

Appendix Table 1 Information about all campaign activities and media used during BCAC-BC

Time period (2018)	Media (Language)	Content	Implementation area
TV			
24 th September – 21 st October 4 weeks 4-6 ads/ day	Advertisement, 30 seconds on TV3 (BM), TV9 (BM), 8TV (MAN) and YouTube (BM, MAN, ENG)	Cancer survivor highlighting the signs and symptoms she experienced, promoting early detection can save lives, highlights the importance of family support	Nationwide
Radio			
15 th – 28 th October 2 weeks 5-7 ads/ day	Advertisement, 30 seconds on I) Thr Raaga (TAM) and II) Lite FM (ENG)	Cancer survivors highlighting BC signs and symptoms, BC can be cured, highlighting that early detection can save lives and to see doctor urgently if symptoms are noticed, 9 out of 10 women survive BC if found and treated early, highlighting website and helpline	I) Peninsular Malaysia II) Central Malaysia (including Petaling Jaya)
Print materials			
24 th September – 28 th October 5 weeks	Billboards (x7) (BM)	Displayed three BC survivors from each main ethnicity as well as Amber Chia (Malaysian supermodel) and the headline ‘Don’t be shy to check your breasts’ and the slogan ‘9 out of 10 women can survive BC if found and treated early’, information about the website and NCSM helpline	Petaling Jaya ^a
	Street buntings (x400) (BM)	<i>See billboards</i>	Petaling Jaya ^a
	Posters (BM and ENG)	<i>See billboards</i> + signs and symptoms of BC, see a doctor urgently if symptoms are noticed, early detection can save lives, BC can be cured	Clinics (A2 size x53) in Petaling Jaya ^a Tropicana Shopping Mall (A1 size x 8)
	Roll-up banners	<i>See billboards</i>	Supermarkets (x5) in Petaling Jaya ^a
	Brochures (BM, ENG, MAN and TAM)	<i>See billboards</i> + signs and symptoms of BC, Breast-self-examination guide, early detection can save lives, BC survivor story	Clinics (x53) in Petaling Jaya ^a

8 th October (x2), 14 th October (x2), 28 th October (x1)	5x Newspaper articles (BM and ENG), i.e. MY Metro Online, Harian Metro, The Star Online, Sunday Star, Berita Harian	<i>Key messages same as posters</i>	Respective areas of coverage
Social media			
24 th September – 28 th October 5 weeks	32 posts, including 11 boosted posts (BM, ENG) 2 x posts from Amber Chia (Malaysian supermodel)	What is BC, BCAC-BC campaign launch, signs and symptoms, breast self-examination, risk factors, prevalence of BC in Malaysia, importance of male support, prevention, campaign video, cancer survivor stories (x3), call to action, screening and diagnosis, early detection saves lives, quiz	Nationwide
Website			
	Link: www.becanceralert.com (BM and ENG)	Information about cancer in general, signs and symptoms, risk factors and early detection as well as access to all BCAC-BC materials, cancer survivor stories	Nationwide
Launch event			
27 th September	1 hour launch event (ENG)	Stakeholders and media were invited to officially launch the BCAC-BC	University of Malaya, Kuala Lumpur

^a Petaling Jaya was the study area for BCAC-BC

Ads – advertisement, BCAC – Be Cancer Alert Campaign, BM – Bahasa Melayu, BC – breast cancer, ENG- English, MAN – Mandarin, NCSM – National Cancer Society Malaysia, TAM- Tamil

Appendix Table 2 Change in average prompted knowledge score

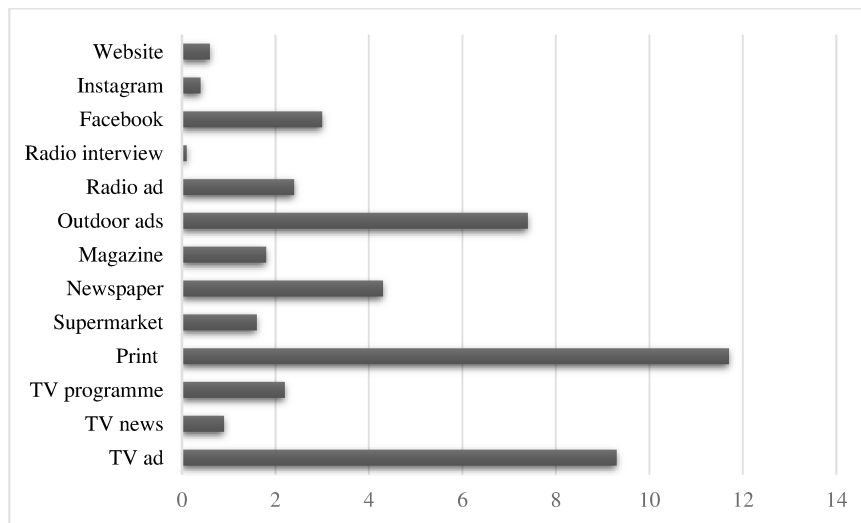
	Pre Mean (SD)	Post Mean (SD)	Change Mean (SD)	P-value (paired sample t-test)	P-value (independent sample t-test, equal variances assumed)
All participants	7.45 (3.05)	7.84 (2.86)	0.39 (3.53)	0.005	-
BC history (n=16)	8.00 (2.99)	8.06 (2.91)	0.06 (3.26)	0.940	Comparing BC history to no history 0.711
No BC history (n=660)	7.44 (3.06)	7.83 (2.86)	0.39 (3.54)	0.004	
BC screening history (n=175)	7.65 (3.20)	8.31 (2.85)	0.66 (3.39)	0.011	Comparing BC screening history to no screening history 0.251
No BC screening history (n=498)	7.38 (3.00)	7.69 (2.83)	0.31 (3.54)	0.052	
BCAC recognisers (n=441)	7.68 (2.89)	8.26 (2.46)	0.59 (3.29)	<0.001	Comparing BCAC recognisers to non-recognisers (equal variances not assumed) 0.0501
BCAC non-recognisers (n=211)	6.98 (3.29)	6.96 (3.32)	-0.24 (3.88)	0.929	

