

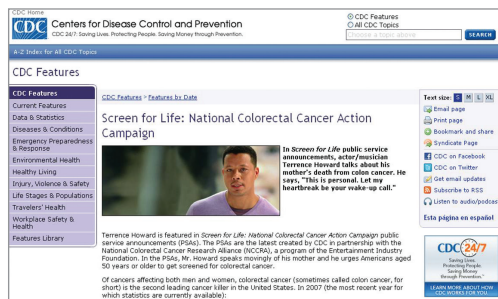
# Screen for Life: National Colorectal Cancer Action Campaign 2011 Year-End Report

## Overview

The Centers for Disease Control and Prevention's (CDC) *Screen for Life: National Colorectal Cancer Action Campaign* (SFL) is a multiyear, multimedia initiative to educate men and women aged 50 years and older—the age group at greatest risk of developing colorectal cancer—about the importance of regular screening for the disease.

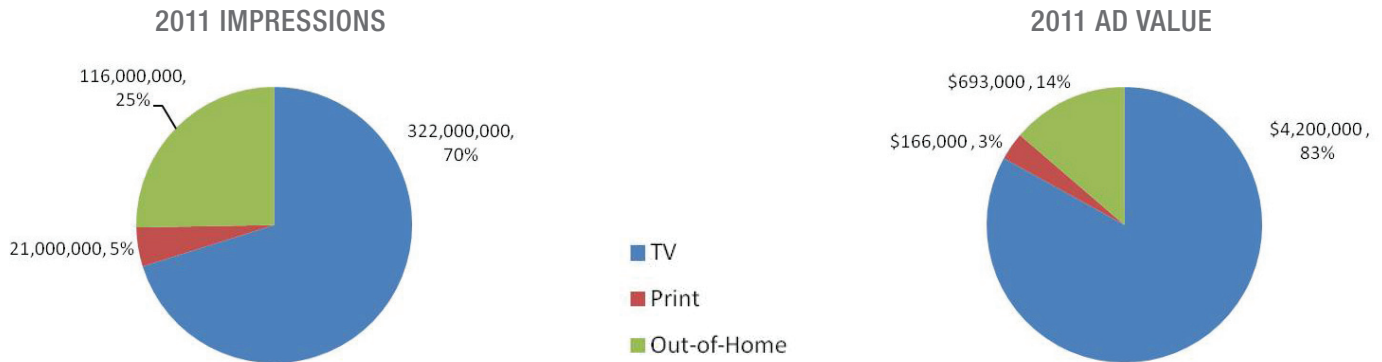
## 2011 Campaign Highlights

|   |  |
|---|--|
| <p><b>Process Evaluation</b></p> <p><b>PSA Impressions* and Donated Ad Value</b></p> <p>*impressions equal the number of times PSAs have been seen or heard</p> | <p><b>Television</b></p> <ul style="list-style-type: none"> <li>• 322 million impressions</li> <li>• \$4.2 million in donated ad value</li> </ul> <hr/> <p><b>Print</b></p> <ul style="list-style-type: none"> <li>• 21 million impressions</li> <li>• \$166,000 in donated ad value</li> </ul> <hr/> <p><b>Out-of-Home</b></p> <ul style="list-style-type: none"> <li>• 116 million impressions</li> <li>• \$693,000 in donated ad value.</li> </ul> <hr/> <p><b>2011 Total:</b></p> <ul style="list-style-type: none"> <li>• 459 million impressions</li> <li>• \$5 million in donated ad value</li> </ul> <hr/> <p><b>Cumulative Campaign Total (1999-2011):</b></p> <ul style="list-style-type: none"> <li>• 10.1 billion impressions</li> <li>• \$100 million in unpaid ad value</li> </ul> |
| <p><b>Research and Visibility</b></p>   | <p>SFL team analyzed formative research data in preparation for manuscript development and scientific journal submission.</p> <hr/> <p>Presented at the World Social Marketing Conference 2011</p> <hr/> <p>Exhibited at the American Academy of Family Physicians Scientific Assembly</p>   |
| <p><b>Online and Social Media</b></p>   | <p>SFL Web site had 91,308 page views</p> <hr/> <p>5,873 click-throughs from March 2011 CDC Facebook and Twitter activities.</p> <hr/> <p>Campaign featured as a March CDC Spotlight (English and Spanish) the week of March 14, 2011</p> <hr/> <p><i>Screen for Life</i> was included in a CDC “Did You Know?” feature the week of July 8, 2011</p>   |
| <p><b>Partner Support</b></p>   | <p>Provided campaign materials, resources, and technical assistance to 61 partners, including state and local health departments, hospitals and health centers, government agencies, and media outlets.</p> <hr/> <p>Provided localized and specially-tailored campaign materials and assistance to five National Colorectal Cancer Control Program grantees.</p>  |
| <p><b>New Resources</b></p>   | <p>Updated campaign Web site</p> <hr/> <p>New campaign overview featuring the campaign’s resources and activities</p>  |



