

2015 YEAR-END REPORT



2015 CAMPAIGN HIGHLIGHTS

Cumulative Campaign Performance 2010-2015	<p>Television Public Service Announcements (PSAs): 275,972 placements • 3,347,241,150 impressions* • \$134,823,076.42 in donated ad value</p> <p>Radio PSAs: 106,503 placements • 84,446,700 impressions • \$10,444,292.28 in donated ad value</p> <p>Print PSAs: 17 placements • 6,065,648 impressions • \$278,651 in donated ad value</p> <p>Out-of-Home (OOH) Display Ads: 523,448,468 impressions • \$4,673,821 in donated ad value</p> <p>Digital (Internet) Ads: 4,026,177 clicks to the <i>Inside Knowledge</i> web site • 953,690,377 impressions</p>
<p>Cumulative Campaign Performance: 5,382,199,543 total impressions \$150,219,751 in donated ad value</p>	
Campaign Performance in 2015	<p>Television Public Service Announcements (PSAs): 33,444 placements • 438,784,572 impressions • \$19,587,853 in donated ad value</p> <p>Radio PSAs: 15,091 placements • 44,529,900 impressions • \$923,862 in donated ad value</p> <p>Print PSAs: 17 placements • 278,651 impressions • \$6,065,648 in donated ad value</p> <p>Out-of-Home (OOH) Display Ads: 280,247,757 impressions • \$2,042,601 in donated ad value</p> <p>Digital (Internet) Ads: 3,419,900 clicks to the <i>Inside Knowledge</i> web site • 736,975,615 impressions</p>
<p>2015 Campaign Performance: 3,468,452 total impressions \$22,832,877 in total donated ad value</p>	

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

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2015 CAMPAIGN HIGHLIGHTS

<p>Public Service Announcements</p>	<ul style="list-style-type: none"> • <i>Inside Knowledge</i> developed and produced new PSAs in English and Spanish <ul style="list-style-type: none"> – <i>Cote de Pablo for Inside Knowledge</i> (TV, radio, print, posters, and digital display ads) – <i>Are You Listening?</i> (TV and digital ads)
<p>Digital Media Initiative (paid placements)</p>	<ul style="list-style-type: none"> • Search Engine Marketing (ads on Google’s search engine) generated: <ul style="list-style-type: none"> – 573,398 clicks to the <i>Inside Knowledge</i> web site – 3.35% click-through-rate*
<p>Web</p>	<ul style="list-style-type: none"> • Updated and redesigned the <i>Inside Knowledge</i> campaign web site • The <i>Inside Knowledge</i> web site received 3,732,892 visits in 2015
<p>Provider Education</p>	<ul style="list-style-type: none"> • Commissioned questions in two national surveys to continue evaluation of the <i>Inside Knowledge</i> campaign • Published research papers in <i>Journal of Cancer Education</i>, <i>American Journal of Preventive Medicine</i>, and <i>Preventive Medicine</i> • Partnered with National Network grantees in CDC’s National Colorectal Cancer Control Program to continue an existing campaign materials dissemination and evaluation project
<p>Outreach and Partner Support</p>	<ul style="list-style-type: none"> • Developed and distributed a matte news release in January that was placed in 1,103 outlets, generating 48,291,832 impressions • Developed and distributed a press release for new PSAs released in September. It was published by 387 web outlets, with 104,329,359 unique visitors • Worked with gynecologic cancer survivors to share their stories on the <i>Inside Knowledge</i> web site • Provided campaign resources and assistance to a variety of individuals, state and local health departments, clinics, organizations, and others

* A click-through-rate is the number of clicks per impressions served, expressed as a percentage.

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INSIDE KNOWLEDGE PERFORMANCE AND ACTIVITIES IN 2015

CDC's *Inside Knowledge: Get the Facts About Gynecologic Cancer* campaign is a multiyear, multimedia campaign that raises awareness among women and health care providers about the signs, symptoms, risk factors, and prevention strategies related to gynecologic cancers. (The five main types of gynecologic cancers are cervical, ovarian, uterine, vaginal, and vulvar.) The campaign has conducted extensive research to ensure its messages and materials are evidence-based and effective. *Inside Knowledge* develops and disseminates a wide variety of materials, including fact sheets, brochures, and posters, as well as broadcast, print, and digital public service advertisements.

NEW PUBLIC SERVICE ANNOUNCEMENTS (PSAs) AND POSTERS

In September, CDC launched new TV, radio, and print PSAs, distributing them to approximately 122 television and 55 radio stations nationwide. *Inside Knowledge* also developed display ads for placement in transit stations, airports, and shopping malls in 14 cities. Print PSAs received donated placements in 17 print publications including *Soap Opera Digest*, *First for Women*, and *OK! Magazine*.

