2014 Campaign Highlights

Public Service Announcements
- Distributed television and radio PSAs to more than 900 TV stations and over 5,500 radio stations throughout the U.S.

Process Evaluation

<table>
<thead>
<tr>
<th>PSA Audience Impressions and Donated Ad Value</th>
<th>Television</th>
<th>Radio</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Impressions = the number of times a PSA is seen or heard</td>
<td>$22,139,076 in donated value</td>
<td>$2,320,757 in donated value</td>
<td>$83,711 in donated value</td>
</tr>
<tr>
<td></td>
<td>945,260,340 impressions</td>
<td>107,365,955 impressions</td>
<td>1,642,020 impressions</td>
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</tbody>
</table>

Cumulative Campaign Total (1999-2014)
- $182,874,350 in donated ad value
- 14,548,901,709 impressions

Digital Media Initiative

<table>
<thead>
<tr>
<th>Search Engine Marketing</th>
<th>Digital Display Advertising</th>
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</thead>
<tbody>
<tr>
<td>3,011,173 impressions</td>
<td>210,697,011 impressions</td>
</tr>
<tr>
<td>35,659 clicks</td>
<td>167,650 clicks</td>
</tr>
</tbody>
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Partner Outreach and Support
- Provided campaign resources and assistance to more than 40 grantees, state and local health departments, and other organizations.

Research
- Published two research studies.

Public Service Announcements (PSAs)

**National Colorectal Cancer Awareness Month Distribution.** In February, Screen for Life distributed TV and radio PSAs in English and Spanish, including Control (featuring Meryl Streep), No Excuses, No Hay Excusas, and La Vida Real and Screening Room (featuring Jimmy Smits), to more than 900 TV stations and more than 5,500 radio stations nationwide.

**Screen for Life PSA Performance Snapshot.** Process evaluation data (through 2014) show that Screen for Life PSAs have generated more than 14,548,901,709 audience impressions, valued at more than $182,874,350 in donated placements. In every month of 2014, Screen for Life TV PSAs were ranked in the top 1% of the more than 1,400 PSA campaigns monitored by Nielsen.
Digital (Internet) Media Initiative

In May and June of 2014, Screen for Life launched a two-pronged digital media advertising initiative using search engine marketing on Google, and digital display advertising on several specially-selected Internet channels/sites.

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. By the end of the four-week run on Google’s English site, the Screen for Life SEM initiative generated 2,522,061 impressions and 32,321 clicks. The click-through rate was 1.28% and the cost-per-click was $2.04. The Spanish part of the initiative ran for two weeks and generated 489,112 impressions and 3,338 clicks, with a 0.69% click-through rate at a $2.93 cost-per-click. As a point of reference, 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 0.4% to 3%.

Digital Display Initiative. English and Spanish Screen for Life banner and mobile ads ran for four weeks in May and June across seven platforms, including CBS.com, AOL, NBCNews.com, 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 167,650 clicks to the Screen for Life Web site and 210,697,001 impressions overall. The cost-per-click was $1.88. We also secured added value placements through CBS on Washington, DC, radio stations, generating an additional 442,500 impressions.

Screen for Life Campaign Web Page. In 2014, the digital media initiative helped drive greater traffic to the Screen for Life Web pages. In May and June, during the four weeks when we implemented the digital media initiative, the Screen for Life campaign site had a significant increase in visits, totaling more than 74,000 visitors, which represented 75% of the site’s traffic for 2014.
Partner Outreach and Support

*Screen for Life* partners with all 50 state health departments, 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 local 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 2014, the campaign provided materials and technical assistance to the following CRCCP grantees:

- Alabama
- Kansas
- Michigan
- Nevada
- New Hampshire
- New Jersey
- New York
- Virginia

*Screen for Life* fulfilled requests from many others, including state and local health departments, hospitals, clinics, health systems, insurance companies, and medical practices. These 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 help in localizing materials.

Organizations:

- Abbeville General Hospital
- Advocate Health
- Beth Israel Deaconess Health Care
- Boston Medical Center
- Broward Health
- Carolyn Downs Family Medical Center
- CDC Ambassador Program
- Colon and Rectal Surgery, Ltd.
- Community Care of the Lower Cape Fear
- Connecticut Department of Public Health Colorectal Cancer Initiative
- Danbury Hospital Endoscopy
- Daniels County Public Health Department
- De Rosa Foundation
- East Georgia Cancer Coalition
- Fort Drum Regional Health Planning Organization
- Gallagher Benefit Services
- Gastroenterology Associates of The Piedmont
- Hunterdon Family Practice & Obstetrics
- KSTP-TV (ABC 5) & KSTC-TV
- Medical News Today
- Medical News Today.com
- North Dakota Department of Health
- North East Medical Services
- Onondaga County Health Department
- Orleans County Public Health
- Regence Blue Shield
- Regional Primary Care Network
- Saban Community Clinic
- South Georgia Cancer Coalition
- St. Joseph Hospital of Orange
- Syracuse Gastroenterological Associates
- The Westchester Guardian
- Vermont Department of Health
- Victory Medical Center Craig Ranch
- Washington State Health Care Authority
- WLTZ-TV (NBC 38)
Research and Visibility

Publications. In 2014, the following Screen for Life studies were published:

- Ekwueme DU, Howard DH, Gelb CA, Rim SH, Cooper CP. *Analysis of the benefits and costs of a national campaign to promote colorectal cancer screening: CDC’s Screen for Life: National Colorectal Cancer Action Campaign*. Health Promotion Practice 2014.
  — This paper analyzes the cost benefit of the Screen for Life campaign and provides a benchmark for future research to determine the costs and benefits of health communication campaigns for cancer prevention programs.

  — This paper discusses the use of celebrity spokespeople in PSAs and their ability to attract the attention of intended audiences and broadcast stations’ public service directors.

Ongoing Research. Several research papers about the campaign’s longevity and process evaluation are currently in development.