Public Awareness Task Group
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

80% by 2018

Recommended Messaging to Reach the Unscreened

2017 COMMUNICATIONS GUIDEBOOK

80% by 2018

Tested Messages to Reach the Unscreened

Hispanics/Latinos and Colorectal Cancer

Companion Guide

80% by 2018

Recommended Messages to Reach Asian Americans

Asian Americans' and Colorectal Cancer

Companion Guide

80% by 2018

What Can Survivors & Families Do to Advance 80% by 2018?

Colonial cancer is the second leading cause of cancer death in the United States among men and women combined, yet it's one of the most preventable.

As a cancer survivor or family member, you're among our most empowered partners in stopping this preventable disease. Please act today by getting your family or friends screened.
FY17 Project Plan (Nov. 2016)

• Update 80% by 2018 Communications Guidebook to incorporate added tools, advice and messages for Asian Americans
• 80% by 2018 National Achievement Award program
• Share success stories
• Develop shared March Communications plan
  – Unify voice to consumers
  – Highlight 80% by 18 successes
  – Feed into March 1st event
FY17 Project Plan (Nov. 2016 Cont.)

• Finalize evaluation plan for tested messages (Evaluation & Measurement Task Group)
• Refresh nccrt.org/feature success
  – New Resource Center now features partner resources
FY17 Project Plan Accomplishments
Update to 80% by 2018 Communications Guidebook

What it is:
Guidebook designed to help understand and communicate colorectal screening options to core audiences.

Who is it for?
• Financially challenged
• Newly insured
• Insured procrastinators

What’s in it?:
• Tested messages
• Other assets
What’s new in the 2017 Guidebook?

• Updated statistics for 2017
• New guidance on engaging celebrities, tips on earning earned media and tools to evaluate your 80% by 2018 messaging efforts
• Updated social media calendar
• Updated Sample Press Releases
• Links to new 80% by 2018 resources

Being a Part of the 80% by 2018 Effort

All About 80% by 2018

As we are all playing a role in the 80% by 2018 initiative, when speaking to media or potential partners about the campaign there are a number of assets available on the National Colorectal Cancer Roundtable website (http://nccrt.org), or you can link to materials below:

80% by 2018 Talking Points
80% by 80% by 2018 Online Pledge
80% by 2018 Graphics
80% by 2018 Blog
80% by 2018 Organizations
80% by 2018 Press Backgrounder
80% by 2018 Promo Reel (40 seconds)
Watch Katie Couric voice her support for 80% by 2018
Watch Dr. Richard Wender, NCCRT Chair, review the 10 steps it will take to get to 80% by 2018
Watch 80% by 2018 webinar archives and check nccrt.org for upcoming events
What it is:

• Companion guide based on market research on unscreened Asian Americans, including:
  • Perceptions about CRC and barriers to screening among unscreened Asian Americans
  • Recommendations for reaching Asian Americans (Cambodian, Chinese, Filipino, Korean, Laotian, South Asian, and Vietnamese)
  • Recommended messages in several Asian languages
What’s in the Companion Guide?

• Top 5 recommended messages (Chinese, Korean, Lao, Urdu and Vietnamese)
• Links to materials in Asian languages
• Social media messages
• Radio and TV scripts

When people share their individual stories it can raise awareness in the whole community.
Partners are using the messages

Here are some examples of partners how partners are using the recommended messages.

Postcard mailed to 16,000 individuals this March!
(National Alliance for Hispanic Health)
• Working with Celebrity Ambassadors
• Earn Your Earned Media
• Guidance on Evaluating 80% by 2018 Messaging
2017 Awardees

Grand Prize: Advocate Illinois Masonic Medical Center

- Increased screening from 25% to 70% in three years!

Honorees:

- C. L. Brumback Primary Care Clinics
- Candace Henley of the Blue Hat Foundation
- Great Plains Quality Innovation Network
- Surgery on Sunday Louisville, Inc.
- The Veterans Health Administration

96 nominations received!
Blog features guest posts and interviews with CRC screening leaders
• Helps in promoting partner successes
• Launched in January 2016
• 10 posts in 2016
• Already 10 posts in 2017!
March 1, 2017 event: *Countdown to 2018*

- Livestream broadcast and live event at the Hard Rock Cafe in Times Square, NYC
- NCCRT partnership with Fight CRC, ACS, Stand Up To Cancer, the Mayo Clinic, the Entertainment Industry Foundation and Exact Sciences

Co-hosts Katie Couric and Luke Perry!
March 1, 2017 event: *Countdown to 2018*

Objectives:
- Mark the start of March
- Keep our 80% by 2018 momentum going
- Raise general CRC screening awareness by featuring celebrities and survivors

The event also featured:
- Interviews with the six 80% by 2018 National Achievement Award honorees
- Partner PSAs (ASGE, CCA, Center for Colon Cancer Research, 70 by 20, etc.)
Countdown to 2018: Pickup and reach

- Within 24 hours, CRCCountdown.org received 1,000 hits
- The live broadcast gathered over 18,500 unique views
- Over 1,800 engagements across social media channels
- All combined, web and social media casts reached more than 100,000 people and generated 37.4 million impressions!

