Colorectal cancer screening education and considerations for future initiatives
Purpose of White Paper

• Focus is on education initiatives designed to increase CRC screening-related awareness and/or utilization

• Assess summaries of intervention research

• Discuss how key social marketing principles can be used

• Make suggestions for strengthening future efforts
Summary of Work Reviewed

- Community Guide: Systematic reviews
- NCCRT member education programs
- Media analysis
- NCCRT member market research

Synthesis, Summary, and Suggestions
Task Force on Community Preventive Services


Systematic Reviews for Increasing Community Demand

- Small media—strong evidence
- Client reminders—sufficient evidence
- One-on-one education—sufficient evidence
- Mass media—insufficient evidence
- Group education—insufficient evidence
- Client incentives—insufficient evidence

Implications
- Use effective multi-component approach, including one effective intervention
- Additional research needed on mass-media and group education
- Additional research needed on the value of tailoring
- Additional research needed on endoscopy-based screening
Media Analysis

- National CRC Awareness Month has strong outreach.
- Research news, celebrity associations, personal stories are strong “hooks.”
- Local television had most pickup among media.
- Detail / content of messaging appears to be improving over time.

Implications

- Capitalize on National CRC Awareness Month, new research findings, and celebrity and powerful personal stories as media hooks
- Push for specifics (e.g. screening recommendations, screening ages, prevention message, call to action)
Member Education Programs

CDC  Screen for Life  Mass Media
ACS  National Colon Cancer Advertising Campaign  Mass Media
Mayo Clinic  Get on the Path to Colon Health  Group Education
CIGNA/QUEST  CRC Screening Program  Multi-Component
State of Colorado  The Colorado Experience  Multi-Component

Implications
• Mass-media and group education show promise.
• Tailoring to specific communities or groups can lend value (assess carefully).
• Multi-component programs can show strong results.
• Evaluation and sharing methods/results of more programs may add to our knowledge base.
Market Research

CDC, CMS, ACS, C-Change

Implications

- Messaging should increase knowledge & motivation.
- CMS, age 65 and older: highlight risk coupled with empowering messaging about taking care of one's health, ask/tell a friend, benefits
- C-Change, age 35-64: use positive, motivating, personalized message
- ACS: understanding of polyp removal/prevention was associated with high motivation to get screened.
- CDC: more awareness needed of screen recommendations, options, and “no symptoms” with screening.
- Insured: consider direct-to-beneficiary messaging.
- Uninsured: consider non-traditional outreach.
What Is Social Marketing?

“Applies frameworks and strategies from commercial sector marketing to influence the acceptance of social ideas and to change behavior for the good of society”

Core marketing principles

1. Know your audience
2. Know your behaviors
3. Know the exchange
4. Know your competition
5. Know your marketing mix
Social Marketing: Branding and Principles

The Role of Branding

- Establishes associations between a product and a consumer
- Supports decision-making by signaling credible information
Suggestions for the Future Education Efforts to Increase CRC Screening-Related Awareness and/or Utilization
Suggestions for Future Planning

1. Work from Key Social Marketing Principles

   • Learn your audience
   • Learn their behaviors
   • Understand an exchange they would value (peace of mind, prevent cancer, etc)
   • Know your competition and why people choose it (not getting screened)
   • Plan your product, price, place, and promotion
Suggestions for Future Planning

2. Start with Interventions Proven Effective

- Small media
- Client reminders
- One-on-one education
- Multi-component approach, with at least one of the above
Suggestions for Future Planning

3. Leverage One Another’s Strengths

- Collaborate to encourage consistency and repetition in messaging.

- Use the Blue Star whenever possible. This will build recognition and credibility of the Blue Star as well, and in turn strengthen the credibility of future initiatives.
Suggestions for Future Planning

4. Know Your Audience—One Size Does Not Fit All

- What do they do? (eg, avoid screening)

- Why do they do it? (eg, lack of awareness, lack of physician referral, no insurance, other lack of access)

- What do they value? (eg, peace of mind, control, family, prevent cancer)

- What else might they do (other than screening)? (eg, not get screened, get tested by modalities not recommended)
5. **Use Lessons from the Media Analysis**

- Celebrity associations
- Personal stories
- New research outcomes
- March as national awareness month
- Specifics (e.g., screening recommendations, prevention, call-to-action)
6. Prepare for Approaching the Media

• Capitalize on your own or national stories on CRC screening.

• Prepare media fact sheet with key message points on CRC screening in advance.

• Designate / prepare expert and patient/survivor spokespeople (media training, talking points).

• Have “media alert” templates ready in advance.
Suggestions for Future Planning

7. **Promote Evaluation and Share Outcomes**

- Promote evaluation and develop common outcomes measures.
- Outline and share methods, outcomes, and lessons learned.
Thank You!

- Tamar Wallace, Mark Pochapin, Robert Smith, Thomas Weber, Mary Doroshenk, Shawna Mercer, Judith Lee Smith, Sally Vernon
- Task Force on Community Preventive Services
- NCCRT members who contributed program and research summaries:
  - CDC, ACS, New York State Department of Health Cancer Services, Mayo Clinic, Quest, University of Colorado School of Medicine, CMS, C-Change
- NCCRT Evidence-Based Education & Outreach Task Group members!
- AED