

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.

2012 Campaign Highlights

New Materials	<p>Created and distributed new TV and print PSAs</p> <hr/> <p>Created new posters and postcards</p> <hr/> <p>Began production of a new celebrity-based TV and radio PSA featuring Academy Award® winning actress Meryl Streep</p>
Process Evaluation PSA Impressions* and Donated Ad Value *impressions equal the number of times PSAs have been seen or heard	<p>Television</p> <ul style="list-style-type: none"> • 1.4 billion impressions • \$23 million in donated ad value <hr/> <p>Print</p> <ul style="list-style-type: none"> • 14 million impressions • \$1 million in donated ad value <hr/> <p>Out-of-Home</p> <ul style="list-style-type: none"> • 7.7 million impressions • \$355,000 in donated ad value <hr/> <p>2012 Total</p> <ul style="list-style-type: none"> • 1.44 billion impressions • \$24.5 million in donated ad value <hr/> <p>Cumulative Campaign Total (1999-2012)</p> <ul style="list-style-type: none"> • 11.5 billion impressions • \$125 million in donated ad value
Research and Visibility	<p>Developed several manuscripts for submission to scientific journals</p> <hr/> <p>Presented campaign information and PSAs at the American Public Health Association (APHA) Film Festival and the National Association of Broadcasters Annual Meeting</p>
Partner Support	<p>Provided resources and assistance to more than 20 state and local health department partners</p>
Online and Social Media	<p>Conducted a Twitter chat in March, National Colorectal Cancer Awareness Month</p> <hr/> <p>Featured colorectal cancer screening information in a CDC.gov spotlight in March</p>



New Materials

No Excuses/No Hay Excusas. In early 2012, the campaign completed production and began disseminating new television and print PSAs titled “No Excuses” (“No Hay Excusas” in Spanish). Posters and postcards were also adapted from the print PSAs.

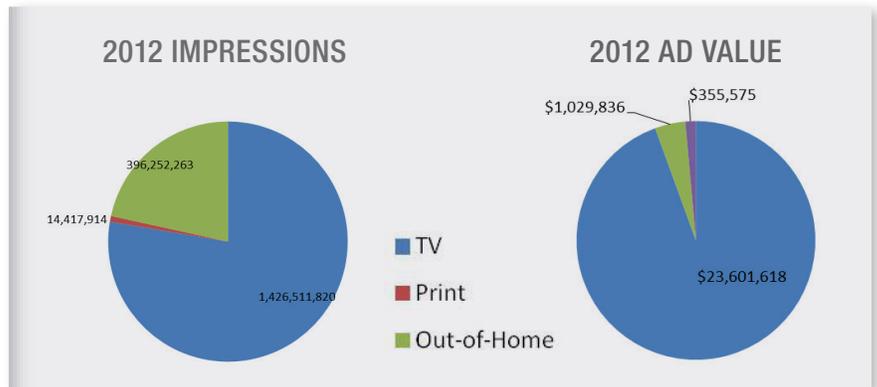


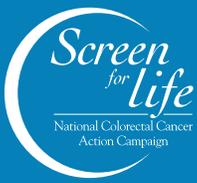
New Celebrity PSAs. Screen for Life, in collaboration with its long-term partner, the Entertainment Industry Foundation’s National Colorectal Cancer Research Alliance (EIF/NCCRA), developed new TV and radio PSAs featuring Academy Award®-winning actress Meryl Streep, for release in February 2013, in time for March, National Colorectal Cancer Awareness Month.

2012 PSA Highlights

In March 2012, the campaign distributed “No Excuses” and “No Hay Excusas” to 5,000 TV stations, including local affiliates and cable systems. Print PSAs were distributed to 250 newspapers and magazines. Since then, the spots have aired in major media markets including New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, and Atlanta. They have aired on all major network affiliates (ABC, CBS, NBC, and FOX) as well as on the CNN Airport Network.

In addition, in partnership with EIF/NCCRA, Screen for Life was featured in a window display at Rockefeller Center in New York City during National Colorectal Cancer Awareness Month.





Research Highlights

American Public Health Association (APHA) Annual Meeting. At the 2012 APHA Annual Meeting, *Screen for Life* was among a select few to be included in the association's Film Festival. Over 100 health professionals and students attended the *Screen for Life* sessions during which campaign information was shared, along with airings of the English and Spanish TV PSAs.

National Association of Broadcasters (NAB) Show. The campaign displayed its TV PSAs and provided materials to the NAB for distribution at its Annual Show, attended by more than 90,000 television network and station executives. The TV PSAs were also featured on NAB's online website, the Spot Center, where they were downloaded for broadcast by television outlets.

Partner Outreach

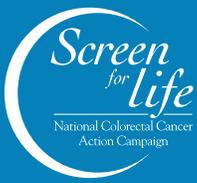
Screen for Life partners with all 50 state health departments, two tribal organizations, and the District of Columbia, providing localizable campaign materials, technical assistance, and specially-adapted resources. CDC provides local tagging of television PSAs, enabling state health departments and tribal organizations to add local information to campaign TV PSAs. The campaign also supports CDC's Colorectal Cancer Control Program (CRCCP) grantees, providing specially-adapted materials and other resources upon request. In 2012, in response to non-partner and private organization requests to significantly modify campaign materials, CDC developed material usage guidelines to share with groups.

