Social Marketing

Wollongong July 2008

Doing breast cancer research costs a fortune – not doing it costs more
The Community Sector

- 700,000 NFPs
- 350,000 are incorporated
- 35,000 employ staff
- 20,000 DGR
Breast Cancer Continuum

- Promotes & funds high quality research into breast cancer nationally
- Focus on a national & coordinated approach to breast cancer research
- Community funded

- Produces evidence-based information & guidelines for consumers & health care professionals
- Focus of quality of breast cancer care
- Government and community funded

- Empower, inform, represent & link Australians personally affected by breast cancer
- Community funded

Around 2000 breast cancer organisations: state based, small and private foundations raise funds, provide support services and fund research at individual institutions
Getting the message right
Getting the message right

2002
Circulation
35,000
Advertising
45 pages
Income
$80,000

2007
Circulation
150,000
Advertising
40 pages
Income
$172,000
Bespoke advertising
Extending our reach
In Australia .... today

- 37 women will be told ......
- 110,000 women in Australia are living with breast cancer
- NBCF is investing $60,000
- NBCF needs to invest $300,000
National Action Plan

Challenging Breast Cancer:
A National Action Plan
for Breast Cancer Research
and Funding
October 2004

National Breast Cancer Foundation
Funding Research for Prevention and Cure
Breast Cancer Control

- Our Product is a well coordinated approach to breast cancer control
- Our Placement is our reach into every sector of the community
- Our Promotion is the campaign
- Our Price ..... saving lives today ..... tomorrow prevention