

2014 Campaign Highlights

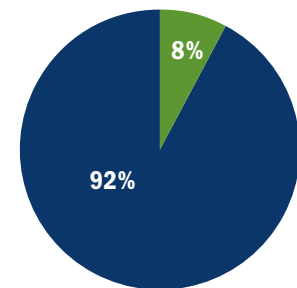
Public Service Announcements	<ul style="list-style-type: none"> Distributed television and radio PSAs to more than 900 TV stations and over 5,500 radio stations throughout the U.S. 		
Process Evaluation PSA Audience Impressions and Donated Ad Value Audience Impressions = the number of times a PSA is seen or heard	Television <ul style="list-style-type: none"> \$22,139,076 in donated ad value 945,260,340 impressions <hr/> Radio <ul style="list-style-type: none"> \$2,320,757 in donated ad value 107,365,955 impressions <hr/> Print <ul style="list-style-type: none"> \$83,711 in donated ad value 1,642,020 impressions 		
Cumulative Campaign Total (1999-2014) <ul style="list-style-type: none"> \$182,874,350 in donated ad value 14,548,901,709 impressions 			
Digital Media Initiative	<table border="0"> <tr> <td> Search Engine Marketing <ul style="list-style-type: none"> 3,011,173 impressions 35,659 clicks </td> <td> Digital Display Advertising <ul style="list-style-type: none"> 210,697,011 impressions 167,650 clicks </td> </tr> </table>	Search Engine Marketing <ul style="list-style-type: none"> 3,011,173 impressions 35,659 clicks 	Digital Display Advertising <ul style="list-style-type: none"> 210,697,011 impressions 167,650 clicks
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Partner Outreach and Support	<ul style="list-style-type: none"> Provided campaign resources and assistance to more than 40 grantees, state and local health departments, and other organizations. 		
Research	<ul style="list-style-type: none"> Published two research studies. 		

Public Service Announcements (PSAs)

National Colorectal Cancer Awareness Month Distribution. In February, *Screen for Life* distributed TV and radio PSAs in English and Spanish, including *Control* (featuring Meryl Streep), *No Excuses, No Hay Excusas*, and *La Vida Real* and *Screening Room* (featuring Jimmy Smits), to more than 900 TV stations and more than 5,500 radio stations nationwide.

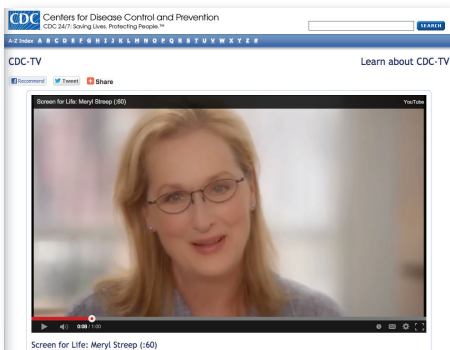
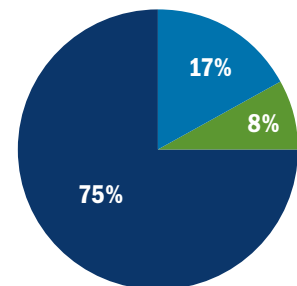
Screen for Life PSA Performance Snapshot. Process evaluation data (through 2014) show that *Screen for Life* PSAs have generated more than 14,548,901,709 audience impressions, valued at more than \$182,874,350 in donated placements. In every month of 2014, *Screen for Life* TV PSAs were ranked in the top 1% of the more than 1,400 PSA campaigns monitored by Nielsen.

