Tips for Evaluating a Colorectal Cancer Screening Social Media Campaign

August 11th, 2015
Webinar
March 2015 Highlights: Release of new tested messages

What it is:
Guidebook to help communicate to three core audiences:
• Financially challenged
• Newly insured
• Insured procrastinators

Who it’s for:
• CRC screening champions looking to move unscreened

Where to find it:
Purpose of Today’s Webinar

• Review how to evaluate a social media campaign using the seven steps to evaluation
• Present an example of a social media campaign focused on colorectal cancer screening
• Discuss what evaluation of this type of campaign entails
• Highlight tools available to assist with evaluation of social media
• Discuss the unique challenges in evaluating the impact of social media
• Q&A
Presenters:

Tamar Wallace (Moderator)
Co-Chair, National Colorectal Cancer Evidence Based Education and Outreach Task Group
NYU Langone Medical Center

Cheryl Holm-Hansen, PhD
Senior Research Manager, Wilder Research
Amherst H. Wilder Foundation

Kanako Kashima, BA
Research Assistant, Comprehensive Cancer Control
George Washington University Cancer Institute
Evaluation toolkit

nccrt.org/about/public-education/evaluation-toolkit/
**Assessing organization capacity**

**OVERVIEW:** An important early step in conducting an evaluation is to assess your agency’s readiness, to help you to design an evaluation that aligns with your existing capacity, or to help you prioritize areas where you need to build your capacity in order to conduct a meaningful evaluation. This worksheet can be used to identify the existing evaluation capacity of your organization and to identify areas for improvement.

1. Who is currently responsible for overseeing program evaluation?

2. What resistance, if any, has your agency experienced from staff when engaging in evaluations? What resistance, if any, from clients?

**What is evaluation?**

We know that screening for colorectal cancer helps prevent and detect the disease early, thus increasing the likelihood of survival in these individuals. For these reasons, many organizations focus resources on raising awareness about colorectal cancer and increasing individuals’ commitment to undergo screening. Evaluation, collecting information about how your program operates and its impact, helps you demonstrate the success of your activities and identify ways to improve. A good evaluation can also help you monitor service delivery, assess participant or community needs, and secure or maintain funding for your program.

The materials presented in this tip sheet and the larger toolkit are intended to help you evaluate an array of strategies designed to promote colorectal cancer screening among at-risk populations.
Overview of the evaluation process

1. Use and share the information
2. Describe and map your program
3. Prioritize what you need to know
4. Sort and analyze the information
5. Design your evaluation
6. Collect the information
7. Create tools for gathering information
Using NCCRT’s *Evaluation Toolkit* for Social Media

Kanako Kashima

GW Cancer Institute

August 11, 2015
Outline

• What is social media?
• Why use social media?
• How is social media useful for public health?
• How can we measure social media efforts?
• What are some challenges and solutions to social media evaluation?
• What social media resources exist to get you started?

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Definition

“Internet-based tools that allow individuals and communities to gather and communicate; to share information, ideas, personal messages, images, and other content; and, in some cases, to collaborate with other users in real time”

Why Use Social Media?


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GW Cancer Institute
Cancer Control TAP
Tap into resources to control cancer
Why Use Social Media?


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Who Uses Social Media?

<table>
<thead>
<tr>
<th>% of internet users within each group who use social networking sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>All internet users</td>
</tr>
<tr>
<td>a Men</td>
</tr>
<tr>
<td>b Women</td>
</tr>
<tr>
<td>a 18-29</td>
</tr>
<tr>
<td>b 30-49</td>
</tr>
<tr>
<td>c 50-64</td>
</tr>
<tr>
<td>d 65+</td>
</tr>
<tr>
<td>a High school grad or less</td>
</tr>
<tr>
<td>b Some college</td>
</tr>
<tr>
<td>c College+</td>
</tr>
<tr>
<td>a Less than $30,000/yr</td>
</tr>
<tr>
<td>b $30,000-$49,999</td>
</tr>
<tr>
<td>c $50,000-$74,999</td>
</tr>
<tr>
<td>d $75,000+</td>
</tr>
</tbody>
</table>


Note: Percentages marked with a superscript letter (e.g., \(\text{a}\)) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER
Who Uses Social Media?

