



Media Success

Ovarian Cancer Awareness Month & Teal Ribbon Day - Don't leave it 'til the 11th Hour Campaign - *24 January 2010 to 10 March 2010*

- May 2010 -

Complete report and analysis currently being compiled



2010 Ovarian Cancer Awareness Month Campaign

- Media Coverage Preliminary Analysis -

There were three main media events for Ovarian Cancer Australia's 2010 Awareness Month Campaign – An Australia Day Health Message media call announcing Jean Kittson as the face of the 2010 Campaign and the 11th Hour Ambassadors, 1st February Campaign launch announcing Ovarian Cancer Awareness Month and Teal Ribbon Day on the 24th February.

Leveraging these three events, Insight successfully generated around 600 media clips nationally across print, radio and television with 233 online clips over a 5 week period. These clips include major metropolitan, suburban, regional and community media. The exact figures are currently being compiled and analysed. A complete report listing the statistics will be completed in coming weeks.

- * **PRINT:** Coverage includes AAP, That's Life, Woman's Day, B&T, Jewish News plus Major Metropolitan papers across the country including MX (twice including Cover on 17-Feb – Sydney and Brisbane), Body + Soul double page feature (Sydney, Melbourne, Brisbane, Adelaide, Perth), Daily Telegraph, Herald Sun, Sunday Herald Sun, The Age, The Advertiser (Adelaide), Courier Mail (Brisbane), West Australian, Canberra Times, Sunday Canberra Times. Regional and Suburban coverage includes all states and territories with local patients/survivors, supporters and general health messages.
- * **RADIO: ABC-** Interviews and news grabs were heard on **22 ABC Radio** stations across Australia including 702 Sydney, 774 Melbourne, 720 Perth, 666 Canberra and major regional centres. On **25 Major Metropolitan** stations including 2UE, 2GB, 6PR, 4BC, 5AA, 4KQ, SAFM, ARN's Mix FM (Sydney, Melbourne, Perth) WSFM and Gold FM, Austereos's Triple M (Sydney, Melbourne, Brisbane) and 2Day FM (Sydney, Melbourne). There were also interviews and news grabs on **24 Major Regional** stations including Lismore, Townsville, Albury, Ballarat, Launceston, Newcastle, Wagga in addition to dozens of community radio stations.
- * **ONLINE:** Highlights include Ninemsn, Sunrise, Today Show, The Circle, Yahoo News, Bigpond News, SMH Online, The Age Online, News Limited Major Metro and Community/Regional Newspaper sites, Prevention Magazine, Think Big Magazine, Brumbies, Pharmacy News, ABC, Inside Film, FilmInk, Virtual Medicine and rescu.com.au, Australian Women Online, Sky News, Australian Health Review, Have-A-Go-News, Girl Genius to name a few.
- * **TV & Print Visuals of Teal Ribbon:** In addition to the television coverage mentioned below, visuals of the Teal Ribbon appeared across the media form events like The Prime Minister's XI Cricket Match – apart from sports reports, all media coverage of Prime Minister Kevin Rudd on 4th February appeared with him wearing the Teal Ribbon. On Teal Ribbon Day February 24, Prime Minister Kevin Rudd and Deputy Prime Minister Julia Gillard plus both houses of Federal Parliament appeared on all news bulletins several times wearing the Teal Ribbon, NSW Premier Kristina Keneally and both houses of NSW Parliament also appeared on all NSW news bulletins – sometimes several times.



- Television Coverage -



Darwin



24-Feb Adelaide, Brisbane, Canberra,
Darwin & Sydney



1-Feb Awareness Month Mention



Adelaide, Melbourne Perth



1-Feb Awareness Month interview



NEWS: Cairns, Toowoomba,
Rockhampton, Mackay, Wide Bay,
Sunshine Coast, Townsville, &
Canberra



Australia Day Health Message with
11th Hour Ambassador



2-Feb Awareness Month Interview with Jean Kittson
24-Feb Talked about Teal Ribbon Day



