

# 80% by 2018 Strategic Mapping Moving Consumers to Action *Pre-Meeting Survey Results*

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# 80% by 2018 Strategic Mapping Process

## **Big Picture Mapping Session – June 10<sup>th</sup>, 2014**

- 23 organizations represented
- Provided input through pre-meeting survey and discussion
- Session used to begin development and prioritization of draft 80% by 2018 strategic plan

## **Public Awareness Task Group Meeting – July 17<sup>th</sup>, 2014**

- 26 organizations represented
- Provided input through pre-meeting survey and discussion
- Further adjust 80% by 2018 strategic plan
- Advance 80% by 2018 Communications Plan

## **Professional Education and Practice Task Group Meeting – July 30<sup>th</sup>, 2014**

- 25 organizations invited
- Will provide input through pre-meeting survey and discussion
- Further adjust 80% by 2018 strategic plan
- Develop a 2015 provider outreach/systems change plan around 80% by 2018
- Fold 80% by 2018 Communications plan into the work



# 80% by 2018 Strategic Mapping Moving Consumers to Action Pre-Meeting Survey Results

## **What:**

- Participants took a 17 question on-line survey

## **Participants:**

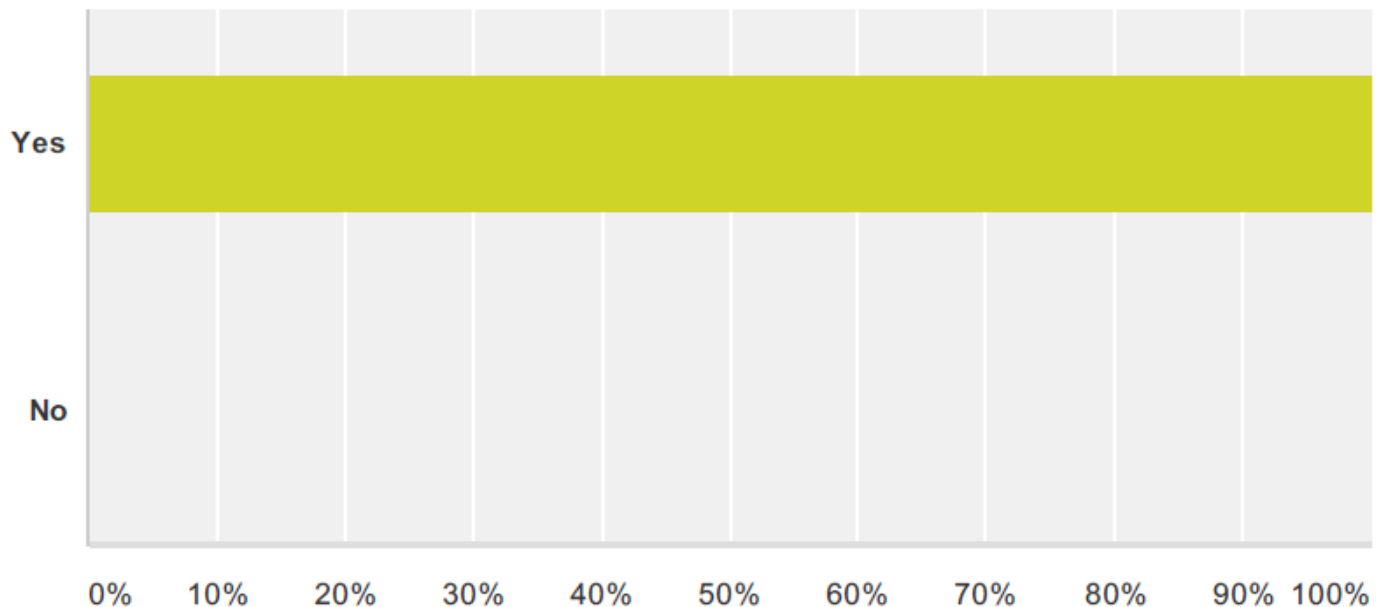
- 25 individuals took the survey; 22 organizations represented
- 26 organizations represented at the meeting

## **Purpose:**

- To help inform the development of a public awareness strategy geared toward targeted audiences in order to reach 80% screening rate for colorectal cancer