Age distribution by social networking site platform

% of social networking site users on each site who are in each age group. For instance, 29% of MySpace users are 18-22 years old.

MySpace: 29% 18-22, 17% 23-35, 16% 36-49, 10% 50-65, 3% 65+
Facebook: 33% 18-22, 25% 23-35, 19% 36-49, 6% 50-65, 6% 65+
LinkedIn: 32% 18-22, 36% 23-35, 23% 36-49, 4% 50-65, 4% 65+
Twitter: 34% 18-22, 24% 23-35, 24% 36-49, 4% 50-65, 4% 65+
Other SNS: 28% 18-22, 28% 23-35, 21% 36-49, 19% 50-65, 19% 65+

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.
Social Media Evaluation

National Colorectal Cancer Roundtable’s Evaluation Toolkit, Version 3: How to Evaluate Activities to Increase Awareness and Use of Colorectal Cancer Screening

tinyurl.com/NCCRTevaluation


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Social Media Evaluation

Step 1: Describe and map your program
Step 2: Prioritize your evaluation questions
Step 3: Design the evaluation
Step 4: Identify or develop data collection instruments
Step 5: Collect the data
Step 6: Organize and analyze information
Step 7: Using and sharing evaluation results

Evaluation: Describe and map your program

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018

Getting screened for #ColorectalCancer doesn't have to break the bank! Most insurance plans and #Medicare help pay for #ColorectalCancer screening for people aged 50 and older. Find out more: http://ow.ly/HYcku

Evaluation: Describe and map your program

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018

Program Theory

1. **IF** the activity is provided, **THEN** what—realistically—should be the result for participants?
2. **WHY** do you believe the activity will lead to this result?
3. **WHAT** evidence do you have that the activity will lead to this result?

Evaluation: Describe and map your program

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

Staff disseminates educational Facebook messaging targeting the newly insured

The newly insured learn that there are several screening options available and that most health insurance covers preventive tests

Target audience talk to their loved ones and doctors about getting screened

Target audience get appropriate and recommended colorectal cancer screening

Colorectal cancer screening rates increase

Colorectal cancer incidence and mortality decrease

Communication Objective

Behavioral Objective

Health Objective

### Evaluation: Describe and map your program

**EXAMPLE:** Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured.

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activity</th>
<th>Outputs</th>
<th>Short-term outcomes</th>
<th>Intermediate outcomes</th>
<th>Long-term outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>Create and send FB posts</td>
<td># of posts</td>
<td>Increased knowledge of CRC screening</td>
<td>Increase doctors appointments</td>
<td>CRC incidence and mortality decreases</td>
</tr>
<tr>
<td>Time</td>
<td></td>
<td># of impressions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td># of engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Evaluation: Prioritize your evaluation questions

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

Outcome Evaluation

1. Which outcomes will be most useful in understanding program success and guiding improvements?
2. Which outcomes are most important to the participants?
3. Which outcomes are most important to other stakeholders, including funders?

Evaluation: Prioritize your evaluation questions

1. Describe
2. Prioritize
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EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

Process Evaluation

1. How much would it influence participant outcomes or satisfaction?
2. How strongly does it concern staff members or other stakeholders?
3. How substantially would it help with planning or improvement decisions?

Evaluation: Describe and map your program

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use

Inputs
- Staff
- Time

Activity
- Create and send FB posts

Outputs
- # of posts
- # of impressions
- # of engagement

Short-term outcomes
- Increased knowledge of CRC screening
- Increased conversation on CRC screening

Intermediate outcomes
- Increase doctors appointments
- CRC screening rates increase

Long-term outcomes
- CRC incidence and mortality decreases

Additional Reading:
### Evaluation: Design the evaluation

|-------------|--------------|-----------|-------------|-----------|-------------|-------|

**EXAMPLE:** Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

<table>
<thead>
<tr>
<th># of posts, impressions and engagement</th>
<th># of comments and others tagged</th>
<th>Doctor’s appointments and CRC screening rates</th>
</tr>
</thead>
</table>

Evaluation: Identify or develop data collection instruments and collect data

1. **Describe**
2. **Prioritize**
3. **Design**
4. **Identify**
5. **Collect**
6. **Organize**
7. **Use**

