

## 2013 Campaign Highlights

<b>New Materials</b>	<p>Completed production of new TV and radio Public Service Announcements (PSAs) featuring Academy Award®-winning actress Meryl Streep and distributed them to more than 800 TV stations and more than 3,000 radio stations throughout the U.S.</p> <p>Placed display ads in bus and train stations, shopping malls, and airports in top-tier markets</p> <p>Placed TV PSAs on in-elevator video monitors in more than 800 buildings nationwide</p>
<b>Process Evaluation</b>  <b>PSA Impressions* and Donated Ad Value</b>  *impressions equal the number of times PSAs have been seen or heard	<p><b>Television</b></p> <ul style="list-style-type: none"> <li>• 1.2 billion impressions</li> <li>• \$26 million in donated ad value</li> </ul> <p><b>Radio</b></p> <ul style="list-style-type: none"> <li>• 200 million impressions</li> <li>• \$15 million in donated ad value</li> </ul> <p><b>Print</b></p> <ul style="list-style-type: none"> <li>• 4 million impressions</li> <li>• \$230,000 in donated ad value</li> </ul> <p><b>Out-of-Home</b></p> <ul style="list-style-type: none"> <li>• 201 million impressions</li> <li>• \$2.1 million in donated ad value</li> </ul> <p><b>Cumulative Campaign Total (1999-2013)</b></p> <ul style="list-style-type: none"> <li>• 13 billion impressions</li> <li>• \$169 million in donated ad value</li> </ul>
<b>Research and Visibility</b>	<p>Abstract accepted/poster presented at the National Conference on Health Communication, Marketing, and Media</p> <p>Published two research papers in scientific journals; and one additional manuscript was accepted for publication</p>
<b>Partner Outreach and Support</b>	<p>Provided campaign resources and assistance to 29 state health departments</p>
<b>Online and Social Media</b>	<p>Hosted colorectal cancer Twitter chat to coincide with March, National Colorectal Cancer Awareness Month</p> <p>Featured colorectal cancer screening information in a CDC.gov spotlight in March</p>



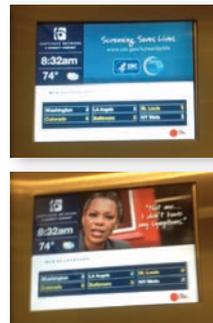
## New Materials

**New Screen for Life PSAs featuring Meryl Streep.** In February, *Screen for Life* distributed new TV and radio PSAs featuring Academy Award®-winning actress Meryl Streep. Ms. Streep talks about colorectal cancer screening, saying, “There is so much in life we can’t control. But here’s something we can: colorectal cancer.” She talks about getting screened herself and urges others to do all they can to prevent colorectal cancer and get screened. CDC distributed the PSAs to approximately 4,000 television and radio stations nationwide. They were also featured on the Internet on *Huffington Post* and *E! Online*; and during the television shows *Extra* and *Katie*.



**Out-of-Home PSAs.** In January, the campaign placed its “No Excuses” and “No Hay Excusas” PSAs for out-of-home displays in shopping malls, bus and train stations, bus shelters, and airports in these cities:

- Atlanta, GA
- Chicago, IL
- Miami, FL
- New York, NY
- Philadelphia, PA
- Portland, OR
- San Francisco, CA
- Washington, DC

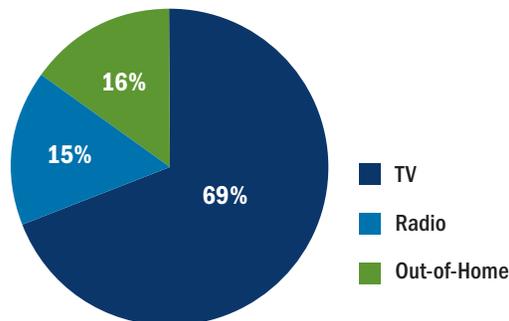


In addition, the campaign’s “No Excuses” PSA was adapted for broadcast on an in-elevator video network. The PSA aired on the Captivate Network in more than 800 buildings nationwide, including such iconic buildings as the Bank of America Plaza in Atlanta, the Prudential Tower in Boston, the Willis Tower in Chicago, the Empire State Building in New York City, and *USA Today* headquarters in Washington, DC.

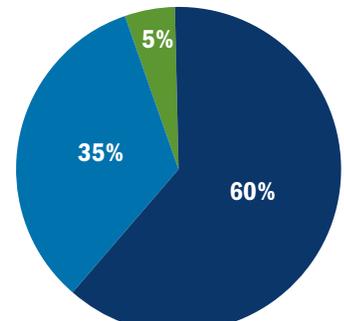
## Process Evaluation

**Screen for Life PSA Performance Snapshot**  
Process evaluation data (through 2013) show that *Screen for Life* PSAs have generated more than 13 billion audience impressions valued at more than \$169 million in donated placements. In every month of 2013, *Screen for Life* TV PSAs were ranked in the top 1% of all PSA campaigns tracked by Nielsen (more than 1,400 campaigns monitored monthly).

