

## 2015 CAMPAIGN HIGHLIGHTS

<b>Cumulative Campaign Performance 1999-2015</b>	<p><b>Television Public Service Announcements (PSAs):</b> 651,768 placements   7,008,613,030 impressions*   \$136,794,932 in donated ad value</p> <p><b>Radio PSAs:</b> 1,082,900 placements   6,625,305,238 impressions   \$60,581,600 in donated ad value</p> <p><b>Print PSAs:</b> 4,992 placements   163,833,668 impressions   \$5,480,932 in donated ad value</p> <p><b>Out-of-Home (OOH) Display Ads:</b> 5,515,529,328 impressions   \$26,332,574 in donated ad value</p>
	<p><b>Cumulative Campaign Performance:</b> 19,729,187,993 impressions \$229,199,788 in donated ad value</p>
<b>Campaign Performance in 2015</b>	<p><b>Television Public Service Announcements (PSAs):</b> 71,141 placements   799,838,143 impressions   \$34,966,116 in donated ad value</p> <p><b>Radio PSAs:</b> 7,994 placements   56,196,200 impressions   \$656,719 in donated ad value</p> <p><b>Print PSAs:</b> 268 placements   4,348,422 impressions   \$5,480,932 in donated ad value</p> <p><b>Out-of-Home (OOH) Display Ads:</b> 2,793,114,422 impressions   \$2,231,560 in donated ad value</p> <p><b>Digital Ads:</b> 177,754 clicks to the Screen for Life web site   201,313,545 impressions</p>
	<p><b>2015 Campaign Performance:</b> 3,854,846,732 impressions \$37,634,974 in donated ad value</p>

\*Impressions: the number of times an ad is seen or heard

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<b>Matte News Release Article</b>	Screen for Life developed and distributed a matte news release in March for National Colorectal Cancer Awareness Month. It received 2,213 confirmed online and print placements, for a total of 98,143,333 impressions, and an estimated ad value of \$536,421.
<b>Public Service Announcements</b>	Screen for Life developed and produced new posters and PSAs featuring long-time campaign partner, Katie Couric, cofounder of the Entertainment Industry Foundation's National Colorectal Cancer Research Alliance. The PSAs were distributed to more than 49 print outlets and more than 1,100 display venues (e.g., malls, transit stations) throughout the U.S.
<b>Digital Paid Media Initiative</b>	<p><b>Search Engine Marketing (ads on Google's search engine) in March generated:</b></p> <ul style="list-style-type: none"> <li>• 18,685 clicks to the Screen for Life web site</li> <li>• 1.93% click-through-rate*</li> </ul> <p><b>Digital Display Advertising</b></p> <ul style="list-style-type: none"> <li>• 159,069 clicks to the Screen for Life web site</li> <li>• 0.16% click-through-rate</li> </ul>
<b>Partner Outreach and Support</b>	<ul style="list-style-type: none"> <li>• Provided campaign resources and assistance to more than 60 grantees, state and local health departments, and other groups and individuals</li> <li>• Hosted a Twitter chat with partners from the National Colorectal Cancer Roundtable, as well as Screen for Life partners in states and tribes, and grantees in CDC's Colorectal Cancer Control Program</li> </ul>
<b>Research</b>	<ul style="list-style-type: none"> <li>• Conducted formative research and tested creative concepts for PSAs in English and Spanish focus groups in five cities with 219 total participants</li> <li>• Published papers in <i>Preventive Medicine Reports</i> and the <i>Journal of Women's Health</i></li> </ul>

\*A click-through-rate is the number of clicks per impressions served, expressed as a percentage.

## Screen for Life Performance and Activities in 2015

CDC's *Screen for Life: National Colorectal Cancer Action* campaign (*Screen for Life*), is a multiyear, multimedia campaign to raise awareness of the life-saving benefits of colorectal cancer screening for men and women ages 50–75. The campaign has conducted extensive research to ensure its messages and materials are evidence-based and effective. *Screen for Life* develops and disseminates a wide variety of materials, including fact sheets, brochures, and posters, as well as broadcast, print, and digital public service advertisements.

### RESEARCH AND VISIBILITY

*Screen for Life* campaign development and implementation is based on strong scientific evidence. The campaign regularly conducts formative studies and creative concept and message testing with its target audience of men and women aged 50 and older, and health care providers who care for people in this age group.

#### Research and Publication

*Screen for Life* researchers have published many scientific papers and presented at national and international conferences about campaign development and evaluation. In 2015, campaign researchers added these new papers to the extensive list of *Screen for Life* publications:

- Cooper CP, Gelb CA, Chu J. Life cycle of television public service announcements disseminated through donated airtime. *Preventive Medicine Reports* 2015;2:202–205.
  - This paper discusses the longevity and reach of television public service announcements developed by the CDC *Screen for Life* campaign.
- Cooper CP, Gelb CA, Lobb K. Celebrity appeal: Reaching women to promote colorectal cancer screening. *Journal of Women's Health* 2015;24(3):169–173.
  - This paper provides an overview of a national survey investigating reported exposure to *Screen for Life* PSAs featuring actor Terrence Howard, in order to assess the appeal of celebrities in reaching *Screen for Life* target audiences.