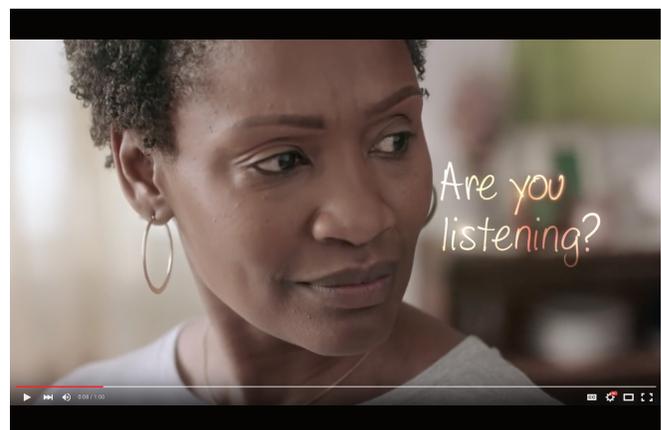
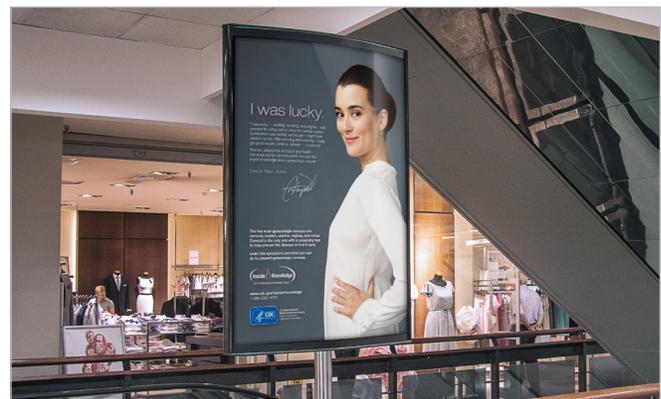
THE NEW PSAs ARE:

Cote de Pablo for Inside Knowledge

Actress Cote de Pablo is featured in new English and Spanish TV, radio, print, and digital PSAs, and in posters and out-of-home (e.g., in transit stations and shopping malls) display ads. Ms. de Pablo talks about her cervical cancer scare and how important it is for women to take control of their health by getting screened appropriately.

Are You Listening?

Inside Knowledge created English and Spanish TV and radio PSAs called *Are You Listening?* They highlight some of the more common gynecologic cancer symptoms and urge women to listen to their bodies and seek timely medical care if they notice unexplained symptoms.



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“Women, please stay on top of your health.”
— Cote De Pablo, Actress

Get the *Inside Knowledge* about gynecologic cancers.



SEARCH ENGINE MARKETING (SEM)

Throughout 2015, *Inside Knowledge* supported an SEM initiative on Google in English and Spanish. Campaign information and ads were displayed when people searched on Google for information about gynecologic cancers. When users clicked on the ads, they were taken to related *Inside Knowledge* web pages. During 2015, the SEM paid initiative generated 540,813 clicks to the campaign web site and related pages. The click-through rate for the English campaign was 3.22% with a cost per click (CPC) of \$0.55; the Spanish campaign saw a click-through rate of 3.70% and a CPC of \$0.27. (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 \$2.00 to \$4.00 per click, and click-through rate standard benchmarks range from 0.40% to 3.00%. This information is provided by Google per their yearly standards.)

INSIDE KNOWLEDGE CAMPAIGN WEB PAGES

In 2015, the *Inside Knowledge* web pages were redesigned to be mobile-optimized and to make searching for campaign resources and materials more straightforward.

Traffic to the *Inside Knowledge* campaign web site in August, September, and October, during an increase in paid SEM activity, accounted for 30% of the year's *Inside Knowledge*-related web traffic. Across all of CDC's cancer pages, the *Inside Knowledge* and gynecologic cancer pages consistently receive the most visits every month. The pages visited most often throughout 2015 were the [Gynecologic Cancer Survivor Stories](#) page (32,410 visits) and the [Symptoms Diary](#) page (29,975 visits). The top three file downloads included the [symptoms diary](#), [symptoms diary wallet card](#), and [comprehensive brochure](#) in both English and Spanish which had a total of 17,289 English downloads and 7,433 Spanish downloads.

