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| **Title of Alternative showing: New technology** (Sentence case)The *Be Cancer Alert Campaign (BCAC)*: Improving symptom awareness and early diagnosis of breast and colorectal cancer through mass media in Malaysia |
| **Maximum 2500 characters (including spaces but excluding title)****Health promoting objectives**Evidence-based cancer awareness raising mass media campaigns appear to improve symptom recognition, early detection of cancer and survival chances in western countries. However, this campaign approach is relatively untested in Malaysia. We drew upon UK-developed campaigns and undertook iterative rounds of qualitative research in order to design and adapt culturally sensitive programmes (BCAC Breast Cancer and BCAC Colorectal Cancer) that would aim to enhance early detection and reduce inequalities in Malaysia.**Synopsis of the scenario**Academics from the UK and Malaysia, non-governmental and governmental organisations in Malaysia and local creative designers and media experts worked together, drew upon lessons from previous UK campaigns and conducted qualitative testing of materials in order to create campaigns that were acceptable to the diverse population and feasible to implement in Malaysia. **Intended audience**The target audience were people aged 40 years and older, living in Malaysia. The mass media campaign materials were designed and presented in two (TV, Radio, Social Media, Billboards, Buntings) to four languages (brochures) to be easily understood by the ethnically diverse Malaysian population (Malays, Chinese, Indians). Media channels were chosen to target the different ethnic groups living in urban and rural areas as well as people from different socio-economic backgrounds. **Duration and intended use**Each campaign (breast cancer and colorectal cancer) comprises 1) creative designs in various formats including billboards, buntings, leaflets and posters; 2) TV advertisement (30 seconds); 3) Radio advertisement (30 seconds) and 4) a social media campaign and website. Campaigns run for 5 weeks on selected Malaysian mass media channels, promoting early detection of breast and colorectal cancer. The colorectal cancer campaign took place from April until May 2018 and the breast cancer campaign from September until October 2018. Evaluation is ongoing. |