Percentage Screen for Life Ad Value by Media Type 2014



■ Paid
■ Radio
■ TV

Percentage Screen for Life Impressions/Circulation by Media Type 2014



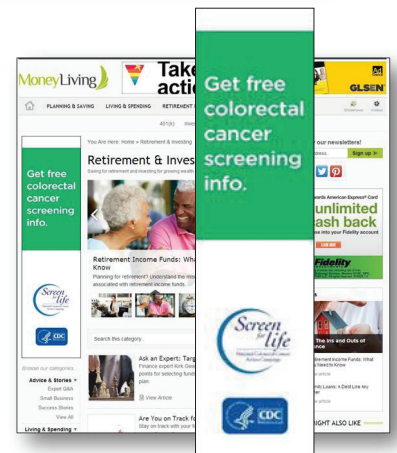
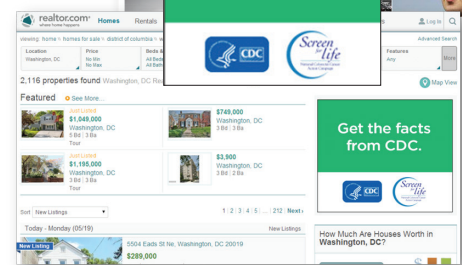
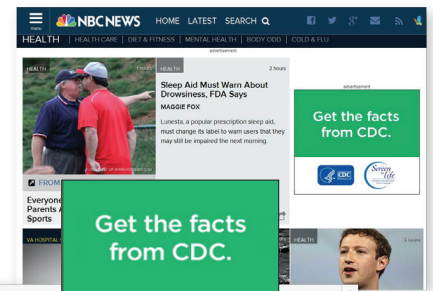
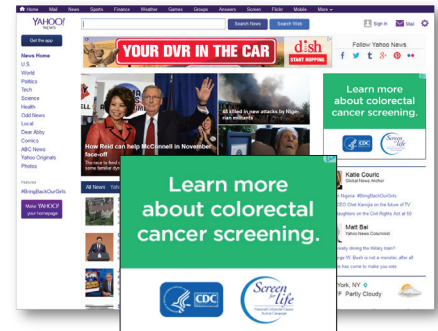
Digital (Internet) Media Initiative

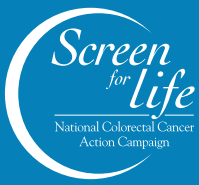
In May and June of 2014, *Screen for Life* launched a two-pronged digital media advertising initiative using search engine marketing on Google, and digital display advertising on several specially-selected Internet channels/sites.

Search Engine Marketing (SEM). Using Google, we conducted SEM in English and Spanish. This means that when users searched for colorectal cancer terms, a relevant text ad sponsored by CDC's *Screen for Life* campaign would appear in search results. By the end of the four-week run on Google's English site, the *Screen for Life* SEM initiative generated 2,522,061 impressions and 32,321 clicks. The click-through rate was 1.28% and the cost-per-click was \$2.04. The Spanish part of the initiative ran for two weeks and generated 489,112 impressions and 3,338 clicks, with a 0.69% click-through rate at a \$2.93 cost-per-click. As a point of reference, the government cost-per-click standard benchmarks for Google SEM range from \$2.00 to \$4.00 per click, and click-through rate standard benchmarks range from 0.4% to 3%.

Digital Display Initiative. English and Spanish *Screen for Life* banner and mobile ads ran for four weeks in May and June across seven platforms, including CBS.com, AOL, NBCNews.com, and other mobile and desktop sites. We placed as many of the *Screen for Life* ads as possible on non-health sites, in order to reach people for whom health issues and colorectal cancer screening were not top of mind. The digital display initiative generated 167,650 clicks to the *Screen for Life* Web site and 210,697,001 impressions overall. The cost-per-click was \$1.88. We also secured added value placements through CBS on Washington, DC, radio stations, generating an additional 442,500 impressions.

Screen for Life Campaign Web Page. In 2014, the digital media initiative helped drive greater traffic to the *Screen for Life* Web pages. In May and June, during the four weeks when we implemented the digital media initiative, the *Screen for Life* campaign site had a significant increase in visits, totaling more than 74,000 visitors, which represented 75% of the site's traffic for 2014.





Screen for Life: National Colorectal Cancer Action Campaign 2014 Year-End Report

Partner Outreach and Support

Screen for Life partners with all 50 state health departments, two tribal organizations, and the District of Columbia, offering localizable campaign materials, technical assistance, and specially adapted resources. The campaign provides local tagging of television PSAs to its program partners, enabling state health departments and tribal organizations to add local information to Screen for Life TV PSAs.

