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# Coverage of Colorectal Cancer in Popular Media and Television

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# Presentation Outline

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- Background
- Methodology
- Results
- Summary
- Considerations for Future Research Efforts

# Background

- Colorectal cancer (CRC) remains the 2<sup>nd</sup> leading cause of cancer death in the U.S.
- < 50% of Americans undergo recommended screening.
- Lack of awareness is one barrier to screening.
- “Couric Effect”: outreach through media can result in increased public awareness and even significant behavior change.

# Purpose and Research Questions

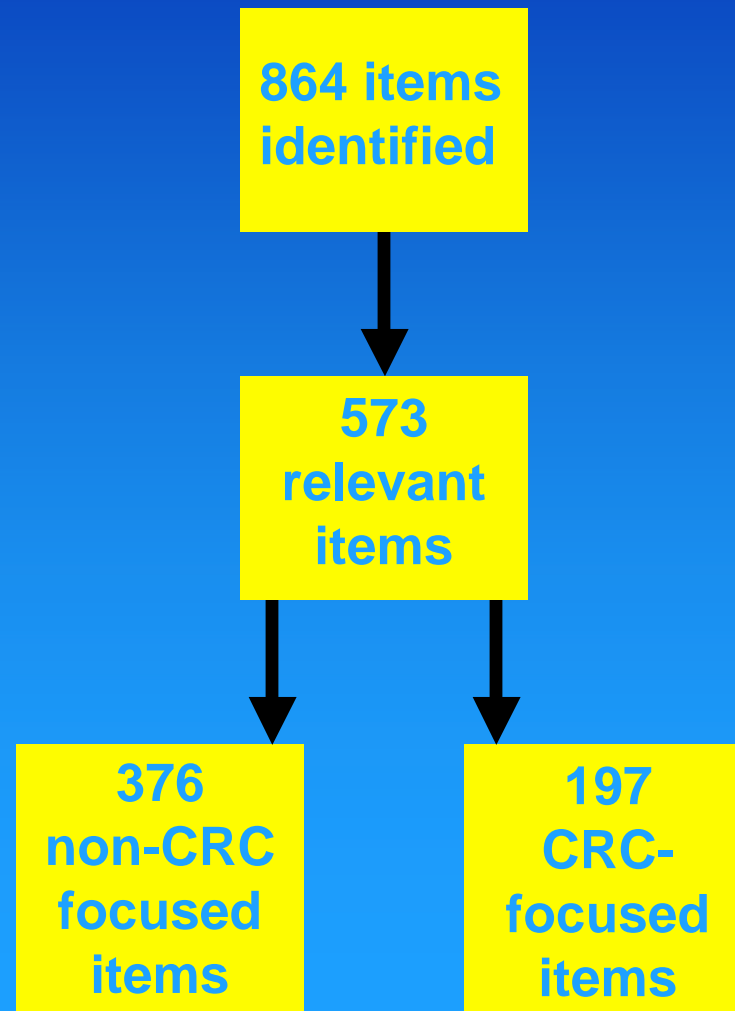
- Purpose: To describe and categorize content in articles or transcripts providing relevant CRC information
- Research Questions:
  1. How have colorectal cancer (CRC) messages evolved over time?
  2. How do CRC messages vary between March (National Colorectal Cancer Awareness Month) and non-campaign months?

# Methods Specifics

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- Searched for published or televised content in September 1998, March 1999, September 2006, and March 2007
- Media Searched:
  - Newspapers (18)
  - Long Lead Magazines (15)
  - News Magazines (8)
  - National Television Networks (5 networks + affiliates in 7 large metropolitan areas)

