



TESTICULAR CANCER – Young Lions Health Award

The Client:

Movember Foundation is the leading charity changing the face of men's health around the world. We want to create measurable interventions to change behaviour and norms to improve health and wellbeing and prevent future illness and early death. We currently conduct health promotion activity in three key areas: mental health and suicide prevention, prostate cancer and testicular cancer. This brief pertains to testicular cancer.

We want to raise awareness of testicular cancer and how to spot it early. We want to provide young men with all information and facts about testicular cancer (signs, symptoms and risk factors) and guidance on self-examination – all in one place. We want them to feel comfortable on their capability to perform self-examination and improved attitude to its practice. We also want them to go to the doctor when something doesn't feel normal.

Topline on testicular cancer:

In most cases, the outcome for men with testicular cancer is positive, but a 95% chance of survival is no comfort to the 1 man in 20 who won't make it. We want to help them and stop men from dying too young.

An earlier detection of testicular cancer increases the proportion of men who have less invasive treatment. Most stage 1 testicular cancers are treated with surgery alone, whereas later stage testicular cancers require chemotherapy and/or radiotherapy.

The Brief summarised in a question:

"How can we ensure all 16 to 25 year old boys habitually check their testicles for changes, understanding that lumps, heaviness and sharp pains mean an immediate visit to the doctor where if diagnosed with testicular cancer, early detection could save their lives"?

The Problem:

- 70% of men aged 18-24 are not aware of the age group most at risk of being diagnosed with testicular cancer
- 47% of men aged 18-24 do not know or are unaware of how to perform a testicular self-examination.
- 70% of men aged 18-24 either don't know how or have not performed a self-examination of their testicles within the last month

Research findings & insights:

From previous campaigns, we have found that testicular cancer knowledge was increased more amongst men who received information about both testicular cancer and self-examination, compared to men who just received information about testicular cancer itself.

Movember also found that the key component in getting men to perform self-examinations was self-belief. The belief that they could do it and should do it. In addition to self-belief, we need to move men from the intention of checking their testicles to action, making it explicit and easy so that it becomes a regular habit.

Purpose of the campaign:

Increasing the number of men (in the target audience) who;

- Are aware of the importance of detecting testicular cancer early
- Are aware of the risk factors of testicular cancer
- Know how to perform a testicular cancer self-examination
- Have feelings/belief of capability to perform self-examination (self-efficacy)
- Intend on performing self-examination
- Perform testicular cancer self-examination
- Understand what to do if any change is found – see a doctor!
- Commence a life-long behavioural pattern of knowing their normal, checking for changes and seeking help (taking action) when those changes occur.

Objective:

Create a mass/mainstream integrated behaviour change campaign focussing on Testicular Cancer which increases the number of young men who become aware of the importance of detecting Testicular Cancer early and habitually & regularly check their testicles.

This campaign could be national, regional or global.

Target Audience:

Young men still at school, further education or in the first years of working, aged 16-25 years old.

The campaign must work across multiple channels and may be universal in its appeal or take advantage of cultural / national / regional cues.

Call to Action:

Know your Nuts! Make a habit of feeling for changes in your testicles regularly and know when to go to the doctor to check for testicular cancer.



Core Message:

Testicular cancer is the most common cancer in young men. Habitually checking your testicles and taking action when you notice a change can save your life.

Tone of voice:

Relevant, engaging and friendly; offering clear, actionable advice
Sharable, but not embarrassing to be overheard (it shouldn't turn into a joke to use against young men)
Balanced between the relative unlikeliness of being diagnosed with testicular cancer, with this very simple thing men can do to protect themselves.

Key Deliverables:

A core, instantly share-able idea which resonates with 16-25 year olds and grabs their attention on the platforms they most often frequent.

The campaign should drive the target audience to [movember.com](https://uk.movember.com)

The current guide on [movember.com](https://uk.movember.com) is good and our existing resources work <https://uk.movember.com/mens-health/testicular-cancer>

Budget:

We have no specific budget for this campaign so please remember we are a charity and create a campaign accordingly

Appendix:

For further information, see our new framework '**Movember 6' (attached)**. For the purpose of this campaign we want to focus on point 4 "Know what's normal for you and recognise change" and point 5 - "Seek help and take action when something isn't right, or your risk is increased"