NCCRT Unified Strategy
Final Program Presentation
November 30, 2012

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Our Goal/Your Role

Our Goal
Outline the purpose, process and platforms to establish a unified strategy for March programming across the NCCRT membership.

Your Role
Evaluate the two platform concepts and provide feedback on which direction you would like to see implemented.
What is the Unified Strategy?

Bring clarity and consistency to March National Colorectal Cancer Awareness Month programming among Members.

Establish a common platform.
Create/provide tools and resources.
Build foundation through Member participation.
Extend to new partners and supporters.

The sum of the whole is greater than the individual parts.
Program Process

- Initial Insights
- Insight Workshop
- Final Presentation
Competitive Audit Overview

Five national organizations with similar size, structure and demographic targets.

One-on-one interviews with key leaders, focused on five key areas

- Mission
- Leadership
- Funding
- Programming
- Sustainability
Five Key Takeaways

1. Establishing a long term goal is the first step to sustainability. Campaigns can change over time, but the end result remains the same.

2. Specific focus and clearly defined call to action.

3. The audience shapes the message. Formative research is key.

4. Funding can take many forms. Some involving money. ROI must be clearly defined. Don’t be afraid to turn away funders or partners if they are off-strategy.

5. Frequent communication with members/partners is key, as is monitoring outreach and activity for consistency and accuracy.
Strategic Exploratory

90+ members participated in the NCCRT Member Survey,

- Provided insights into a wide range of topics:
  - Current March programming
  - Programming ideas and considerations for a unified March strategy
  - Funding models
  - Blockers/drivers to participation.

22 one-on-one interviews conducted with NCCRT members

- Cross section of organizations
- Additional depth and detail concerning the parameters and focus of a unified March strategy
- Thoughts on programming, messaging and areas of focus
Member Support

We found overwhelming member support for pursuing a unified March strategy. In particular members cited:

- The value of pooled resources
- Ability to reach audiences multiple times
- Stronger ability to break through the clutter
The power and importance of a unified strategy

The more groups that agree on a strategy and approach, the more likely we can combine efforts and get our message across. The public and medical community are already confused by the menu of options. If there were a unifying March strategy, it could serve to clarify why screening is important and why folks need to take action.
Having one unified message was clearly identified as the most important way the collective CRC community can improve National Colorectal Cancer Awareness Month activities.

- Again a unified approach that is all inclusive
- Unified collaborative messaging
- Having a campaign package that could be easily adapted by each organization
- Strive to ensure that each of the member organizations incorporate the NCCRT's programming in their own individual campaigns.
- More collaboration of members/groups that are located near each other.
- rally around a common theme each year and share resources where possible
- Unify and streamline. Avoid inconsistent messages about "which test is best"
- Check your ego at the door and work together to create events, and programs that will attract both community members and the media at large to come together to rally behind us
- Speak with a single voice

n = 44
The large majority of members believe average risk individuals aged 50+ should be the focus of a unified March strategy. There is some support for those at high risk or with a family history, but it is not dominant.
A common theme is the most important element of the March strategy. Delivering that theme through personal stories, social media and celebrities is important as well.
Including physician outreach in March programming is extremely important to members

In your opinion, how important is a physician outreach component to the success of a unified national March strategy?

n = 65
Two thirds of members are using the Blue Star logo

Need to establish value of for Blue Star usage. Consider using it as a symbol of action to drive deeper engagement and use among members.

I need to have evidence that wearing a blue star or this kind of branding has any effect. I'm open to hearing about it but am not convinced it makes a big difference in program participation

n = 78
6 Ways Member Insights Impact Strategy

1. Articulate an overarching, long term goal
6 Ways Member Insights Impact Strategy

2. Focus on screening and prevention for men and women 50+
6 Ways Member Insights Impact Strategy

3. Include all screening options
6 Ways Member Insights Impact Strategy

4. Speak to clinicians, as well as patients
6 Ways Member Insights Impact Strategy

5. Blue Star is a means, not an end
6. Oversight committee with decision-making power; Task groups to drive program development, implementation, funding.
ROADMAP TO A UNIFIED STRATEGY
Our Overarching Goal

Together we will reduce the mortality, suffering and costs of colorectal cancer by getting more people to take a more active role in colorectal cancer screening and prevention.
Program Timing

2012
- Strategic Planning and Development

2013
- Core Program and Creative Materials Development

2014
- Core Program Implementation, Member Rollout

2015, Beyond
- Extended Program/Partnership Development & Implementation
Core Program Activities, 2014

The essential program materials and elements – as identified through member research and workshop - needed to launch campaign, support participation across the membership base and lay a foundation for extended programming.
Extended Programs, 2015 and Beyond

Larger, more complex elements for that would require additional funding, partners and management and are unique to each concept.

