and taking into account the public sector equality duty.

As a key priority, we will work to reduce air pollution and improve local environments, thereby supporting the development of local economies in geographical areas of deprivation. Air pollution disproportionately affects people in these areas, many of whom are already at risk of poorer health outcomes.

Direct interventions to decarbonise the NHS

* Reducing emissions from hospital estates and facilities
* Electrification of the NHS transport fleet
* Cycling, walking and shifting modes of transport
* Decarbonising the supply chain
* Food, catering and nutrition
  + Medicines
  + Reducing emissions from inhalers and anaesthetic gases

# South East London Integrated Care System Green Plan

**Guidance: See the** [ICS Green Plan Here](file:///G:\Finance\Procure\SMART-TOG\SOURCING\Non-Clinical_Team\Other\Trust%20Specific%20Stuff\ICS\ICS%20Green%20Plan%202022-2025.pdf)

The South East London Integrated Care System in its “Green Plan 2022-2025” has adopted the following commitments in its plan. We would expect Suppliers to be able to address at least one or more of these commitments in their proposals:

* We will make carbon reduction and sustainability part of our core business.
* We will work to improve air quality in South East London.
* We will reduce and decarbonise our travel and transport.
* We will optimise and reduce emissions from our estate in line with the national target of 80% reduction by 2032.
* We will review our existing and develop new models of care to reduce their environmental impact and improve social value.
* We will use digital transformation to improve the sustainability of healthcare without compromising the quality of our care and exacerbating inequalities in access to care.
* We will reduce the environmental impact of our medicines through optimisation of prescribing, use of low-carbon alternatives, and appropriate disposal.
* We will use our supplies more efficiently, consider low-carbon alternatives, and collaborate on the decarbonisation of our suppliers.
* We will ensure all our inpatients have access to sustainable healthy food, and for food waste to landfill to be eradicated.
* We will mitigate the risks of climate change and ensure climate change does not impact on the ICS’s ability to deliver core services and manage population health.
* We will contribute to the improvement of and equal access to South East London’s green and blue spaces.