

Campaign Overview

The Centers for Disease Control and Prevention's (CDC) *Inside Knowledge: Get the Facts About Gynecologic Cancer* (IK) campaign informs women and health care providers about the five main types of gynecologic cancer — cervical, ovarian, uterine, vaginal, and vulvar. *Inside Knowledge* supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johanna's Law. The law is named for Johanna Silver Gordon, who died of ovarian cancer in 2000.

2012 Campaign Highlights

Broadcast Media	PSA Results: <ul style="list-style-type: none"> • 1 billion impressions • \$42 million in donated ad value
	Paid Media Results: <ul style="list-style-type: none"> • 150,292,000 impressions on CNN, HLN, and MSNBC • 26,935,200 impressions on <i>The Steve Harvey Show</i> (radio)
Online Media	Search Engine Marketing: <ul style="list-style-type: none"> • 556,632 clicks to the website
	Digital Display Advertising: <ul style="list-style-type: none"> • 391,737 clicks to the website
	YouTube Advertising: <ul style="list-style-type: none"> • 712,733 views of <i>Inside Knowledge</i> PSAs online
Research and Visibility	<ul style="list-style-type: none"> • Six new scientific papers and posters • Exhibits and presentations at several notable national conferences and conventions
Partner Outreach	<ul style="list-style-type: none"> • Began partnership with the General Federation of Women's Clubs • Distributed and provided gynecologic cancer materials and resources broadly across the U.S.

Broadcast Media

2012 PSA Results. *Inside Knowledge* television public service announcements (PSAs) continue to air nearly two years after they were last released in May 2011. This year, they aired more than 87,000 times in 137 markets, including the top 10 designated market areas. Based on this frequency, *Inside Knowledge* TV PSAs ranked in the top 2 percent of 1,500 PSAs tracked by Nielsen in 2012 (on average). Radio PSAs, released in September 2010, aired nearly 4,000 times in 159 markets in 2012.

Paid Media Highlights and Results. In 2012, the campaign launched a paid media effort across multiple media platforms:

- TV placements on CNN, HLN, and MSNBC in September, National Gynecologic Cancer Awareness Month, resulted in 150,292,000 impressions (the number of times the *Inside Knowledge* ads and interviews were seen or heard).
- Radio placements on *The Steve Harvey Show*, including two live interviews with CDC experts on a nationwide talk program, resulted in 26,935,200 impressions.

Online and Social Media

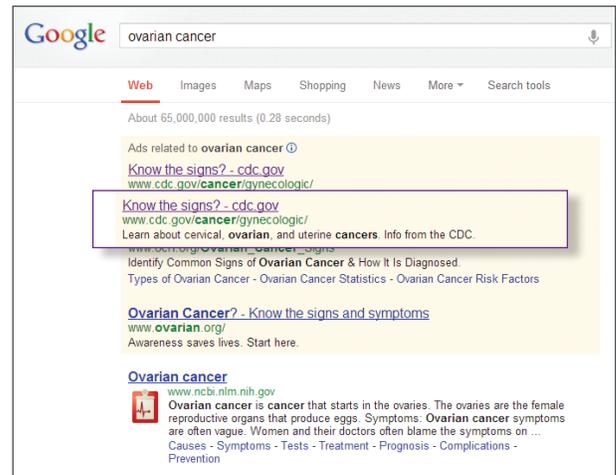
Inside Knowledge Campaign Web Activity. In 2012, nearly 40 percent of visits to the CDC Cancer website were spent on *Inside Knowledge* web pages, totaling 2,430,416 visits to the English pages and 376,088 visits to the Spanish pages. This traffic drove a 314 percent increase in page views of *Inside Knowledge*'s English content online and a 453 percent increase in page views of its Spanish content. In addition, the gynecologic cancer pages on CDC Cancer's mobile website received the 2nd highest number of visits compared to other sections of CDC's mobile-optimized website. Search engine marketing (SEM) and digital advertising directly influenced this high volume of traffic to the website in 2012.