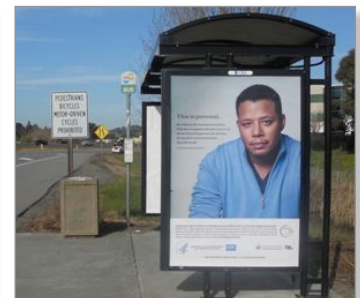
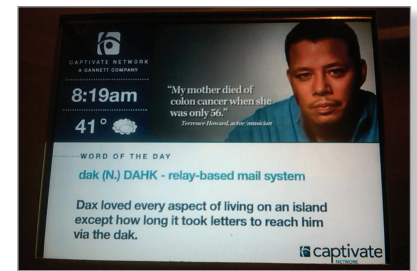
## 2011 PSA Highlights

### 2011 PSA Audience Impressions and Donated Ad Value



**Out-of-Home PSAs.** The campaign launched an out-of-home PSA campaign in March 2011 to place *Screen for Life* PSAs in everyday locations, such as shopping malls, airports, and metropolitan transit systems. In addition, SFL PSAs were played on the Captivate Network, an in-elevator digital broadcast channel that operates in 6,475 elevators in 18 cities, including:

- **Atlanta**—One Capital City Plaza, Bank of America Plaza, One Midtown Plaza
- **Boston**—Prudential Tower, One Post Office Square
- **Los Angeles**—Wells Fargo Center, AT& T Center, Bank of America Tower
- **Miami**—Intercontinental Hotel, Miami Center
- **New York**—Citigroup Center, Empire State Building, Times Square Tower
- **Philadelphia**—10 Penn Center
- **Washington, DC**—USA Today

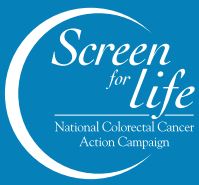


## Research and Conference Highlights

**Formative Research Analysis.** The campaign team began analysis of formative research and creative concept testing, manuscript development, and scientific journal submission are anticipated in 2012.

**World Social Marketing Conference 2011.** *Screen for Life* was spotlighted at the 2nd World Social Marketing Conference in Dublin, Ireland in April. The conference brought together an audience of 600 behavior change experts from 40 countries. A case study of CDC's *Screen for Life* was accepted for presentation and featured as a model for attendees in understanding how a national campaign engages local partners to expand its reach.

**American Academy of Family Physicians Scientific Assembly.** CDC's Division of Cancer Control and Prevention exhibited at the American Academy of Family Physicians Scientific Assembly in Orlando, FL in September 2011. *Screen for Life* patient education materials were featured prominently and were well received.



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## Online and Social Media

In 2011, the *Screen for Life* campaign Web site received 91,308 page views. The print materials page received 7,125 page views.

**March CDC Home Page Spotlight.** *Screen for Life* was featured as an English and Spanish CDC spotlight during the week of March 14—highlighting the campaign’s messages, materials, and activities. The spotlight pages received 2,039 (English) and 1,640 (Spanish) page views.

**March Twitter and Facebook Campaign.** SFL sent daily messages (tweets) from the @CDC\_Cancer Twitter handle to motivate men and women to get screened for colorectal cancer and encourage them to visit the *Screen for Life* Web site. We had 5,873 click-throughs from the SFL-specific tweets.

**“Did You Know?” CDC Feature.** The week of July 8th, colorectal cancer and SFL were spotlighted as the weekly topic on CDC’s Office for State, Tribal, Local and Territorial Support’s “Did You Know?” feature.

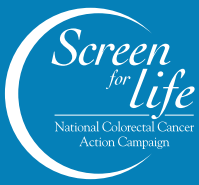
**TV PSAs on the Web.** *Screen for Life* TV PSAs were made available not only on the campaign Web site, but also on CDC-TV and CDC’s Streaming Health YouTube channel, where videos are shared virally. The TV PSAs featuring Terrence Howard have been viewed 26,556 times on CDC’s Streaming Health YouTube channel and on CDC-TV.

**Colorectal Cancer Awareness Month Bulletin via GovDelivery.** In March 2011, CDC sent an e-bulletin to 51,993 subscribers, and included colorectal cancer screening facts and links to SFL materials, PSAs, and e-cards.

## Partners

*Screen for Life* partners with all 50 state health departments, two tribal organizations, and the District of Columbia, providing localizable campaign materials, technical assistance, and specially-adapted resources. CDC provides “local tagging” of television PSAs, enabling state health departments and tribes/tribal organizations to add local information. *Screen for Life* also supports CDC’s Colorectal Cancer Control Program (CRCCP) grantees, providing specially-adapted materials and other resources as needed. Here are some examples of *Screen for Life*’s work with partners:

