

OREGON

Got Polyps? Campaign Grabs News Headlines

Raising public awareness about colorectal cancer as a major health issue in Oregon is essential to increasing screening rates and saving lives. Oregon Department of Human Services, in conjunction with the Oregon Partnership for Cancer Control, launched an educational outreach campaign in April 2008 dubbed “Got Polyps?” to raise the public profile of colorectal cancer and increase awareness that screening may prevent the deadly disease. An integrated, two-track campaign approach harnessing both earned and paid media has delivered measurable results. Partners ranging from hospitals and physician groups to health associations have played a key role in the campaign’s success.

Efforts to grab headlines on behalf of the Got Polyps? campaign have generated \$352,082 in print, TV, and radio news coverage according to PRtrak, an online evaluation tool.

Got Polyps? Partners Contribute to Earned Media

Efforts to grab headlines on behalf of the Got Polyps? campaign have generated \$352,082 in print, TV, and radio news coverage according to PRtrak, an online evaluation tool. In addition to news about the launch of the campaign, statewide media attention was given to a live colonoscopy in Portland that demystified

colorectal cancer and screening. Other earned media coverage includes features about colon cancer survivors, health columns authored by physicians, and stories about American Cancer Society Colon Cancer-Free Zones at selected city Relay for Life events. More recently, news coverage was generated around a 20-foot inflatable Super Colon on display at Portland’s Legacy Good Samaritan Hospital.

Got Polyps? Partners Contribute to Paid Media

Paid media secured for the Got Polyps? campaign includes placement of CDC’s *Screen for Life* public service announcements (PSAs) on TV and radio stations and, more recently, print advertisements in newspapers and senior/boomer publications. In 2008, 45 broadcast stations ran the *Screen for Life* PSAs at no cost to the campaign. Efforts are being made to secure placement of the *Screen for Life* PSAs again.

New in 2009, the campaign also created a print ad playing off the Got Polyps? theme. Partners, including Legacy Health Systems; Oregon Medical Association; Coalition for a Healthy Oregon; DCIPA: The Physicians of Douglas County; Mercy Medical Center; and the Mid-Rogue Independent Physician Association, have paid for placement in senior/boomer publications. Free placement also was secured in community newspapers in the Portland metro area.

You can view and download campaign materials at www.healthoregon.org/cancer.

Contact

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🌐 <http://oregon.gov/DHS/ph/cancer>