RESEARCH AND EVALUATION

In 2015, *Inside Knowledge* commissioned questions on two national surveys to learn more about women's and health care providers' knowledge, attitudes, and practices related to gynecologic cancer, screening, symptoms, and familiarity with and use of campaign materials. Data from these surveys will guide future campaign development and generate several papers for publication in scientific journals.

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PUBLICATIONS

In 2015, the *Inside Knowledge* research team published several journal articles related to gynecologic cancers and the *Inside Knowledge* campaign, including:

Gynecologic cancer information on YouTube: will women watch advertisements to learn more? *Journal of Cancer Education 2015. Cooper CP, Gelb CA, Chu J.*

To increase dissemination of evidence-based gynecologic cancer information to U.S. YouTube users, the CDC sponsored two types of advertisements: (1) pre-roll videos that users had to watch for at least 5 seconds before seeing a video they selected and (2) keyword-targeted listings that appeared in search results when users entered terms related to gynecologic cancer. The authors concluded that advertisements on YouTube can disseminate evidence-based cancer information broadly with minimal cost.

Acceptable and Preferred Cervical Cancer Screening Intervals Among U.S. Women. *American Journal of Preventive Medicine 2015. Cooper CP, Saraiya M, Sawaya GF.*

The authors analyzed data from a national survey of U.S. women. They concluded that women's acceptance of and preference for an extended cervical cancer screening interval appears to be more widespread than utilization.

Perceived effectiveness of HPV test as a primary screening modality among US providers. *Preventive Medicine 2015. Cooper CP, Saraiya M.*

The authors report on results of a national survey of health care providers to investigate their perceptions of the effectiveness of the Human Papillomavirus (HPV) test administered alone as a population-based screening modality. They found that the majority of providers agreed that the HPV test administered alone is an effective cervical cancer screening modality, however implementation of guidelines for screening with the HPV test may be influenced by many other factors including reimbursement and patient preferences.

Providers' beliefs about the effectiveness of the HPV vaccine in preventing cancer and their recommended age groups for vaccination: Findings from a provider survey, 2012. *Preventive Medicine 2015. Berkowitz Z, Malone M, Rodriguez J, Saraiya M.*

Using data from a national survey of U.S. health care providers, the authors examined providers' knowledge about the effectiveness of the HPV vaccine in preventing cancer and their vaccine recommendation to all age-eligible females (9-26 years). They found that knowledge about HPV vaccine effectiveness in preventing cervical cancer was highly prevalent (96.9%), but less so for anal, vaginal, vulvar, and oropharyngeal cancers. Only 14.5% of providers recommended the vaccine to all age-eligible females and 20.2% recommended it to females aged 11-26 years.

“Be Brave. Ask Questions.”
— Jenny Allen, writer/performer “I Got Sick Then I Got Better”

Get the facts about
gynecologic cancer.

Inside Knowledge
Get the Facts About Gynecologic Cancer

CDC

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CAMPAIGN EVALUATION

In 2015, an evaluation of *Inside Knowledge* campaign advertising was completed, as mandated by Congress. The evaluation team augmented the ongoing national campaign with targeted media buys in two markets. The evaluation focused on several questions including:

- Do women who were exposed to the campaign have greater knowledge of gynecological cancers, higher intentions to seek medical attention for gynecologic cancer symptoms, and/or higher intentions to discuss symptoms with their doctor than women who were not exposed to the campaign?
- Were there unintended effects (e.g., increased anxiety, fear) from exposure to the campaign?

The evaluation team administered pre- and post-campaign surveys in four cities to women ages 40 to 65. The national *Inside Knowledge* campaign was augmented with an additional paid media initiative in two cities (Milwaukee, WI, and San Antonio, TX), while the other two cities (Las Vegas, NV and Cincinnati, OH) received no additional media and served as study comparison groups.

Overall, the evaluation found that *Inside Knowledge* ads were effective in increasing awareness of gynecologic cancer symptoms. While intentions to seek medical care may not have been impacted, the ads did spur women to seek additional information about gynecologic cancer. Women in the intervention communities had greater knowledge of the symptoms of gynecologic cancer, although misperceptions about the purpose of the Pap test in detecting diseases and conditions other than cervical cancer and HPV persist.

Regardless of experimental condition, respondents indicated they were most likely to seek care within a few days or 1-2 weeks when they experienced vaginal or pelvic symptoms. Women in all cities included in the study had favorable reactions to the ads and there were few unintended consequences (e.g., fear, irritated by the ad).

