

INTRODUCTION

Breast cancer is the most common female cancer in the world with an estimated 1.67 million new cancer cases diagnosed every years. With an annual incidence of approximately 1,44,000 new cases of breast cancers in India, it has now become the most common female cancer in urban India. As per the ICMR-PBCR data, breast cancer is the most common cancer among women in urban registries of Delhi, Mumbai, Ahmedabad, Kolkata, and Trivandrum where it constitutes >30% of all cancers in females, which shows there is high need of breast cancer awareness with increasing urban lifestyle.

People who need regular screening:

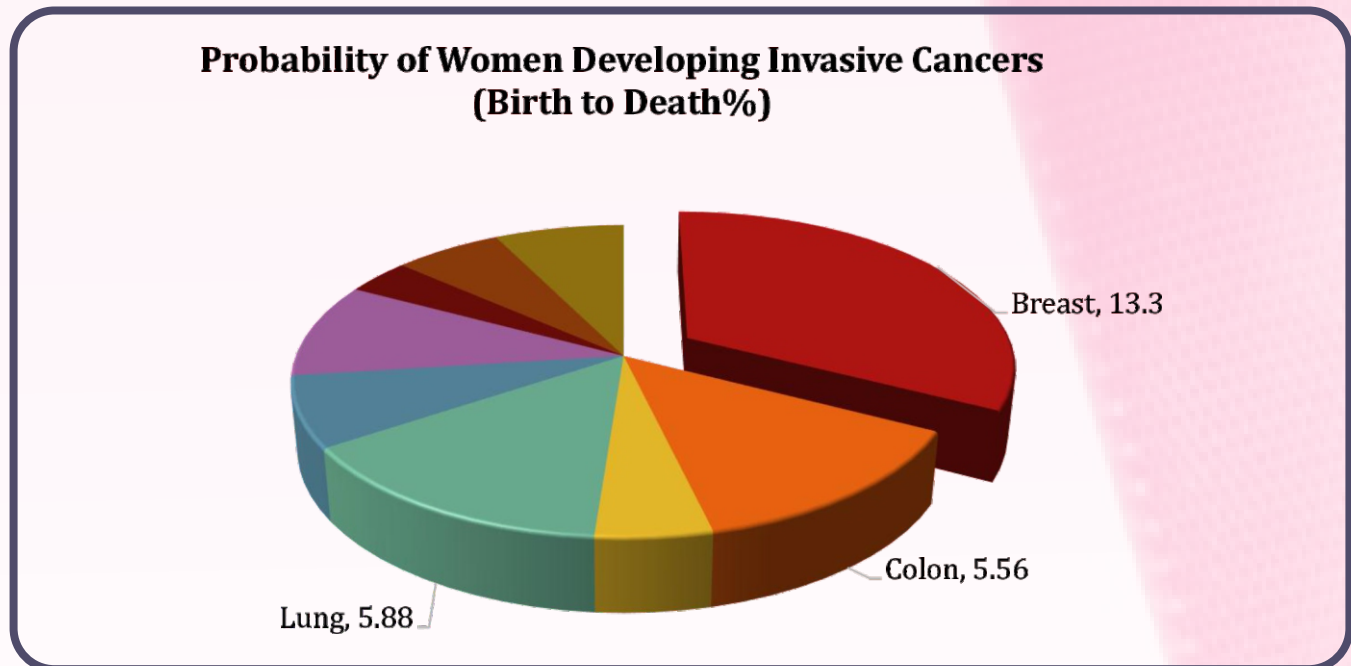
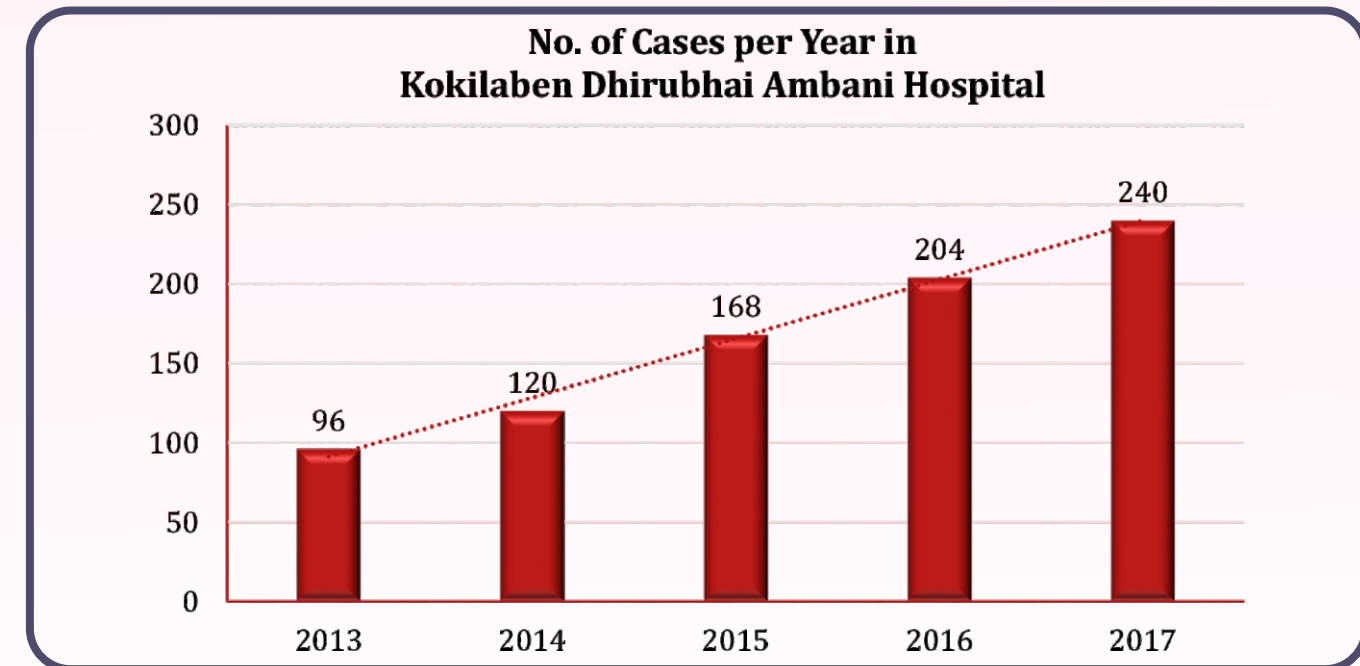
- previously had breast cancer
- family history
- BRCA mutation risk(up to 55-65% cases are positive)
- Women above 40 years of age
- Lifestyle issues
- Dense breast tissue

