Public Awareness and Social Media Task Group Report
Agenda
- Welcome & Introductions
- Progress of the Task Group (Anjee & Dave)
- Discuss Communications Plan (Colleen)
- Discussion/Q&A
- Gaps/remaining needs
- Opportunities for NCCRT
- Next Steps
Charge:

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

- Anjee Davis, MPPA, Fight Colorectal Cancer
- Dave Greenwald, MD, American College of Gastroenterology
-Blue Star Subgroups Co-Chairs:
  Jo-Ellen DeLuca, UOAA
  Charlie Weatherspoon, Eric Davis Foundation

-Social Media Subgroups Co-Chairs:
  • Aimee Frank, AGA
  • Dave Greenwald, ACG
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Task Group Themes

• Create communications tools and plan for March
• Provide opportunity 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 16 Accomplishments:

• Successful launch of updated Communications Guidebook (over 8500 downloads)
• Conducted market research and identified messages and created guide for reaching Hispanic/Latinos (850 downloads)
• Launched 80% by 2018 Leadership/Success story blog
• Hosted February Webinar on Communications Guidebook (400 attended; 300 watched the replay)
• Launched 80% by 2018 National Achievement Awards
FY 16 Accomplishments:

- March 80% by 2018 Webcast (Viewed by over 1,800)
- March Twitter chat
- Define role of survivors and family members in 80% by 2018 effort
- Drafted new Communications Companion Guide for Asian Americans
- Launched 80% Hall of Fame
Update 80% by 2018 Communications Guidebook

80% by 2018

Recommended Messaging to Reach the Unscreened

2016 COMMUNICATIONS GUIDEBOOK

See Hispanics/Latinos and Colorectal Cancer Companion Guide for Tested Messages in Spanish!
80% by 2018

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

Colorectal 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 are among our most important champions promoting the importance of screening. Join the national effort to get 80% of adults ages 50 and older regularly screened for colorectal cancer by 2018.

The number of colorectal cancer cases is dropping, thanks to screening. We are helping save lives. You can help.
2016 Awardees

Grand Prize: Coal Country Community Health Centers of North Dakota

- Increased screening from 29% to 70% in three years!

Honorees:
- Phoebe Putney Health System of Georgia
- Tina Kiser Cancer Concern Coalition of Ohio
- Premier Medical Associates of Pennsylvania
- South Carolina Public Employee Benefit Authority

76 nominations received!
80% by 2018 webcast: *The Road to Success*

- Marked the anniversary of 80% by 2018 launch
- Featured interviews with the five 80% by 2018 National Achievement Award honorees
- Nearly 1,800 people viewed the webcast
- 98% rated the content quality good or great
New 80% by 2018 Blog

Announcing the

80% by 2018 BLOG

Shining a spotlight on 80% by 2018 successes, leaders, best practices and tools
2016 CRC Awareness Month Twitter Chats

- March 1: Colorectal Cancer: What Latinos Should Know
  - Hosted by UT Health Science Center at San Antonio, in partnership with NCCRT, the Colon Cancer Alliance and Fight Colorectal Cancer
  - 70 contributors, 262,000 reach
- March 2: Colorectal Cancer in American Indians
  - Hosted by the American Indian Cancer Foundation, in partnership with NCCRT and others
- March 10: Annual CDC Cancer Chat
  - Hosted by CDC, in partnership with NCCRT and others
  - 5.5 million impressions from 802 Twitter mentions by 251 users
NCCRT partnered with the National Alliance for Hispanic Health to participate in a social media blast to promote colon cancer awareness among Hispanics on March 29:

- English message: 157 registered = 950,000+ reach
- Spanish message: 102 registered = 210,000+ reach

“March is #coloncancer awareness month. Call 1-866-783-2645 today for life-saving screening info and referrals
http://thndr.me/RK3ZM7”

“Marzo, mes de la conscientización sobre el #cancerdecolon. La detección temprana salva vidas. Llame al 866-783-2645
http://thndr.me/9ZiKWy”

If you’re 50 or older, call 1-(866)-SU FAMILIA today about getting screened for colon cancer.
Numerous other successes

- Delaware’s Governor Signs 80% by 2018 Pledge
- Messages light up Times Square
- Katie Couric blogs for the American Journal of Gastroenterology
- Fight Colorectal Cancer rings the NASDAQ closing bell
- AGA, ACG, ASGE and others launch new social media messages and graphics
- Mediaplanet cover story on Colon Health
- And so much more!
Little Rock Bridge Goes Blue!
Columbus Ohio Goes Blue for a Night!
What should March 2017 and 2018 look like?
FY17 Project Plan

• 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 (Cont.)