When we all stand together, and urge those who need to be screened to get screened, then colon cancer doesn’t stand a chance. Events, like the one on March 1st, really help reinforce that it’s possible to beat this disease. — Katie Couric

- Watch the replay: bit.ly/2owkHHE
- Read the blog recap: nccrt.org/countdown-to-2018-event-recap/
- Event won ACG’s SCOPY award
A redesigned, improved www.NCCRT.org website has launched.

New features include:

- 80% by 2018 interactive map
- Searchable Resource Center
- An easier way for you to share your key resources with the CRC community

Take a guided tour at:
New Interactive Map of Pledges

Find out where your state stands.
New Resource Center

All the tools you need are all in one place.
New Resource Center

Do you have something that will help all of us? Submit it to the resource center!
New nccrt.org webpages host partner videos

- Entertainment Industry Foundation / Stand Up To Cancer celebrity videos, medical professional society videos, and more!

Partner Videos & PSAs

NCCRT Members have developed a wealth of videos and public service announcements (PSAs) to promote colorectal cancer screening that you can use, promote and share. Visit the links below for details.

Entertainment Industry Foundation / Stand Up To Cancer Celebrity Videos

Katie Couric, Stand Up To Cancer (SU2C) co-founder and founder the National Colorectal Cancer Research Alliance — with SU2C — launched an exciting celebrity-filled social media campaign to raise awareness for colorectal cancer screening.

A wide cross section of TV and movie stars generously recorded quick “get screened” messages (many of them while walking the red carpet at the 2017 Screen Actors Guild Awards). From Glenn Close to John Legend to cast members of some of TV’s — and the streaming world’s — most popular shows, an

nccrt.org/partner-videos/
FY 18 -- 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
  - Open call for 30 second video success stories (email YouTube link to nccrt@cancer.org with 80% by 2018 Success in the subject line)
  - Watch parties?
FY18 Projects – Declare success

- Evaluation of 80% by 2018 (Evaluation & Measurement Task Group)
- 80% by 2018 Success Story Qualitative Report (Spring) (Need advisory group)
FY18 Projects – Be clear new initiative is coming/Get partner input

- Update 2014 market research (need advisory group)
- Listening Tour Underway (Surveys, interviews and focus groups)
- New initiative to be released summer of 2018
Key Points of Discussion

- 30-second 80% by 2018 success videos
  - Magisto (www.magisto.com) – suggested software to assist in making video
  - Audience: Can be business-to-business or public-facing awareness
  - Idea to unify videos with a cohesive slider or final screen. (Bryan Goettel of Exact might be able to assist with graphic design). Encourage use ahead of time, i.e. to post to the site it needs to include some minimum elements.
  - Tag videos by category: e.g. member accomplishments, patient stories, underserved communities, innovative strategies, strong call to action, breaking down barriers, identify by states or regions. Show how partners are addressing barriers.
  - Consider how to share: NCCRT to share throughout March, partners encouraged to retweet and share. Tag with #80by2018. Be cautious about creating new hashtags.
    - 31 days in March. “Blue Star Days” Each week could have a theme (see next slide). Opens the door to engage by topic. Send out a calendar and ask orgs to commit to a date. Solicit content early (Feb. 1?) in order to line up PR.
    - Twitter Chat/Storm/Thunderclap to align with the theme of the week. Aim for Tues, Wed, or Thursday. March 1 is Thursday.
  - Develop a how-to with top tips on creating video
    - Erin Peterson to lead, Jane Rubinstein happy to share best practices from the NCCRA tech team
Key Points of Discussion

- 30-second 80% by 2018 success videos – Proposed sign ups for 31 days of March (Paul Limburg)
Key Points of Discussion

- **80% by 2018 Qualitative Report**
  - Planning is still early. Could include success stories, partner profiles. NCCRT is interested in forming an advisory group and looking for volunteers.
  - NCCRT could also encourage partners to develop their own reports.
  - Dissemination/promotion: At the least we’ll post to nccrt.org, create an e-book? digital story?

