Public Awareness & Social Media Task Group

Pre-Annual Meeting Task Group Informational Webinar
2018 Updates / 2019 Planning

October 22, 2018
12:30 p.m. EST
Agenda
- Welcome & Introductions
- Task Group Charge
- Accomplishments
- Current projects
- Possible topics for annual meeting task group session
- Q&A
Task Group Co-Chairs

- Anjee Davis, MPPA, Fight Colorectal Cancer
- Dave Greenwald, MD, American College of Gastroenterology
Charge:

- The charge of this group is to help unify and promote CRC screening and awareness through multiple channels
Task Group Themes

- Create communications tools and plan for March
- Provide opportunities to participate
- Provide forum/recognition to showcase 80% by 2018 stories of success
- Define role of survivors
- Continue to create advice on culturally competent outreach
FY 18 Project Plan:

Plan to Transition Beyond 2018

- Finish strong
- Declare success
- Be clear new initiative is coming
- Get partner input on what comes next
FY18 Projects – Finish Strong

- Take March 2018 to the next level
  - Colorectal Cancer Screening Coast to Coast: Driving toward 80%
  - Events in NYC, LA, DC, possibly others
  - Watch parties
FY18 Projects – Finish Strong

Accomplishments

Colorectal Cancer Screening Coast to Coast: *Driving toward 80%*

- Livestream broadcasts and live events from NYC, LA, DC
- NCCRT joined Fight Colorectal Cancer and the American Cancer Society, with support from the Mayo Clinic, Exact Sciences, UPS, and others
Objectives:

• Kick off 2018 and Finish Strong
• Raise general CRC screening awareness by featuring celebrities and survivors
• Coming together to share stories about hope, emphasize the importance of screening, celebrate progress, and look to the road ahead
• Celebrating the 80% by 2018 National Achievement Award honorees
March 20 - Colorectal Cancer Screening Coast to Coast: Driving toward 80%

- CRCCoast2Coast.org: 2,300 website hits
- The Blue Carpet pre-show and the CRC Coast to Coast live stream show: 23,600+ views and reached 69,500 people
- Web and social media casts reached more than 100,000 people and generated 37.4 million impressions!

- [Watch the replay](#)
- [Read the blog recap](#)
- [Fight CRC LA Recap](#)
FY18 Projects – Finish Strong

Accomplishments

- Wave of engagement from partners around the country hosting 80% by 2018 events
- 97 events throughout March
- Watch parties, state proclamation signings, lobby days, press briefings, radio interviews, state roundtable meetings, shining blue lights on buildings, bridges and skylines, health fairs and more

Arkansas Gov. Signs Proclamation

Maine Watch Party

Denver City County Building

South Carolina Medical Center

NYC Radio Interview
FY18 Projects – Declare success

- Evaluation of 80% by 2018 (Evaluation & Measurement Task Group)
- 80% by 2018 Success Story Qualitative Report
- Open call for 30 second video success stories
FY18 – Declare Success

Accomplishments

• Drafted two manuscripts in partnership with Evaluation and Measurement Task Group (Finalize and Submit for Publication)
  • 80% Overview
  • 80% Progress

• Beyond Thankful 80% by 2018 Glossy Report (Release 2018 Annual Meeting)
  • And companion video!

• Accepted Red Section Editorial - American Journal of Gastroenterology

• Made a call for success videos
  • OSU Submission: https://www.youtube.com/watch?v=khui88ZRu5M
FY18 – Be Clear New Initiative Coming & Get Partner Input

- Update 2014 market research
- Listening Tour for next campaign
- Release new initiative
FY18 – Declare Success
Accomplishments

- Two Phases of Market Research Completed
  - Profiles include: 50 to 54 y/o; Rural; Insured; African American; 45-49 y/o
  - Phase 3 CRC message testing to begin after Annual Meeting

- Listening Tour Conducted
  - Opt-in Survey sent to all partners
  - Key stakeholder interviews
  - Three in-person focus groups
  - “Qual Boards”
  - Partner survey – Slogans and Descriptions (In-progress)

Take the Survey: http://www.surveymonkey.com/next80campaign
Findings from NCCRT Market Research with the Unscreened about CRC Screening

Bill Willard, Director, Marketing Research, American Cancer Society, Inc.

Michelle Aubertine, Project Manager, KS&R

Thursday, November 15 3:30 PM – 5:00 PM
2018 Awardees (60 nominations received!)

Grand Prize: Oklahoma City Indian Clinic (Community Health Center)

- Increased CRC screening rates among age-eligible patients from 14% in 2007 to 64% in 2016, while patient volume increased by 27%

Honorees:

- AltaMed Health Services (Community Health Center)
- Ameren (Employer)
- Ohio Academy of Family Physicians (Medical Prof. Society)
- The Ohio State Comprehensive Cancer Center – Arthur G. James Hospital and Richard J. Solove Research Institute (Health System)
- Samuel C. Pace, M.D. (Physician Champion / Survivor)
- Partnership for Health Lincoln
The redesigned, improved www.NCCRT.org website has proved successful!

- Pageviews and unique pageviews doubled year over year
- Average time on page increased 20%
- New users increased 125%
- Nearly 150,000 pageviews since launch
- Top pages:
  - Resource center
  - 80% campaign page
  - National Map of Pledges
  - 80% Pledge
  - Events
- Top Resources:
  - Clinician’s Reference: Stool-Based Tests For CRC Screening
  - 2017 Communications Guidebook
  - Steps manual for Community Health Centers
  - CRC Awareness Month Social Media Toolkit (Need updates?)

Interactive Map of Pledges

Find out where your state stands.
FY19 Project Plan

- Support and mobilization around new campaign
  - 2019 Kick-off event
  - Develop compelling message to transition beyond 2018. (Slogan and description survey in-field.)
  - Hold two video conference calls on launch of new campaign. Post-Annual meeting and prior to formal launch.
  - Development of NCCRT Communications and Marketing Plan (Blog calendar, social channel assessment, new 80% campaign calendar, other digital avenues, etc.)

- Market Research Update
  - Development of 2019 Communication Guidebook from Market Research
  - Planning (early phase work) for a rural health toolkit. (Other market research needs here?)

- Resource Review and Assessment
  - Review of resources on family history & appropriate messaging for on-time screening / family history for each age group (20s, 30s, 40s, etc.)
    - Refreshing FamilyPlz?
  - Consistently address early onset across all tools / bring attention to early signs and symptoms and proper follow-up

- Engage other stakeholders
  - Identifying opportunities to pair CRC messaging with other prevention messaging (e.g. CRC and mammogram, Flu-FIT, #hearhealthyandcancerfree, Cancer Screen Week). Comprehensive Cancer Control National Partners?
FY20 Project Plan – Early Thoughts

- Continued campaign-related communication (reaching populations of focus)
  - 50 to 54
  - Employers
  - On-time messaging
  - How to package? One pagers, briefs?
- Rural Health Toolkit (Topics to include: Profile, disparities, access, transportation, … )
- What is the new FamilyPLZ? Repackage, remarket, etc.
- Updated or new areas of Market Research?
- Guidance on utilizing and targeting patient portals
- (Development?), Implementation, and evaluation of coordinated communications plan
- Telling patient stories of cancer avoidance due to screening
- Communications/guide for patients experiencing natural disaster (e.g. Puerto Rico).

- What Else?
To be continued on
Wednesday, November 14, 2018
5:00 to 6:30 p.m.

Sheraton Inner Harbor
Baltimore, MD

See you there!
Questions & Suggestions?