• Finalize evaluation plan for tested messages (Evaluation and Measurement Task Group)
• Refresh nccrt.org/feature success
  – 80% by 2018 Web Repository
Projects for Discussion:

• How have your communications need changed?
• What other market research projects or communications materials are out there?
• What else is needed in terms of communication and planning?
• What does March 1st look like?
• How does that tie into a draft 2017 Communications Plan?
Key Points of Discussion:

- Impact of Political Landscape
  - Overall, the group said we can do constructive things that continue the conversation about colorectal cancer screening.
  - The impact of local success stories is critical to share during these times.
Key Points of Discussion:

• Communications Guidebook
  – Conversation about other types of guidebooks to tackle in the future since we now have Hispanic and will have Asian American.
  – For AAIP toolkit, feedback was a need for more specific examples, example language, and graphic tools to help guide and support local efforts and need to make examples specific to sub populations.
  – We currently lack guidance on Pacific islanders. CDC has a special interest in tools for PI community for an upcoming conference. If we can add that they could help disseminate the toolkit.
Key Points of Discussion:

• Emerging Channels for Communicating our Message
  – Source of news is changing. Social media is used more often than traditional vehicles, but we can’t forget that some local papers still print the exact press release we give them. Need to have a mix of old and new.
  – Videos are a good idea; they don’t need to be expensive to be worthwhile tools. Discussed the idea of having a place for them to live (nccrt.org).
  – Specific channels discussed were Periscope; Facebook Live; Snap Chat; and just making sure we are hitting the right audiences using the right tools.
Key Points of Discussion:

- **Draft Communications Plan/March 1 Live Event**
  - Round Robin of what various organizations have planned for March. Most are still in the planning stages.
  - Plan will include updates to Communication Guide, video content sharing, nccrt.org refresh, local celebrity engagement, etc.
  - Revealed top line information about March 1 event at Hard Rock Café, Times Square.

  - *Identify a unified way to kick things off on March 1 on social media to amplify our efforts*
Key Points of Discussion:

- **Draft Communications Plan/March 1 Live Event**
  - Our collaborative communication plan needed for March and beyond. Each month featuring a tool or success story
    - Collect success stories at the local level for media outreach efforts to pull from
  - Identify if we can create some social media graphics or tools together to share in Feb. to use throughout March supporting our online efforts.
Communications/Awareness gaps/needs:

• Investigate how to bring on more celebrities. This includes sports teams/leagues (Was a follow up EIF breakout on the topic)
• Collect resources that are already translated for AA/PI communities to create PSA or video. Some organizations already have these tools; CDC would disseminate if we can pull resources together
• Create joint press template for information on collaborations (ex. turning city skyline blue)
Opportunities/FY18 NCCRT projects:

• Review and determine what other audiences would benefit from a communications guidebook.

• What comes after 2018; prepare for transition of messaging.
Immediate Next Steps:

• Continue planning for March 1 event including guidelines for submission to Countdown to 2018 social media submission
Parking lot issues:
Reminders

- ACS staff role:
  - Ensure slides are ready to go (should be on computer and back up flash drive).
  - Run and get help in case of IT trouble!
  - Circulate and collect sign in sheet (To be handed out at prep meeting)
  - Use sign in sheet to update slide 4
  - Take good notes.
  - Work with chairs to finalize report slides

- Final report due to Mary by Friday, December 2\(^{nd}\)
- Final report will be shared on December 14\(^{th}\) NCCRT Steering Committee call 1:30pm EST
- ACS Staff contact: Colleen.Fitzwater@cancer.org