

Cancer Council Design Thinking Workshop

Funded by Cancer Council Queensland



Cancer kills 1 in 9 men and 1 in 12 women, with an estimated one-third of cancer cases being preventable through lifestyle choices. Furthermore, data from the International Agency for Research on Cancer (IARC) indicates that there were 20 million new cancer cases and 9.7 million deaths in 2022, with an estimated 53.5 million survivors within five years of diagnosis.

Social Marketing @ Griffith conducted a one-day design thinking workshop for Cancer Council Queensland, aimed at devising innovative behaviour changes approaches that Cancer Council Queensland could implement to combat cancer rates. The workshop brought 56 participants, including professionals and citizens together. Professionals worked in advertising, cancer prevention, events, workplace wellness, behaviour change, research, and gamification.

Workshop participants were guided through the five-stage design thinking process completing activities such as empathy mapping, problem definition, ideation, prototype development and testing. 240 ideas emerged during the brainstorming session. Many solutions addressing various cancer risk factors such as alcohol consumption, vaping, and meat consumption were suggested.

Eight prototypes were developed and tested during the workshop, delivering behavioural change campaigns for bowel cancer prevention, healthy drinking culture promotion, and sun protection for children. In the subsequent pitch and investment session, participants allocated funds to tested prototypes. Notably, the proposal for a bowel cancer behaviour change program secured the highest investment of \$2,850,000, underscoring its popularity.

The one-day design thinking workshop delivered eight tested prototype ideas that Cancer Council Queensland can consider implementing in future to increase cancer testing and protective behaviours aiming to reduce cancer rates. By leveraging innovative strategies and incorporating multifaceted approaches, there is potential to make significant strides in cancer prevention and management, ultimately saving lives and improving public health outcomes.

8 tested prototypes

were delivered in a facilitated one-day design thinking workshop

More than 240 solutions

were generated in the ideation stage

Solutions that incentivise

people were most frequent