- **2018 Market Research Update (refresh of the 2014 research)**
  - NCCRT would like to get feedback from the Pub Awareness task group/form an advisory group to help inform the process.
  - What do we want to know from the new market research?:
    - CRC screening is supposed to be free under the ACA, but there are gaps. What exactly are the barriers? Co-pays? Are providers not accepting Medicaid? What messages would compel the newly insured?
    - Balance messages about screening leading to a diagnosis with messages about screening leading to peace of mind (i.e. ruling out cancer/being cleared). (NCCRA research points to this.) For example, “now that I’ve been screened it feels great to be cleared and I don’t need to be screened for X years.”
    - Make sure message is clear about addressing symptoms and family history at any age. Consider expanding age range to understand the younger population. Develop dual messages for both individuals and healthcare providers. (Draw from the Early Onset Meeting report to inform this work.)
Gaps/needs/ FY19 NCCRT Projects

- Need to develop compelling message to transition beyond 2018. (This work is underway.)
- Need for communications/guide for patients experiencing natural disaster (e.g. Puerto Rico). In PR, practices affected 40-60%. Consider how to message to communities that have been impacted. Think about how to leverage the market research for this.
- Consider opportunities to pair CRC messaging with other prevention messaging (e.g. CRC and mammogram, Flu-FIT, #hearthealthyandcancerfree, Cancer Screen Week). Many of the risk factors are the same. Think about how to build broader coalitions. Leverage CCCP National Partners (Nikki can assist).
- Consider focusing on rural populations. Much of the “hot spots” (highest CRC mortality) region is rural.
  - Project idea: Update rural health toolkit?
- Consider refreshing our resources on family history. Provide guidance for each age group (20s, 30s, 40s, etc.)/How to go about gathering family history.
  - Project idea: Do an inventory of available apps and resources, including Mayo resources. Consider using platforms like StoryCorps.
  - Refresh FamilyPlz? (Family history-oriented campaign)
- Consider educating young people (high school, college, 30s). Start CRC awareness (e.g. awareness of tests) early. Consistently address early onset across all tools.
Opportunities/FY19 NCCRT Projects

Should we hold an in-person meeting to plan new campaign? Or can we do it remotely?

- We agreed to hold 2 video conferences as an alternative to an in-person meeting. We commit to have a couple video conferences where the different committees/advisory groups update each other.
Parking Lot Issues:
Immediate Next Steps
Advisory Groups/Volunteers:

80% by 2018 videos:
- Erin Peterson, Colon Cancer Coalition (to lead best practices guide, etc.), erin@coloncancercoalition.org
- Jane Rubinstein, Stand Up To Cancer/NCCRA, jrubinstein@su2c.org
- Amy Manela, Amy Manela & Associates, amymanela@comcast.net
- Bryan Goettel, Exact Sciences Corporation (might be able to provide graphic design support), bgoettel@exactsciences.com
- Gina Steiner, American Society for Gastrointestinal Endoscopy, gsteiner@asge.org

Market Research Advisory Group:
- Anne-Louise Oliphant, American College of Gastroenterology, aoliphant@gi.org
- Paige Cucchi, American Cancer Society, Paige.Cucchi@cancer.org
- Jordan Karlitz, American College of Gastroenterology, jkarlitz@tulane.edu
- Jane Rubinstein, Stand Up To Cancer/NCCRA, jrubinstein@su2c.org
- Anjee Davis, Fight CRC, Anjee@fightcrc.org
- Dave Greenwald, Mount Sinai Hospital, david.greenwald@mountsinai.org
- Paul Limburg, Mayo Clinic, limburg.paul@mayo.edu
- Kwame Sheehy, American Cancer Society, Kwame.Sheehy@cancer.org
Advisory Groups/Volunteers:

80% by 2018 Qualitative Research Report:

- Dave Greenwald, Mount Sinai Hospital, david.greenwald@mountsinai.org
- Nikki Hayes, CDC, nhayes2@cdc.gov
- Laura Habighorst, SGNA, lhabighorst@aol.com
- Marta Sanchez, PR colorectal Cancer Control Program, marta.sanchez2@upr.edu
- Brian Davis, American College of Gastroenterology, bdavis@gi.org

Family History Tools/Apps Inventory:

- Amy Manela, Amy Manela & Associates, amymanela@comcast.net
- Paul Limburg, Mayo Clinic (to look into involving Mayo Center for Innovation and design researchers), limburg.paul@mayo.edu
- Andrew Wortmann, Fight CRC, andrew@fightcolorectalcancer.org
- Sophie Balzora, NYU School of Medicine, Sophie.Balzora@nyumc.org
- Jennifer Hatcher, University of Kentucky, jennifer.hatcher@uky.edu