

	World GO Day 'Dip or Dance' campaign – Review Document
Campaign Title:	World GO Day 'Dip or Dance' campaign
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Overall Campaign Results	<p>On September 20th, the 4th World Day GO day, the Irish Network for Gynaecological Oncology, together with medical professionals and patients worked together to raise awareness of uterine cancer elevating public understanding and highlighting the risk factors, symptoms, and prevention strategies highlighting healthy lifestyle and physical activity as preventative measure.</p> <p>The campaign delivered 14 times Return on Investment (industry standard is 3), reached 4.5 million people with over 83 pieces of broadcast, online, print, and social media coverage communicating the key messaging from the World GO Day 'Dip or Dance' campaign.</p>
Communications Objectives	Inform, and educate about endometrial cancer driving home - in <u>a non-preachy manner</u> - how healthy lifestyles and physical activity can prevent endometrial cancer.
Target Audience	Women over 50 – there are just under one million women in Ireland aged 45+ according to the 2016 census; Typically, post-menopausal women; Women with a genetic predisposition; Medical experts; Media
The Task	Develop a programme that can live across the INGO network, informing, and educating about endometrial cancer driving home - in <u>a non-preachy manner</u> - how to reduce the risk of uterine cancer
Messaging	<ul style="list-style-type: none"> • Lack of awareness - 60% of Irish women unaware of signs or symptoms of Uterine cancer¹ • highlight how to reduce the risk of uterine cancer, encouraging women to take a 'Dip or Dance' this World Gynaecology Oncology Day - World GO Day • maintaining a healthier body weight and being physically active can reduce the risk of Uterine Cancer. • Gynaecological Cancer Clinicians stress the importance of acting on early signs and symptoms

¹ Also referred to as endometrial or womb cancer

<p>Assets</p>	<p>Experts – All delighted to have very solid expert speakers and great communicators.</p> <ul style="list-style-type: none"> • Catherine O’Gorman, Gynecological Oncology Fellow at St James’s Hospital, Dublin. • Professor Donal Brennan, Professor for Gynaecological Oncology <p>Case studies – It would be helpful to have more case studies for future campaigns like Catriona Doyle, who was diagnosed with uterine and ovarian at same time, when she was 46 years old.</p> <p>Swim Hats – 750 swim hats printed and mailed to media and influencers</p> <p>Budget – It would have been great to have budget to cover regional photography for regional media purposes.</p>
<p>Topics/Tactics</p>	<p>Media Relations Research</p> <p>30+ Swims</p> <p>Swim hat Mailing to media and influencers</p> <p>Dance video – Dance initiative came together very quickly. With more time, it has the potential to become a bigger initiative in the future.</p> <p>5+ Dances</p>

Feedback from INGO on World GO Day 20th September 2022

TRA:

- Ambition is to have more swims next year (hopefully have up to 100 swims)
- Lacked case studies for the campaign
- No budget for regional photography for the swims around the country

Sharon O'Toole:

- Similar comments to Catherine (TRA) that we can be more ambitious with the swims next year
- Realised the value of having local photography for the campaign
- Perhaps having the dip and dance was too much (bit off more than we could chew) particularly as the Boyzone song could not be played at the in-person event and will take a year to get approval
- Understands there is now a lot of planning required for the dance initiative
- **Learning: send letters to each person swimming instead of just to the leader of the group**

Ciaran Darcy:

- It might have been too ambitious to go with both the dip and dance
- Perhaps should have focused on one and really backed that
- Also mentions that yellow hats might be better for open sea swimming for health and safety reasons due to the blue backdrop of the sea

Marie Keating Foundation:

- Delighted with the swim and can build on swim for next year
- Want to work on music (Boyzone track) and use the next year to sort out approvals to do an in-person event for 2023

Catherine Duffy:

- The swim hats for this year are a great colour
- Mentions that we should spread the net to other people to participate next year and reach out to other groups for inclusivity and to have more diversity
- Build on getting other groups to do the dance
- Note: Catherine (TRA) explains that the choreographer, Jane Shortall would love to bring the dance into her dance classes and with a mix of people in her classes, she could encourage her own dancers to do the dance, given a longer lead in time
- Regarding the risk factors – get the message out stronger next time and to each person getting a hat (Sharon felt risk factors were stressed throughout the campaign)

Lily Fox:

- Timing was the issue – there wasn't enough time to ask members to learn the dance and do it
- The swim element was really great – a member met another swim group while swimming and has made a connection with them to continue swimming

Roberta Horgan:

- The 'Dip or Dance' is a good concept to build on
- Perhaps a simplified version of the dance would work
- The swim element was really strong – is there potential to keep it going all year
- Could we dedicate a day each month and get people to go for a swim which will allow them to get into the habit of going for a swim and staying active

Case Studies:

- Could we get more case studies for next year
- Some hospitals didn't get back to Sharon for 2022
- Catherine Duffy will ask the gynae leads about case studies when they meet, as they do regularly
- **Note: mentions that some people don't want to go public with being diagnosed with Uterine Cancer**

General comments:

- Everyone was pleased with the swim initiative and feel we can be more ambitious with-it next year.
- There is a longevity to the swim.
- The dance element is something we can build on for next year and give a longer lead time for people to learn the dance.
- **Timing was tight** – have more time to prepare for 2023 and a longer lead in time is needed
- Sharon is going to ESGO in Berlin and will find out what the focus will be on for World GO Day next year.
- We can use the swim hats, even if the focus is not on Uterine Cancer, as they represent maintaining a healthy lifestyle by being active