

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

60 YEARS STRONG... NEVER GIVING UP

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.



Advocacy Execution Timeline

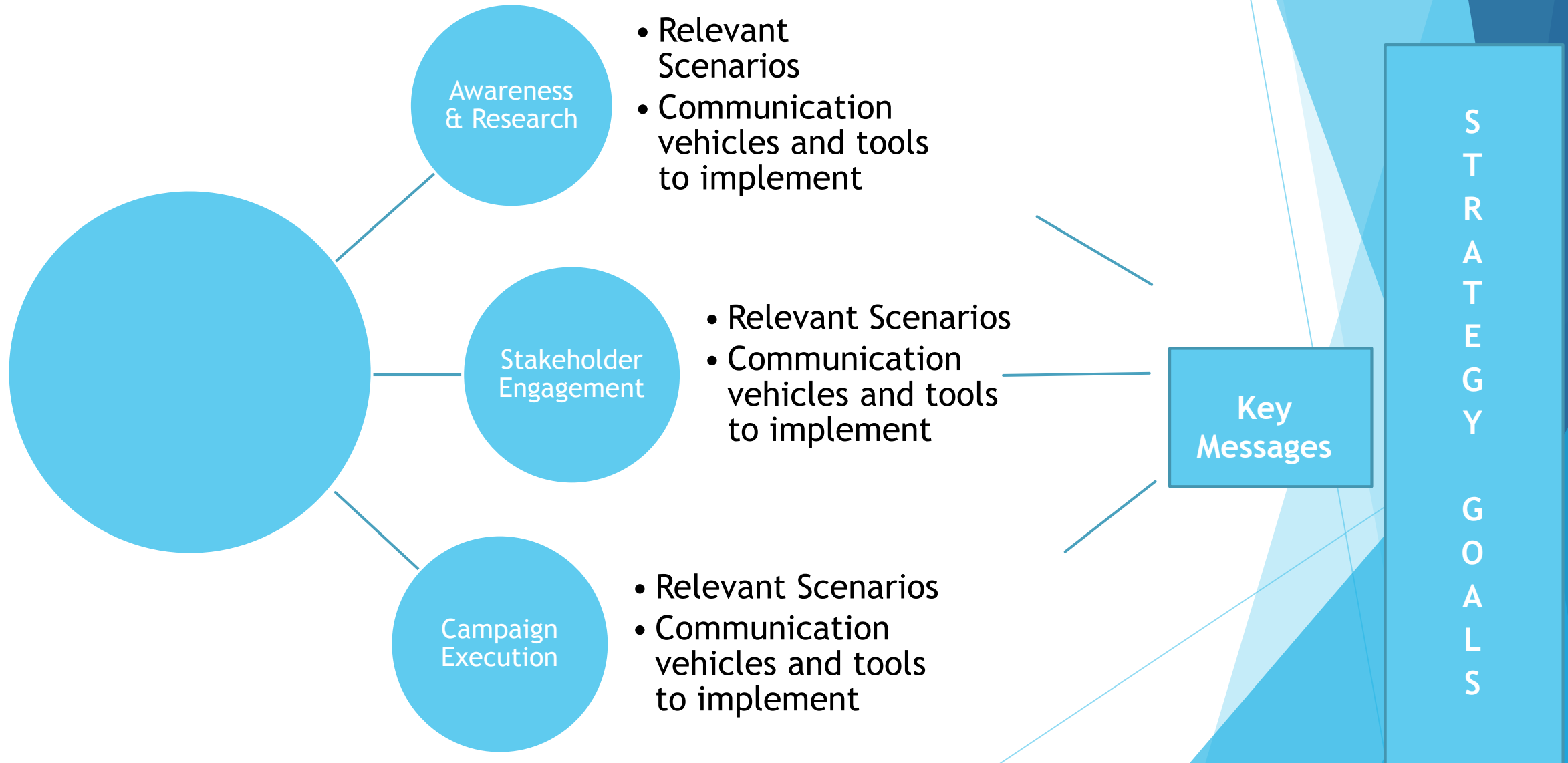
Critical to the success of this public education and mobilisation initiative was careful planning.

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

| | |
|---|---|
| Secure Funding/ Sponsorship Support | |
| Research The Issue | |
| Decide on Content, Approach & Strategy | |
| Design/ Develop / Produce Material | |
| Initiate Programme | |
| Conduct Measurement/ Effectiveness | |
| Analyse Results | |
| Stakeholder Engagement, including media | ✓ |

Communications Strategy Framework



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

Advocacy Action Around Prostate Cancer Screening

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)

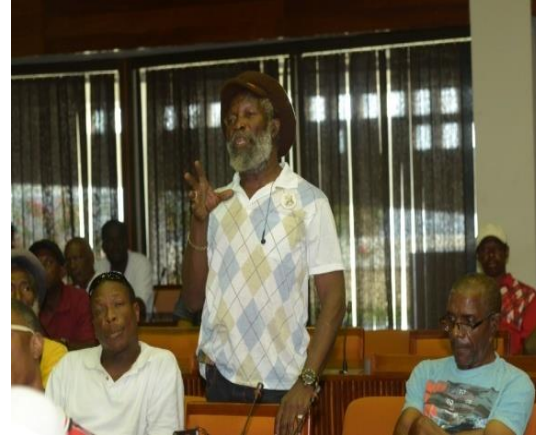
The campaign embraced a positive message





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...

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!

Some Challenges and A Few Notable Achievements

- 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 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!