Commercial
- iTunes
- Amazon

Media
- NPR

Technology
- Huff/Post50
APPROACHING 50
PROMISES
CORE PROGRAM ACTIVITIES

Creative Assets

Formative Research

Physician Toolkit

Public Relations

Member Portal

Social Media

Celebrities

Program Launch
Creative Assets

Using the chosen campaign platform as a guide, develop the core creative assets that bring the concept platform to life and can be shared across the membership and distributed through national partners and others.
Formative Research

Test campaign platform and core creative assets among U.S. adult men and women at average risk for colon cancer to determine message saliency and campaign efficacy at increasing understanding and promoting action among target group.

- Focus Groups
- Online Concept Testing
- Quantitative Study
PSA Distribution Strategy

Broadcast PSA Distribution
• Partner with AdCouncil to produce and distribute broadcast and radio PSAs to consumer media outlets

Social PSA/Search
• Seek Google grant for free AdWords advertising on Google.com

Print PSA Distribution
• Seek national media partners to provide distribution on consumer print PSA during the month of March

Professional PSA Distribution
• Request March PSA placements in member/association professional publications
Physician Toolkit

Develop branded physician office materials that reinforce call to action of chosen campaign and provide reminders to clinicians and patients to discuss colorectal cancer screening:

- Brochures about risk factors, prevention and screening options
- Chart reminders to flag patients in need of screening
- Waiting room signs and calendars and tools incorporating campaign theme and Blue Star
Physician Toolkit Distribution

Build alliances to distribute physician toolkit materials and to highlight colorectal cancer screening and prevention messages to those for whom screening is appropriate.

Insurers  Hospital Networks  Marketing Networks
Public Relations Materials

Develop the core public relations materials to support both national and local media outreach and story development:

– Template Materials
– CRC Screening and prevention fact sheets and statistics
– CRC Infographic incorporating Blue Star
– Celebrity and Patient Testimonials
– Member Experts and Contacts
Member Portal

Private member portal within NCCRT.org to house core campaign materials, as well as approved member-developed materials to be shared among participants.
Social Media Activation

• Establish presence in key social media environments: Facebook, Twitter, Pinterest, etc.

• Develop and manage ongoing social media engagement calendar including regular posts, tweets and engagement events (Twitter parties, Facebook promotions, applications, quizzes, etc.)

• Curate and share content with members to use on their own social media properties

• Research and establish ongoing relationships with bloggers and other social conversation starters and leaders to seed messages and build traffic to social properties
Celebrity Activation

**Approaching 50**

Celebrate 50 birthdays of 50 celebrities turning 50 every year

Proactively send birthday wishes to celebrities turning 50 from the campaign and its supporters

Feature celebrities in social media and Public relations outreach, as well as in PSA materials

Replicate celebrity activation and outreach locally

**Promises**

Recruit celebrities of all ages to share their thoughts on the promises they make to themselves and others concerning their health

Curate, publish and share celebrity promises through social media and video

Integrate participating celebrities into program creative

Encourage local celebrities/notables to make and share their promises
Launch Event

U.S. Surgeon General Media Event

NCCRT partners with the U.S. Surgeon General to hold a press event in Washington DC in March 2014 to underscore the fact that colorectal cancer is the number 1 cancer killer among non-smokers and to introduce the new NCCRT platform and materials.
APPROACHING 50
PROGRAM EXTENSIONS
Birthday Milestones

Use impending birthdays as a reminder for people to talk about a colorectal cancer screening with their doctor.

- Partner with eCards or Hallmark to develop lighthearted 50th Birthday cards incorporating colon cancer screening messages
- Send reminders through Insurance companies, EAP programs
- Ride along reminders in AARP mailers
Pay it Forward

Create legacy bracelets that are registered, tracked, added to and passed along from person to person as they are screened for colorectal cancer.