Search Engine Marketing. The campaign invested in SEM in English and Spanish on Google.com, to increase CDC's visibility when users searched for gynecologic cancer-related terms. SEM also worked in concert with broadcast paid media efforts, when viewers would turn to Google after watching a television ad to search for further information.

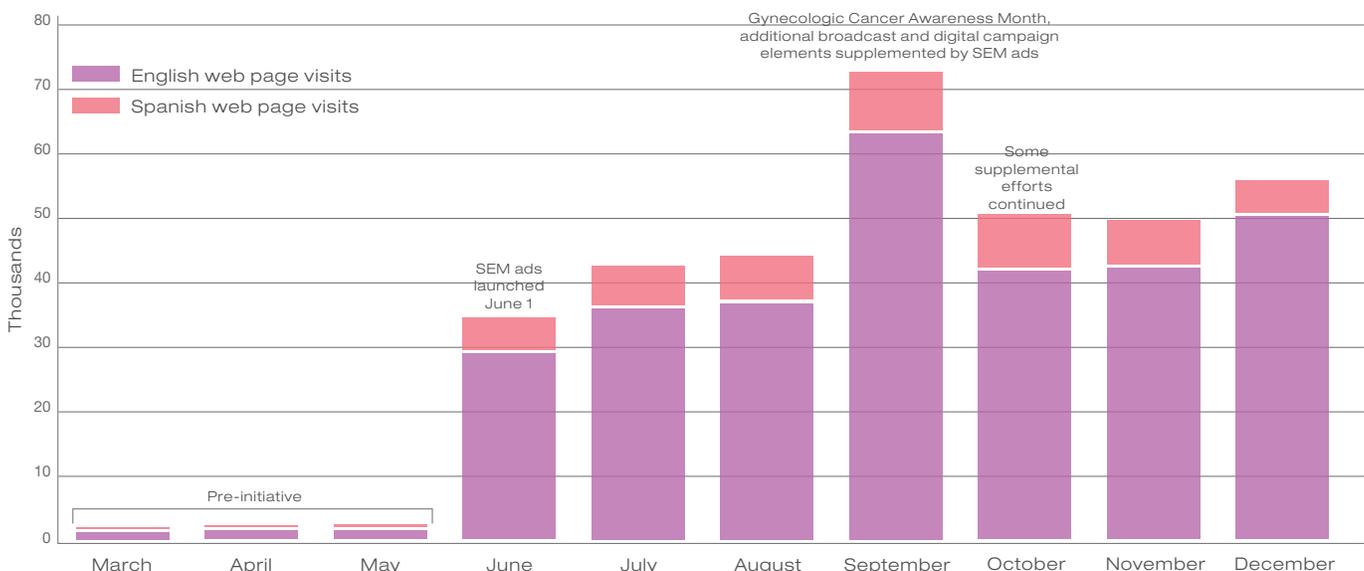
At year's end, the English SEM campaign had generated 24,747,653 impressions and 391,290 clicks at a \$0.69 cost-per-click. The Spanish SEM campaign generated 3,037,218 impressions and 114,842 clicks at a \$0.49 cost-per-click. As reference, government cost-per-click standard benchmarks for Google SEM are \$2.00 to \$4.00 per click.

The chart below shows the correlation between search engine marketing and increased traffic to the *Inside Knowledge* website. Compared with website traffic before the SEM campaign launched, mean monthly visits to the *Inside Knowledge* web pages linked to SEM ads were:

- 26 times higher during June-August 2012, following the launch of the initiative.
- 47 times higher in September 2012, when ads on television and additional web properties supplemented SEM ads.



Visits to CDC web pages linked to *Inside Knowledge* SEM ads,* March-December, 2012



*Visits lasting one second or longer to three English and three Spanish web pages linked to SEM ads.



