

Out of Home International Highlights the Importance of NHS Breast Screenings

Tuesday 5 November, 2013

NHS Heywood, Middleton and Rochdale Clinical Commissioning Group (HMR CCG) has tasked Out of Home International with launching a multi-format regional outdoor campaign, encouraging women to attend breast screening appointments. [Bus headliner advertising](#) will be accompanied by a series of [6 sheet billboards](#) across shopping centres and in roadside locations, with further reinforcement from adverts posted in female public bathrooms.

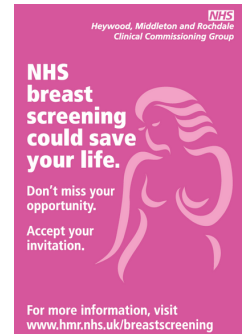
A fuchsia backdrop displays the initiative 'NHS breast screening could save your life', with the NHS logo in the top, right corner and a dedicated local website printed along the bottom.

NHS HMR CCG plans and buys healthcare services to meet the needs of the people of the Rochdale borough, ensuring they are healthier with better futures.

With free NHS breast screening offered to every female between the ages of 50 and 70 triennially, it is imperative that appointments are attended in order to increase the chances of defeating cancer, as 80% of breast cancers are found in those over 50.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "By opting for a combination of public advertising formats, NHS Heywood, Middleton and Rochdale Clinical Commissioning Group will cover a range of outdoor locations and therefore increase coverage across their target audience, with female washroom adverts being a particularly polished method of reaching the relevant demographic."

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