This evaluation demonstrated that through a paid media execution, the *Inside Knowledge* advertisements positively affected the target audience by increasing awareness of the campaign's key messages, increasing knowledge of gynecologic cancer symptoms, and motivating women to seek information about gynecologic cancer. In the study, researchers report that continued exposure to these messages should keep women motivated to seek medical attention should symptoms persist for two or more weeks. While this evaluation used a limited-time paid media execution, the national campaign relies to some extent on PSAs and earned media. The impact of the non-paid placements should lead to similar impacts over a longer period of time.

DISSEMINATION AND EVALUATION PROJECT

CDC's Division of Cancer Prevention and Control began partnerships with three National Comprehensive Cancer Control Program National Networks (NCCCP) at the end of 2015 to continue a dissemination and evaluation project that started in 2014. In the initial part of this project, nine states and U.S. affiliated territories (New Jersey, Puerto Rico, Michigan, Wisconsin, Tennessee, Alaska, Yap Pacific Island Jurisdiction, West Virginia, and Texas) were funded to increase dissemination of *Inside Knowledge* campaign materials. These grantees also assisted with evaluation to ensure that campaign materials were having the intended effects.

Beginning in 2014 and continuing through 2015, the nine NCCCP grantees held 57 in-person educational sessions with the public and health care providers. An online module for nurses was made available to facilitate discussion and use of *Inside Knowledge* materials. A total of 834 women and 1,101 health care providers in these diverse areas participated in sessions/discussions.

Preliminary analyses of questionnaires measuring knowledge, attitudes, and behaviors of session attendees showed:

- A statistically significant increase in cumulative gynecologic cancer knowledge among women; particular gains in knowledge were observed with regard to the HPV and its association with cervical cancer, ovarian cancer risk factors, genetic associations with ovarian cancers, awareness of gynecologic cancer symptoms, and knowing when to seek care for symptoms.
- Following the educational sessions, women were significantly more likely to indicate their intention to quit smoking, get the HPV vaccine (if recommended), get regular Pap tests, and talk to their friends and family about gynecologic cancers.
- Providers had an overall statistically significant increase in cumulative gynecologic cancer knowledge; particular gains were observed with regard to uterine and ovarian cancer risk factors, HPV vaccine recommendations, and genetic associations with ovarian cancer.
- There were statistically significant increases in providers' confidence to discuss all five gynecologic cancers with their patients.
- Overall, results suggest that the *Inside Knowledge* campaign can have a true impact on reducing the incidence, morbidity, and mortality associated with gynecologic cancer, and while more targeted materials or efforts may be beneficial in some gynecologic cancer areas, the existing materials are an important resource for women and providers in reducing the gynecologic cancer burden.

PROVIDER EDUCATION

CONTINUING EDUCATION FOR HEALTH CARE PROVIDERS

In October of 2015, CDC launched a free Gynecologic Cancer Curriculum intended for primary health care providers. This project is part of CDC's *Inside Knowledge* campaign, and helps to raise awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. Continuing education (CE and CNE) is available for completion of this activity.

This material was developed for and tested with internal medicine resident physicians, but the target audience is any primary health care provider who treats adult female patients, such as primary care physicians (those practicing and in training) in internal medicine, family medicine, or obstetrics and gynecology, as well as nurses and physician assistants. However, because the modules were tested with internal medicine residents, other providers should consider their specific needs and approaches.

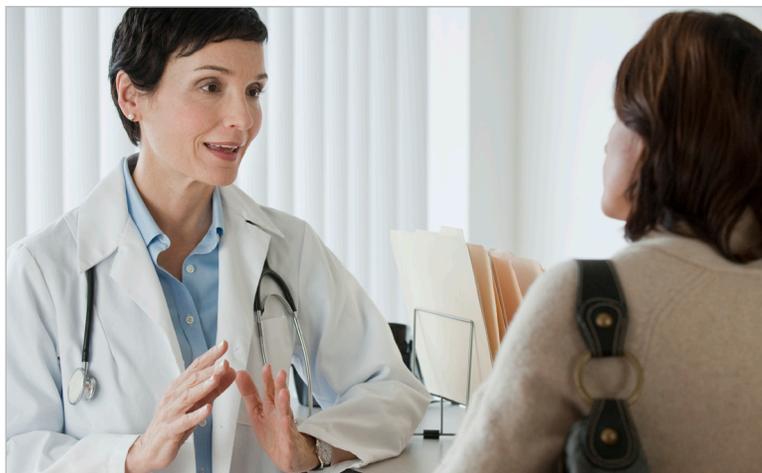
The goals of the Gynecologic Cancer Curriculum are to:

- Increase primary health care providers' knowledge of cervical, ovarian, uterine, vaginal, and vulvar cancers including—
 - Risk factors
 - Symptoms
 - Prevention strategies
 - Clinical management basics
 - Follow-up to improve patient care decisions

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- Align the care that health care providers provide to their patients with evidence-based recommendations on cervical, ovarian, uterine, vaginal, and vulvar cancer prevention and screening.
- Increase knowledge of genetic causes of gynecologic cancers.
- Increase knowledge of HPV and the HPV vaccine.



