Verifiable Results

CCO's Geo Tailored Social Media Campaign Test Case

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Ontario
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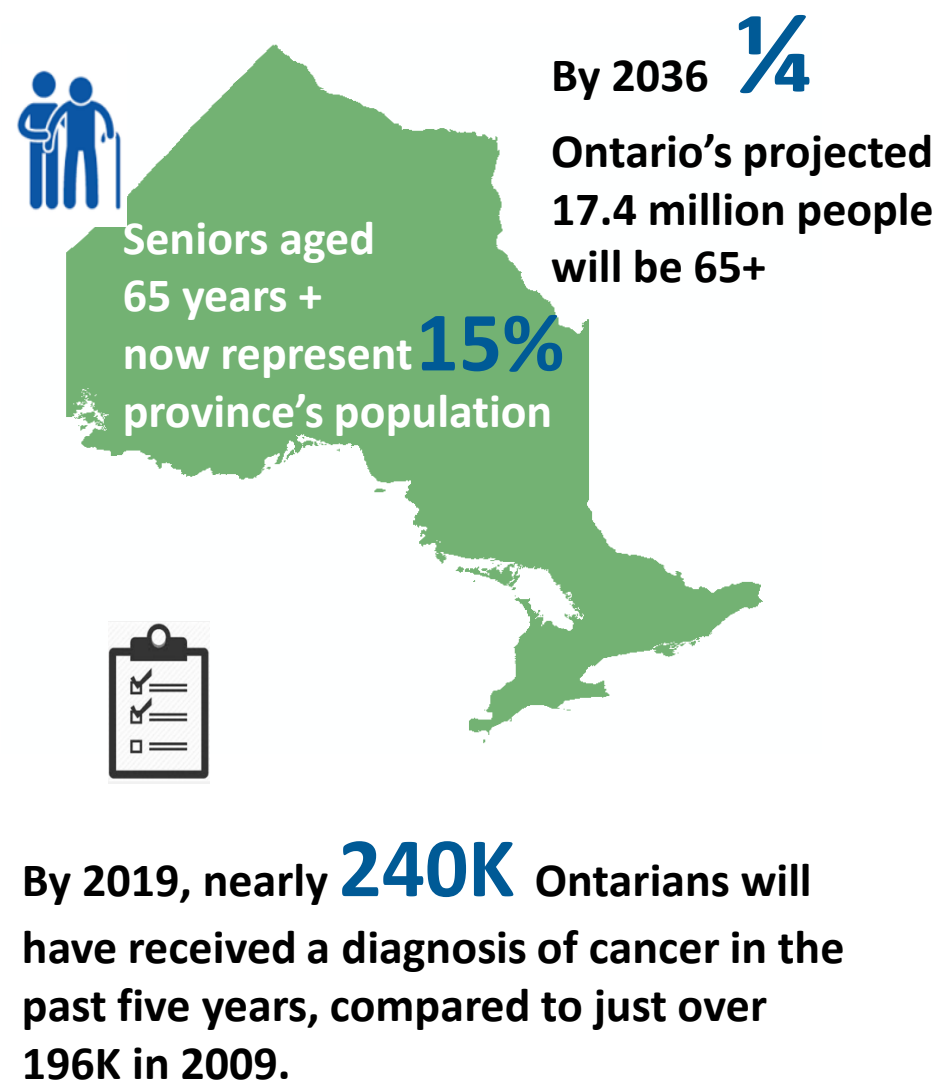12ᵗʰ ANNUAL
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ENVIRONICS
ANALYTICS

About Cancer Care Ontario

Cancer Care Ontario is an integrated, evidence-based provincial health organization focused on driving quality improvement at the system level.

This is done by…

- establishing a **chain of accountability** from the province to the local level

- establishing **solid data** to measure and identify problems, commitment to **planning** to provide focus and direction

- and development of a **performance improvement model** used to generate knowledge in the form of evidence-based guidelines

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By 2036 **¼**

Ontario's projected 17.4 million people will be 65+

Seniors aged 65 years + now represent **15%** province's population

By 2019, nearly **240K** Ontarians will have received a diagnosis of cancer in the past five years, compared to just over 196K in 2009.