| SFL STATE/TRIBAL PROGRAM PARTNER                    | SFL PROVIDED   |
|---|--|
| Hartford County Health Department (CT)              | PSAs to display on the Hartford Cable Network and on the department’s Web site.  |
| Idaho State Department of Health                    | TV and radio station distribution lists  |
| Indiana State Department of Health                  | Radio and TV PSA files for local media outreach  |
| Three Rivers District Health Department (KY)        | SFL “Colorectal Cancer Screening Saves Lives” brochures in English and Spanish   |
| Grand Forks Public Health Department (ND)           | Radio PSAs for use on local public access channels   |
| New Jersey Department of Health and Senior Services | Consultation on best practices when working with celebrities for PSAs.   |
| New York State Department of Health                 | Localizable postcards  |
| Pennsylvania Department of Health                   | TV PSA tracking data   |
| CRCCP GRANTEES                                      | SFL PROVIDED   |
| California Department of Health                     | <ul style="list-style-type: none"> <li>• Specially designed postcard versions of the “True/False” poster that were then mailed to more 400,000 state residents to encourage screening through the CRCCP</li> <li>• Guidance on adapting materials for a Native American audience</li> </ul>  |
| Florida Department of Health                        | <ul style="list-style-type: none"> <li>• A “Questions to Ask your Doctor” brochure to fit grantee’s production needs (and then made it available to all SFL campaign partners and others)</li> <li>• Localizable versions of the “Picture of Health” PSA in Spanish</li> </ul>   |
| Maryland Department of Health                       | <ul style="list-style-type: none"> <li>• Localized SFL post cards, which Maryland’s CRCCP used to field a screening reminder program in collaboration with the state Medicaid office, sending 68,992 postcards to Medicaid recipients</li> <li>• Specially adapted localized <i>Screen for Life</i> PSAs for a transit campaign</li> </ul> |
| New Hampshire Department of Health                  | Looped DVDs of TV PSAs for use in hospital waiting rooms.  |



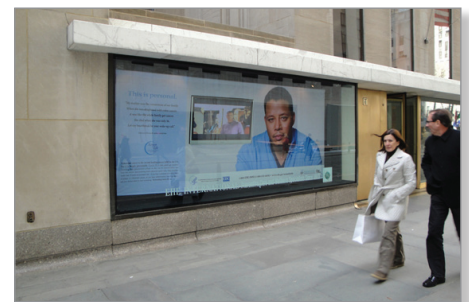
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| OTHERS  | SFL Provided  |
|---|---|
| Johns Hopkins Hospital (MD)   | “Colorectal Cancer Screening Saves Lives” brochure for a health fair.   |
| Moncrief Army Community Hospital (Fort Jackson, SC)                       | Katie Couric “Picture of Health” print PSAs   |
| Naval Hospital at Twentynine Palms (CA)                                   | A variety of TV PSAs  |
| AARP/National Colorectal Cancer Roundtable (NCCRT) Teletown Hall Meetings | In March and September, <i>Screen for Life</i> participated in planning for these colorectal cancer educational teleconferences for members of AARP. <ul style="list-style-type: none"> <li>• The SFL radio PSA featuring Morgan Freeman was played when participants waited for the live program to begin. More than 10,000 people participated on the calls.</li> <li>• The <i>Screen for Life</i> “Screening Saves Lives” fact sheet and “Questions to Ask Your Doctor” publications were sent to all participants.</li> </ul> |
| Saint Mary’s Health Care (MI):  | Specially-designed display banners and patient educational materials for use throughout the hospital campus, including in four clinics that serve African Americans, Hispanics, migrant workers, and the homeless.  |
| Central Health Medicare Plan (CA):  | Spanish and English “Colorectal Cancer Screening Saves Lives” brochures for a health fair.  |
| KCHE (Cherokee Nation, IA):   | CDC spokesperson for radio interview.   |
| CBS Digital Media   | Materials and information for inclusion on CBS’s Web site for the network’s March–May colorectal cancer screening promotional campaign.   |
| <i>Smart Money Magazine</i>   | Publication-ready Terrence Howard “This is Personal” print PSA  |
| <i>Fortune Magazine</i>   | Publication-ready Terrence Howard “This is Personal” print PSA  |
| Smart LifeStyle TV  | <i>Screen for Life</i> TV PSAs  |
| KBMG Health Services (MO)   | “Colorectal Cancer Screening Saves Lives” brochure for distribution to plan members   |
| Windsor Health Plan, Inc. (nationwide)                                    | Brochures, fact sheets, and links to the <i>Screen for Life</i> Web site for use with their members   |
| Mansa Consultant Services (SC)  | “Colorectal Cancer Screening Saves Lives” brochure for use in a public awareness campaign targeting people of African descent   |
| AOG Tabernacle Church (GA)  | A variety of <i>Screen for Life</i> materials for a health fair   |

## Other Partners

### **Entertainment Industry Foundation’s National Colorectal Cancer Research Alliance.**

The campaign continues its collaboration with the Entertainment Industry Foundation’s National Colorectal Cancer Research Alliance (EIF’s NCCRA), a partnership that began in 2005. In March 2011, EIF’s NCCRA secured a PSA placement in the window of Rockefeller Center in New York City, generating an estimated 7.7 million impressions. The campaign created a special combination print and TV display showcasing the Terrence Howard SFL PSA.



**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)