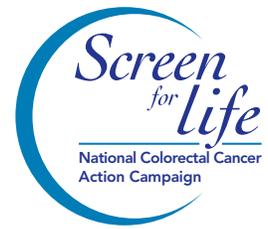


2017 YEAR-END REPORT



CDC's *Screen for Life: National Colorectal Cancer Action Campaign* is a multiyear, multimedia campaign to raise awareness of the life-saving benefits of colorectal cancer screening for men and women aged 50–75. The campaign has conducted extensive research to ensure its messages and materials are evidence-based and effective. Based on this research, SFL develops and disseminates a wide variety of materials, including fact sheets, brochures, and posters, as well as broadcast, print, and digital public service advertisements, out-of-home advertisements (e.g. shopping malls, transit stations), and digital and social media advertising. The campaign also provides localized resources for partners in every U.S. state health department, the District of Columbia, tribal organizations, and grantees in CDC's Colorectal Cancer Control Program (CRCCP).

2017 CAMPAIGN APPROACH & OVERVIEW

Through national-level public service announcements (PSAs) and targeted paid digital advertising, SFL increased awareness among adults aged 50 - 75 that colorectal cancer is the second leading cancer killer in the U.S., but it is highly preventable through regular screening and there are several screening options in addition to colonoscopy.

In 2017, SFL distributed and promoted existing TV and radio PSAs, print publications, and out-of-home displays in malls, transit stations, and airports throughout the country. Meanwhile, the campaign also began the production of new PSAs, entitled "Community Garden," in English and Spanish.

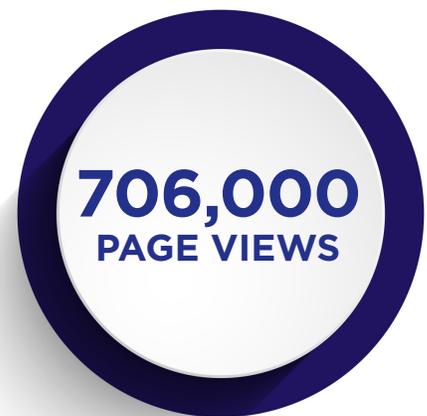
To boost the campaign's reach digitally, SFL executed two paid media "pulses" in 2017 during National Colorectal Cancer Awareness Month in March and then again in June. During these pulses, SFL deployed paid advertising in English and Spanish among men and women ages 50+ via Google search engine marketing (SEM), digital display in publisher e-newsletters (e.g., *The New York Times*, *Washington Post*), Facebook, and YouTube.



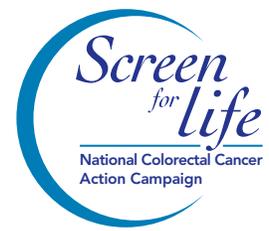
NUMBER OF TIMES SFL PSAS OR PAID ADS WERE SEEN OR HEARD IN 2017



VALUE OF DONATED PSA AD SPACE/AIR TIME



PAGE VIEWS ON CDC'S ENGLISH AND SPANISH SFL & COLORECTAL CANCER WEB PAGES



HIGHLIGHTS

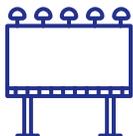
- PSAs helped the SFL campaign reach a large national audience in a very cost-effective way through donated placements in broadcast, print, and out-of-home display ads. PSAs generated nearly 237 million impressions and over \$9.5 million in donated ad value.
- Paid promotional efforts allowed SFL to reach a targeted audience as they searched online for colorectal cancer information (e.g. Google SEM) as well as other sites, such as YouTube and Facebook. Paid efforts in 2017 delivered 11.6 million impressions, 54,000 clicks to the CDC web site, and over 784,000 views of SFL ads that ran as pre-roll videos on YouTube.

DETAILED SUMMARY

PSAs – Donated Placements

236.9 million impressions in 2017

\$9.5 million in donated ad value



TV

172.6 million impressions

\$8.5 million in donated ad value

Radio

25.2 million impressions

\$605,000 in donated ad value

Print

6.5 million impressions

\$317,600 in donated ad value

Out-of-home

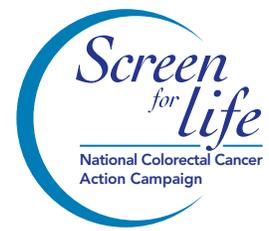
32.5 million impressions

\$125,505 in donated ad value

To reach a national audience, SFL distributed and promoted previously-produced English and Spanish [PSAs](#), including No Excuses, to counter misconceptions about screening, as well as TV and radio PSAs featuring actors Terrence Howard and Jimmy Smits, and print ads featuring Katie Couric.

TV and radio PSAs aired over 38,000 times, print PSAs received over 300 placements, and out-of-home display ads were placed in shopping malls, airports, and other transit stations in Atlanta, Los Angeles, Philadelphia, and Dallas.



