

Effectiveness of Direct Engagement

Interventions involving direct engagement (e.g., small group education, one-on-one sessions) demonstrated stronger behavioural impacts compared to broader, less interactive campaigns.

Evidence

- **Budukh et al. (2022), India**
Educational presentations improved understanding of cancer symptoms and preventive measures among school students.
- **Yurt et al. (2019), Turkey**
Peer education sessions significantly increased self-efficacy for breast self-examinations and reduced perceived barriers to mammography.
- **Budukh et al. (2022), India**
Educational sessions resulted in significant improvements in knowledge and intent related to breast cancer screening.

Recommendation

Prioritise community and educational initiatives that involve direct, interactive engagement to maximise behaviour change.

Impact on Knowledge and Behaviour

Awareness campaigns improved symptom knowledge and the importance of early detection, with a greater impact seen when interventions included actionable, practical messages.

Evidence

- **McCutchan et al. (2020), UK**
A multimedia campaign led to significant increases in symptom knowledge and healthcare-seeking behaviour.
- **Puckett et al. (2018), USA**
Educational sessions improved confidence in discussing symptoms with healthcare providers and increased knowledge of risk factors for gynaecological cancers.
- **Troy et al. (2022), USA**
Statistically significant improvements in prostate cancer knowledge were observed post-intervention.

Recommendation

Design campaigns with clear, action-oriented messaging to effectively prompt healthcare-seeking behaviour, tailored to the audience's context.

Importance of Repeated Follow-Ups

Interventions with multiple follow-up points showed better retention of knowledge and sustained changes in attitudes and behaviour compared to single-contact initiatives.

Evidence

- **McCutchan et al. (2020), UK**
Sustained symptom awareness was observed with follow-up assessments post-campaign.
- **Baumann et al. (2019), Germany**
Follow-up campaigns on oral cancer increased early detection and sustained public engagement.

Recommendation

Implement multiple follow-up points in campaign evaluations to enhance long-term knowledge retention and reinforce behaviour change.

Tailored Messaging for Specific Demographics

Targeted messaging, adapted to the needs of specific groups (e.g., age, gender, high-risk populations), was more effective in prompting healthcare engagement.

Evidence

- **Sethi et al. (2016), UK**
Multimedia campaigns tailored to throat cancer symptoms increased awareness and engagement within the target population.
- **Puckett et al. (2018), USA**
Specific interventions for high-risk demographics improved symptom recognition and healthcare engagement.

Recommendation

Develop targeted messaging strategies tailored to specific demographic needs to increase relevance and impact.

Multi-Modality Approaches

Combining mass media with local, interactive sessions enhanced the reach and effectiveness of interventions.

Evidence

- **Mistry et al. (2017), UK**
Multi-modal campaigns using TV, radio, and posters expanded reach and engagement but showed limited impact on sustained behavior change.
- **Saleh et al. (2012), Malaysia**
Mass media campaigns improved symptom awareness and reached broader audiences.

Recommendation

Invest in multi-modal strategies that integrate media campaigns with community education efforts to create a comprehensive approach to raising awareness.