Digital Display and YouTube Advertising. The campaign began running digital advertisements on popular online properties beginning in May 2012 and to support broadcast paid media efforts in September. Digital display ads and videos were placed on sites such as iVillage, WebMD, NBCNews.com, CNN.com, Pandora.com, Huffington Post, EverydayHealth, Health.com, SteveHarvey.com, and Univision. In addition, the campaign promoted its PSAs on YouTube, which generated over 700,000 views and nearly 40,000 clicks to the *Inside Knowledge* website.

Research and Visibility

In 2012, CDC *Inside Knowledge*'s research team published and presented the following papers and posters:

- Cooper CP, Polonec L, Stewart SL, Gelb CA. Gynaecologic cancer symptom awareness, concern and care seeking among US women: a multi-site qualitative study. *Family Practice* 2012.
- Cooper CP, Gelb CA, Rim SH, Hawkins NA, Rodriguez JL, Polonec L. Physicians who use social media and other Internet-based communication technologies. *Journal of the American Medical Informatics Association* 2012.
- Baldwin LM, Trivers KF, Matthews B, Andrilla CH, Miller JW, Berry DL, Lishner DM, Goff BA. Vignette-based study of ovarian cancer screening: Do U.S. physicians report adhering to evidence-based recommendations? *Annals of Internal Medicine* 2012;156(3):182–194.
- Saraiya M, Rosser JI, Cooper CP. Cancers that U.S. physicians believe the HPV vaccine prevents: findings from a physician survey, 2009. *Journal of Women's Health* 2012;21(2):111–117.
- Cooper CP, Gelb CA, Polonec L, Chu J, Wayman J, Grella L. Care seeking for gynecologic cancer symptoms. Poster presented at the Women's Health Congress, Washington, DC, March 2012.
- Gelb CA, Polonec L, Chu J, Wayman J, Grella L. Common beliefs and misconceptions about gynecologic cancer: a qualitative study of U.S. women. Poster presented at the Women's Health Congress, Washington, DC, March 2012.

Care Seeking for Gynecologic Cancer Symptoms

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Background

With limited screening options, early detection of gynecologic cancers can depend on women recognizing the potential significance of symptoms and seeking care. U.S. women's awareness of cervical and ovarian cancer symptoms has been found to be low, and little is known about their care seeking in response to symptoms that could be associated with gynecologic cancers.

Inside Knowledge supports the Gynecologic Cancer Education and Awareness Act of 2005, or Johnson's Law, passed unanimously by Congress in 2005, and signed into law in January 2007.

List Given to Participants

The focus group moderator did not use the term "symptoms" during the discussion. To mitigate any order effects, the sequence in which symptoms were listed was rotated midway through the study. The symptoms listed were drawn from CDC's *Inside Knowledge* campaign materials (www.cdc.gov/cancer/knowledge).

- Bleeding or discharge from your vagina that is not normal for you
- Changes in the color of the skin of the vulva or a rash, sores, or warts on the vulva
- Itching or burning in the genital area that does not go away
- Pain or pressure in the pelvic area (the area below your stomach and between your hip bones)
- Back or abdominal pain
- Being tired all the time
- A change in your bathroom habits, such as having to pass urine very badly or very often
- Bleeding, which is when the area below your stomach swells or feels full

Selected Quotations

Topic	Quotation
Delayed care seeking in response to symptom	"I had back pain for years. Finally I did something about it... But it was for years."
Failure to seek care in response to symptom	"Well, I've had the [menstrual] vaginal bleeding... I guess, because I don't like doctors, I don't go... I walked and waited till it finally went away. So in the '80s, I'm cool. Right?"
Lack of awareness that symptoms could indicate gynecologic cancers	"I didn't know any of these [listed symptoms] had to do with cancer. I don't really know anything about this type of cancer."
Care seeking prompted by symptoms that symptoms could indicate gynecologic cancers	"If I had [menstrual] vaginal bleeding, if I had itching or burning [in the genital area] that does not go away, if I had to go to the bathroom a lot, I'd call my gynecologist. To me, these are all the symptoms of ovarian cancer."

Methods

Fifteen focus groups with 132 women aged 40–65 years were conducted in a U.S. clinic: Miami, New York City, Chicago, and Los Angeles.