Australia Day Health Message with
11th Hour Ambassador



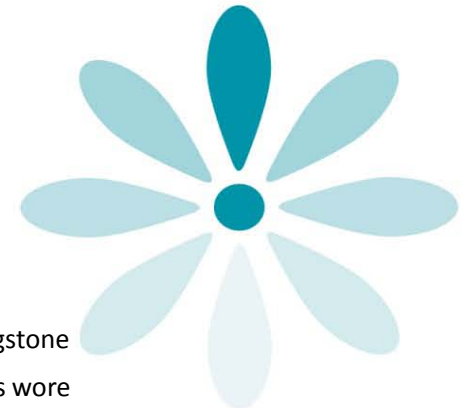
26-Feb All presenters wore Teal
Ribbons



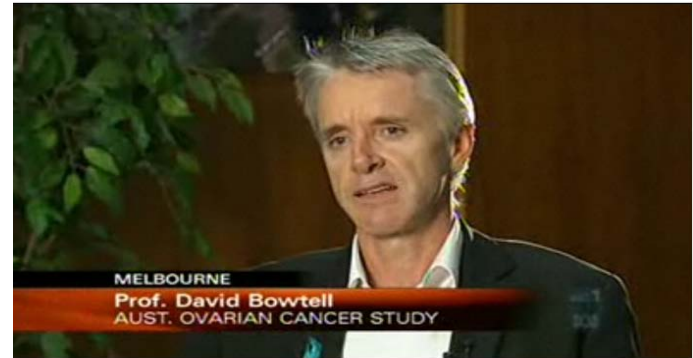
24-Feb Tracey Grimshaw wore the
Teal Ribbon



24-Feb Jean Kittson and Nicole Livingstone
interview plus all presenters & guests wore
Teal Ribbons



- TV Appearance Highlights -



ninemsn
 Health & Wellbeing
 February 24th in Teal Ribbon Day, an initiative of Ovarian Cancer Australia, which aims to raise awareness about ovarian cancer and bust myths about ovarian cancer and that it is a silent killer.

Teal Ribbon Day busts ovarian cancer myths

February 24th in Teal Ribbon Day, an initiative of Ovarian Cancer Australia, which aims to raise awareness about ovarian cancer and bust myths about ovarian cancer and that it is a silent killer.

Each year in Australia about 1000 women are diagnosed with ovarian cancer and more than half of those women will die within five years after their diagnosis.

More than 70 percent of women are diagnosed at an advanced stage, where the cancer has spread and it is difficult to treat successfully.

There is currently no reliable early detection test or screening program for ovarian cancer but if the disease is detected early it can be cured. Up to 90 percent chance of surviving past five years.

Related links:
 - AOVN: Free Helpline every woman should know about ovarian cancer
 - Ovarian Cancer Australia

More about Cancer:
 - Cancer: What's a hot tip?
 - 10 signs increase risk of cancer
 - Ovarian cancer: What you need to know
 - Breast cancer: Risk factors
 - Breast cancer

Topics:
 - Cancer
 - Women's health

Haiti's Tragic Tag
 QUAKE WORST MODERN-DAY DISASTER

SPORT WRAP

CONFIDENTIAL
 AN LENE SOBOLEWSKI

Both cancer pills decrease the risk of developing ovarian cancer by up to 50 per cent, especially among women who use them for several years.

VIEW GALLERY: Women's cancers: reduce your risk

Express Advocate
 Personal tragedy a driving force

TERRY COLLINS
 DEBRA Collins, of Weymouth, lost a 28-year-old daughter who was diagnosed with ovarian cancer in 2010. Terry Collins is the chair of the Ovarian Cancer Australia, which aims to raise awareness about ovarian cancer and bust myths about ovarian cancer and that it is a silent killer.

2GB 873AM
Ovarian Cancer Australia

HOME PRESENTERS & SHOWS COMPETITIONS YOUR SAY AUDIO/VIDEO NEWSLETTER WHAT'S ON ADVERTISERS

YOUR SAY 131 873
 Are courts too soft on criminals?
 The Education Revolution - Has it worked?
 Lord Monckton reneges on climate debate

Crack up
 Sheen's wife back in rehab

Keep eye on wi-fi
 Anti-hacking classes for users

Haiti's Tragic Tag
 QUAKE WORST MODERN-DAY DISASTER

SPORT WRAP

CONFIDENTIAL
 AN LENE SOBOLEWSKI

People & puppets in push for awareness

THEVILLE make you laugh, they'll make you rethink your path in life and they're doing their bit in supporting the Ovarian Cancer Awareness Month.

So joins the lady and ladies at the Avenue Q and their puppets can do almost anything to help their fellow people. Stepping out of rehearsal rehearsal for a quick stop sporty their teal ribbons - the Ovarian Cancer Awareness Month.

Lake Jodie, one, with cheeky and Mitchell Biedt with lead.

2GB 873AM
Ovarian Cancer Australia

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body+
OVARIAN CANCER: THE HIDDEN DISEASE

THROUGH IT AFFECTS MORE THAN 100 AUSTRALIAN WOMEN A YEAR, OVARIAN CANCER IS UNDER-RECOGNISED AND UNDER-RESEARCHED. PUBLIC AWARENESS OF THE DISEASE IS STILL LOW BY ALL MEASURES.

IF you're a woman, you should know the signs and symptoms of ovarian cancer. It's a hidden disease, often called the 'silent killer' because it can be difficult to detect. The symptoms are often vague and can be mistaken for other conditions. If you experience any of the following symptoms, it's important to see your doctor as soon as possible.