Appendix Table 3 Number of CBEs (n=29,000) and mammograms (n=2,051) undertaken by ethnicity and age (July 2018-January 2019)

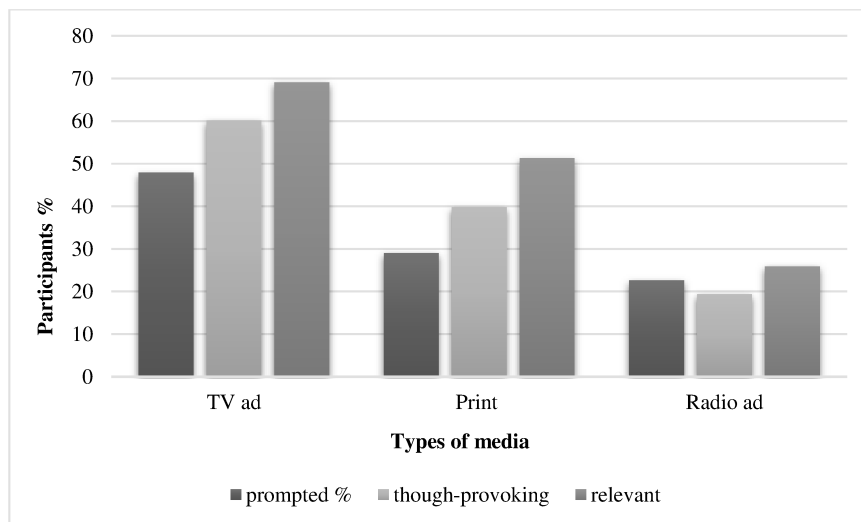
	CBE n (%)	Mammogram^a n (%)
Ethnicity		
Malay	24 532 (84.6)	1152 (56.2)
Chinese	2 434 (8.4)	551 (26.9)
Indians	1 516 (5.2)	331 (16.1)
Others	518 (1.8)	17 (0.8)
Age group		
20-29	16 687 (57.5)	1 (0.1)
30-39	10 722 (37.0)	14 (1.6)
40-49	1 283 (4.4)	332 (37.0)
50-59	265 (0.9)	333 (37.1)
>60	43 (0.1)	-
60-69	-	172 (19.2)
>70	-	46 (5.1)

CBE – clinical breast examination

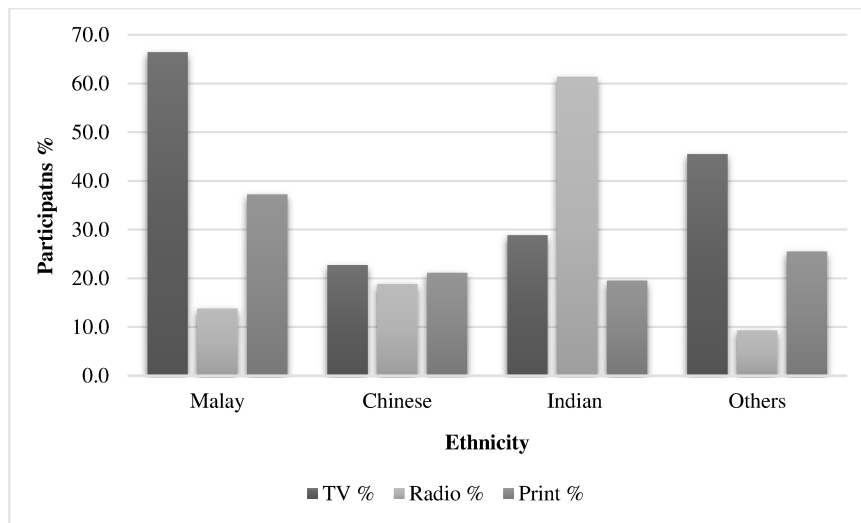
^a Mammogram data on age is from hospital Sg Buloh only (n=898)



Appendix Figure 1 Advertisement channels through which participants noticed the BCAC-BC advertisements (unprompted)



Appendix Figure 2 Advertisement channels through which participants noticed the BCAC-BC advertisements (prompted) and views on materials



Appendix Figure 3 Difference in campaign material reach between ethnicities