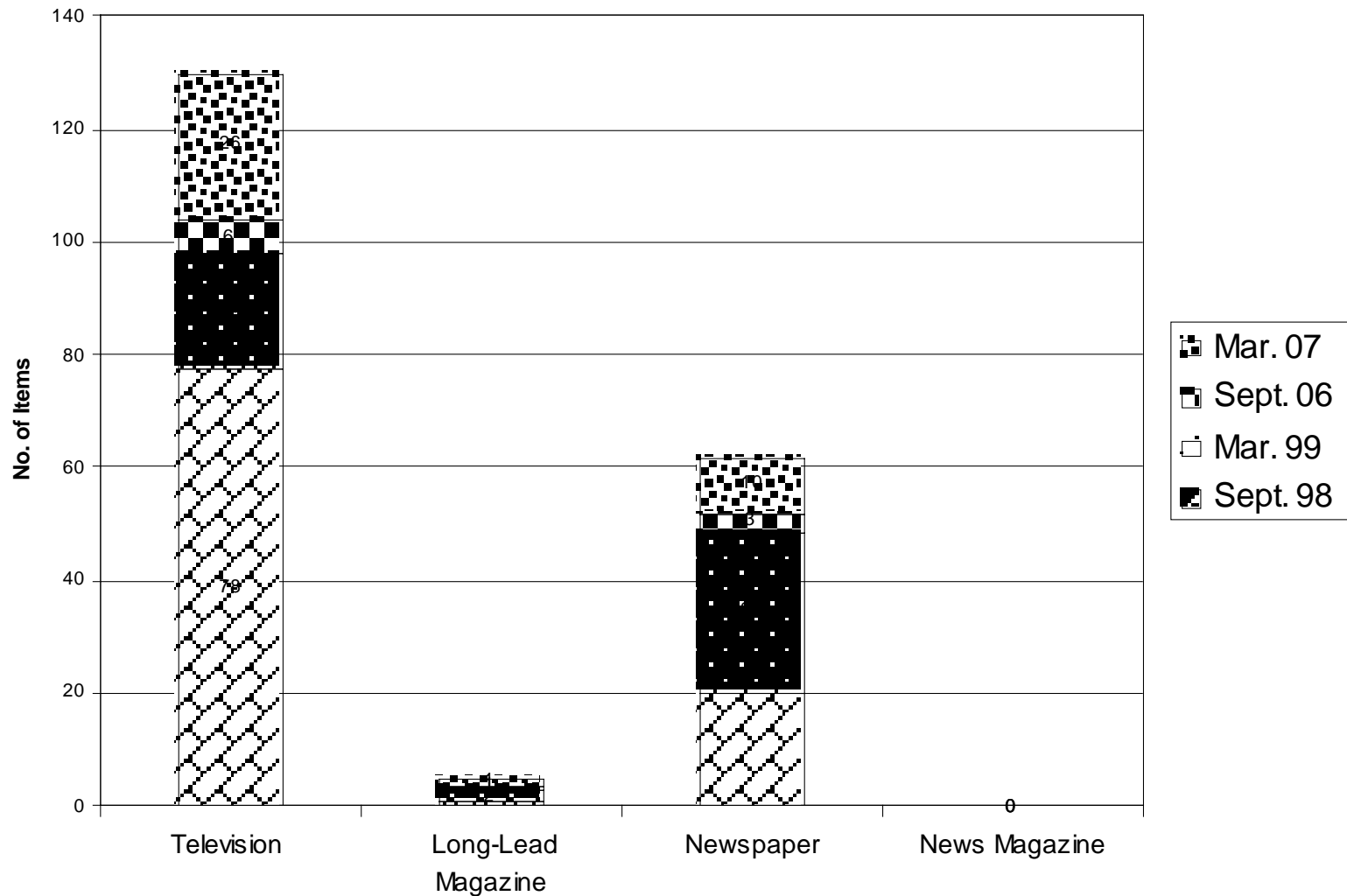
# Results



# Coded Articles by Source

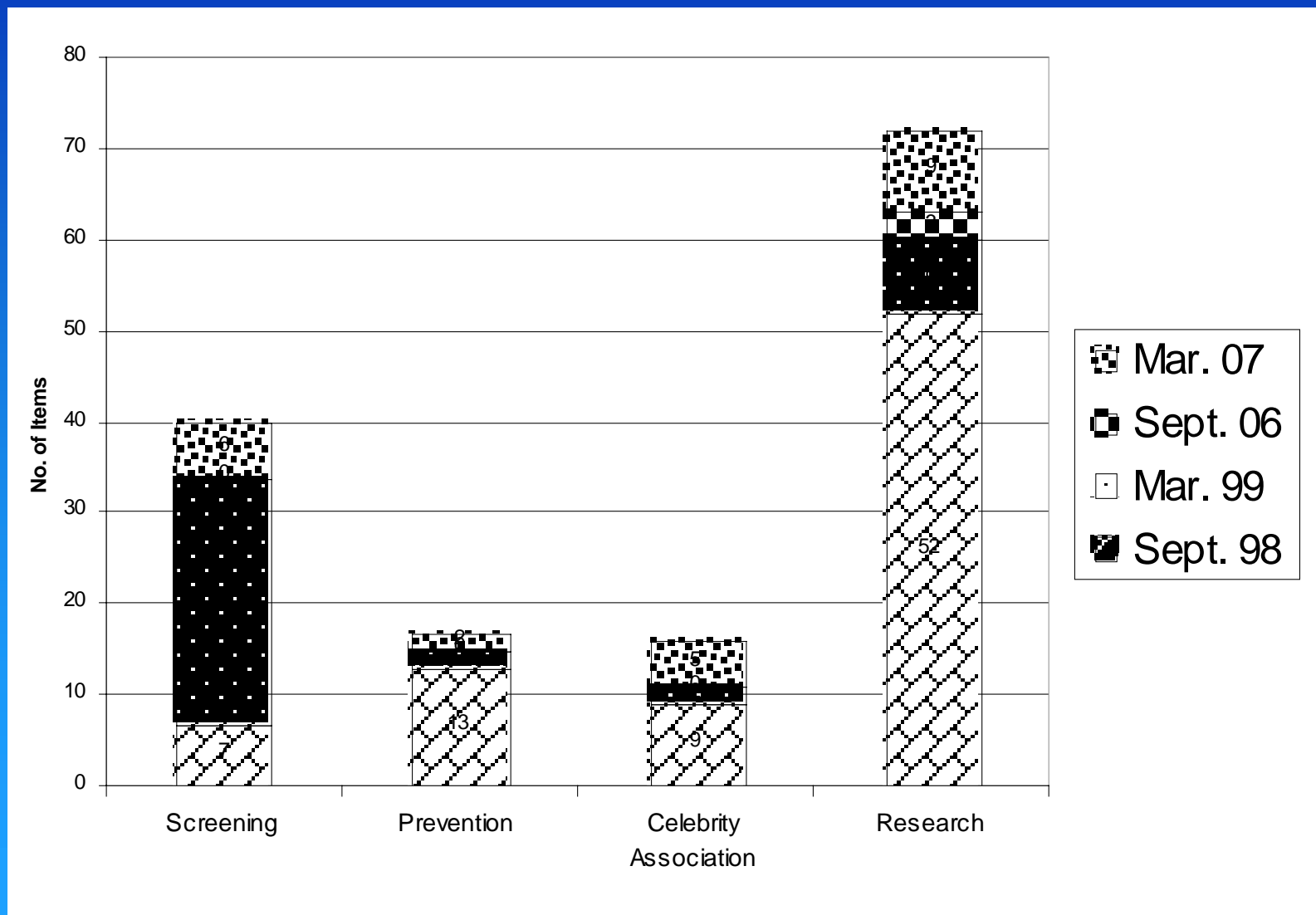
<b>Publication/Station</b>	<b>9/98</b>	<b>3/99</b>	<b>9/06</b>	<b>3/07</b>	<b>Total</b>
<b>Newspapers</b>	53	138	36	61	<b>288</b>
<b>TV Transcripts</b>	164	43	13	35	<b>255</b>
<b>Long-Lead Magazines</b>	7	6	2	5	<b>20</b>
<b>News Magazines</b>	0	6	2	2	<b>10</b>
<b>Total</b>	<b>224</b>	<b>193</b>	<b>53</b>	<b>103</b>	<b>573</b>

