



<p>Cumulative Campaign Performance 1999-2016</p>	<p>Television Public Service Announcements (PSAs): 678,708 placements 7,257,953,947 impressions* \$147,749,299 in donated ad value</p> <p>Radio PSAs: 1,095,417 placements 6,657,775,738 impressions \$61,339,092 in donated ad value</p> <p>Print PSAs: 5,411 placements 172,749,548 impressions \$5,714,018 in donated ad value</p> <p>Out-of-Home (OOH) Display Ads: 5,515,529,328 impressions \$26,332,574 in donated ad value</p> <p>Digital Paid Ads: 628,822 clicks to the <i>Screen for Life</i> website 345,607,423 impressions</p>
<p>Cumulative Campaign Performance: 19,950,058,484 audience impressions \$241,144,733 in donated ad value</p>	
<p>Campaign Performance in 2016</p>	<p>Television Public Service Announcements (PSAs): 26,940 placements 249,340,917 impressions \$10,954,367 in donated ad value</p> <p>Radio PSAs: 12,517 placements 32,470,500 impressions \$757,492 in donated ad value</p> <p>Print PSAs: 419 placements 8,915,880 impressions \$233,086 in donated ad value</p> <p>Digital Paid Ads: 304,311 clicks to the <i>Screen for Life</i> website 38,328,042 impressions</p>
<p>2016 Campaign Performance: 329,055,339 audience impressions \$11,944,945 in donated ad value</p>	

*Impressions: the number of times an ad is seen or heard.



2016 CAMPAIGN HIGHLIGHTS

Public Service Announcements	<p><i>Screen for Life</i> continued to distribute and air the latest broadcast and print PSAs.</p>
National Colorectal Cancer Awareness Month	<ul style="list-style-type: none"> • Implemented a paid media digital ad initiative. See “Digital Paid Media Initiative” section below. • Promoted and redistributed English-language and Spanish-language radio and TV PSAs. • Designed and created a new look and feel for campaign materials, along with new shareable graphics. • Hosted a Twitter chat with partners from the National Colorectal Cancer Round-table, as well as <i>Screen for Life</i> partners in states and tribes, and grantees in CDC’s Colorectal Cancer Control Program. • Developed a toolkit with shareable buttons and badges for partners to use on their websites and social media channels.
Digital Paid Media Initiative	<ul style="list-style-type: none"> • Search engine marketing (ads on Google’s search engine) from March 1st – May 31st generated: <ul style="list-style-type: none"> – 23,202 clicks to the <i>Screen for Life</i> site – 3.04% click-through rate* • Implemented a paid media initiative on Facebook, YouTube, and web display ads from March 1 – May 31 to increase awareness of the campaign and traffic to the website, generating 96,893 clicks to the <i>Screen for Life</i> website and 207,418 views of the YouTube ad, with a click-through rate of 0.75%.
Outreach and Partner Support	<ul style="list-style-type: none"> • Responded to more than 48 requests for campaign resources and assistance from grantees, state and local health departments, and other groups and individuals. • Collaborated with the UAW Retiree Medical Benefits Trust to mail almost 218,000 screening reminder postcards to retirees in a self-insured health plan.
Website	<ul style="list-style-type: none"> • There were 889,772 page visits to <i>Screen for Life</i> and colorectal cancer pages combined.

* Click-through rate (CTR) is the number of clicks per impressions served, expressed as a percentage. The average CTR benchmark range is 0.55% - 3.10%.

Screen for Life Performance and Activities in 2016

CDC's *Screen for Life* campaign is a multiyear, multimedia campaign that raises awareness of the life-saving benefits of colorectal cancer screening for men and women aged 50–75. The campaign conducts extensive research to ensure its messages and materials are evidence-based and effective. *Screen for Life* develops and disseminates a wide variety of materials, including fact sheets, brochures, and posters, as well as broadcast, print, and digital public service advertisements.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Screen for Life PSA Performance Snapshot

In 2016, *Screen for Life* distributed older PSAs along with the 2015 posters and print PSAs featuring long-time campaign partner, Katie Couric, cofounder of the National Colorectal Cancer Research Alliance (a program of the Entertainment Industry Foundation). CDC distributed the latest *Screen for Life* Couric PSA to 33 publications. Process evaluation data show that in 2016, the full collection of *Screen for Life* PSAs generated more than 290 million audience impressions (the number of times a PSA is seen or heard), valued at nearly \$12 million in donated placements. In every month of 2016, *Screen for Life* TV PSAs were ranked in the top 12% of the more than 1,352 PSA campaigns monitored by Nielsen Media Research. By the end of 2016, cumulative data showed that since the campaign began, donated placements received more than 20 billion audience impressions, worth about \$240 million in donated placements.