#### Focus Groups

In 2015, *Screen for Life* conducted a total of 16 general population and 10 Spanish focus groups in five U.S. cities: New York, Chicago, Los Angeles, Houston, and Miami. There were 139 participants in the general population groups, and 80 participants in the Spanish groups.

The purpose of the focus groups was to better understand the knowledge, beliefs, attitudes, and practices of people who have not been screened for colorectal cancer according to national guidelines. We aimed to find out what would motivate them to get screened and we also tested new creative concepts for PSAs.

The campaign team then began analysis of the focus group findings. This information will guide ongoing *Screen for Life* campaign development.

## PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

### Screen for Life PSA Performance Snapshot

Process evaluation data show that in 2015, *Screen for Life* PSAs generated more than 3.85 billion audience impressions (the number of times a PSA is seen or heard), valued at nearly \$38 million in donated placements. In every month of 2015, *Screen for Life* TV PSAs were ranked in the top 3% of the more than 1,261 PSA campaigns



monitored by Nielsen Media Research. Cumulative data show that since the campaign began, donated placements have received nearly 20 billion audience impressions, worth about \$230 million in donated placements.

### New 2015 Katie Couric Print PSA and Posters

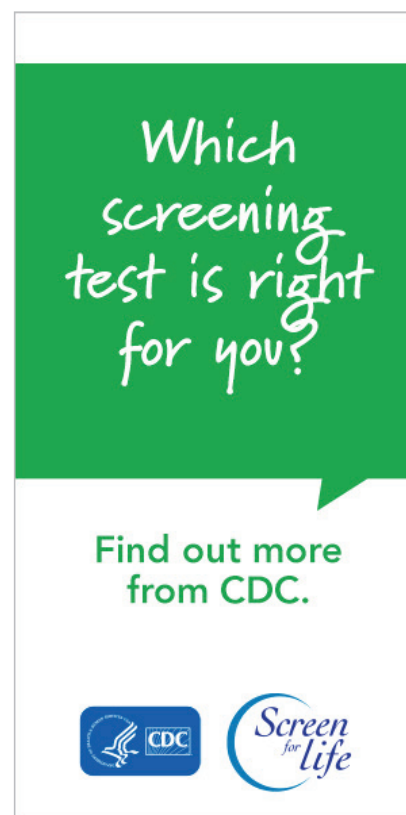
*Screen for Life* developed and produced new posters and print PSAs featuring long-time campaign partner, Katie Couric, cofounder of the National Colorectal Cancer Research Alliance (a program of the Entertainment Industry Foundation). CDC distributed the new *Screen for Life* Couric PSA to 49 publications and 1,109 out-of-home venues nationwide.

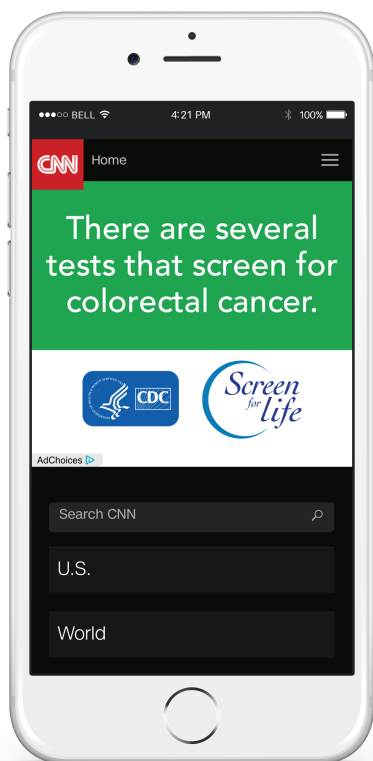
## DIGITAL (INTERNET) PAID MEDIA INITIATIVE

From February through April of 2015, *Screen for Life* conducted a two-pronged digital media advertising initiative using desktop and mobile display ads on specially-selected Internet channels/sites. Target audiences included health care providers and consumers, and ads were placed on several sites, including web and mobile versions of the New England Journal of Medicine (NEJM.org), Nurse.com, Grandparents.com, Shazam.com, WebMD, Time.com/Health, Terra.com, SouthernLiving.com, Money.CNN.com, Politico.com, PDR.net, AAFP.org, and more.