OBJECTIVES

To generate awareness about breast cancer, in the mass, by utilising various forms of media as the medium so that people start taking preventive measures, especially major focus on women in late forties.

METHODOLOGY

- It is a retrospective study on the basis of previous facts and data collection, which shows increasing cases of breast cancer .
- At Kokilaben Hospital around 200-240 breast cancer cases per year has been detected and treated and according to the present team of doctors, this rate is increasing continuously.
- Inclusion criteria- Women of age 40+ (Checkup or treatment)

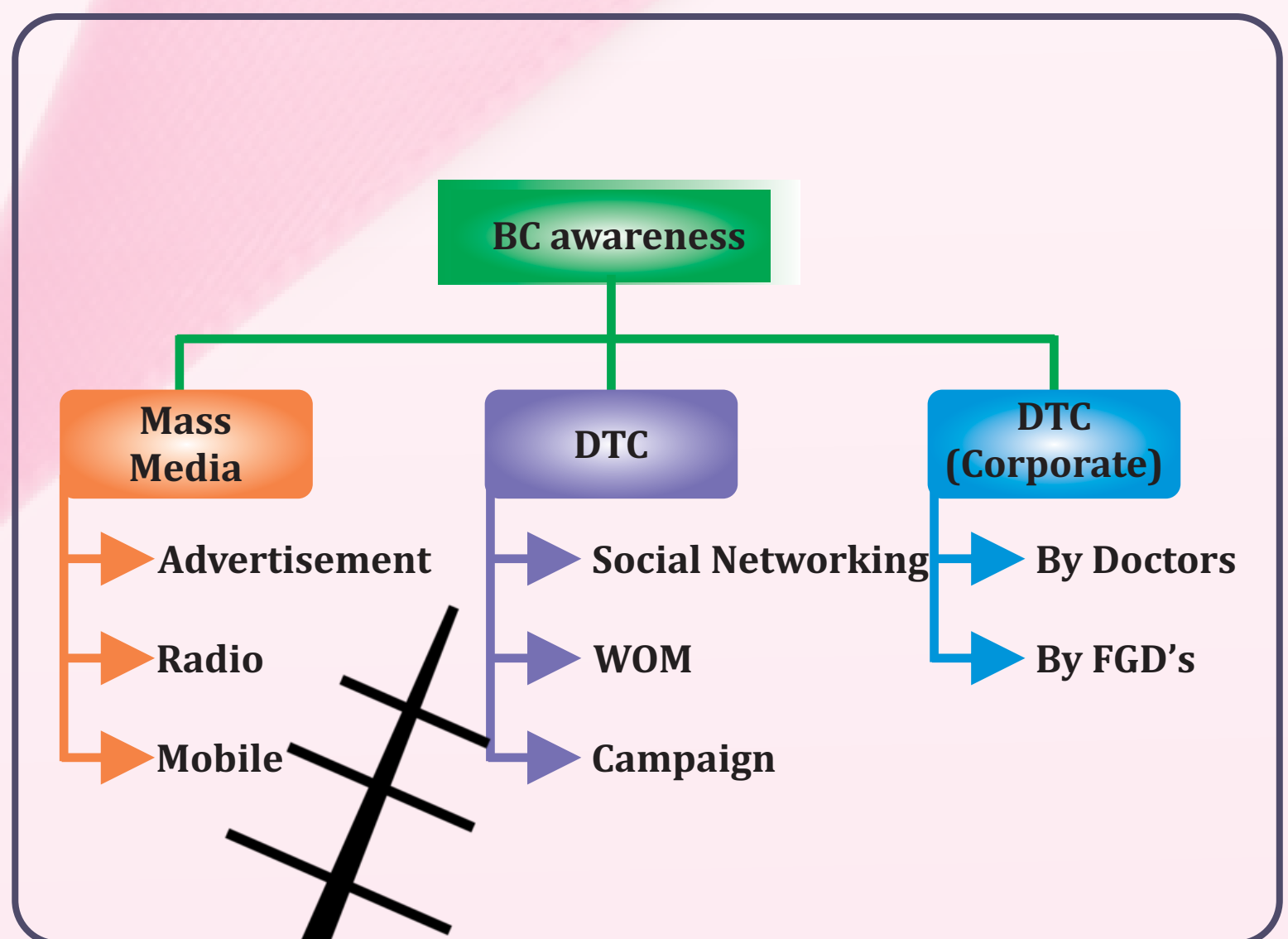
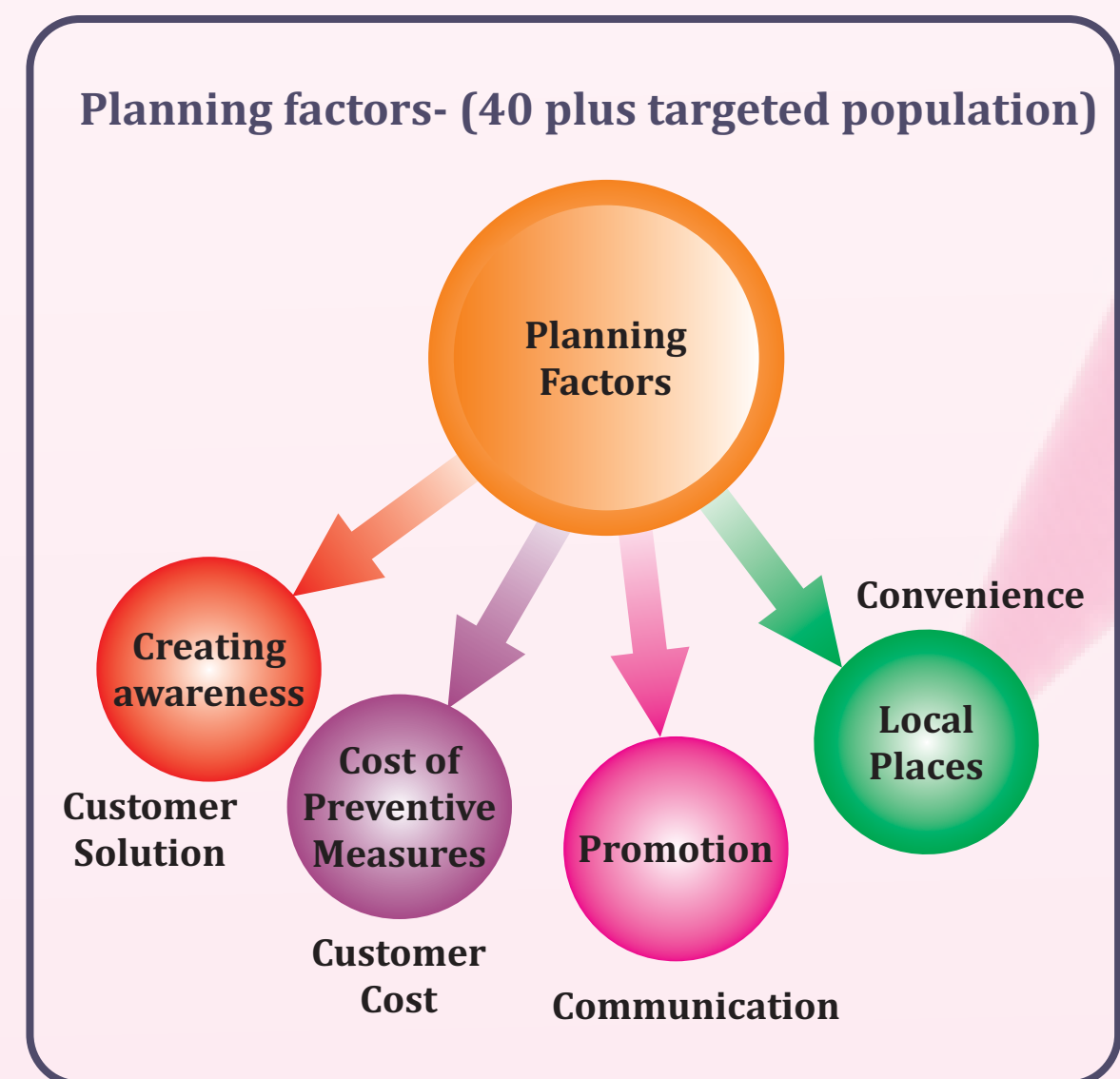