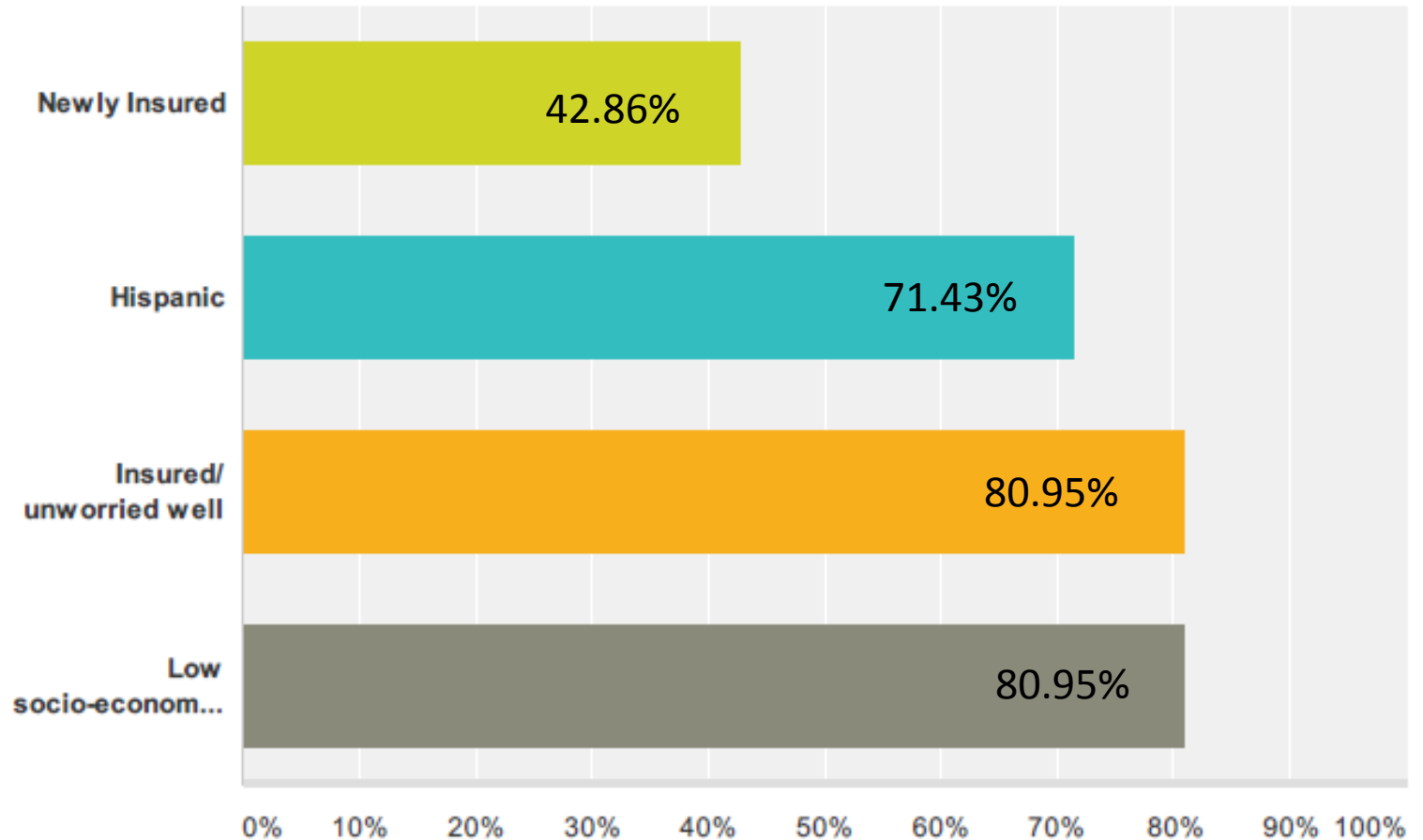
# Survey Insights

**In addition to your organizations own communication strategy to promote colorectal cancer screening, would your organization be willing to collaborate with NCCRT and NCCRT members on a communications strategy that will advance the 80% by 2018 goal?**



# Survey Insights

Who do NCCRT organizations currently reach?