### 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. During 2015, the SEM campaign generated 986,941 impressions and 18,685 clicks to the *Screen for Life* web site. The click-through rate for the English initiative was 1.75% with a cost-per-click of \$0.81. The Spanish initiative saw a 2.97% click-through rate, at a cost of \$0.70 per click. (A click-through-rate is the number of clicks per impressions served, expressed as a percentage. Average cost per click on an ad is an important measure of efficiency. 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 0.40% to 3.00%. This information is provided by Google per their yearly standards.)





### Digital Display Initiative

English and Spanish *Screen for Life* banner and mobile ads ran for seven weeks, from February through April, on 11 Internet outlets, including AOL, the New England Journal of Medicine web site (NEJM.org), 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 159,069 clicks to the *Screen for Life* web site and 100,380,059 impressions overall. The cost-per-click was \$1.22.

### CBS HealthSolutions Partnership

*Screen for Life* worked with CBS HealthSolutions to provide video PSAs and additional digital materials to promote colorectal cancer screening to consumers and health care providers. To do this, we worked with CBS HealthSolutions to create and distribute a special e-mail to health care providers. This effort generated 11,171 clicks to the *Screen for Life* web site.

### Screen for Life Campaign Web Site

In 2015, the digital media initiative helped drive a significant number of visits to the *Screen for Life* web pages. During the seven weeks of the digital media initiative, the *Screen for Life* campaign site had a 625% increase in visits, totaling more than 410,570 visits, which represented almost 40% of the site's traffic for 2015.

### National Colorectal Cancer Awareness Month Activities

In addition to the digital paid media initiative described above, *Screen for Life* also promoted colorectal cancer screening in March in the following ways:

- **Matte News Release Article** – In March, *Screen for Life* distributed a matte news release that encouraged screening for colorectal cancer by focusing on two people who discussed their screening experience.
- **PSA Distribution** – *Screen for Life* promoted and distributed TV, radio, out-of-home display, and digital PSAs in English and Spanish, including No Excuses and No Hay Excusas, to approximately 190 TV stations, 150 radio stations, and 7,439 out-of-home locations in 8 different cities nationwide – along with 11 online outlets, generating 159,069 clicks to the *Screen for Life* web site.
- **Twitter Chat** – *Screen for Life* hosted a Twitter Chat focusing on colorectal cancer basic information, screening, test options, and increasing screening rates. This online event generated 7.2 million estimated impressions from 1,027 Twitter mentions by 280 users.





## PARTNER OUTREACH AND SUPPORT

Screen for Life partners with every state health department, 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 their own contact 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 2015, the campaign provided materials and technical assistance to the following state health departments and CRCCP grantees:

