

Challenge

Every twenty-fifth woman in Estonia is diagnosed with breast cancer. Unfortunately, in a third of these cases, it's already too late. Women don't know the importance of self-examination and how to do it.

Solution

Once a month, most women find themselves in front of the mirror with a trusted person with whom they can talk about everything – the hairdressers. We used the connection and made hairdressers our cancer prevention ambassadors.

We transformed the most popular hair salons to breast cancer prevention centers. The main information medium was the hairdresser's cape, which turned pink overnight. Not only did the capes go pink, but salons were informed how to openly discuss the importance of self-examination and be still delicate with the topic.

Also, the local beauty community jumped on board to spread campaign materials and their own stories about breast cancer. Among the beautygurus were also well-known influencers who volunteered to share their experiences and showed their audience the importance of the matter and thus involving hundreds of thousands other women who didn't make it to the salon during campaign month.

Results

Real life reach:

10,000+ consultations in 1 month

Social media reach:

500,000+ Estonian women

Including volunteered influencer reach:

300,000+ followers

The effect:

510,000 women learned how to avoid the worst

Additional coverage in public media:

Postimees, Õhtuleht, Geeniusmeedia, KUKU radio

PINK CAPE

How hairdressers helped to save thousands of lives within 1 month

"Introspection, breast health, touching your breasts – it's like a taboo. Often women do not dare or are ashamed to do this. That has to change."

Helen Heinroos,
hairdresser and beauty
salon owner

"Introspection is one of the easiest things we can do to keep an eye on our health."

Tuuli Rand
singer and influence

"I think almost all of us women go to the hairdresser regularly. It is equally important to take care of your health, including the health of your breasts."

Merike Värk
The North Estonia Medical Centres'
counselor for cancer patients

Instructions revealed themselves every moment the woman sat in front of the mirror

