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

<table>
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<tr>
<th>Broadcast Media</th>
<th>PSA Results:</th>
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<tbody>
<tr>
<td></td>
<td>• 1 billion impressions</td>
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<td>• $42 million in donated ad value</td>
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<td>Paid Media Results:</td>
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<tr>
<td></td>
<td>• 150,292,000 impressions on CNN, HLN, and MSNBC</td>
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<td>• 26,935,200 impressions on The Steve Harvey Show (radio)</td>
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<th>Online Media</th>
<th>Search Engine Marketing:</th>
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<tr>
<td></td>
<td>• 556,632 clicks to the website</td>
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<td>Digital Display Advertising:</td>
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<td></td>
<td>• 391,737 clicks to the website</td>
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<td>YouTube Advertising:</td>
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<td></td>
<td>• 712,733 views of Inside Knowledge PSAs online</td>
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| Research and Visibility | • Six new scientific papers and posters           |
|                        | • Exhibits and presentations at several notable national conferences and conventions |

| Partner Outreach        | • 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

![Graph showing visits to CDC web pages linked to SEM ads](image)
**2012 Achievements**

**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:

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)