# Survey Insights

## Keys to Success:

### *Cross cutting advice:*

- Engage physicians, Federally Qualified Health Centers (FQHCs), insurance providers and employers, as they will help motivate the general population (create cancer screening friendly work culture)
- Stress test options for those who cannot or will not have a colonoscopy
- Must have appropriate patients, survivors and spokespeople to speak to various audiences
- Need a unified message with the ability to tailor to unique audiences

### *For newly insured:*

- Work through insurers, health insurance exchanges, Medicaid and healthcare.gov; we have a great model already with Kaiser Permanente

### *For insured, unworried well:*

- Stress age as a risk factor; stress screening is for those without symptoms; use testimonials; use creativity to break through the clutter



# Survey Insights

## Keys to Success:

### *For Hispanics:*

- Use family-based messaging; develop partnerships with appropriate organizations, particularly to reach Hispanic markets (Univision and Telemundo, radio stations, Hispanic churches, soccer or baseball arena advertisements, promotores, FQHCs, National Hispanic organizations).

### *For low socio-economic populations:*

- Reach through established support networks; think long-term; use patient navigators/community health workers; extremely important to align with long term plan for patient care



# Survey Insights

## What do we have going for us?

- Range of organizations and campaigns with influence on local, state and national levels
- Established and successful campaigns – Love Your Butt, Undy Run/Walk Series, Screen for Life, Now you know/Now you can among others
- Efforts to target Hispanic audiences underway (Screen for Life, Colon Cancer Coalition, ASGE “myths” video in Spanish)
- Opportunity for direct access to physicians through professional associations
- Strong presence on the ground through a variety of networks: CDC CRCCP program, CCC programs, state health departments, ACS, state-based organizations, targeted markets and other many other local leaders
- There is a focus on building screening programs to serve underserved communities
- Strong desire to build collaborative campaign with unified messages





# Survey Insights

## What are the barriers?

- Resources, funding and staff
- Consensus on level of commitment from each organization

## Tools Needed

- Provide shared tested messages and graphics that keep individual members visible; address fear issue
- Provide materials that are creative/break through the clutter
- Create tested multicultural materials tailored to populations, including in Spanish
- Partnerships with state Medicaid programs, health insurance companies and insurance exchange organizations
- Conduct training webinars to kick-off campaign



# Survey Insights

## Possible messages

### *Life Saving Messages*

- Screening saves lives
- Screening helps prevent colon cancer
- No more excuses, screening saves lives
- Live longer, get screened.

### *Insured, Unworried Well*

- Protect yourself while you are well – get screened for colon cancer
- Don't wait for symptoms to get tested
- Colon Cancer is Preventable
- Testimonials from healthy people who found polyps
- Testimonials from those touched by colon cancer
- Messages about taking control of ones health



# Survey Insights

## Possible messages

### *Newly insured*

- ACA coverage includes screenings (though be transparent about loop-hole)
- Medicare and most insurance plans help pay for screening
- You have insurance; it's time.
- You are now eligible. This is covered.
- Do this for you and the people you love. This is covered.

### *Affordability Messages*

- Do this for you and the people you love. Here are community resources that can help you get it done.
- There are testing options

### *Address fears surrounding screening*

- There are testing options
- Testimonials that make screening seem doable
- Messages that stress ability to care for others/personal responsibility



# Survey Insights

## Possible messages:

### *Action Messages*

- Talk to your provider
- Get screened
- Now you know. Now you can.

### *Hispanic Messages:*

- Family-based messaging for Hispanic communities: Do it for yourself. Do it for your family.

### *Other*

- Eliminating colorectal cancer: a group effort
- Don't be left out: get screened.