Ontario's Average Risk Cancer Screening Programs

The Ontario Cervical Screening Program (OCSP)	The Ontario ColonCancerCheck (CCC)	The Ontario Breast Screening Program (OBSP)
4.0 Million	4.2 Million	2.0 Million
Women 24-69*	Women and Men 50-74*	Women 52-74*
2017 % Overdue	2016 % Overdue	2017 % Overdue
38.0%	**38.6%**	**37.2%**
Gap = 1.6M	**Gap = 1.6M**	**Gap = 0.75M**

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Focusing on Breast Screening Performance

The Ontario Breast Screening Program (OBSP)

2.0 Million

Women 52-74*

2017
% Overdue

37.2%

Gap = 0.75M

What do we know about the women in the OBSP gap?

1. Approximately 750,000 women remain unchecked for breast cancer in the province
   - (> 5 years since last mammogram)

2. Most of these women are rostered to a family physician and still do not complete a mammogram in the recommended interval
   - (average risk = every 2 years)

3. There is an element of informed choice at play here

4. Mode of CCO correspondence with these women is through letter mail campaigns

5. Women in this age band are most likely to be Facebook users…

* Age range used to derive the overdue population

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Our Data Driven Strategy To Close the Gap

PRIZM5
DemoStats
SocialValues
DaytimePop
Opticks
Powered by Vividata
CommunityHealth

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Framing our Facebook Campaign Test Case

Objective:

To assess the comparative effectiveness of Environics Analytics' SocialValues informed tailored and non-tailored ad <u>messaging</u> on social engagement among women aged 50-59 years

Scientific Method Used:

To control for bias, the FSAs targeted in the Facebook campaign were randomized; half were assigned a location specific tailored ad and the other half were assigned the non-tailored ad.

Target population counts were also checked for even distribution and confirm highest concentrations of women overdue for a mammogram
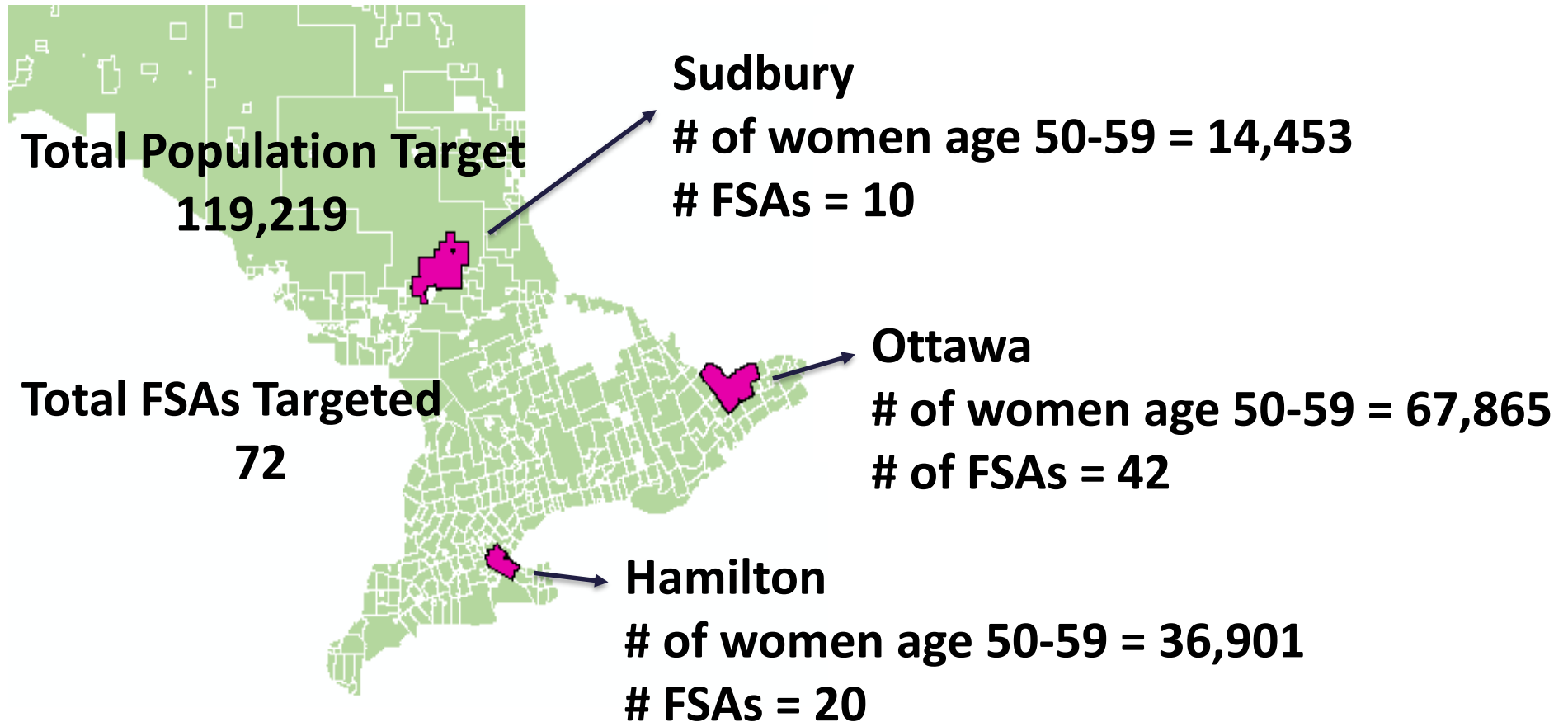
Privacy Note:

All FSA's with counts less than six individuals were suppressed and were not included in this campaign

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Determining Where to Focus the Campaign

Location Selection:
Hotspot analysis of highest concentrations of women overdue for breast screening **and** a sufficient number of eligible women to power the study

Total Population Target 119,219

Total FSAs Targeted 72

Sudbury
# of women age 50-59 = 14,453
 # FSAs = 10

Ottawa
# of women age 50-59 = 67,865
# of FSAs = 42

Hamilton
# of women age 50-59 = 36,901
 # FSAs = 20

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QUESTION:

What do you get when you blend:

    1 Environics Analytics' SocialValues data file
    1 epidemiologist
    1 spatial analyst
    1 health behaviour specialist
    1 communications specialist
    2 program analysts AND
    2 clinicians…?

![CCO logo] Cancer Care Ontario

ANSWER:

5   inspired sessions of creative wordsmithing

2   clinicians asking "When can we do this again?!"

10 different ad options

4   ads chosen for our campaign study!

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Tailored Ad - Sudbury

VarCode	Social Value	Ontario		Target			
		Base Count	Base %	Count	%	% Pen	Index
SV00054	**Obedience to Authority**	3,088,274	26.87	350,740	35.89	11.36	**134**
SV00060	**Personal Control**	2,636,588	22.94	263,550	26.97	10.00	**118**

Obedience to Authority →

Personal Control →

Tailored Ad - Ottawa

VarCode	Social Value	Ontario		Target			
		Base Count	Base %	Count	%	% Pen	Index
SV00012	**Community Involvement**	2,773,721	24.13	222,551	29.43	8.02	**122**
SV00060	**Personal Control**	2,636,588	22.94	215,915	28.55	8.19	**124**

Community Involvement →

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👍 Like Page

You spend time helping others in your Ottawa community. Do something for yourself today.

Personal Control →

Are you over 50?

3 things you can do to get checked for breast cancer in Ottawa.

CANCERCAREONTARIO.CA

Learn More

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Tailored Ad - Hamilton

VarCode	Social Value	Ontario		Target			
		Base Count	Base %	Count	%	% Pen	Index
SV00054	**Obedience to Authority**	3,088,274	26.87	671,478	31.54	21.74	**117**
SV00230	**Social Norms***	3,226,063	28.07	662,136	31.10	20.52	**111**

Obedience to Authority →

Social Norms
* I prefer: people who act like everyone else, without trying to stand out

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Hamilton family doctors and nurse practitioners want to talk to you about breast cancer.

Like Page

Ontario Cancer Care Ontario

Are you over 50?
3 things women in Hamilton are doing to get checked for breast cancer.

CANCERCAREONTARIO.CA

Learn More

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Non-Tailored Ad – ALL locations

- The non-tailored ad was created based on average indexed **health related** social values across all three sites.

