Bringing Men To The Fore

MAN–UP...Stay In The Game
An ‘Advocacy in Action’ Presentation by the Jamaica Cancer Society to the Healthy Caribbean Coalition Conference

NCD Advocacy, Accountability, and Conflict of Interest Meeting
Feb 17-18, Jolly Beach Resort & Spa, Antigua & Barbuda
Since 1955, the Jamaica Cancer Society has led the fight to “defeat cancer in all its forms and eliminate cancer as a major health problem in Jamaica” by providing Jamaicans, particularly the most vulnerable, with a range of services:

- Fixed and mobile cancer screening services (breast, cervix & prostate)
- Cancer health education
- National ‘Early Detection Can Save Your Life’ advocacy campaigns
- Training and development seminars for members of the medical community
- Counselling and support services for newly-diagnosed cancer patients and their families
- Provision of breast prosthesis
- Financial assistance to access diagnostic checks, surgery, radiation & chemotherapy, and
- Fundraising activities to sustain its operations
Why The Prostate Cancer Conversation?

- Among the commonest cancers in Jamaica
- Leading cause of cancer related deaths
- Jamaica has one of the highest mortality cancer rates
- Screening is not a national policy
- JCS is the leading source of organised prostate cancer screenings
- Treatment is costly; unaffordable for the majority
- Jamaican men fear digital rectal examination

After decades of focussing on Breast and Cervical cancers and confronted with a high prevalence of Prostate cancer, it was time to change gears.
Critical to the success of this public education and mobilisation initiative was careful planning.

Armed with information on the nature of the issue, and what is to be achieved, the process engaged all stakeholders, develop appropriate strategies and agreed timelines; design appropriate messages; execute advocacy actions; test, evaluate, modify and maintain action.

An advocacy outcome is not a single event. Above all it cost, so secure the funding necessary to get the job done.
Communications Strategy Framework

- Awareness & Research
  - Relevant Scenarios
  - Communication vehicles and tools to implement

- Stakeholder Engagement
  - Relevant Scenarios
  - Communication vehicles and tools to implement

- Campaign Execution
  - Relevant Scenarios
  - Communication vehicles and tools to implement

- Key Messages
**Q1**
Prepare all campaign scenarios/multiple formats
Create Editorial calendar/Schedule exposure/media buy

**Q2**
Launch
What to make the News

**Q3**
Programme Implementation
Deliver diverse, on-going and rotating campaigns

**Q4**
Measure/Evaluate/Amend
Measure success and Amend

Plan
Initiate
Implement
Measure
The National Prostate Cancer Advocacy Campaign was undertaken at several levels and targeted the general public, health-care professionals, the media, and with a specific and targeted intervention to the Security Forces.

While many fears abound:
- Fear of DRE (by male examining Physician)
- Fear of a diagnosis
- Socio economic challenges
- Fear of treatment
- Fear of adverse effects (impotence)

The campaign embraced a positive message
A Strong Positive Message.
MAN UP - Stay In The Game Of Life
Health & Wellness Fair for Members of the Security Forces

With members of the Security Forces being predominantly male, this was a key target audience for the MAN UP prostate cancer awareness campaign and they responded well.
Training & Development for Members of the Medical Community

Integral to the initiative and the stakeholder engagement process was building the capacity of members of the medical community through structured training symposium and from which credits were earned.
An Engaging & Responsive Media...
Stakeholders want more persons screened for cancer

Knocking heads to fight cancer

The most important thing to do is to give the signal to get to a big organization in Jamaica...
Impacting National Policy and Programmes

- There is now a National Strategic and Action Plan for Cancer Prevention and Control in Jamaica. Tabled & approved in Parliament
- Two new Cancer Treatment Centres of Excellence being completed for 2017
- Access to cancer drugs and treatments now available under the National Health Fund for vulnerable Jamaicans
- The National Prostate Cancer Prevention Campaign screened over 2,000 vulnerable Jamaican Males - A first for the country!
Competing priorities for Health NGOs
No budget to sustain communication strategy
The infrastructure for treatment of prostate cancer in Jamaica is good, but it requires additional technological advances as well as additional specialist services
Cultural barriers (fears) preventing Jamaican males from accessing available screening services is slowly breaking down
Screening numbers have improved over the last five years - from 300 men in 2011 to over 2,000 in 2016 accessing
Increased public/private partnerships needed to expand services and access to cancer drugs and treatment
Thank You for the Opportunity!

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