SILENT KILLER
 Ovarian cancer is often called the 'silent killer' because it can be difficult to detect. The symptoms are often vague and can be mistaken for other conditions. If you experience any of the following symptoms, it's important to see your doctor as soon as possible.

SYMPTOMS DISMISSED
 Many women dismiss the symptoms of ovarian cancer as being related to other conditions. It's important to see your doctor if you experience any of the following symptoms.

OBSTACLES TO EARLY DETECTION
 There are several factors that can make it difficult to detect ovarian cancer early. These include a lack of awareness, a lack of research, and a lack of funding.

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TOWNSVILLE Sun
Ovarian cancer a killer

MORE than 1000 women will be diagnosed with ovarian cancer this year. To help raise awareness about the risks and symptoms of this life-threatening disease, Townsville City Council has partnered with Ovarian Cancer Australia to host a series of events.

EVERY 11 women an Australian woman dies from ovarian cancer. It's a hidden disease, often called the 'silent killer' because it can be difficult to detect. The symptoms are often vague and can be mistaken for other conditions. If you experience any of the following symptoms, it's important to see your doctor as soon as possible.

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the knot
OUR GIFT TO YOU!
 Receive \$100 for every \$1000 of wedding at Wedgwood and receive a year of Exclusive Touring Crystal Flute, valued at \$149

EVERY WOMAN NEEDS TO KNOW THE SYMPTOMS OF OVARIAN CANCER. DON'T MOVE IT UNTIL THE 11TH HOUR!

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 To advertise please contact Victoria Seymour at victoria.seymour@reedbusiness.com.au

Pharmacy e-NEWS
 www.pharmacynews.com.au

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 To advertise please contact Victoria Seymour at victoria.seymour@reedbusiness.com.au

Teaming up to tackle ovarian cancer

FEBRUARY'S Ovarian Cancer Awareness campaign is gaining support from the pharmacy profession, with Chemist NSW stepping up its efforts to highlight the disease's symptoms.

In an effort to deliver an important health message to women at risk of ovarian cancer, state manager of Chemist NSW, Sharon Clark, and the campaign's ambassador, comedian Jan Kirtson, teamed up in a group of 11 Australian women losing their battle every year - or one woman every 11 hours.

One in 70 Australian women will develop ovarian cancer in their lifetime, with more than 850 Australian women losing their battle every year - or one woman every 11 hours.

Every 11 women an Australian woman dies from ovarian cancer. It's a hidden disease, often called the 'silent killer' because it can be difficult to detect. The symptoms are often vague and can be mistaken for other conditions. If you experience any of the following symptoms, it's important to see your doctor as soon as possible.

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THE AGE
Teal ribbons help spread word on ovarian cancer

THIS month the colour teal will serve as a reminder that people are working to reduce the impact of ovarian cancer, which kills more than 850 Australian women a year. Teal ribbons feature at yesterday's launch of Ovarian Cancer Australia's awareness month.

Ovarian cancer survivor Debbie Lee was 44 when she started feeling unwell, a symptom she attributed to her busy lifestyle and "trying to fit everything in". Repeat trips to her doctor could not isolate the problem.

"I'd always lived a very healthy life and I thought I'd picked up a bug - it didn't even occur to me to think of ovarian cancer," she said.

The advanced nature of her cancer required a radical hysterectomy, chemotherapy and drugs. Two years later she is in remission and healthy, although she continues to have blood tests every three months to check her progress.

The organisation's non-executive director, Paula Benson, said it was important for women to learn the early symptoms of the disease.

"I was incredibly lucky, mine was caught early," she said. "I had the surgery and I didn't have any side effects. Stories like Debbie's are much more common."

The voice of Ms Benson's husband, Communications Minister Stephen Conroy, cracked with emotion as he talked about her successful battle against cancer.

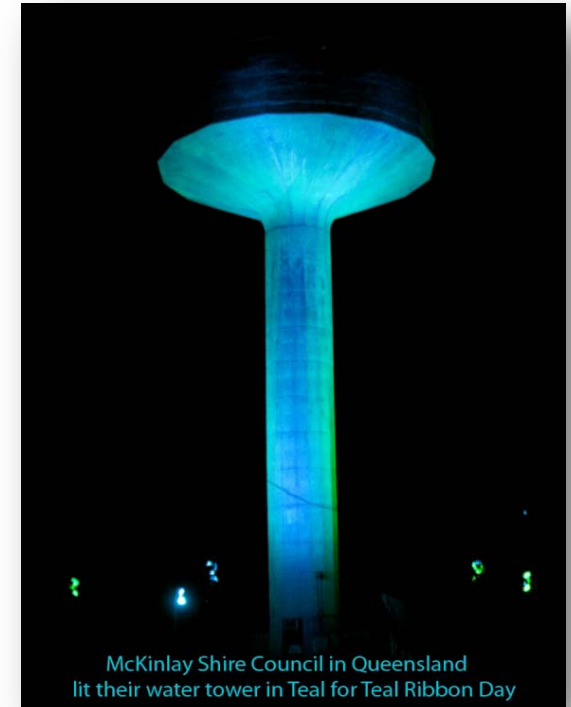
"I've never felt so hopeless," he said, laughing a broken designer for the faint smiles and freckles of his son.