Screen for Life also supports CDC's Colorectal Cancer Control Program (CRCCP) grantees by making specially adapted materials and other resources available, upon request. In 2014, the campaign provided materials and technical assistance to the following CRCCP grantees:

- **Alabama**
- **Kansas**
- **Michigan**
- **Nevada**
- **New Hampshire**
- **New Jersey**
- **New York**
- **Virginia**

Screen for Life fulfilled requests from many others, including state and local health departments, hospitals, clinics, health systems, insurance companies, and medical practices. These programs and groups requested campaign resources such as broadcast and print PSAs, posters, brochures, fact sheets, reminder postcards, looped DVDs of TV PSAs for display purposes, and additional help in localizing materials.

Organizations:

Abbeville General Hospital

Abbeville, LA

Advocate Health

Chicago, IL

Beth Israel Deaconess Health Care

Needham, MA

Boston Medical Center

Boston, MA

Broward Health

Fort Lauderdale, FL

Carolyn Downs Family Medical Center

Seattle, WA

CDC Ambassador Program

Conyers, GA

Colon and Rectal Surgery, Ltd.

Media, PA

Community Care of the

Lower Cape Fear

Wilmington, NC

Connecticut Department of Public Health Colorectal Cancer Initiative

Hartford, CT

Danbury Hospital Endoscopy

Danbury, CT

Daniels County Public Health Department

MT

De Rosa Foundation

Manhasset, NY

East Georgia Cancer Coalition

Athens, GA

Fort Drum Regional Health Planning Organization

Watertown, NY

Gallagher Benefit Services

Cleveland, OH

Gastroenterology Associates of The Piedmont

Winston Salem, NC

Hunterdon Family Practice & Obstetrics

Flemington, NJ

KSTP-TV (ABC 5) & KSTC-TV

Minneapolis, MN

Medical News Today

MedicalNewsToday.com

North Dakota Department of Health

Bismarck, ND

North East Medical Services

San Francisco, CA

Onondaga County Health Department

Syracuse, NY

Orleans County Public Health

Albion, NY

Regence Blue Shield

Portland, OR

Regional Primary Care Network

Rochester, NY

Saban Community Clinic

Los Angeles, CA

South Georgia Cancer Coalition

Albany, GA

St. Joseph Hospital of Orange

Orange, CA

Syracuse Gastroenterological Associates

Syracuse, NY

The Westchester Guardian

New Rochelle, NY

Vermont Department of Health

Burlington, VT

Victory Medical Center Craig Ranch

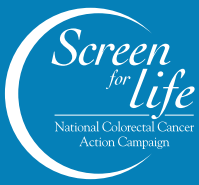
McKinney, TX

Washington State Health Care Authority

WA

WLTZ-TV (NBC 38)

Columbus, GA



Screen for Life: National Colorectal Cancer Action Campaign 2014 Year-End Report

Research and Visibility

Publications. In 2014, the following *Screen for Life* studies were published:

- Ekwueme DU, Howard DH, Gelb CA, Rim SH, Cooper CP. [Analysis of the benefits and costs of a national campaign to promote colorectal cancer screening: CDC's Screen for Life: National Colorectal Cancer Action Campaign.](#) *Health Promotion Practice* 2014.
– This paper analyzes the cost benefit of the *Screen for Life* campaign and provides a benchmark for future research to determine the costs and benefits of health communication campaigns for cancer prevention programs.
- Cooper CP, Gelb CA, Lobb K. [Celebrity appeal: Reaching women to promote colorectal cancer screening.](#) *Journal of Women's Health* 2014.14.
– This paper discusses the use of celebrity spokespeople in PSAs and their ability to attract the attention of intended audiences and broadcast stations' public service directors.

Ongoing Research. Several research papers about the campaign's longevity and process evaluation are currently in development.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

1-800-CDC-INFO(1-800-232-4636)
www.cdc.gov/screenforlife