Participants were given an unfiltered list of symptoms and asked if any would concern them, what they did, and how they would respond to symptoms if they occurred in the future.

Results

Actual and predicted responses to symptoms reported by women included waiting for an extended period before seeking care or not seeking care at all. Few women were aware that the symptoms described could be associated with gynecologic cancers. The exception to that was menstrual vaginal bleeding, which several focus group participants said could be related to cervical cancer. Concern that a symptom might signal a serious condition, a personal tendency to seek care promptly, and pain associated with the symptom were the most common reasons given for timely care seeking. Strategies that participants reported using to supplement or replace consultation with health care providers included Internet research and self-care.

Conclusions

Our results confirm the need to educate women about gynecologic cancers, their signs, symptoms, and risk factors. To minimize undue anxiety among women, care must be taken to explain that symptoms can happen under many benign conditions. However, in the case of post-menopausal vaginal bleeding, providers should counsel their patients that immediate care is warranted. Ultimately, significant decreases in gynecologic cancer morbidity and mortality may depend on the development and uptake of population-based prevention and screening modalities and improved treatments. Until then, increasing public awareness offers a potential pathway to earlier diagnosis of some gynecologic cancers.

www.cdc.gov/cancer/knowledge Disclaimer: The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Exhibits. *Inside Knowledge* exhibited at the Society of Gynecologic Oncology Annual Meeting on Women’s Cancer in March and the Ovarian Cancer National Alliance Annual Conference in July.

American Public Health Association (APHA) Annual Meeting. At the 2012 APHA Annual Meeting Film Festival, the campaign presented the “Be Brave,” “I Had,” and “My Story” TV PSAs to approximately 100 health professionals and students.

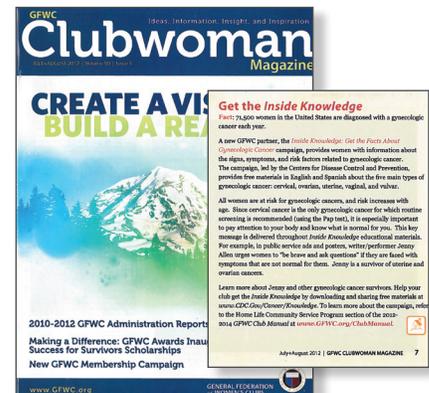
National Association of Broadcasters (NAB) Show.

The campaign provided TV PSAs and campaign materials to the NAB for distribution at its annual show, an event attended by approximately 92,000 television network and station executives. The TV PSAs also were featured on the NAB’s online hub, the Spot Center, where they can be directly downloaded by television outlets.



Partner Outreach

General Federation of Women’s Clubs (GFWC). In 2012, CDC launched a partnership with GFWC, one of the world’s largest and oldest women’s volunteer service organizations, to help educate its members and their communities about gynecologic cancer. GFWC has more than 100,000 members in all 50 states and the District of Columbia. *Inside Knowledge* led workshops on gynecologic cancer at GFWC’s annual convention in June, and the campaign frequently provides materials and information on gynecologic cancer to local GFWC chapters and for its national magazine *Clubwoman*.



Material Distribution

Inside Knowledge provided tens of thousands of English and Spanish patient educational materials and other resources in 2012 to the general public, organizations, health departments, universities, hospitals, medical groups, and clinics, including the following:

- Society of Gynecologic Oncology
- Mt. Sinai School of Medicine (NY)
- New Mexico’s Breast & Cervical Cancer Early Detection Program
- Office of Epidemiology and Surveillance (GA)
- Deep South Network for Cancer Control Program (AL)
- Ovarian and Breast Cancer Alliance (WA)
- South East American Indian Council (FL)
- International Papillomavirus Conference (Puerto Rico)
- Ovarian Cancer National Alliance and National Ovarian Cancer Coalition (TX and FL chapters)



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

www.cdc.gov/cancer/knowledge
1-800-CDC-INFO