

CAMPAIGN OVERVIEW

CDC'S COLORECTAL CANCER AWARENESS CAMPAIGN



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, Puerto Rico, and Tribes/Tribal Organizations
- CDC's Colorectal Cancer Control Program Grantees
- CDC's Comprehensive Cancer Control Program Grantees

TARGET AUDIENCES

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

CAMPAIGN DEVELOPMENT

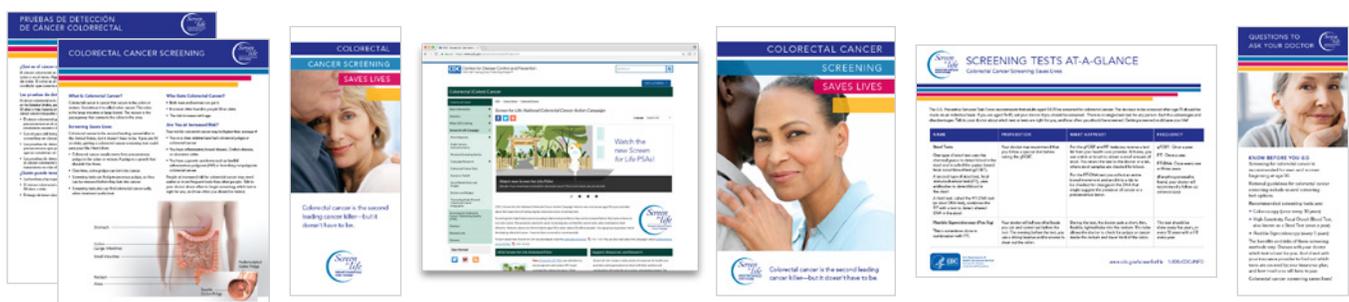
Screen for Life: National Colorectal Cancer Action Campaign is a Centers for Disease Control and Prevention (CDC) initiative to increase screening among people aged 50 years and older. Campaign development is based on an extensive review of communication and behavioral science literature. Since 1999, 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 is also 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 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.

CAMPAIGN RESOURCES – IN ENGLISH AND SPANISH

- Television and Radio Public Service Announcements (PSAs)
- Print PSAs
- Posters
- Out-of-Home Display Advertisements
- Brochures
- Fact Sheets
- Screen for Life Web Site
- Newspaper Articles
- Buttons and Badges
- Digital Ads



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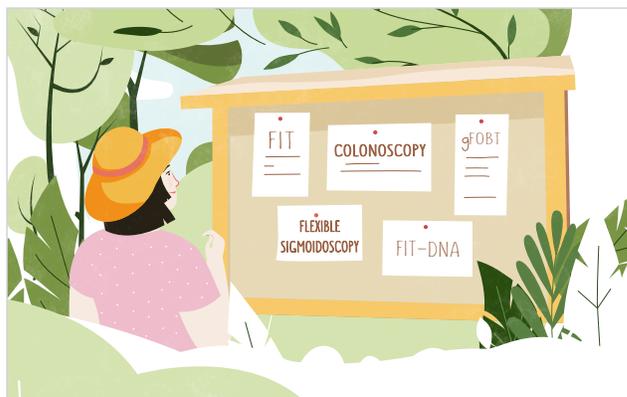
CAMPAIGN EVALUATION

PSA tracking data (through September 2018) show that *Screen for Life* PSAs have generated more than \$262 million in donated ad value and 20.1 billion impressions (the number of times they have been seen or heard).

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. In 2016, 67.3% of U.S. adults aged 50 to 75 years were up-to-date with colorectal cancer screening; 7.1% had been screened, but were not up-to-date; and 25.7% had never been screened.

PSA DISTRIBUTION

PSAs are distributed nationally to a broad range of television, radio, and print media outlets. Television PSAs are distributed to about 3,500 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 1,500 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 other 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 available at www.cdc.gov/ScreenforLife. The materials can be downloaded and duplicated for immediate use.

LOCAL TAGGING AND STATE/PROGRAM PARTNERS

CDC supports educational efforts of state health departments, the District of Columbia, Puerto Rico, and tribal organizations by designing *Screen for Life* materials that can be localized. CDC provides “local tagging” of TV PSAs, which allows state health departments and tribes/tribal organizations to add local information to the closing graphic of PSAs. All 50 state health departments, tribal organizations, the District of Columbia, and Puerto Rico 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.

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. Through September 2018, search engine marketing and digital advertising efforts have garnered over 360 million impressions and over 2 million clicks to *Screen for Life* web pages.



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

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

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