

SCREEN FOR LIFE BACKGROUND

- Multiyear, multimedia campaign launched in March, 1999
- Educates and informs men and women aged 50 and older, the age group at greatest risk of developing colorectal cancer, about the importance of regular colorectal cancer screening

PARTNERS

- 50 State Health Departments, the District of Columbia, and Tribes/ Tribal Organizations
- CDC's Colorectal Cancer Control Program Grantees
- CDC's Comprehensive Cancer Control Program Grantees
- National Colorectal Cancer Research Alliance, a program of the Entertainment Industry Foundation

TARGET AUDIENCES

- Men and women aged 50 years and older
- African Americans
- Hispanics
- Health Professionals

CAMPAIGN DEVELOPMENT

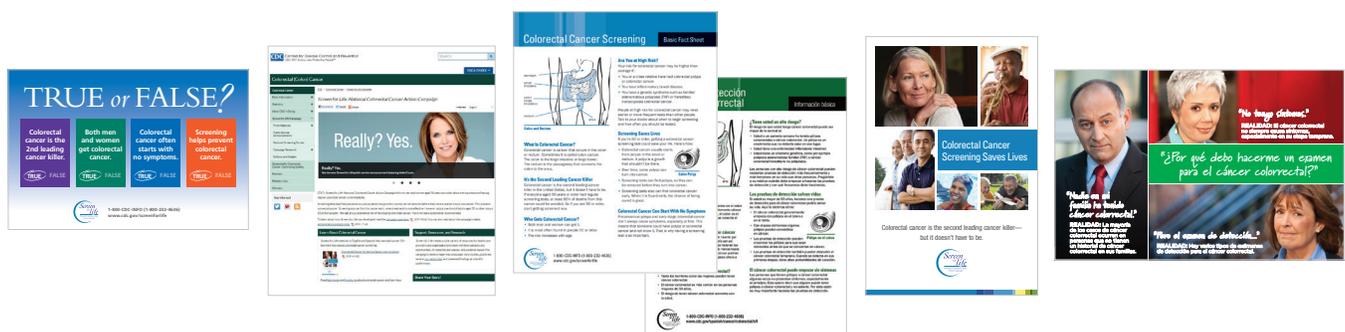
Screen for Life: National Colorectal Cancer Action Campaign is a Centers for Disease Control and Prevention (CDC) initiative to increase screening among people aged 50 years and older. Campaign development is based on an extensive review of communication and behavioral science literature. Since 1999, CDC has conducted more than 225 focus groups in 35 U.S. cities to assess knowledge, behaviors, and screening practices of the target audiences and test campaign messages and materials. The groups have been segmented by gender, age (50–64 and over age 65), and ethnicity (mixed ethnicities, African American, and Hispanic). Input also is sought from state health departments on the types of materials that would be most helpful to local efforts.

CAMPAIGN MESSAGES

- Screening for colorectal cancer saves lives.
- Of cancers affecting both men and women, colorectal cancer is the second leading cancer killer in the U.S.
- If you're 50 or over, see your doctor and get screened for colorectal cancer.
- There are several screening test options—talk to your doctor about which test is right for you.
- Screening helps prevent colorectal cancer by finding precancerous polyps so they can be removed before they turn into cancer.
- Screening helps find colorectal cancer early, when treatment can be very effective.
- Don't wait for symptoms to be checked—precancerous polyps and colorectal cancer don't always cause symptoms, especially early on.
- You need to get screened even if you have no family history. Most colorectal cancers occur in people with no family history of the disease.

MEDIA MATERIALS – IN ENGLISH AND SPANISH

- Television and Radio Public Service Announcements (PSAs)
- Print PSAs
- Posters
- Out-of-Home Displays
- Brochures
- Patient Education Fact Sheets
- *Screen for Life* Website
- Newspaper Articles
- Video and Audio News Releases
- Digital Ads



CAMPAIGN EVALUATION

Process evaluation data (through April 2016) show that *Screen for Life* PSAs have generated more than 19.9 billion audience impressions (the number of times they have been seen or heard by audience members) valued at nearly \$235 million in donated placements.

To provide ecological measures of screening behaviors over time, CDC and the *Screen for Life* campaign monitor colorectal cancer screening rates through the Behavioral Risk Factor Surveillance System (BRFSS)—a continuous, national telephone survey—and the National Health Interview Survey (NHIS). Findings from BRFSS and NHIS show that testing among adults aged 50 or older, the age group for whom screening is recommended, has increased in the last decade, however it is still too low. While screening rates have increased in the U.S., not enough people are getting screened for colorectal cancer. In 2014, 65.7% of U.S. adults were up-to-date with colorectal cancer screening; 7% had been screened, but were not up-to-date; and 27.3% had never been screened.

PSA DISTRIBUTION

PSAs are distributed nationally to a broad range of television, radio, and print media outlets. Television (TV) PSAs are distributed to approximately 5,000 national and local broadcast and cable outlets in all 210 U.S. media markets, as well as to national networks, national and regional cable systems, and local cable systems. Radio PSAs are distributed to approximately 3,000 radio stations that appeal to older adults, African Americans, and/or Hispanics. Print PSAs are sent to approximately 350 print outlets, including magazines and daily and weekly newspapers. Dioramas are distributed to approximately 50 major U.S. airports and public out-of-home placement locales including shopping malls, transit systems (such as bus shelters, buses, and trains), office buildings, and retail outlets.

Print and broadcast materials are sent to state health departments and tribal organizations, and are available at www.cdc.gov/cancer/ScreenforLife. The materials can be downloaded and duplicated for immediate use. The site also serves as a resource for health educators, health professionals, state and local organizations, and others interested in colorectal cancer.



SEARCH ENGINE MARKETING (SEM) AND DIGITAL ADVERTISING

As funding allows, the campaign uses search engine marketing and digital advertising to reach target audiences and to direct them to *Screen for Life* resources.

LOCAL TAGGING AND STATE/PROGRAM PARTNERS

CDC supports educational efforts of state health departments, the District of Columbia, and tribal organizations by designing *Screen for Life* materials that can be localized. CDC provides “local tagging” of television PSAs, which allows state health departments and tribes/tribal organizations to add local information to the closing graphic of PSAs—e.g. “Brought to you by the Maryland Department of Public Health.” All 50 state health departments, 2 tribal organizations, and the District of Columbia are *Screen for Life* partners, choosing local tagging and other community projects using campaign materials. *Screen for Life* also supports CDC’s Colorectal Cancer Control Program grantees, providing them with specially adapted materials and other resources as needed.