PROGRAMME MARKETING OF BC AWARENESS

It is a retrospective study on the basis of previous facts and data collection, which shows increasing cases of breast cancer all the over the world.

Position Mapping

	SEGMENTATION	SERVICES									
GENERAL	GROUP WITH NEED	MASS MEDIA	DTC	DIRECT TARGET APPROACH	SELF EXAMINATION TRAINING	CONSULTATION	GENETI SCREENING	MAMMO-GRAPHY	MRI	ULTRASOUND	RADIO & CHEMO-THERAPY
AWARENESS	40+ AGE	P	P	P							
PREVENTIVE	40+ AGE				S	S					
	LIFESTYLE ISSUES, ALCOHOL, OBESITY										
	INHERITED BRCA 1 & BRCA 2						S		T		
	PREVIOUS HISTORY OR FAMILY HISTORY									T	
	LATE OR NO BREAST FEEDING							S			
TREATMENTS	AT DIFFERENT STAGES										T



Advertisement Layout: Counter Awareness Campaign

"Because she'll never take care of herself in taking care of your whole world."

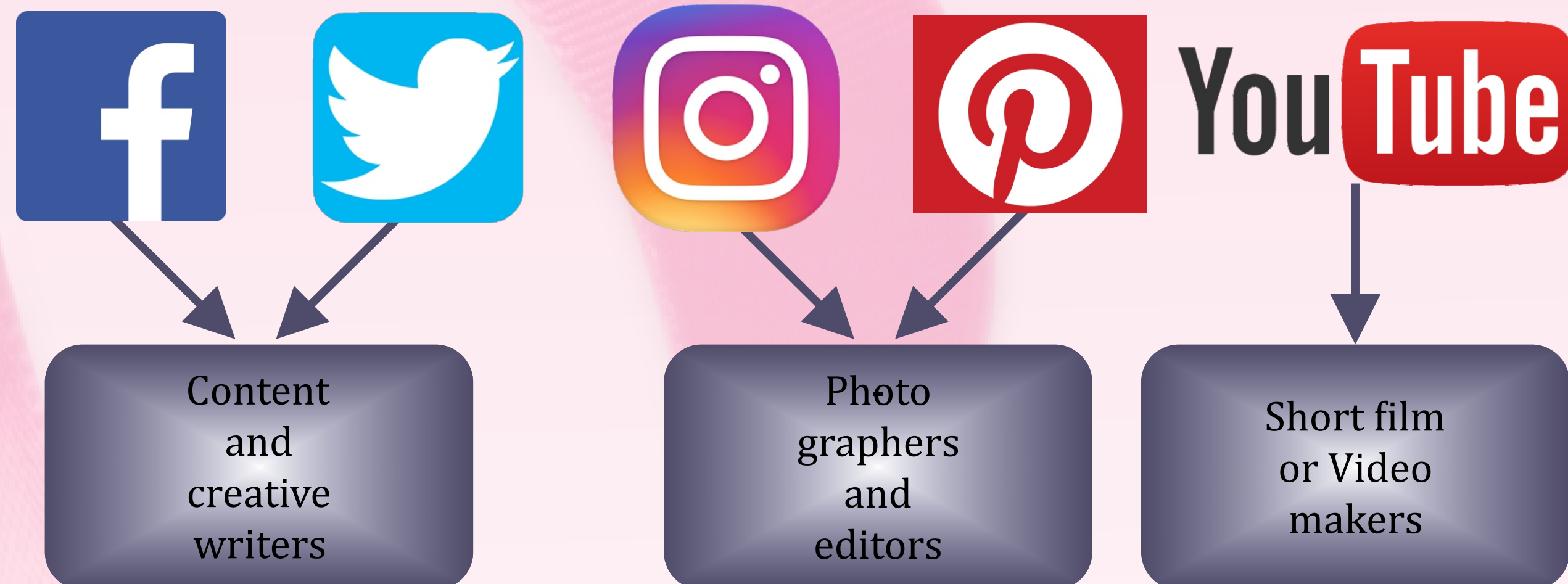
This can include an advertisement to aware MEN about breast cancer, because it is proven that women are more ignorant in health issues than men. So, this can be a sensitive issue for males to take care of their beloved ladies in family and awareness can be fasten this way.

TAG LINE:

GET AWARE
TO MAKE
AWARE

Social Networking Approaches

To lower the cost of social media marketing packages, giving opportunities to budding professionals of different talents can be a win-win idea.



Real stories covered by photographers



"Dear Cancer,
I feel more blessed and more strong than ever and I realise positivity is everything in life."
- Renu Joshi

Diagnosed with Breast Cancer in August 2016- treatment completed Feb. 2017



WOM (word of mouth)

- It can be done by following methods:
- 'Seeding' a message in a network
- Rewarding regular consumers to engage in WOM
- Employing WOM agents
- Personal messages on behalf of doctors and nurses of suffered patient to remind them of regular follow ups and keep people around them aware and encourage them for taking preventive measures, can be a fruitful measure.