2013 Impressions/Circulation



2013 Ad Value



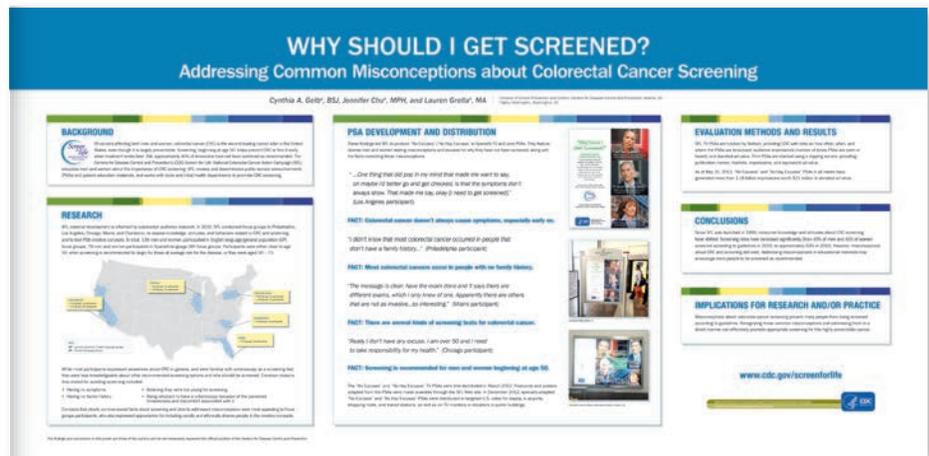
## Research and Visibility

**Publications.** The following research studies conducted as part of Screen for Life were published in 2013:

- Can donated media placements reach intended audiences? Published in *Health Promotion Practice* 2013; 14 (5): 656-662.
- An exploratory 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*. Published in *Value in Health* 2013; 16(3): A142.

### National Conference on Health Communication, Marketing, and Media (NCHCMM), Atlanta, GA, August 2013.

The campaign presented a poster, *Why Should I Get Screened? Addressing Common Misconceptions about Colorectal Cancer Screening*, at the NCHCMM annual conference. The poster included research findings that informed the development of the Screen for Life “No Excuses” PSAs, demonstrating the importance of addressing common misconceptions about colorectal cancer screening.



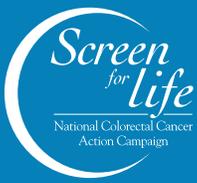
## Partner Outreach and Support

Screen for Life partners with all 50 state health departments, two tribal organizations, and the District of Columbia, by providing localizable campaign materials, technical assistance, and specially-adapted resources. CDC provides local tagging of television PSAs to its program partners, enabling state health departments and tribal organizations to add local information to the campaign's TV PSAs. Screen for Life also supports CDC's Colorectal Cancer Control Program (CRCCP) grantees, by providing specially-adapted materials and other resources upon request. In 2013, the campaign provided materials and technical assistance to the following CRCCP grantees:

- **New Hampshire**
- **Iowa**
- **New York**
- **Maine**
- **Cherokee Nation**
- **Michigan**

In 2013, Screen for Life provided materials and other resources to many state and local health departments, hospitals, clinics, health systems, insurance companies, medical practices, and others, including the following:

- **Alabama Cooperative Extension System:** fact sheets
- **Battle Creek Veterans Affairs Medical Center (MI):** brochures
- **Cancer Coalition of South Georgia:** electronic TV PSA files
- **Connecticut State Comptroller's Office:** instructions on how-to embed TV PSAs to Web site
- **East Tennessee State University:** brochures, posters, and postcards
- **Indiana State Department of Health:** instructions on how-to embed TV PSAs to Web site
- **Blue Cross, Blue Shield of MN:** fact sheets, posters
- **RiverStone Health (MT):** brochures
- **Salem Gastroenterology (NC):** brochures
- **Stones River IPA (TN):** brochures, posters, and postcards



# Screen for Life: National Colorectal Cancer Action Campaign 2013 Year-End Report

- **Sunrise Health Care (CO):** fact sheets, English and Spanish brochures and brochure inserts
- **SynerMed, MSO (CA):** brochures, postcards, and posters
- **University of Arizona Health Plan – Health Maintenance Organization (HMO):** brochures
- **University of Missouri Hospital & Clinics (MO):** fact sheets
- **Virginia Cancer Network:** English and Spanish brochures
- **Woodlawn Health Center (IL):** fact sheets, brochures, and postcards
- **Wooster Community Hospital (OH):** brochures

In addition, *Screen for Life* provided specialized support, information, and other assistance to:

- **Indianapolis Business Journal Cancer Care Magazine:** TV and print PSAs
- **American Journal of Preventive Medicine:** full page *Screen for Life* “No Excuses” PSA
- **Harford County Health Department (MD):** expansion of 2013 PSA distribution media list
- **Keesler Medical Center:** copyright permissions
- **Jones and Barlett Learning:** copyright permissions
- **BlogTalkRadio:** facilitated interview of CDC expert for a podcast

## Online and Social Media

### Colorectal Cancer Awareness Month Twitter Chat.

On March 26, 2013, @CDC\_Cancer hosted a colorectal cancer Twitter chat which resulted in 280,111 impressions. During the chat, CDC shared *Screen for Life* resources and answered questions about screening.



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](http://www.cdc.gov/screenforlife)