NATIONAL COLORECTAL CANCER AWARENESS MONTH

Materials Refresh

In preparation for the awareness month, *Screen for Life* implemented and piloted a new look and feel for all of its [materials](#), starting with new shareable graphics.

Twitter Chat

On March 10, *Screen for Life* hosted a colorectal cancer Twitter chat, which was promoted to partners such as members of the National Colorectal Cancer Roundtable.



Paid Media Initiative

Beginning in March, for National Colorectal Cancer Awareness Month, *Screen for Life* implemented a digital ad buy in both English and Spanish languages with ads on Facebook, YouTube, Google Search Engine Marketing (SEM), and digital display. Ads were displayed when people in the target age range browsed on certain websites and through YouTube, Facebook, and display feeds, or searched for information on Google Search. When users clicked on the ads, they were taken to related CDC colorectal and *Screen for Life* web pages.

DIGITAL PAID MEDIA INITIATIVE

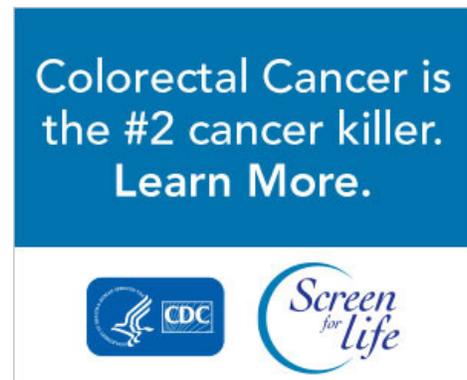
Search Engine Marketing (SEM)

Using Google, we conducted SEM in English and Spanish languages. 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. During 2016, the SEM campaign generated 763,304 impressions and 23,202 clicks. The click-through rate for the English-language initiative was 2.58% with a cost per click of \$0.62. The Spanish-language initiative saw a 5.22% click-through rate, at a cost of \$0.73 per click. (A *click-through-rate* is the number of clicks per impressions served, expressed as a percentage. Average cost per click on an ad is an important measure of efficiency. The government cost-per-click standard benchmarks for Google SEM range from \$1.10 to \$3.30 per click, and click-through rate standard benchmarks range from 0.55% to 3.10%. This information is provided by Google per their yearly standards.)

Digital Display Initiative

English and Spanish-language *Screen for Life* banner and mobile ads ran for twelve weeks, from March 1 – May 31, via seven media partners on thousands of Internet outlets, including *CNN*, *The New York Times*, *Huffington Post*, and other mobile and desktop sites. *Screen for Life* placed targeted ads specifically on non-health focused outlets, in order to reach people for whom health issues and colorectal cancer screening were not top of mind. The digital display initiative generated 53,126 clicks to the *Screen for Life* website and 25,740,798 impressions overall. The cost per click was \$0.88.

Additional promotion from March 1 – May 31 included Facebook ads, generating 20,565 clicks to the *Screen for Life* website, and YouTube ads, generating 207,418 views. The combined SEM, display, YouTube, and Facebook paid efforts from March through May resulted in 304,311 clicks to the *Screen for Life* website and 38,328,042 impressions.





Screen for Life Campaign Website

In 2016, the digital paid media initiative helped drive a significant number of visits to the *Screen for Life* web pages. During the twelve weeks of the digital media initiative, there were more than 405,067 page visits, which represents 45% of the site's total page visits for the year (889,772).

OUTREACH AND PARTNER SUPPORT

Screen for Life partners with every state health department, 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 their own contact 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 2016, the campaign provided materials and technical assistance to the following state health departments and CRCCP grantees:

Alabama	Iowa	North Carolina
Alaska Native Tribal Health Consortium	Maine	Oregon
Arctic Slope	Maryland	Pennsylvania
Arizona	Massachusetts	South Dakota
Arkansas	Michigan	South Puget
California	Minnesota	Southcentral
Colorado	Missouri	University of Puerto Rico
Connecticut	Montana	University of South Carolina
Delaware	Nevada	University of Wisconsin
Florida	New Hampshire	Utah
Georgia	New Mexico	Washington
Idaho	New York	West Virginia University

Other Partner and Public Support

Collaborating with UAW Retiree Medical Benefits Trust, *Screen for Life* provided a specially designed "No Excuses" postcard that was mailed to 217,779 members aged 49 – 74 years old who are enrolled in a self-insured health plan.

Screen for Life also responded to over 48 requests for materials or information from the general public and other organizations, such as hospitals and clinics, health systems, insurance companies, medical practices, academia, and individuals. The programs and groups requested campaign resources, including broadcast and print PSAs, posters, brochures, fact sheets, reminder postcards, looped DVDs of TV PSAs for display purposes, and additional technical support in localizing materials.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

1-800-CDC-INFO
www.cdc.gov/screenforlife