OUTREACH AND PARTNER SUPPORT

MATTE NEWS RELEASE ARTICLE

In January, in conjunction with National Cervical Cancer Awareness Month, *Inside Knowledge* distributed a matte news release article nationally that featured a woman who survived cervical cancer. She described how knowing the symptoms and getting screened saved her life. The article received 2,162 confirmed placements, including on these online publications web sites:

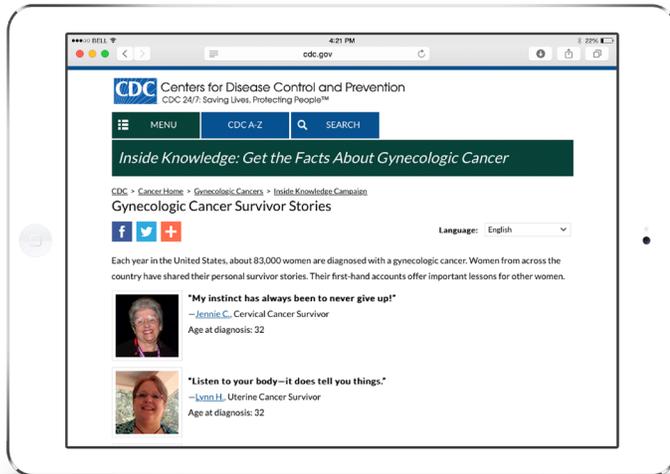
- The Los Angeles Times (latimes.com)
- San Francisco Chronicle (SFgate.com)
- Houston Chronicle (chron.com)
- Seattle Post-Intelligencer (seattlepi.com)
- Milwaukee-Wisconsin Journal Sentinel (jsonline.com)
- Albany Times-Union (timesunion.com)
- San Antonio Express-News (mysanantonio.com).

This article received more than 74 million impressions, with an ad value of approximately \$450,000.

COTE DE PABLO PRESS RELEASE

In September, *Inside Knowledge* distributed a press release that featured the new Cote de Pablo for *Inside Knowledge* PSAs. This release was published by more than 387 web outlets, with a total potential audience of 104 million viewers.

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SURVIVOR STORIES

The *Inside Knowledge* campaign encourages gynecologic cancer survivors to share their stories. Throughout the year, the campaign team worked with the women who volunteered to tell their stories, ultimately posting their first-person accounts on the campaign web site.

MATERIALS REQUESTS

Inside Knowledge offers, upon request, campaign materials (including localization options for state and local health departments), technical assistance, and specially adapted resources. In addition to providing these resources to state and local health departments, the campaign also provides materials

to the general public, hospitals, clinics, health systems, insurance companies, and medical practices. The following programs and groups requested campaign resources, such as broadcast and print PSAs, posters, brochures, fact sheets, looped DVDs of TV PSAs for display purposes, and technical support.

Inside Knowledge provided resources and/or technical support to:

A Linn Medical Practice,
Bakersfield, CA

**American Journal of
Preventive Medicine**

C.A.R.E., Melbourne Beach, FL

**CDC Commissioned Corps
Health Fair,** Atlanta, GA

**CDC Division of Global HIV/
AIDS,** Atlanta, GA

**Center for Rural and
Community Health – West
Virginia School
of Osteopathic Medicine,**
Lewisburg, WV

**Comprehensive Cancer
Program – West Virginia
Bureau for Public Health,**
Charleston, WV

Decatur Memorial Hospital,
Decatur, IL

**Department of Family
Medicine, University of
Buffalo,** Buffalo, NY

First Choice Health Center,
Hartford, CT

**Geaux Teal Ovarian
Cancer Walk,** Gonzales/
Baton Rouge, LA

**HS-MACA Health Sciences –
Multicultural & Community
Affairs,** Omaha, NE

La Opinión, New York, NY

Lupus Columbia South Carolina,
Columbia, SC

Patient Point, Orlando, FL

KLOQ-Radio, Winton, CA

**Relay for Life Southern Portage
County,** Windham, OH

**South Carolina Department of
Health,** Columbia, SC

Women’s & Girls’ Cancer Alliance,
Longwood, FL



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

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