Alabama

Arizona

California

Colorado

Connecticut

Delaware

Florida

Georgia

Iowa

Maine

Maryland

Massachusetts

Minnesota

Montana

Nebraska

Nevada

New Hampshire

New Mexico

New York

Oregon

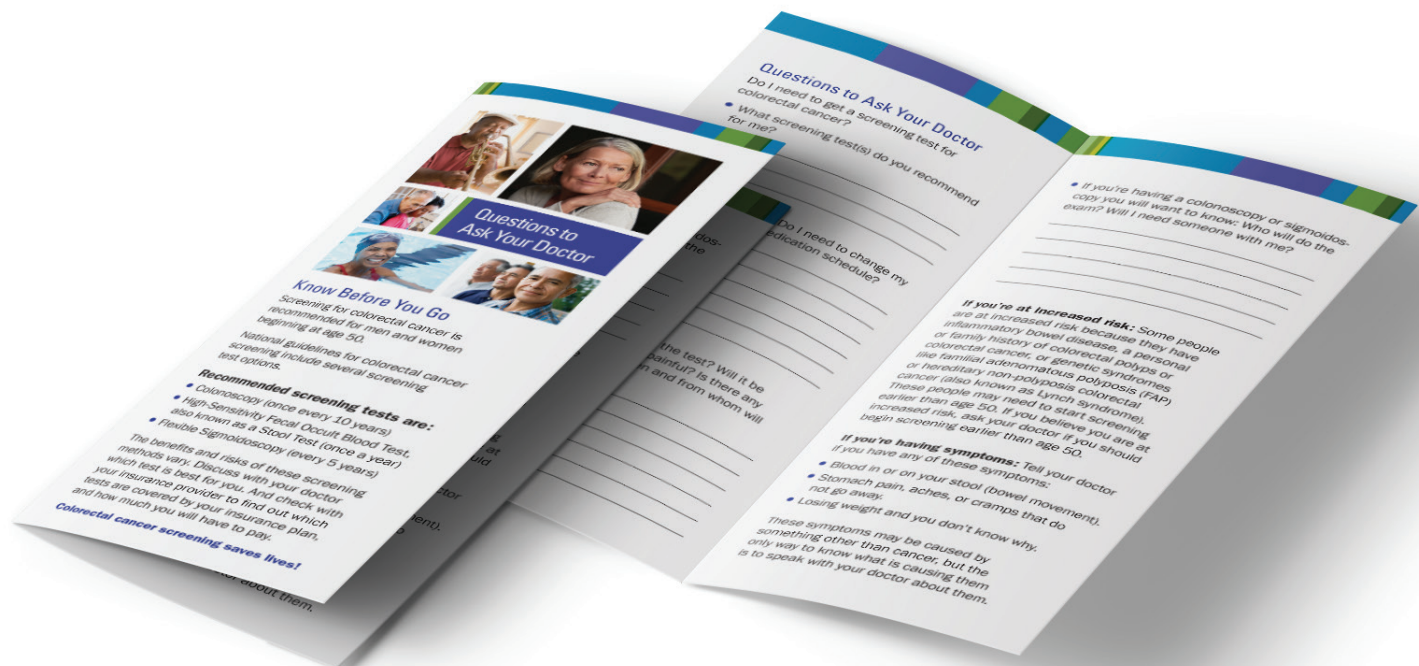
South Dakota

Tennessee

Utah

Washington

South-Central Foundation



# Screen for Life: National Colorectal Cancer Action Campaign 2015 YEAR-END REPORT



In 2015, *Screen for Life* fulfilled requests from many others, including local health departments, hospitals, clinics, health systems, insurance companies, medical practices, academia, and individuals. The following 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 technical support in localizing materials.

## **Screen for Life provided resources and/or technical support to:**

**Adweek**, New York, NY

**Alabama FITWAY**,  
Montgomery, AL

**American Cancer Society Journals**

**American Family Physician Journal**

**American Journal of Preventive  
Medicine**

**Bureau of Chronic Disease  
Control**, Sacramento, CA

**Cancer Coalition of South**

**Georgia's Center to Reduce  
Cancer Disparities**, Albany, GA

**KTVT (CBS)**, Dallas, TX

**CDC Division of Global HIV/AIDS**

**West Virginia School of Osteopathic  
Medicine**, Lewisburg, WV

**CEO ALTAVISTA**, Malaysia

**Community Health Centers of  
Southern Iowa**, Leon, IA

**Community Health Centers, Inc.**,  
Oklahoma City, OK

**David Lee Cancer Center**,  
Charleston, WV

**DCI**, Wales, MI

**Decatur Memorial Hospital**,  
Decatur, IL

**Virginia Commonwealth  
University**, Richmond, VA

**Entertainment Weekly**

**Evans Army Community Hospital  
GI Clinic**, Colorado Springs, CO

**Fairfax Health Center**, Fairfax, VA

**Fairview Clinic Elk River Family  
Practice**, Elk River, MN

**First Choice Health Center**,  
Hartford, CT

**Gastroenterology Associates**,  
Hagerstown, MD

**Gastroenterology Associates of  
the Piedmont**, Winston Salem, NC

**GI Associates by  
Gastroenterology Associates**,  
Alexandria, VA

**Healthy Connections**, Mena, AR

**HS-MACA Health Sciences-  
Multicultural & Community  
Affairs**, Omaha, NE

**Iowa Cancer Consortium**,  
Coralville, IA

**Johns Hopkins Bloomberg School  
of Public Health**, Baltimore, MD

**Klamath Health Service, Inc.**,  
Mount Shasta, CA

**Icelandic Cancer Society**, Iceland

**Louisiana Cancer Health Program**,  
New Orleans, LA

**LSU Health Sciences Center New  
Orleans**, New Orleans, LA

**Lupus Columbia South Carolina**,  
Columbia, SC

**Michigan Department of  
Health and Human Services**,  
Birmingham, MI

**Midtown Health Center**, Norfolk, NE

**New Hampshire Colorectal Cancer  
Control Program**, Dartmouth-  
Hitchcock Medical Center, Lebanon, NH

**New York Observer Magazine**

**Our Health Matters Magazine**,  
Kansas City, MO

**Park Duvalle Community Health  
Center**, Louisville, KY

**Rose B. Johnson Colon Cancer  
Foundation**, Richmond, TX

**Rutgers Cancer Institute**, New  
Brunswick, NJ

**Sister Hermana Foundation**,  
Jacksonville, FL

**Southwest Georgia Regional Interfaith  
Coalition**, Albany, GA

**The Beacon Newspapers**,  
Kensington, MD

**The Blount Countian**, Blount County, AL

**The University of Chicago Medicine  
Comprehensive Cancer Center**,  
Chicago, IL

**The Wall Street Journal**

**UAB Cancer Center**, Birmingham, AL

**Unity Health Care**, Washington, DC

**University of Missouri Health Care**,  
New Bloomfield, MO

**University of Pennsylvania**, Radnor, PA

**West Michigan Cancer Center**,  
Kalamazoo, MI



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

**1-800-CDC-INFO**  
[www.cdc.gov/screenforlife](http://www.cdc.gov/screenforlife)