# Number of Items with a Primary CRC Focus in All Sources by Month

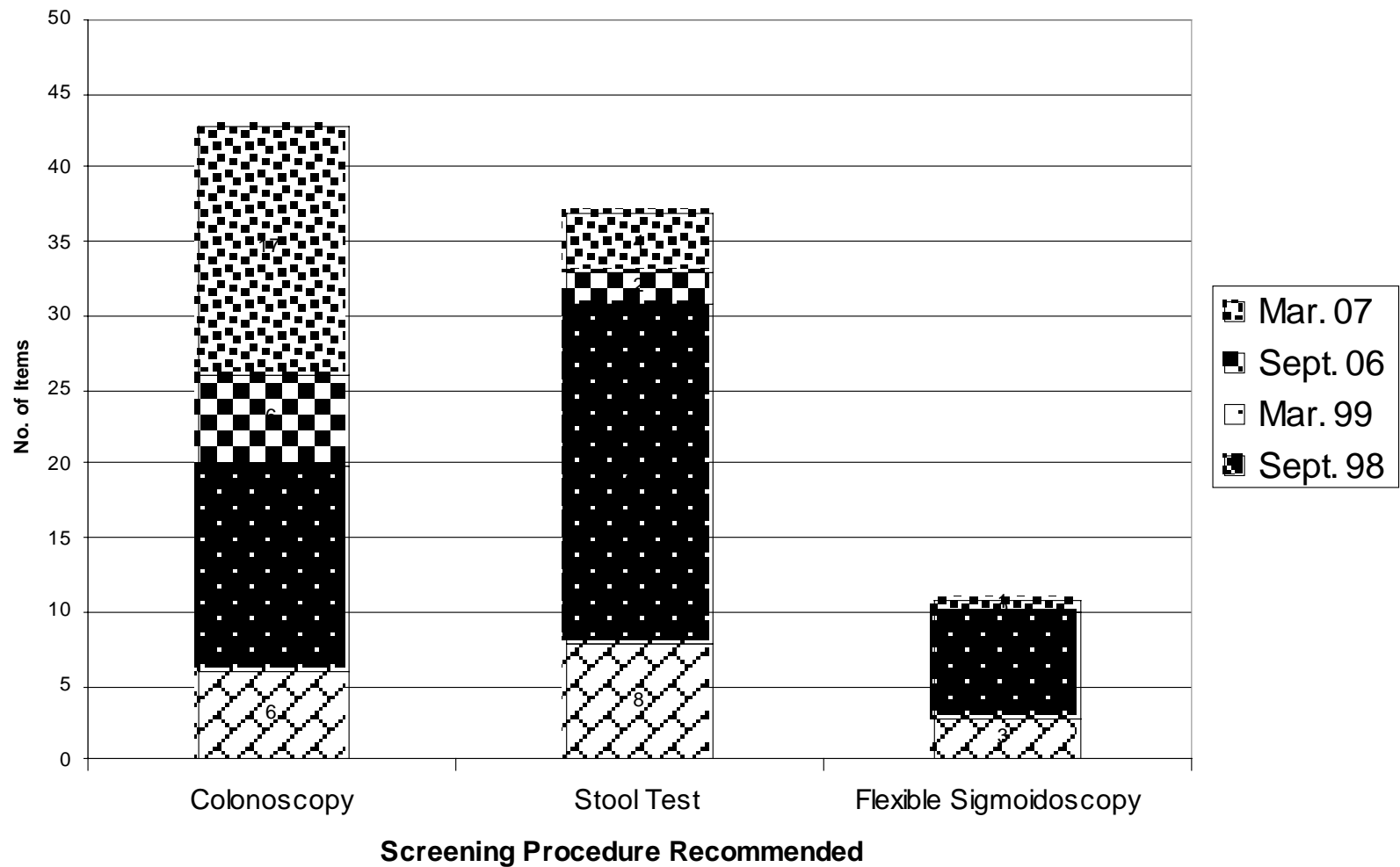




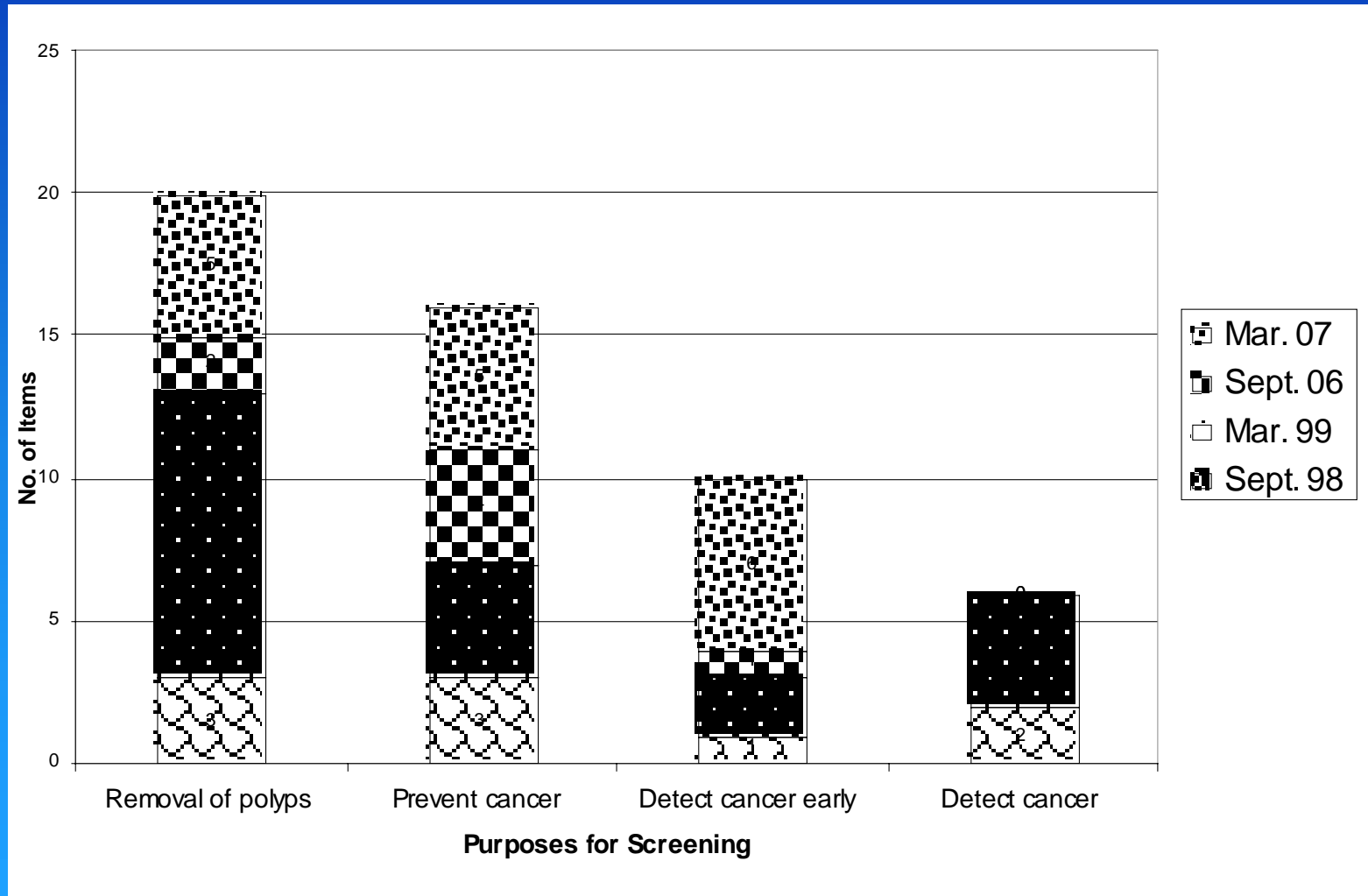
# Frequency of Selected Primary Topics in Items with CRC Focus by Month



# Screening Recommendations Over Time



# Changes in Purposes of Screening Over Time



# Changes in Media Coverage In 2006-07 vs. 1998-99

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- Screening recommendations
  - More colonoscopies recommended
  - *Early* cancer detection emphasized more
- More coverage of screening in celebrity stories
- More non-profit organizations cited as expert sources
- Fewer articles and transcripts in later years

# National Colorectal Cancer Awareness Month

## ■ Evidence of Impact

- Increased volume of items
- Increased length of items
- Increased mentions of screening, prevention and treatment
- Increased referrals for more information

## ■ Other “drivers” of CRC coverage

- Celebrity associations
- Research findings

# Considerations for Future Research Efforts

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- Expand time period to confirm trends and explain changes in volume
- Explore Internet tracking and monitoring
- Focus on information needs by target audience and region

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# Thank you



# Questions?