Effort Toward Health →

Personal Challenge →

Tailored vs Non-Tailored Ad Stats by Location
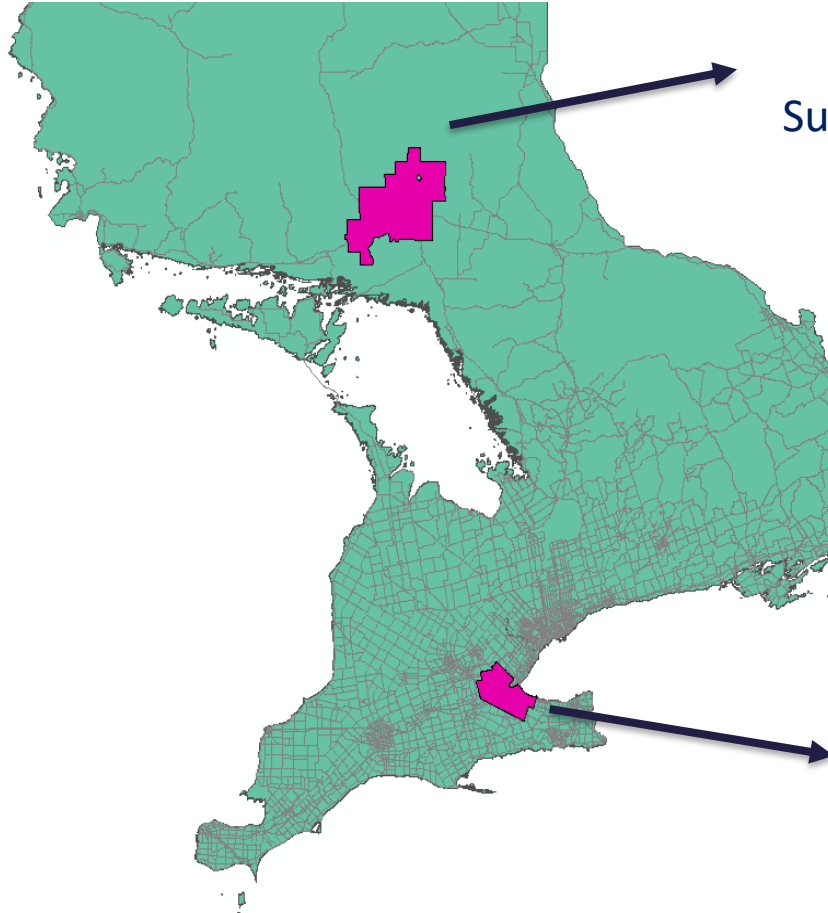
Sudbury Tailored Ad:

- **0.76%** Engagement Rate
- **0.71%** Web Click Through Rate

Sudbury Non-Tailored Ad:

- **0.71%** Engagement Rate
- **0.61%** Web Click Through Rate

Ottawa Tailored Ad:

- **1.98%** Engagement Rate
- **1.86%** Web Click Through Rate

Ottawa Non-Tailored Ad:

- **1.39%** Engagement Rate
- **1.27%** Web Click Through Rate

Hamilton Tailored Ad:

- **1.51%** Engagement Rate
- **1.4%** Web Click Through Rate

Hamilton Non-Tailored Ad:

- **0.92%** Engagement Rate
- **0.81%** Web Click Through Rate

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Overall Performance of Our Geo Tailored Ads

When comparing the performance of our Tailored Ads vs. the Non-Tailored Ad for all three sites:

The **click rate** (# of clicks/# of reached) on average was

1.7 times higher in FSAs receiving tailored messaging!

The **engagement rate** (# of likes, shares, comments/# of reached) on average was

1.6 times higher in FSAs receiving tailored messaging!

The **link clicks** (# of clicks to the campaign link/# of reached) on average was

1.7 times higher in FSAs receiving tailored messaging!

All comparison stats were found to be statistically significant (p<0.05)

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Overall Conclusions

The results of our Facebook campaign test case proved that:

- ✓ SocialValues informed tailored ad content generated more engagement (i.e., clicks, link clicks) than the non-tailored ad for all three sites

- ✓ We can use this approach to reach our overdue target population with a **refined** and **relatable** message about the importance to screen

- ✓ Both tailored and non-tailored ads performed better than our typical Breast Cancer Awareness Month October 2017 Facebook campaign!
  - ✓ Average cost per click of the breast cancer ads in October 2017 was $2.07 vs. Average cost per click for all ads in this study was $1.26

- ✓ We need to determine how this campaign design can be used to convert a click into a screening event

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Questions?

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