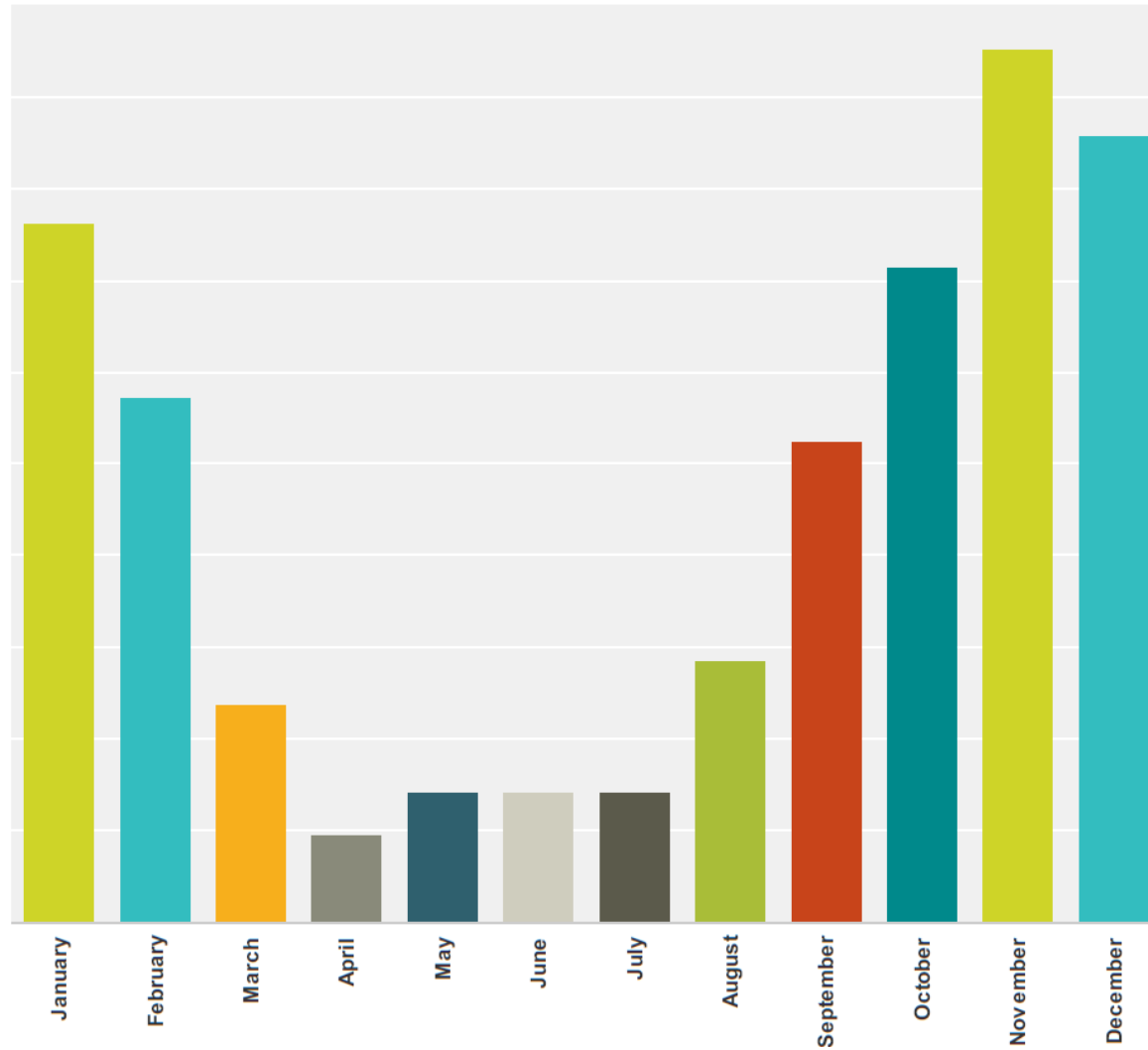
# Survey Insights

## Roundtable Action Items

- Develop a clear roadmap around 80% by 2018 with tools needed to be successful
  - Test messages for targeted populations
  - Create easy to use tools and resources
  - Design logo that shows participation in 80% by 2018 but still retain individual organization identity
  - Develop training webinar for partners to introduce materials and kick-off effort
- Promote collaboration between organizations and maximize available resources
  - Provide clear and diverse opportunities for organization to participate
  - Allow groups to contribute and collaborate in campaign, but still retain own brands and identities
  - Use existing networks of partners to activate physicians and other health care providers
  - Continue work to promote existing tools on systems and policy change
  - Be mindful of certain nuances around language (testing method, need to tailor)
- Need to determine metrics and goals, success
- Give thought to developing two to three year strategy

# Survey Insights

What are your critical months in planning for March?





# Survey Insights

## Questions about 80% by 2018

- What are the shared goals that each organization is committing to?
- What materials and resources will be provided to the organizations?
- Has any federal support been committed to the campaign yet?
- How will Dr. Koh's departure affect the campaign?
- How do we get more patients and community members involved in the messaging?
- What is the overall awareness/communications budget and are we considering sponsorships?
  - Will there be multiple options for organizations to choose from depending on size and budget?
- What public forums and fan participation organizations (College, NFL, NBA, MLB, etc.) are being used if any?
- How flexible is ACS willing to be?