**EXAMPLE:** Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured.


[Accessed July 9, 2015](http://nccrt.org/about/public-education/evaluation-toolkit/)
Evaluation: Identify or develop data collection instruments and collect data

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EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured


Evaluation: Identify or develop data collection instruments and collect data

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use

# of comments and others tagged

Four out of ten adolescent girls and six out of ten adolescent boys haven’t started the HPV vaccine series. Learn more about the latest HPV vaccination coverage estimates. http://1.usa.gov/1KFoNjC

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EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

Doctor’s appointments and CRC screening rates

GW Cancer Institute @GW Cancer Inst · 33s
Colonoscopy isn’t the only way to get #ColorectalCancer screening. Read more about your options & talk to your doc: ow.ly/HY99v
Evaluation: Identify or develop data collection instruments and collect data

1. Describe  
2. Prioritize  
3. Design  
4. Identify  
5. Collect  
6. Organize  
7. Use

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured.
Evaluation: Limitations and Solutions

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use
Evaluation: Limitations and Solutions

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use

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Photo credit: socialhi5.com
Evaluation: Limitations and Solutions

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use

Focus groups
Interviews
Case Studies
Surveys
Evaluation: Organize and analyze information

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

• What patterns and themes emerge from the results?
• Are any findings surprising? If so, how do you explain these results?
• Do any interesting stories emerge from the results?

Evaluation: Use and share evaluation results

1. Describe
2. Prioritize
3. Design
4. Identify
5. Collect
6. Organize
7. Use

EXAMPLE: Program theory for Comprehensive Cancer Control program looking to increase colorectal cancer screening to 80% by 2018 among the newly insured

• Share findings
• Use results to enhance programming
  • Set goals
  • Review other communication programs or evaluation studies
  • Consider short- and long-term improvement strategies


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Technical Assistance Portal  
www.CancerControlTAP.org

tinyurl.com/SocialMediaToolkits

- Toolkits target specific awareness months

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<thead>
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<tbody>
<tr>
<td>Prostate Cancer</td>
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<tr>
<td>Breast Cancer</td>
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<tr>
<td>Lung Cancer</td>
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<tr>
<td>Cervical Cancer/HPV</td>
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<tr>
<td>World Cancer Day</td>
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<tr>
<td>Colorectal Cancer</td>
</tr>
<tr>
<td>Melanoma/Skin Cancer</td>
</tr>
<tr>
<td>National Cancer Survivors Day</td>
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</tbody>
</table>

- Explains social media basics and provides a mini-tutorial on media management
- Provides sample Facebook posts and Tweets to use
Dive in!
GW Cancer Institute Technical Assistance Team

Serena  Aubrey  Mandi  Anne

Kanako  Yamisha  Shaira  Monique

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GW Cancer Institute
Cancer Control TAP
Tap into resources to control cancer
Thank you!

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202-994-2075

Website: www.CancerControlTAP.org
Twitter: @GW Cancer Inst
Email: cancercontrol@gwu.edu
Tips for evaluating social media efforts

• Understand your target population’s use of social media
• Be clear about your social media goals
• Gather input to shape your social media content
• Match metrics to your goals
Tips for evaluating social media efforts

• Use the right monitoring tool (tip: check out SocDir.com for ideas)
• Document your baseline
• Focus on most important numbers
• Use data to make real-time adjustments
Questions
Thank You!

• Today’s speakers
• Wilder Research
• George Washington University Cancer Institute
• NCCRT Evidence-based Education & Outreach Task Group

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Join us for the following upcoming webinars:

Monday, August 17th at 3:00pm EST – Links of Care: Improving Access to Specialists for Community Health Center Patients in the Delivery of Colorectal Cancer Screening
Registration link: https://acsevents.webex.com/acsevents/onstage/g.php?d=664630572&t=a

Thursday, September 10th at 1:00pm EST – 80% by 2018 Exemplary Program Series: What Health Plans Can Do to Achieve 80%
Save the Date -- Registration not yet opened

Monday, September 21st 1:00pm EST – Evaluating Systems Change focused on Colorectal Cancer Screening
Save the Date -- Registration not yet opened
For more information contact:
Mary Doroshenk, MA
Mary.doroshenk@cancer.org

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Facebook: http://www.facebook.com/coloncancerroundtable