DTC (OCCASIONAL CAMPAIGNS)- SAMPLE

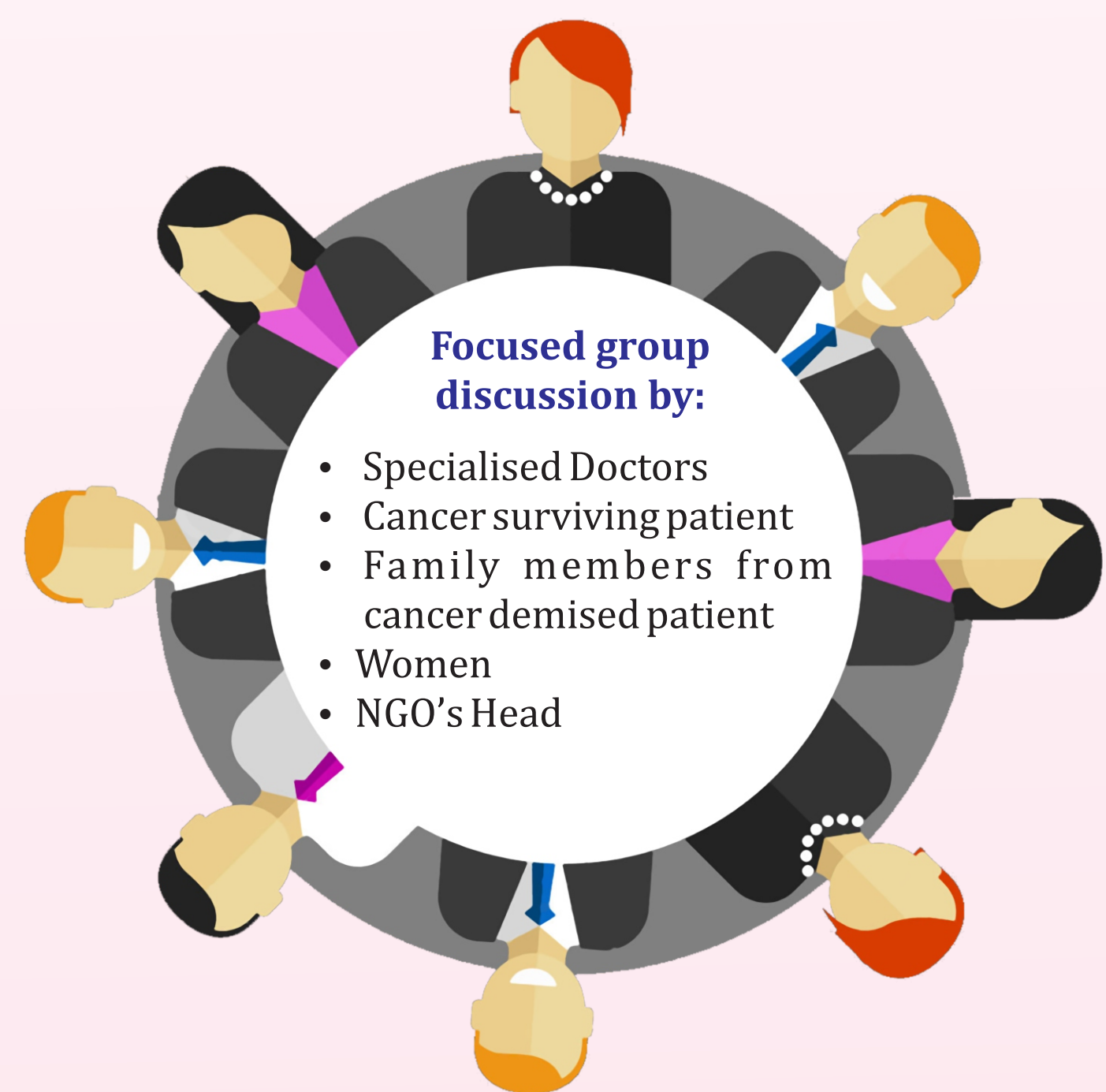
Objective :offering people free examinations so they'll take initiations for preventive measures.

1 Week free mammography project for making people keen towards preventive examination.

Let's decide the number of mammography provided per day in that week= 10

10*7=70 patients will be screened in one week.

If 70 out of 5 patient diagnosed positive, after offering 10% discount on complete treatment from hospital, we can increase footfall in hospital.



RECOMMENDATION

- The work is towards sustainable approach of awareness, reduction to eradicate all controllable factors of Disease.
- It will lead to empower the People (especially 40+ age) to take active role in development and delivery of Awareness for the preventive measures.
- Various approaches via Media and Networking will also lead to awareness among young minds which will fasten the awareness and early detection screening.