Screen for Life provided materials and other resources to many state and local departments of health and other government agencies in 2012, including, providing the following:

- **Kentucky:** brochures, fact sheets, and postcards for use in the state's colorectal cancer programs
- **New York:** localizable version of the Spanish trifold brochure, MP3 files of the *Screen for Life* radio PSAs, and campaign images
- **New Mexico, Connecticut, Maryland:** added requested media outlets to the *Screen for Life* PSA distribution list
- **Idaho:** information about *Screen for Life* radio PSAs
- **Maine:** DVD of *Screen for Life* TV PSAs
- **New Hampshire Colorectal Cancer Screening Program:** trifold brochures
- **Eastern Idaho Public Health District:** trifold brochures
- **Siskiyou County Health Department (CA):** radio PSAs
- **Prince George's County Health Department (MD):** a variety of materials in English and Spanish, for use in a cancer prevention, screening, and treatment initiative
- **Iowa Cancer Consortium:** CDC data
- **Washington State Breast, Cervical, and Colon Health Program:** the trifold brochure, fact sheet, and pocket brochure inserts
- **Southwest Georgia Public Health District:** a variety of materials for use at local health fairs
- **Southcentral Foundation Screening and Prevention (AK):** "Colorectal Cancer Screening: A Circle of Health for Alaskans" brochures
- **Mercer County Health Department (WV):** fact sheets, brochures, and posters
- **South East American Indian Council (FL):** pocket brochures and "Colorectal Cancer Screening: A Circle of Health for Alaskans" brochures
- **Inter-Tribal Council of Michigan (MI):** a variety of campaign materials, including fact sheets, brochures, posters, and postcards

Examples of items and information that *Screen for Life* provided to media and other non-governmental groups and individuals include:

- **Resized and publication ready print PSA files for publication to:**
 - **Newsweek**
 - **Fortune**
 - **Al Dia**
 - **En Route** (Air Canada's inflight magazine)
 - **AARP, The Magazine**
 - **El Hispano**
 - **Cancer Today**
- **National Cherry Blossom Festival:** TV PSAs for inclusion in their national broadcast
- **WWLP-22 News (Springfield, MA):** link for station to download HD broadcast files
- **KHAS-TV (Hastings, NE):** Beta tapes of TV PSAs
- **Telemundo (network):** Spanish TV PSAs



Screen for Life: National Colorectal Cancer Action Campaign 2012 Year-End Report

- **Tacoma South Group Health (WA):** English and Spanish fact sheets, brochures, and posters for inclusion in patient mailings and display in exam rooms
- **St. Mary's Health Care (MI):** coordinated contact with the Michigan *Screen for Life* state contact, and provided St. Mary's with Michigan-tagged TV PSAs spots
- **Clinical Trial Networks (TX):** fact sheets and print disks
- **San Diego State University/University of California, San Diego Cancer Center:** brochures, fact sheets, and posters
- **Surgical Centers of Michigan:** print PSAs
- **MMC Family Medicine (ME):** postcards
- **River Valley Healthy Communities Coalition (ME):** poster print files
- **David Lee Cancer Center (WV):** fact sheets, brochures, postcards, and posters for use at a community health fair.
- **Summit GI (PA):** pocket brochures for use at a community health fair
- **Teacher's College, Columbia University (NY):** trifold brochures and brochure inserts for use in a health education study
- **American Cancer Society:** PSAs for use with a local media outlet
- **Indiana University School of Nursing:** information for inclusion in a clinical trial manuscript
- **Fred Hutchinson Cancer Research Center (WA):** materials in Spanish and English
- **Sharp Community Medical Group (CA):** trifold brochures and a print disk
- **Mayo Clinic Health System (WI):** pocket brochures for use in a pilot program to increase colorectal cancer screening
- **SIA Health and Wellness Center (IN):** pocket brochures and trifold brochures for monthly health fairs held at the Subaru automotive plant
- **Deep South Network for Cancer Control Program at the University of Alabama:** fact sheets and trifold brochures for use at community health fairs
- **Migrant Clinicians Network (TX):** Spanish fact sheets and a print disk
- **Vanguard Medical Group (IL):** a print disk of the English fact sheet
- **Fantus Health Center (IL):** trifold brochures in English and Spanish
- **River Stone Health (MT):** pocket brochures
- **St. Paul CME (GA):** postcards and trifold brochures

Online and Social Media

March 2012 Twitter Chat. @CDC_Cancer hosted a colorectal cancer Twitter chat to promote appropriate screening, highlighting CDC's and *Screen for Life* resources. In addition to CDC promoting the chat, Katie Couric tweeted about the chat and invited her followers to participate.

March 2012 CDC.gov Feature. CDC's main web landing page featured information about colorectal cancer and new *Screen for Life* PSAs.

CDC-TV and YouTube. "No Excuses" and "No Hay Excusas" were also posted to CDC-TV and CDC's YouTube channel, Streaming Health. The videos have been viewed more than 1,700 times.



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