Teal Ribbon Day is on February 24.

DANIEL ZEPFER

- Council Partnerships Generated -

- * **Insight Communications initiated an awareness partnership as part of a 'Community Healthcare Initiative' with 89 Councils across Australia including all states and the Northern Territory agreeing to participate. Insight invited all 562 councils, as the lead time was short, not all councils were able to participate.**
 - NSW – 34 Councils including Sydney City Council
 - NT – 3 Councils including Darwin City Council
 - QLD – 19 Councils including Brisbane City Council
 - SA – 7 Councils including Adelaide City Council
 - TAS – 5 Councils including Hobart and Launceston City Councils
 - VIC – 7 Councils including City of Melbourne and Port Phillip City Council
 - WA – 13 Councils including City of Swan
- * Council activities included mentions on their website, hosting fundraising events (e.g. sausage sizzles / cake stalls), including information in health and wellness seminars, poster and flyer distribution to council facilities including child care, libraries and council shops, McKinlay Shire Council lit their water tower Teal for the week of Teal Ribbon Day
- * Around 60 media clips were generated as a result of the OCA & Council partnership
- * Darwin City Council ran a number of activities including holding a fundraiser and having all City Rangers wearing the Teal Ribbon whilst on duty



- Key Campaign Results & Measurables -

The 2010 11th Hour Campaign was primarily a campaign to generate awareness about ovarian cancer, the signs & symptoms and to dispel the misconception a Pap test detected ovarian cancer. We needed to educate women that the only means of early detection is through recognising the symptoms.

Ovarian Cancer Australia had the most successful campaign to date achieving a record number of media pieces, website hits, telephone enquiries, teal ribbon sales and donations. This achievement was as a result of Insight's comprehensive national media campaign.

- * **Media Pieces:** 602 – increase on 2009 by 2408%
- * **Online Mentions:** 233 – increase on 2009 by 2230%
- * **Teal Ribbon Sales:** increase on 2009 by 26%
- * **Donations:** increase on 2009 by 114%
- * **Telephone Enquiries:** Prior to the campaign on average there were 6 telephone enquiries per day. During campaign OCA were receiving an average of 100 calls per day - a 1567% increase
- * **Website Statistics**
 - **Visits:** 267% increase
 - **Unique Website Visitors:** 304%
 - **Page Views:** 162% increase
 - **Australian Locations:** 149% increase
 - **Symptoms Page:** 405% increase
 - **Access Via Mobile Phone:** 1172 people used their mobile phone to access the website – there were no mobile visits in 2009
 - **The top 3 referring websites** came as a result of media articles generated by Insight on SMH Online (1,468), The Age Online (747) and ABC Online (263)



- Campaign Results & Statistics -

Campaign Elements	2009	2010	Prior to Campaign	During Campaign	Increase
Media Pieces	24	602			2408%
Online Mentions	10	233			2230%
Teal Ribbon Sales					26%
Donations Feb-March					114%
Phone Enquiries			Avg. 6/day	Avg. 100/day	1567%
Posters		3,500 to 174 recipients			
Brochures		5,200 to 105 recipients			
Council Partners	nil	89			
Other Partnerships	Unknown	10			
Media Alerts	1	5			400%
Media Releases	3	63			2000%
Patient Stories	6	24			300%
Wire Releases	0	3			

- Website Results & Statistics -

Campaign Elements	2009	2010	Prior to Campaign	During Campaign	Increase
Website Visits					267%
Unique Visitors					304%
Bounce Rate	32.43%	24.97%			23% Reduction
Pageviews					162%
Page/Visit					-24%
New Visits	75.61%	83.05%			10%
Mobile Phone Access	0	1172			
Australian Locations	61	102			149%
Symptoms Page Hits	4,171	21,073			405%
Access: Direct web address	3,434	10,448			
Access: Search engine	4,236	15,973			
Access: Referring sites	1,917	6,804			
Top Referring Sites:					
• www.blog.smh.com.au		1,468			
• www.blog.theage.com.au		747			
• www.abc.net.au	263	324			30%
Facebook Friends/Fans					197%