– Partner with jewelry company to develop legacy bracelet incorporating Blue Star design elements

– Integrate into social media channels to track and record progress of legacy bracelets and capture patient stories

– Recruit health care centers/organizations to seed legacy bracelet concept to patients
PROMISES
PROGRAM EXTENSIONS
Promises Challenge

Recruit healthcare providers to make a goal oriented promise to improve CRC screening rates for patients turning 50 (i.e., track HEDIS, use chart reminders, etc.). Connect CRC screenings with other age-appropriate screenings already established in consumer marketplace to build awareness and bridge obstacles. Participating organizations track and report success to vie for NCCRT recognition and award(s).
Promises Network

Define a new social support model – “girlfriend networks”; comprised of related or unrelated women who agree to take action to prevent CRC, by getting screened and sharing the screening message with their other friends and family members.

Networks can be registered on program website for screening and prevention tips and to access exclusive coupons from national partner organizations.
PROGRAM MANAGEMENT
Core Program Management Team

NCCRT Program Director

NCCRT Program Advisory Committee

- 5 Members Chosen from NCCRT Membership
- 2 Steering Committee members, ACS representation
- 2-Year Term
- Supervises creative development process
- Sets and approves budgets
- Supervises program implementation

External Partner

PR/Creative agency to develop core program materials as outlined, as well as spearhead national implementation of program extension elements.
Three Program Subcommittees

Funding
Spearheads internal and external fundraising efforts including grant writing and member fundraising. Administers funding budget.

Partnership
Leads search and outreach to new campaign partners tied to specific extension program elements. Authorizes and manages partner activities.

Member Engagement
Develops new member engagement ideas and initiatives. Spearheads member outreach and participation.
MEMBER MANAGEMENT AND ENGAGEMENT
Member Management

MOUs
All participating members will sign Memorandum of Understanding governing use and participation in unified programs.

Quarterly Meetings
All participating members will be asked to participate in quarterly conference calls to discuss upcoming activities, share best practices and provide input on new campaign elements, partners, funding sources, etc.
Member Management

Campaign Metrics
Participating members will be asked to track key campaign performance indicators, as defined by the Program Oversight Committee, Program Director and external partner to measure and report total program impact nationwide.

Blue Star Awards
Annual award for member(s) who implement, measure and report most creative and effective programs supporting unified strategic platform.
2013 Timing

Establish Committees
- Seed Funding
- Implementation Funding
- Target Partner ID
- Partner Outreach

Concept Survey
- Creative Development
- Consumer Testing
- Program Materials Development
- Program Materials Production
- Member Engagement
- Program Development

Letter to Members
- MOU's

Member Update Webinars
How You Can Participate

• Integrate unified campaign messaging and assets into overarching March outreach plan and existing campaigns

• Educate spokespeople, other staff members re: unified campaign messages, and ask that they incorporate into outreach

• Promote messages via social and traditional media outreach

• Secure PSA placements online and in newsletters, member/internal publications, external publications

• Brand and distribute unified campaign materials at events – locally and nationally
How You Can Participate

• Create unique branded events/programs aimed at promoting the unified campaign

• Professional organizations, insurance providers, hospitals and hospital systems: distribute physician toolkit to medical professional members, constituents

• Actively use and contribute to Member Portal materials

• Provide updates, feedback and metrics on campaign performance to drive program refinement and fundraising
How You Can Support

• Reach out to Funding and Partnership committees to suggest possible funding sources, partners

• Tap existing relationships to help recruit potential funders/partners

• For-profit members: consider allocating funding within annual budget(s) to help support program development and implementation funds

• Foundation members: work with fundraising committee to identify potential grant opportunities
Your Role Now

• Link to presentation and platform videos

• Survey Monkey email in the next two weeks

• Share internally with leaders and colleagues

• Indicate which platform you would prefer for further development
THANK YOU
Approaching 50: Concept Statement

50 is an important milestone. Even if you are not quite there yet, it’s quickly approaching. At 50, you’ve seen a lot and learned a lot. You’ve learned that life is not always fair and that good health is not guaranteed. That doesn’t mean you can’t do something about it.

Don’t pass 50 without talking to your doctor about getting screened for colorectal cancer. There are many screening options available. You and your doctor can decide which test is the right one, at the right time, for you. Because the biggest risk factor for colon cancer is not getting screened for colon cancer.
Promises: Concept Statement

Taking care of ourselves is a promise. Getting screened for colorectal cancer is a promise to our families, our loved ones and ourselves. Making a promise commits us to one another. Making good on a promise means taking action. This is YOUR promise.

If you are 50, or approaching 50, talk to your doctor about your risk for colorectal cancer, how to prevent it and the screening options available for you.

Make the promise to get screened for colorectal cancer, so you can fulfill all the other promises life brings.