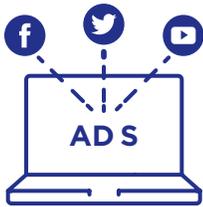


DETAILED SUMMARY

Paid Digital Advertising (March & June)

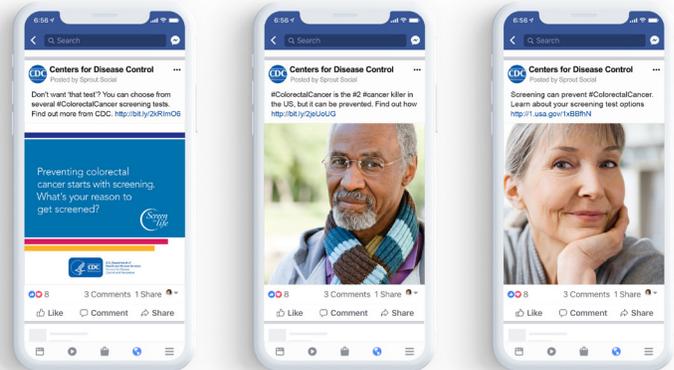
11.6 million impressions in 2017

54,000 clicks to the CDC web site from paid ads



Facebook 5.8 million impressions

In March, National Colorectal Cancer Awareness Month, SFL sponsored paid ads in English and Spanish on Facebook. These ads generated over 5.8 million impressions and nearly 15,000 clicks to the SFL and CDC colorectal cancer web pages. New digital materials and tools were created and promoted in March, including a new colorectal [cancer quiz](#), as well as an [infographic](#) and [social media graphics](#).



Google SEM 754,000 impressions

In March and June, SFL reached people as they searched for colorectal cancer information through Google search engine marketing (SEM) ads, directing men and women ages 50+ to the SFL and CDC web pages. The ads garnered over 35,000 clicks to the SFL web site with an average click-through-rate of 4.7%, significantly higher than the average benchmark for government campaigns on Google of 0.55%-3.10%.

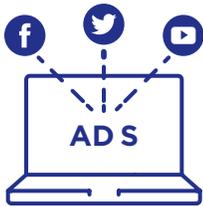


DETAILED SUMMARY

Paid Digital Advertising (March & June)

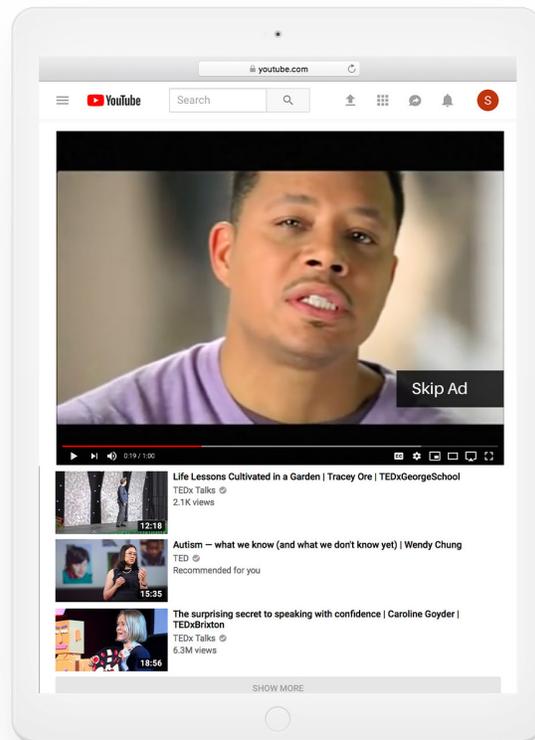
11.6 million impressions in 2017

54,000 clicks to the CDC web site from paid ads



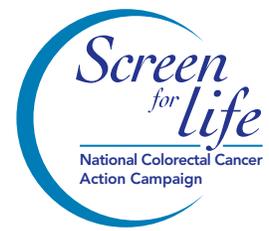
YouTube 2.9 million impressions

SFL ran pre-roll videos of the English and Spanish :30 and :60 second Terrence Howard PSAs, which appeared when adults 50+ browsed on YouTube. The video ads generated over 784,000 views, with an average cost-per-view of \$0.05—the campaign’s highest performing paid channel.



Digital Display Ads – Live Intent 2 million impressions

To proactively reach people with colorectal cancer information through the online sites they regularly visit, SFL ran digital display ads on a variety of popular websites, such as *Business Insider*, *The New York Times*, *The Washington Post* and others. These ads generated over 2 million impressions and 5,000 clicks to the SFL web site and CDC’s related colorectal cancer web pages.



DETAILED SUMMARY

<p>Web Site</p> 	<p>706,000 page views</p>	<p>In 2017, there were 706,000 page visits to SFL and colorectal cancer pages combined.</p>
<p>Community Outreach</p> 	<p>40 requests from organizations or individuals</p>	<p>SFL offers localizable campaign materials, technical assistance, and specially adapted resources for a variety of organizations. In 2017, SFL fulfilled 40 requests from many entities, including state and local health departments, hospitals, clinics, health systems, insurance companies, medical practices, academia, and individuals.</p> <p>In preparation for National Colorectal Cancer Awareness Month, SFL created and supplied program partners in state and local departments of health and CRCCP grantees with a toolkit of information and activities they could implement in March. The campaign shared redesigned, localizable materials, new social media infographics and social media graphics, and other resources that could be disseminated to their communities.</p>

